

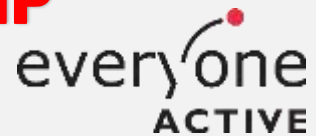


NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

LEISURE SERVICE PARTNERSHIP



YEAR 5 - MAY 2023 – APRIL 2024



Whitwick & Coalville LC and Ashby LC & Lido



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ANNUAL SERVICES PERFORMANCE REPORT

1. Scope of Report and Definitions

The Leisure Services Partnership Report collates two main report functions in one concise document..

- Summary of Monthly Performance Requirements
- Analysis Of The Annual Performance Requirements

The Leisure Services Report also meets the reporting need of the Authority's Outcomes strategic Objective 1 – Improve the Health and Wellbeing of Residents, as detailed in 1.5 of the Services Specification. In addition to that it contributes to the ethos of other objectives, such as providing local economic benefit, supporting safe and inclusive neighbourhoods, providing opportunities for young people, providing high quality services, and being environmentally aware and proactive.

The Annual Reporting Schedule (ARS) is shown in [Section 13](#). It consists of 25 reports including this one, 24 being required under the terms of the partnership contract and one (Club Activ8 Annual Report) being a document volunteered by Everyone Active. Copies of these reports sit within EA's L-Drive. In addition to that NWLDC set up a shared drive in 2022, in which these documents are stored and collectively accessed.

The Performance Monitoring Report (PMR) is a document submitted monthly/bi-monthly, detailing outcomes against the respective headings identified in the Monthly Performance Requirements, including the measurement of delivery to that point, and any failures to meet the performance standards as set out in the Services Specification. 'Full' reports are issued on a bi-monthly basis, whilst 'Interim' condensed reports are issued in tandem with that.

2. Services Specification Performance Requirement Reference

The table below references the Services Specification performance requirement.

Services Specification Performance Requirements	Services Specification Performance Reporting	Services Specification	Annual Services Report Reference
Programme of Use	Part 1C & 1D – Availability	1.22.11 & 1.22.31	Programme and Events
Equipment	Part 1D – Availability	1.24	Service
Maintenance of Building Plant Equipment	Part 1C - Monthly	1.16	Service
Cleaning	Part 1C – Monthly	1,11	Service
Environment Management	Part 1C – Monthly	1.12	Environment
Customer Complaints and Feedback	Part 1C – Monthly	1.13	Service
NWL Physical Activity, Health & Economic Support Outcomes Framework.	Part 1C – Monthly	1.19a	Sports Development & Reducing Health inequalities
Annual Marketing Plan	Part 1C – Monthly	1.19.17	Customer
Major Incident Reporting	Part 1C – Monthly	1.19.c	Health and Safety
Lighting Report	Part 1D- Annual	1.31	Health and Safety
Fire Certificate	Part 1D – Annual	1.23.7	Health and Safety
Electrical Certificates	Part 1C – Annual	1.16.7	Health and Safety
Operational Expenditure and Income	Part 1C – Monthly	1.19.63	Financial
Performance Monitoring Report	Part 1C – Monthly	1.19.63	Scope of Report
Annual Services Report	Part 1C – Annual	1.19.65	Scope of Report
Annual Outcomes Report	Part 1B – Annual	1.5	Authority Priorities / Outcomes
Quest Accreditation	Part 1D – Annual	1.6	Quality Assurance
Participation Targets	Part 1D – Monthly	1.7	Participation

PARTNERSHIP YEAR 5

HEADLINE NEWS

4% INCREASE – SWIM
PARTICIPATION



6% INCREASE – GYM &
CLASS PARTICIPATION

12 COLLEAGUES TRAINED
IN TALKING THERAPIES



39 CPD QUALIFICATIONS
ATTAINED



35 NEW DISTRICT BASED
EMPLOYEES RECRUITED



13% INCREASE – SPORT &
ACTIVITY PARTICIPATION

10 LEVEL 2 MENTAL
FIRST AIDERS TRAINED



10% INCREASE – SOCIAL
VALUE RETURN (£)

18% INCREASE – EVENT ALIGNED
INCOME BENEFIT TO NWL



9 YOUTH JUSTICE SCHEME (YJS)
CLIENTS ENGAGED



21 NEW ACTIVITIES
ADDED

1.29 MILLION
CUSTOMER VISITS

£4.03 MILLION – SOCIAL
VALUE RETURN



HEALTH & WELLBEING
ROADSHOW – 40 PARTNERS /
250 ATTENDEES

£834K – EVENT ALIGNED
INCOME BENEFIT TO NWL



42 MAKE EVERY CONTACT
COUNT (MECC) TRAINING
SESSIONS DELIVERED

21 – W&CLC – DISPLAY ENERGY CERTIFICATE (DEC)



£4,911 RAISED FOR DEMENTIA UK

600 ATTEND NWL SCHOOLS ORIENTEERING EVENT

14 WORK PLACES DELIVERED

2 LIVES SAVED



QUEST 'EXCELLENT' @ W&CLC



8 STUDENTS ENGAGED – REACH SCHOOLS EXCLUSION PROJECT

38 SCHOOLS REGISTERED CLUB ACTIV8 (CA8)

ADAM PEATY MAKES A SPLASH @ WHITWICK

£316K FREE ACTIVITY & COMMUNITY SPONSORSHIP PROVIDED

£242K SWIM ENGLAND SPSF FUNDING SECURED IN PARTNERSHIP WITH NWLDC



76,590 NWL BASED EA CARD HOLDERS

95 YEARS YOUNG – ASHBY LEISURE CENTRE & LIDO

95.1% W&CLC – HEALTH & SAFETY AUDIT



2% INCREASE – OVER 60's PARTICIPATION



82 EVENTS DELIVERED

5.6 COMPLAINTS PER 10,000 VISITS

W&CLC – 4.3*/5 – GOOGLE REVIEWS

1.14 ACCIDENTS PER 10,000 VISITS



5.3% INCREASE – ACCESSIBLE USER PARTICIPATION

95.6% ASHBY LC & LIDO – HEALTH & SAFETY AUDIT

33/35 COMMUNITY HEALTH & WELLBEING OUTCOMES DELIVERED

3. Participation

The period May 2023 – April 2024 represented the fifth year of NWLDC’s partnership with Everyone Active, following the formers decision to outsource its leisure centre service from May 2019.

The year commenced just over fourteen months after the opening of the £23 million Whitwick & Coalville Leisure Centre, and on the back of a short period of both unprecedented, and to a degree unexpected usage growth when aligned to Everyone Active’s tender submission of 2018.



During the period 14th February 2022 (day the new centre opened) and 30th April 2022, average weekly usage levels increased by 250%, with fitness memberships rising from 1,472 to 3,514, and swim lesson pupils from 1,442 to 1,825; However, whilst these figures were understandably celebrated and deemed highly encouraging, they included a degree of swim pupil customer migration from Ashby Leisure Centre & Lido.

The success of the new centre subsequently continued into Partnership Year 4, however due to a combination of factors such as facility capacity limitations, increased local competition particularly within swim lesson delivery, and the centre no longer being viewed as ‘new and exciting’, Partnership Year 5 saw certain areas of participation such as fitness gym and swim lesson pupils decrease, whilst others such as sports hall-based activities and events experienced growth. Particularly pleasing aspects of this were noted within inclusive user and young people usage categories.

3.1 Swimming (+ 4%)

Participation for Swimming and Swimming Lessons combined was **550,457** compared to **529,476** in 2022/23. A **4%** year on year increase.

These figures are particularly encouraging given that swim lesson pupil numbers across the two centres dropped in Partnership Year 5 from **2,154** to **1,972** at Whitwick & Coalville and **1,378** to **1,183** at Ashby. Combined this represented a drop from **3,532** to **3,155 (11%)** in the face of significant levels of competition that saw the centres competing for localised swim lesson custom against six other operators, as opposed to the expected one or two that would be usually found within a district of this size, populace and dynamic.



This drop in swim lesson pupil usage was offset and slightly increased upon as result of four main factors;-

- Additional casual, family, and lane swimming sessions being added to the programme.
- The addition of fun-based child and family sessions.
- Increased school lesson provision
- Strong marketing including social media that led to both centres regularly featuring towards the top of casual swim session % utilisation tables across Everyone Active's East Region portfolio of 46 centres with pools.

Whilst its impact has diminished over time, one of the positive impacts of the Covid-19 pandemic on pool related activity was the introduction of pre-bookable swimming, which was subsequently continued beyond the lifting of restrictions. Customer feedback consistently echoed a message of support for pre-bookable swimming for all the indoor pools and Lido at Ashby, with users able to see on-line that sessions were limited in terms of numbers (although this had always been in place) and that they could guarantee themselves a place within them as opposed to leaving things to chance.

This continues to prove particularly popular with users of the Lido and led to an immediate cessation of the historic long-term issue of restless and occasionally volatile queues of users, sometimes denied the opportunity to use the facility due to unexpected or high demand. It also allowed the staff team to better plan rotas and resource levels.

Cold Water Swimming sessions were initially trialed at Ashby Lido in September 2021, representing the first time that this had taken place since heating was introduced to the facility. The sessions were implemented as part of the collaborative partnership with the Ashby Lido User Group, and on the back of meeting the agreed target of 'cost neutral delivery' they have continued.

The Lido enjoys its 95th birthday this year and remains the last standing public lido facility within the East Midlands. Significant works to the tune of **£90,000** were undertaken in advance of the 2023 Lido season that saw the tank fully relined. Whilst this addressed issues relating to water loss, water ingress issues at the deep end remained, with further works undertaken to address this prior to the 2024 Lido season.

In addition to refurbishment works, ascetic improvements were made in several areas of the Lido that have led to long service colleagues and users alike commenting that the facility has never looked as good as it currently does. The decision taken in 2020 to replace the former learner Lido with a children's beach play facility and beach shack style catering concession has proved to be a good one, with the Ashby-by-the-Sea branding that has been aligned to these changes resonating well with both users and the regional media who continue to champion and celebrate the facility.

3.2 Gym & Group Exercise Classes (Includes Other) (+6%)

Participation in the fitness gym and exercise classes across the two sites was **518,768** for the Partnership Year, compared to **488,108** in 2022/23. A **6%** rise.

In line with swimming, this outcome has been achieved despite a decrease in fitness members (swimming – swim lesson pupils) across the partnership year that saw Whitwick & Coalville reduce from **3,933** to **3,702** and Ashby from **1,672** to **1,635**. Combined a reduction from **5,605** to **5,337** (-5%).



The overall increase in gym and groups exercise usage despite the reduction in fitness members was attributable to four main factors;-

- Average fitness member weekly usage patterns increased at Whitwick & Coalville as a result of improved equipment accessibility, and at Ashby as a result of increased personal training trends.
- Virtual class usage levels at both centres increased, with participation at Whitwick & Coalville the highest amongst Everyone Active's East Region portfolio of 76 centres with fitness facilities
- Increases being made to the instructor led class provision.
- Increased casual fitness gym and class usage.

At the outset of Partnership Year 5 Everyone Active undertook a costed feasibility study into the potential to increase the size of the fitness gym at Whitwick & Coalville from 110 stations (items of equipment) to 127 given that at the outset of the year the member to station ratio was 36:1 against an industry ideal standard of 30:1. The proposal had been to extend the fitness gym into the rear section of the first floor, however as subsequently substantiated rumours of Pure Gym opening a new facility within Coalville grew it was decided to put the project on hold.

3.3 Sports and Activities (+13%)

Sports and Activities realised a combined usage of **185,303** in Partnership Year 5 compared to **164,417** in **2022/23**, representing a **13 %** increase.

User trends within this area of our delivery continue to be viewed as an 'example of best practice' within Everyone Active's portfolio of 214 centres with sports halls. 2023/24 average sports hall usage sat at **38%** due to limited day time demand, however Ashby's Partnership Year 5 usage was **54%**, Whitwick & Coalville's was **69%**. The latter was particularly impressive given that the sports hall is of eight court design against the standard four or six usually found.

These outcomes were attributable to four key factors:

- An increase in the number of external weekly partner led sessions at both centres, particular Ashby on the back of a strategic engagement 'taster plan' being implemented to increase levels of participation within the sports hall there.
- Improved attendances within externally delivered seasonal sessions that were already in place i.e. holiday activity programmes.
- Increased attendance to internally delivered weekly sessions i.e. gymnastics and trampoline.
- Additional engagement with local schools to deliver learning, skills, achievement and celebration events within the centres.

As part of the above Enrych (Mental Health & Disability Charity) added multi-sport sessions to the programme at Ashby on the back of successfully establishing and developing them at Whitwick & Coalville. In addition to that our holiday activity partner, Tayplay introduced Space SK8 roller skating at Ashby that subsequently enjoyed between 40-65 users per week, whilst Clubs Complete established a daily weekday After School Club at Ashby that quickly established 15 attendances per day.

Internally delivered sessions such as badminton, trampoline, and gymnastics continued to be well attended, with numbers surpassing over 200 per week in Partnership Year 5. In addition to that we hosted our first ever schools Health & Wellbeing Roadshow at Whitwick & Coalville Leisure Centre working in collaboration with over 30 partner organisations, as well as Vocal Ease featuring 400 pupils from six district based junior schools.

3.4 Events (+11%)

Events realised a cross site usage of 31,625 in Partnership 5 compared to 28,434 in 2022/23, representing a 11% increase.

Both the former Hermitage Leisure Centre and Ashby Leisure Centre & Lido enjoyed a long and proud tradition of hosting a diverse programme of events, ranging from local and regional fayres and boxing shows to internationally acclaimed occasions such as Armageddon Darts and the Larpcn Festival.

Due to the design of the sports hall at the new Whitwick & Coalville Leisure Centre, which has a sprung floor and no tiered seating, the facilitating of previously hosted large scale spectator events such as Armageddon Darts and One Nation Boxing at the venue are impractical. As such, tiered seating was moved from the former Hermitage Leisure Centre to Ashby Leisure Centre & Lido in 2022, with a view to migrating as many events as possible to the latter, including medium sized spectator events such as Megaslam Wrestling and Motiv8 Boxing; however, there was an acceptance that the continued hosting of major spectator events was no longer possible.

This has subsequently proved to be successful with Partnership Year 5 representing a third successive year of event related usage increase. As part of this, Ashby Leisure Centre hosted five highly successful boxing events in conjunction with Ashby based partner Motiv8, whilst in addition to this the centre hosted a well-attended Peter Kay comedy tribute evening as well as the annual NWL Sports Awards for the first time.

Due to weekly usage demands on the sports hall at Whitwick & Coalville, along with the aforementioned operational confinements we are limited in terms of events, however, the facility was still able to host the two biggest events that we stage, Larpcn and Larpcn Revisited, which collectively saw over 5,000 visitors pass through the doors of the centre. In addition to that the centre continues to host long-established dog shows and fayres that are too big to migrate to Ashby.

3.5 Overall Participation

Overall participation for the period May 2023 – April 2024 was 1,286,153 compared to 1,210,435 for the same period the previous year. A 6% increase. It was broken down as follows:

Table 3.5.1 – 2023/24 Participation

	May 23	June 23	July 23	Aug 23	Sept 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	Total
Activity	5,752	4,667	5,453	7,359	5,653	7,159	6,204	5,136	7,285	7,582	6,915	7,757	76,922
Gym	27,822	27,192	26,156	27,288	26,486	26,516	27,328	21,328	31,888	30,231	28,429	29,875	330,449
Sports	8,680	8,459	9,002	8,117	8,190	8,803	8,645	8,131	10,101	9,939	10,367	9,947	108,381
Swim	47,487	61,028	53,965	62,973	48,900	41,006	38,644	29,622	39,219	42,741	42,398	42,474	550,457
Other	16,907	15,427	15,499	16,513	16,151	16,750	16,703	11,703	14,101	15,535	15,897	15,573	188,319
Events	2,510	2,590	1,470	2,735	2,255	3,005	5,275	1,650	2,100	1,350	4,900	1,785	31,625
Total	109,158	120,063	112,405	124,985	107,635	103,239	102,799	77,570	104,694	107,378	108,906	107,321	1,286,153

Table 3.5.2 – 2022/23 Participation

	May 22	June 22	July 22	Aug 22	Sept 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23	Apr 23	Total
Activity	8,395	5,133	4,527	5,519	4,641	5,648	6,067	4,165	6,671	5,902	6,577	5,869	69,114
Gym	27,096	23,134	22,618	24,659	21,385	23,210	24,584	18,509	29,282	26,565	29,513	27,190	297,745
Sports	7,864	7,023	6,489	6,393	7,950	8,073	8,403	7,265	8,746	8,695	9,905	8,497	95,303
Swim	44,827	45,187	51,353	55,070	43,696	43,221	40,104	26,880	42,649	43,747	45,851	46,891	529,476
Other	15,977	15,785	15,683	16,020	16,057	16,972	17,101	9,588	17,048	16,259	17,809	16,064	190,363
Events	2,100	1,350	450	1,100	3,054	1,875	3,305	1,730	2,975	995	6,900	2,600	28,434
Total	106,259	97,612	101,120	108,761	96,783	98,999	99,564	68,137	107,371	102,163	116,555	107,111	1,210,435

Predicted usage targets for Partnership Year 5 were requested by NWLDC in January 2023 and within them consideration was given to at the time regressing swim pupil and fitness gym membership numbers and the potential impact that these would have on usage. In addition to that this partnership is 'stand-alone' in comparison to all but a small number of ones that Everyone Active have with local authorities, in that it has a Lido. Due to the complete unpredictability of weather months in advance of usage target setting and the significant fluctuations in usage that result from poor or good weather, this to can have an impact when it comes to accurately predicting usage.

Likewise, whilst desired business planning outcomes sought to offset the loss of swim lesson pupils and fitness gym members through a combination of existing activity growth and additional programming in other usage areas, the success of those plans was difficult to accurately predict. Taking all of this factors into consideration we were delighted to realise **1,286,153** user visits in Partnership Year 5 against a target of **1,158,663**, representing a **11%** positive difference.

Table 3.5.3 – 2023/24 Usage vs Target (+11%)

Centre	May 2023	June 2023	July 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	Totals 2023/2024
ALC & Lido Target	34,087	33,645	35,403	36,028	31,770	30,935	30,921	21,608	35,128	35,478	37,255	35,447	397,705
Actual	38,250	50,893	40,451	49,069	39,976	33,695	34,272	26,156	34,201	34,181	35,489	33,967	450,600
Difference	+4,163	+17,248	+5,048	+13,041	+8,206	+2,760	+3,351	+4,548	-927	-1,297	-1,766	-1480	+52,985
W&CLC Target	62,645	63,335	65,002	70,021	62,622	65,735	66,316	45,861	65,145	65,923	64,117	64,236	760,958
Actual	70,908	69,170	71,954	75,916	67,659	69,544	68,527	51,414	70,493	73,197	73,417	73,354	835,553
Difference	+8,263	+5,835	+6,952	+5,895	+5,037	+3,809	+2,211	+5,553	+5,348	+7,274	+9,300	+9,118	+74,595
Total Target	96,732	96,980	100,405	106,049	94,392	96,670	97,237	67,469	100,273	101,401	101,372	99,683	1,158,663
Actual	109,158	120,063	112,405	124,985	107,635	103,239	102,799	77,570	104,694	107,378	108,906	107,321	1,286,153
Difference	+12,839	+23,083	+12,000	+18,936	+13,243	+6,569	+5,562	+10,101	+4,421	+5,977	+7,534	+7,638	+127,490

3.6 Next Year - Partnership Year 6

Partnership Year 6 will come with major challenges, however there will also be opportunities and potential opportunities for us to slightly shift the DNA of the centres in reaction to the challenges.

In terms of the challenges, these are in the main two-fold. Firstly, the opening of the Pure Gym in Coalville has and will continue to impact significantly on membership numbers at both centres given the close proximity of it to each. A similar facility opened in 2022 near to Everyone Active's centre at Parklands, Oadby subsequently resulting in a loss of **25% (1,000)** of its members. Were the same thing to happen in NWL, then it is feasible that over **1,300** members could be lost.

The second challenge is an ongoing one, namely the level of swim lesson competition within the district. As captured earlier in this report leisure industry intelligence suggests that for a district of its size and dynamic two local competitors would most likely be seen, however within NWL there are six. This means that the swim lesson market is to all intents and purposes saturated, and whilst we are able to offer free swimming outside of lessons to our pupils (something that not all of our competitors are able to) there will always be a finite market share that we are able to command against smaller scale operators that are not bound by the conformities of having to operate to a wider corporate scheme dynamic in terms of pricing, class sizes, and sibling discounts. Swim Lesson prices within Everyone Active's North West Leicestershire contract remains the lowest in the East Region (South), so simply lowering prices isn't a ready-made option, especially in light of the challenges of staff wage and utility costs.

The 2023 version of this report advised that consideration was being given to a fitness gym extension at Whitwick & Coalville Leisure Centre in order to react to member to equipment ratio challenges at the time; However due to the subsequent Pure Gym factor this development was understandably placed on hold until the impact of it was more fully established. As a result there remains scope for potential further investment into the facility, however at this juncture it is uncertain if that will occur and if so where it might be made. It could well be that once the impact of Pure Gym is better understood that changes are made to the fitness gym or alternatively investment is considered in other areas to assist in driving usage and customer opportunities.

Sports Hall utilisation levels at Ashby are already well above national leisure industry average parameters, whilst Whitwick & Coalville's utilisation sits nearly **30%** higher than that. Whilst we continue to work with partners as well as identifying potential additional in-house activities, the realities are that improving on what is already a strong position will be challenging. It's no coincidence that Whitwick & Coalville was shortlisted for the prestigious 2023 UK Active, Best Newcomer Award, on the back of the growth of its activity programme across the past year, with the centre currently being considered by UK Active for shortlisting for the 2024 Regional Centre of the Year. In terms of the 2023 award, whilst the centre didn't win the award, it secured the highest score of any Everyone Active centre in the UK that was shortlisted. These scores determined across a written submission, comprehensive customer insight surveys and three mystery visits.

Due to the potential impact of Leicestershire County Council development works to the adjacent A511 the Trim Trail that is due to represent the final element of the Whitwick & Coalville Leisure Centre build was put on hold. This was due to be implemented within the wider Eco Park during Partnership Year 5, however as a result of the A511 project it was delayed whilst discussions between NWLDC and the LCC were progressed. On the back of these being successfully concluded the Trim Trail is scheduled to be implemented in July 2024, with the hope being that it will attract local residents and in doing so impact favourably on the leisure centre.

4. Authority Priorities / Outcomes

The outcomes achieved and highlighted in this Leisure Services Partnership Report, contribute to the ethos and achievement of the strategic objectives highlighted by the Council as detailed in the Authority Outcomes section – 1.5 of the Services Specification.

There are six authority outcomes; - Improving health & wellbeing and reducing health inequalities, providing local economic benefit, supporting safe and inclusive neighbourhoods, educating protecting and providing opportunities for young people, providing high quality services, and contributing to sustainability and environmental improvements.



In 2021 NWLDC and Everyone Active agreed to set, measure, and review these by incorporating all of them (other than sustainability and environmental improvements) into the collaboratively produced Community Wellbeing Plan 2022/23 (CWP). Within the CWP report the outcomes were listed within a table, with each having a key reference (A,B,C,D,E). These were then referenced within the 31 CWP targets, with year end and quarterly updates provided.

This collaborative approach and the subsequent outcomes delivered not only resonated favourably with NWLDC and Everyone Active, it was also recognised as an example of best practice within wider external accreditations and award shortlisting.

QUEST is the Sport England assessment platform for the measurement of effectiveness and impact within the leisure industry and to all intents and purposes is viewed as the industry's equivalent to the education sectors OFSTED. Whilst assessment is recommended as opposed to compulsory, over 700 UK leisure centres are aligned to the scheme. It's framework tests many facets of delivery including effectiveness in tackling inequalities, and the impact of programming and initiatives in improving health and wellbeing, with both Whitwick & Coalville and Ashby Leisure Centre scoring well above national average in these areas of delivery with the CWP forming the core component of how that view was arrived at. Likewise, performance on the national stage through the UK Active Awards (as mentioned previously in this report) was based around the impact that Whitwick & Coalville Leisure Centre is having on health and wellbeing, inclusion, and the reducing of health inequalities.

Given the impact that the CWP is having in terms of authority outcomes and how that has been positively viewed under external assessment, Everyone Active and NWLDC understandably continued with this collaborative approach with the 2023/24 CWP and it's subsequent final outcomes attached to this report. It makes for highly favourable reading with all but a small handful of desired outcomes achieved. The 2024/25 CWP is again a collaboratively produced document and went live in April 2024.

In order to further support the content within this section of the report we plan to present a short video highlighting successes and partner feedback within this area of our delivery to NWLDC Scrutiny in September 2024.

Sustainability and Environmental Improvement outcomes are covered in the separate [Energy Engagement Plan – Document 6 Annual Reporting Compliance](#)

4.1 Improving Health & Wellbeing and Reducing Health Inequalities

Every activity-based visit to the centres (or to our satellite programmes) contributes to improving the health and wellbeing of local residents. Usage data relating to these activities provided elsewhere within the report totaling **1,286,153** evidences an increase in participation by **6.2%** compared to last year.

Within that, several the programmes and activities that we offer, either in a standalone capacity or delivered in conjunction with the council, contribute towards the addressing of health-related inequalities such as age, financial resource, and accessibility to facilities etc.

Within this we continue to work with partners such as the NWL Health & Wellbeing Team, Community Focus, Enrych, Youth Justice, Children, Families & Wellbeing Centre, The REACH Programme, and The People Zone, collectively aiming to tackle areas of priority including health inequalities within the district.

Towards the end of Partnership Year 5 we partnered the NHS as a public vaccination point as well as Canine Support (CS). The latter allowed CS to help train support dogs within our facilities, as well as exposing other users to the important role that Canine Support plays within the community.

4.2: Social Value

At the end of Partnership Year 3, Everyone Active entered a partnership with 4Global a multi-national company that have helped clients solve inactivity problems, through the creation of one of the world's most extensive sport and activity software and data platforms. Their technology and know-how have made them a trusted and valued partners to some of the world's most prominent organisations, cities, and governments, with Everyone Active seeing the benefits of securing information from their Data Hub platform for both they and their partners such as NWLDC.



An initial Social Value report was produced in June 2022, which captured Social Value for the period June 21- May 22 measured against similar data for the period June 19 – May 20 (the period June 20 – May 21 being severely interrupted because of the Covid-19 pandemic). This has subsequently been followed by the issue of a report that aligns to standard reporting year models for the period April - March. It provides comparative data aligned to the previous year and is attached within the appendices.

The report is broken into four subsections, which collectively provide a total Social Value (£). For 2023/24 (Partnership Year 5) the details were as follows;-

Physical & Mental Health (£712,974) - Calculated based on the health care cost savings for eight identified health outcomes (including depression, dementia, back pain etc) based on the reduced risk and prevented cases combined with the reduced GP visits & psychotherapy usage for physically active people.

Subjective Wellbeing (£2,260,413) - Refers to the increase in life satisfaction. It is calculated by multiplying the value of increased wellbeing derived from a participant's engagement in sport by the number of unique people taking part

Individual Development (£29,832) - Refers to the improvement in educational attainment and higher starting salaries gained through participating in sport at university.

Social & Community Development (£1,032,300) - Represents the reduction in crime rates for young males and the social capital based on improved networks, trust, and reciprocity.

The 2023/24 report advised a social value total within the NWL partnership of **£4,035,519**. This represented an increase of **10%** on the previous years total.

Whilst the 4Global Social Value reports remain somewhat in their relative infancy, they are already recognised as the industry social value measurement tool, being championed by Sport England and further developed within Moving Communities as a standardised online survey designed for local authorities and leisure operators to understand their local communities and support engagement. 4Global are currently developing SVC3 in partnership with Sheffield Hallam University.

4.3: Providing Local Economic Benefit

Everyone Active have been actively championed for their work in this area, within both the Ashby Leisure Centre & Lido and Whitwick & Coalville Leisure Centre QUEST assessments. The reports issued on the back of each have highlighted strength in the hosting and promotion of a large and diverse internal and external partner delivered activity programme, employment opportunities provided to local residents, the impact of a nationally recognised event programme, and the use of local suppliers and service providers. Furthermore, the diverse and inclusive nature of the activity programme at Whitwick & Coalville Leisure Centre was a key factor within the centre being shortlisted for the highly prestigious 2023 UK Active awards.



Within our activity programme we have 91 partnership delivered weekly activity sessions running across the two centres, including a portfolio of 21 in-house sessions. In total, 21 new activities were added to the programme in Partnership Year 5. These included Pickleball, Clubs Complete After School Club, Head over Heels Gymnastics and Space Sk8.

During Partnership Year 5, we added a total of 35 new district-based colleagues to our team, whilst training 39 of our colleagues in professional qualifications. Additionally, 17 of our colleagues have been trained in new roles within our centres. Of the 35 new staff members who have joined our team, 24 are in the under 19 age bracket.

Industry data advises that the average UK spend per head for a non-local resident attending an event is £41-67, whilst for local residents the figure is £19-15. Based on feedback from our event partners our event attendee split for Partnership Year 5 was 32% non-local and 68% local. With 31,625 event attendees over the course of the year this equated to £833,521 economic value being secured or brought into the district as a result of events held within our centres. This represented an increase of £127,665 (18%) on the previous year

Table 4.3.1 – Event Aligned NWL Economic Benefit - Partnership Year 5

Attendee Type	Number of Attendees	Local Spend Value Per Head (£)	Value (£)
Non-Local Resident	10,120	41-67	421,700
Local Resident	21,505	19-15	411,821
Total	36,625	N/A	833,521

4.4 Supporting Safe and Inclusive Neighborhoods

Since becoming an accredited Make Every Contact Count (MECC) trainer, our Active Communities Manager (ACM) has become an integral part of the Leicestershire County Council network for the development of MECC. As part of this work it has allowed our ACM to deliver four courses to **30** NWLDC employees and **12** Everyone Active colleague to help diversify their conversational skills to further support the district residents.

Partnership Year 5 saw us partner the Vita Health Group, an NHS commissioned service. The partnership aimed to professionally develop our colleagues to align them with those working within NHS services to glean a better understanding of mental health awareness and advocating the benefits of positive mental health. This partnership has to date seen **12** colleagues trained in talking therapies mental health session. Aligned to this, we facilitated an information event for mental health and related services with Vita Health that saw **40** centre user interactions

Additionally, a further **10** colleagues were trained as Mental Health First Aiders (Level 2) to help them deal with the rising demands of people mental health both publicly and within our colleague team. We have also partnered with Active Together and the NWLDC HWB Team to facilitate Menopause Wellbeing sessions at both Ashby Leisure Centre & Whitwick & Coalville Leisure Centre. As part of this two of our colleagues were provided with additional training in order to become Menopause Champions, whilst we have also trained and appointed a Pre & Post Level 3 instructor.

Following last year's successful event, Whitwick & Coalville Leisure Centre hosted a second Collaborative School event aimed at teaching district based children basic and essential skills. The event was attended by **8** schools encompassing **120** children, who amongst other things were taught basic communication skills, the understanding of inclusive needs, and basic first aid.

Another previously successful event that was followed up and further developed in Partnership Year 5 was our Health & Wellbeing Road Show. This events focus was more diverse than the previous years, aiming to broaden partners and residents' knowledge of support, opportunities, schemes and pathways within the district. The event featured **40** stall holders and included a programme of activities for the **250** attendees.

On the back of the positive attendance numbers enjoyed within the Enrych's inclusive user sessions at Whitwick & Coalville Leisure Centre, we facilitated the organisation with a complimentary six-week pilot trial session at Ashby Leisure Centre to try and provide similar opportunities for residents more local to Ashby and the surrounding area.

In Partnership Year 4 we sought and subsequently developed a partnership with the Youth Justice System (YJS) to provide centre based usage opportunities at Whitwick & Coalville Leisure Centre to children and young people on YJS projects, with the centre used as an intervention to re-offending as well as boosting physical, mental, and emotional wellbeing. Partnership Year 5 saw **35** centre usages from **9** different young people working with the YJS programme. Feedback from participants highlighted the positive effect on their physical, mental, social, and emotional health, with us securing case studies as part of that evidencing positive behaviour change achieved through the partnership.

4.5 Educating, Protecting and Providing Opportunities for Young People

In Partnership Year 5 we worked in collaboration with Ivanhoe School and their P.E department on an 'Increasing Activity & Awareness' project. The programme provided gym inductions and complimentary weekly usage over a six week period to pupils who were highlighted by the school as not achieving Chief Medical Officer (CMO) guidelines for activity. The project helped to encourage 12 sedentary children from the school into a fitness gym environment that had previously been alien to them. Full attendance was subsequently enjoyed across the entirety of the programme and has led to further discussions with the school around a potentially developed project that goes beyond simply encouraging new habits and attendance, but is more impact measured.



The leisure centres have long been championed within by the district's education sector for the scope, scale, and quality of its Work Placement programme, with this having been initially set up by the Contract Manager when the centres were operated by NWLDC. Historically these placements have gone on to lead to employment opportunities within the leisure centres or the leisure centres being asked to provide references for pupils seeking employment elsewhere. Partnership Year 5 saw 14 work placements delivered to students from 9 different schools, with Partnership Year 5 also saw the centre's facilitate several School Sports Partnership (SSP) and Health & Wellbeing related events that we plan to repeat and develop in Partnership Year 6. These have included school swim gala's, indoor sports events, and annual large scale health, wellbeing, and skills events detailed elsewhere within the report . As part of this work we held a SSP School Ambassadors event which saw several of the district's young ambassadors attend a celebration day in recognition of their work throughout the year. In addition to that we also facilitated the annual NWL Schools Orienteering event at Whitwick that had historically been held at Donisthorpe Wood. The event saw 600 children attend from schools across the district with discussions currently ongoing to repeat it on the back of its success.

The REACH programme ran by Leicestershire County Council (LCC) assists children who are highlighted by school as at risk of exclusion, and in conjunction with them we set up a partnership that provides centre use as an intervention to help engage the students back into education and provide positive experiences. Partnership Year 5 saw 8 students accessing our gym's and sports halls as part of the project.

Our Active Communities Manager (ACM) has been integral during the planning stages for The People Zone, situated in Whitwick and Thringstone. The project aims to help access funds in order to help build a legacy project within those areas, focusing on 'getting everyone moving,' and is also partnered by Active Together, NWLDC, along with local community groups and sports clubs. As part of this our ACM has attended steering groups meetings and offered to facilitate upskilling through the delivery of a Sports Leader Award Level 2 qualification for CYP within the targeted People Zone areas.

4.6 Providing High Quality Services

Everyone Active and NWLDC look to provide affordable services through a combination of industry, regional, and local benchmarking. This has also been made easier through Everyone Active managing most council owned leisure facilities within Leicestershire.

Allied to, and key to this, is the role that external benchmarking and strong levels of customer satisfaction play within the measuring of high-quality service, with Everyone Active able to demonstrate both robust and frequent monitoring along with positive subsequent outcomes.

In terms of external benchmarking, Everyone Active are current holders of several national industry related awards such as Swim England's 'Operator of the Year', whilst at localised level Whitwick & Coalville Leisure Centre was a finalist at the 2022 UK Fitness Awards (Best Newcomer category) and more recently was shortlisted in the 2023 UK Active Awards Regional Centre of the Year award. In addition to that positive QUEST assessment outcomes (detailed in Section 9) recently delivered at both centres point to continued high quality service provision that sits within the top 22% of 700 assessed leisure centres across the UK.

Customer satisfaction and feedback is measured through a number of platforms, which include the following; -

- Single Customer View (SCV) customer feedback portal.
- Social Media accounts
- School service questionnaires
- Bespoke surveys for Swim Lessons, Parties, Holiday Camps, After School Sports Clubs, Adult Activities, Health Programs and Sport Courses
- Swim Passport portal.



In terms of those bespoke surveys, examples of positive outcomes as seen through the eyes of our customers are captured within the Annual Customer Annual Swim Lesson Survey's captured within Section 8.1.

4.7 Sustainability and Environmental Improvements



We contribute to the green agenda by committing to nationally recognised best practice programmes such as Environmental ISO14001 management standards. This includes implementing proactive Environmental Action Plans focused on reducing energy and water consumption, as well as promoting green travel to staff and customers, and encouraging increased waste re-cycling.

Partnership Year 5 saw the continued development of a comprehensive Environmental Action Plan (EAP) ([Annual Reporting Schedule - Document 6](#)) providing details and desired outcomes relating to various projects aimed at reducing utility consumption.

The EAP also targeted lighting resource being positively progressed towards a full portfolio of LED fittings at Ashby Leisure Centre, and by the end of Partnership Year 5 this had migrated to an impressive 98%. With 100% already in situ at W&CLC the aim is for the centre to achieve 100% by the end of Partnership Year 6. In addition to this, we had the Buildings Management System (BMS) at Whitwick & Coalville LC upgraded, thereby ensuring optimum energy efficiency throughout the centre.

We continue to work closely with NWLDC in relation to external green funding, and in Partnership Year 5 assisted in the securing of £242,000 of Sport England Swimming Pool Support Fund (SPSF) funding for the provision of additional solar panels at Whitwick & Coalville LC in order to reduce electricity output and Carbon Emissions.

As detailed elsewhere within the report, QUEST is the Sport England recommended continuous improvement tool for leisure facilities, designed to measure how effective organisations are across a variety of core and selected modules of assessment. Environmental Awareness & Sustainability features as a key core module, with both sites achieving 'Excellent' (the highest banding achievable) within their last assessment cycles for this area of delivery. This outcome has now been achieved within the Environmental module of each of the last four QUEST cycles, all of which have been reviewed by separate assessors.

Section 11 of the report provides performance and outcome detail relating to Sustainability and Environmental Improvements.

5. Events

Under NWLDC the centres enjoyed a strong reputation for the diversity and scope of both its activity and event programmes, which has subsequently been continued under Everyone Active despite the cancellation of the entire event programme in Partnership Year 2 due to the impact of the Covid-19 pandemic. With Covid-19 regulations still in place for the first half of Partnership Year 3, programme recovery along with the addition of new events proved challenging, however by the end of the year 82% of previous hires had been retained going into Partnership Year 4, despite increased competition from other local and regional events venues.

With the new Whitwick & Coalville Leisure Centre deemed uncondusive to bar aligned events such as darts and boxing, these were naturally lost to those competitors, however they were replaced with more pool based gala events. In total 66 events were held across the two centres during Partnership Year 4. Concerted efforts continued to be made to migrate existing events across to Ashby Leisure Centre & Lido, whilst we continued to endeavour to convince prospective new event hirers to the venue as opposed to Whitwick & Coalville Leisure Centre.

Both have met with success and in Partnership Year 5 the programme grew by 24% to 82 events across the two venues. In keeping with previous year's figures, these include Blood Doning sessions, which are classified as event hires. 91% of those that had been previously lost as a result of the pandemic had returned by the end of Partnership year 5, a 9% increase from Partnership Year 4. The securing of swim gala's proved to be a key component within this success with a record number of 16 taking place in Partnership Year 5. As part of this increase in pool related event activity Whitwick & Coalville Leisure Centre hosted an Adam Peaty Race Clinic full day workshop in September 2023 which was attended by a diverse cross section of local and non-local bookees, local school, centre based swim teachers, and representatives and swimmers from the resident Coalville Swim Club. 3 x Olympic and 4 x Commonwealth Games Gold medallist, Adam delivered the clinic in person, covering a diverse range of swim techniques, nutrition, fitness and sports psychology.

Table 5.1 –Events Held @ Whitwick & Coalville Leisure Centre – Partnership Year 4

Date	Event
08/04/23	Ace Gift Fair
15/04/23	Coalville Swimming Gala
26/04/23	Blood Doning
04/05/23	Elections
05/05/23	Elections
06/05/23	Antiques Fayre
16/05/23	Blood Doning
16/05/23	Witherly School Gala
21/05/23	Coalville Swimming Gala
25/05/23	NWL School Collaborative
08/06/23	Blood Doning
11/06/23	Coalville Swimming Gala
24/06/23	Sharecroft gymnastics event
25/06/23	Coalville Swimming Gala
26/06/23	Swannington Sports Day
03/07/23	Blood Doning
09/07/23	Coalville Swimming Gala
29/07/23	Ace Gift Fayre
31/07/23	Blood Doning

Date	Event
10/08/23	Adam Peaty Race Clinic
23/08/23	Blood Doning
03/09/23	Coalville Swimming Gala
05/09/23	Blood Doning
13/09/23	Ambassadors Training Day
16/09/23	Badminton England fun day
16/09/23	Antiques Fayre
23/09/23	Blood Doning
24/09/23	Coalville Swimming Gala
10/08/23	Adam Peaty Race Clinic
23/08/23	Blood Doning
03/09/23	Coalville Swimming Gala
24/09/23	Coalville Swimming Gala
28/09/23	Blood Doning
01/10/23	Coalville Swimming Gala
08/10/23	Coalville Swimming Gala
14/10/23	Coalville Swimming Gala
22/10/23	Coalville Swimming Gala
03/11/23	Larpcon
04/11/23	Larpcon
05/11/23	Larpcon
11/11/23	Coalville Swimming Gala
12/11/23	Coalville Swimming Gala
18/11/23	Antiques Fair
17/11/23	Blood Doning
25/11/23	Coalville Swimming Gala
09/12/23	Coalville Swimming Gala
13/12/23	Blood Doning
05/01/24	Blood Doning
24/01/24	Blood Doning
27/01/24	Antiques Fayre
24/02/24	Antiques Fayre
12/02/24	Blood Doning
01/03/24	Larpcon
02/03/24	Larpcon
03/03/24	Larpcon
08/03/24	Blood Doning

Ashby Table 5.2 – Events Held @ Ashby Leisure Centre & Lido - Partnership Year 5

Date	Event
10/04/23	Antiques Fayre
22/04/23	Motiv8 Boxing
13/05/23	Mum 2 Mum Baby Market
13/05/23	Swimathon
14/05/23	Swimathon
14/05/23	Blood Doning
20/05/23	Ashby Rotary Big Clean
29/05/23	Antiques Fayre
04/06/23	Blood Doning
11/06/23	Inspired Badminton Tournament
09/07/23	Blood Doning
06/08/23	Aldred Dance Competition
25/08/23	Blood Doning
26/08/23	Inspired Badminton Tournament
28/08/23	Antiques Fayre
02/09/23	Motiv8 Childrens Boxing
08/09/23	Mega Slam Wrestling
16/09/23	Mum 2 Mum Baby Market
17/09/23	Blood Doning
01/10/23	Blood Doning
15/10/23	Blood Doning
19/10/23	NWL Beat Surgery
21/10/23	Mum 2 Mum Baby Market
28/10/23	Motiv8 Boxing
12/11/23	Blood Doning
16/11/23	Peter Kay Tribute
23/11/23	NWL Sports Awards Part 1
24/ 11/23	NWL Sports Awards Part 2
02/12/23	Motiv8 Boxing
09/12/23	Xmas Market
01/01/24	Antiques Fayre
21/01/24	Blood Doning
28/01/24	Midland Chihuahua Show
03/02/24	Mum 2 Mum Baby Market
18/02/24	Blood Doning
17/03/24	Ashby 20 Road Race
24/03/24	Blood Doning
30/03/24	Motiv8 Boxing

Unfortunately, due to a combination of the limitations of Ashby in terms of size and having a near 70% sports hall utilisation occupancy at Whitwick along with a need to protect those hirers, we have had to turn away several additional or new events as a result. In Partnership Year 4 we reported 12 events being turned down as a result of this, and in Partnership Year 5 we were unable to facilitate a further five.

Table 5.3 - Events Requests Declined In Order to Protect Existing Hirers – Partnership Year 5

Event	Reason
AcAce Gift Fayre	Sought x 3 additional events, however unable to host due to protecting existing hirers
Antiques Fayre	2 x enquiries received, however we were unable to host due to protecting existing hirers.
Badminton Competition	Unable to host as Ashby wasn't of the requisite size + Protecting W&CLC existing hirers.
Midlands Futsal Competition	Unable to host as Ashby wasn't of the requisite size + Protecting W&CLC existing hirers.
Volleyball Competition	Unable to host as Ashby didn't have the requisite line markings + Protecting W&CLC existing hirers.



6. Community Wellbeing Action Plan (including Outcomes Framework) & Targeted Groups

Due to the dynamics and nature of the Authority Outcomes within the NWL Partnership, a collective decision was taken in 2020 to incorporate all of these (except the final one relating to Sustainability & Environmental Improvement) into one all-encompassing collaboratively produced 'Community Wellbeing Plan'.

The overarching aim of the plan is to deliver against the Authority Outcomes, whilst in partnership with NWLDC, to deliver programmes to support the health and wellbeing of residents through physical activity, movement, and sport, capturing actions that support the NWL Health & Wellbeing Strategy, and the NWL Sport & Physical Activity Commissioning Plan.

The initial document was worked up over the course of Partnership Year 3 and was jointly signed off to commence at the start of Partnership Year 4. Quarterly updates on each of the targeted outcomes were then subsequently captured with 25 of the 31 desired outcomes subsequently delivered.

On the back of its success as a framework, the same approach was taken in Partnership Year 5 (and has also been in Partnership Year 6) with the document sitting as an appendix to the rear of this report. Quarterly updates on each of the targeted outcomes were captured with the end outcome being the delivery of 33 of the 35 desired outcomes.

Aligned to the 'Community Wellbeing Strategy', monthly Performance Monitoring Reviews (PMR's) capture delivery, development, success, and challenges in relation to collectively agreed 10 targeted groups. Data relating to this is captured at the rear of these documents in a dedicated Key Performance Indicator (KPI) section. A Partnership Year 5 overview of this is captured within Table 6.1 with associated individual narrative provided within sections 6.1 – 6.9;-

Table 6.1 – Targeted Groups Overview - Partnership Year 5

Targeted	Target May 23 – April 24	Actual May 23 – April 24	Variance (+/-)	% Increase/Decrease
Under 5's	94,370	95,865	1,495	1.5%
5 – 10	201,043	194,245	-6,798	-3.4%
11- 16	94,603	95,655	1,349	1.4%
Club Activ8 Schools	38	38	0	0
CA8 Card Holder Usage	24%	18.6%	-5.4%	-22.4%
Over 60's	49,572	50,610	1,038	2.1%
Accessible Users	2,590	2,728	138	5.3%
Club Engagement	57	58	1	1.7%
Community Activities	74	76	2	2.7%

6.1 Under 5's (+1.5%)

Previous Partnership Year reports captured significant levels of year on year growth within this age bracket, however whilst Partnership Year 5 saw a further increase the focus was aligned to maintaining the previous year's high achieving participation. This was subsequently facilitated through continued high attendances to activities such as Active Antz, Tots Gymnastics, and Parent & Baby Aquatic sessions. As well as these internally delivered sessions, usage levels within this age bracket also increased slightly through bookings related to our children's party facilitator, Tayplay.



6.2 Age 5-10 (+3.4%)

This age group fell slightly short of targeted expectation as a direct result of two factors. Firstly, the decrease in swim lesson pupils captured within Section 3.1, along with a slight drop off in School Swimming lessons at Whitwick & Coalville Leisure Centre. In terms of the former significantly higher than expected levels of localised swim scheme provider competition as well as the pressures associated with the cost of living have been the key contributory factors. This despite the fact that swim lesson pricing within North West Leicestershire remains the cheapest within all of the Everyone Active local authority partnerships within Leicestershire. Likewise, whilst school swim session pricing remains highly favourable, local education providers face testing budgetary challenges.



In terms of this age bracket, success in other areas needs to be considered, with the table below evidencing that away from swim lesson and schools swimming, usage has increased across all other sub-section areas.

Table 6.2.1 – Usage Profile Age 5-10 Years – Partnership Year 5

Age 5 - 10 Participation	Target (May 2023 - April 2024)	Actual (May 2023 - April 2024)	Variance	%
General (Swim)	46,626	47,182	556	1.1
Swim Lessons	95,178	89,248	5,930	-6.2
School Swim	21,853	20,070	1,783	-8.1
EA Instructor sessions	3,585	3,815	230	6.4
Non EA lead sessions	27,534	27,605	71	0.2
Parties	3,111	3,155	44	1.4
Holiday Activities	3,156	3,170	14	0.4

6.3 Age 11-16 (+1.4%)



In keeping with the Under 5's age group, 11-16 years usage increased slightly on the back of previously significant levels of growth that had resulted from the addition of several new sessions and partnerships being introduced and secured. Again, the aim was to consolidate usage aligned to that previous growth.

The most pleasing aspect within this age group was the collective impact of the re-introduction of coached badminton sessions at Ashby LC & Lido, the addition of new partner aligned sessions such as Space SK8 (roller skating) at Ashby and increases to existing sessions such as Parkour. As a result of these developments, they offset the impact of reduced swim lesson take up that was also experienced within this age category. In keeping with 5-10 years usage of the eight sub-sections that feed into usage, seven surpassed target, with only swim lessons not achieving it.

6.4 Club Activ8 Schools & Usage (Schools 0% + Usage -22.4%)

On the back of previous school scheme engagement success, we achieved our target of consolidating the number of schools partners (38) that we commenced Partner Year 5 with. As part of that, whilst Ashby Hill Top and Albert Village schools chose to dis-engage with the scheme, we secured two new sign ups in Stephenson's Studio School and South Charnwood.



The addition of South Charnwood school marked an interesting development within Partnership Year 5, highlighting the attractiveness of the scheme to partners falling outside our district and the benefits of a collaborative approach to thinking outside of the until now conventional box of 'school location'. Recognising that several children attending the school lived within North West Leicestershire, we brokered a ground breaking partnership aimed at increasing weekly activity levels amongst their pupils, despite the location of the school being outside of the district.

Whilst pupil usage engagement levels dropped from the previous year, context needs to be considered. In Partnership Year 5 we undertook a significant review exercise linked to historic sign ups, removing users who no longer fell into the correct age brackets to warrant use of the scheme. This resulted in the removal of several active scheme users who were in fact no longer eligible, which in turn heavily impacted on the collective take up %.

The principals and dynamics of the Club Activ8 scheme still remain ground-breaking, despite it being in place for 19 years. This continues to resonate favourably with local schools, and as part of industry aligned assessments and national awards; However, being 'stand-alone' comes with challenges. As reported in previous Partnership Year reports, the measurement of usage data under NWLDC and Everyone Active was significantly different, meaning that year on year comparison was nigh on impossible. In addition to that, despite managing 250 centres nationally, Everyone Active does not manage/operate a scheme of this nature in any of its other partnerships. This in turn means that it is difficult to gauge if a pupil take up of just under 20% is low, or in fact excellent. What we do know, is that as a result of the scheme being in place local school children enjoyed over **£300,000** of free or discounted activity in Partnership Year 5.

Although our Active Communities Manager continues to still attend schools' assemblies, teachers' meetings, and promotional sessions such as parents' evenings across the year, his time is finite. As a result of this we are currently in the process of producing a Club Activ8 promotional video to use in conjunction with schools, pupils and parents, and potential scheme partners such as local clubs with a view to increasing both scheme utilisation and access opportunities. Whilst the measurement of data will be challenging, we remain convinced that adding scheme partners in the guise of local clubs and non-centre-based facilities for pupils to secure discounted activity will contribute to longer term success. This development has been included as a target within the Community Wellbeing Plan 2024/25.

Further scheme detail is captured within the annual reporting schedule - [Document 25 – Club Activ8 Scheme Annual Report](#). This report is not a statutory feature of the reporting schedule; however it is a report that Everyone Active are keen to produce and volunteer to NWLDC as part of the partnership.

6.5 Over 60's (+2.09% Against Target)

Our activity portfolio continues to boast a strong provision of activities either targeted towards, or attractive to this age group. These include day-time based Ladies Leisure, Seniors No Strings Badminton, and Pickleball sessions.



Pickleball sessions proved to be particularly popular in Partnership Year 5, with a noticeable increase in bookings seen. Additionally, we have added fitness classes to our programme such as Kundalini Yoga and Mindful Wellness Circuits that have resonated with this age group. The latter proved so popular, that we subsequently increased class capacity numbers and following customer feedback added the activity to our membership.

Daytime casual swimming continues to prove popular with this age group, whilst our long-established partnership with Ashby Bridge Club continues to go from strength to strength following the decimation of the activity as a result of the Covid-19 pandemic and subsequent caution amongst users to return to the sessions as restrictions associated with the pandemic were eased then removed totally.

6.6 Accessible Users (+5.3%)



Following the 36% uplift in accessible user usage reported in Partnership Year 4, whilst our desire for Partnership Year 5 was to build on that success it was recognised that it would not be to the same level as the previous year. As such, we were subsequently delighted to achieve a 5.3% over achievement against targeted outcome for the year within the user dynamic.

As part of that, our partnership with Enrych (provide services that promote living with purpose, for people with disabilities, neurodiversity and poor mental health) has experienced further positive growth through the weekly inclusive sports session. Due to this success we plan to trial them at Ashby at the start of Partnership Year 6.

Programme additions advised within Section 6.5 have also helped increase accessible participation within Whitwick & Coalville Leisure Centre (WCLC), whilst our partnership with providers such as Elite Tuition, Forest Way, and Choices For Life continue to provide opportunities for accessible users within our centres. In addition to that the provision and quality of accessible facilities within WCLC continues to help attract new centre attendees with accessible needs.

Our Active Communities Manager's continued involvement with steering groups, user group forums, and recently developed stakeholder groups has helped increase local residents' knowledge of our accessible provisions both within the district and our centres.

6.7 Club Engagement (+1.7%)

Partnership Year 4 saw Club Engagement increase by 39%, so in keeping with Accessible User provision and usage development Partnership Year 5 focused on retention and steady continued growth.

That outcome was subsequently delivered through several clubs being retained and on the back of success increasing their booking slot footprint and capacity. As advised elsewhere within this report the levels of sports hall utilisation within both centre's is significantly higher than the Everyone Active corporate average, meaning that club engagement growth going forwards will be challenging, however in Partnership Year 5 we were still able to add Coalville Fireflies Netball Club at W&CLC, and Clubs Complete Afterschool Club at Ashby to our portfolio.

Our relationship with local clubs and stakeholders through platforms such as resident user group meetings, stakeholder meetings, meet the manager clinics, and our Active Communities Manager chairing the Local Sports Alliance helps maintain these positive relationship, with external assessment such as QUEST and leisure industry awards such as the UK Active Awards continuing to recognise this as examples of best practice.

6.8 Community Activities (+2.7%)

The level of success within this target area has to all intents reached something of a ceiling due to the continued challenges of available space and our Active Communities Manager's (ACM) finite work capacity.

Despite this, we have continued to showcase strong delivery and partnership working through examples such as the Collaborative Schools Choir event, several Schools Sport Partnership (SSP) events, Health & Wellbeing Roadshows, and health related support/ drop in sessions. Furthermore, our team have attended several community events such as the Emergency Services Day and Ashby Sports Club Showcase.

Our ACM continues to support the NWLDC Health & Wellbeing Team in delivering events incorporating health checks for local companies such as DHL.



7. Customer Engagement

7.1 Marketing

The objective of the marketing plan ([Annual Reporting Schedule - Document 15](#)) is twofold in terms of its overall principal. Firstly, it aims to communicate with our existing and new members using the 'Activity Ladder' model to encourage the inactive to become active and the already active to be multi active. Secondly it aims to support both the council and our other partners (i.e. activity session partners, event promoters) in the delivery of either joint initiatives or those that we host.

The marketing plan is split into two parts: the corporate marketing strategy and the local marketing plan and calendar. The corporate strategy provides direction and a robust reporting structure that is used analytically, informing us of future direction. The marketing calendar outlines the campaigns we use throughout the year. These campaigns have a strong corporate message, but with local variations to suit the market in each area.

In Partnership Year 5 the campaign schedule comprised of:

Corporate Marketing Strategy Content

- 7 fitness related campaigns
- 4 swimming lesson campaigns
- 14 sport, club, and activity campaigns
- 4 retail campaigns



Local Marketing Plan & Calendar Content

- Scheduling of fitness and swimming lesson campaigns
- Exercise referral and health intervention schemes
- People with disabilities
- Club and activity campaigns
- Retail campaigns
- Club Activ8 scheme
- Environmental awareness and green transport campaigns
- International, national, regional, and local events
- Charity Campaigns (Dementia UK)
- Local community events



The marketing team (head office, external partners and the site lead) collectively produce creative content to promote these areas of the programme through videos, photos, competitions, and quirky social interactions involving both staff and customers to add a personal community touch.

Throughout the year we advertise our leisure services at local community events through promotional outreach. In Partnership Year 5 these included events such as the Ashby 20 (March 2024) and Ashby Sport & Club Engagement Fun Day (June 2023)

Through our dedicated Everyone Active Public Relations Lead, we promote positive changes and success stories. In Partnership Year 5 these included the shortlisting of Whitwick & Coalville Leisure Centre for the UK Active Awards (July 2023), Adam Peaty Swim Clinic at Whitwick & Coalville Leisure Centre (August 2023) and the Age is Just A Number campaign (October 2023)

7.2 Community Engagement



We monitor participation habits so that we can tailor our engagement with the community according to their own personal circumstances, giving them bespoke messages relevant to the activity they personally undertake. We do this by asking our customers to use an Everyone Active card (issued free).

As of the end of April 2023, there were **108,951** card holders in the community. Of that number **76,590 (70%)** live within the district boundary, with **18,924 (25%)** of those having used our facilities within the past 12 months. In comparison to Partnership Year 4, the % of card holders living within the district rose by **4%**, whilst those that used their cards rose by **3%**

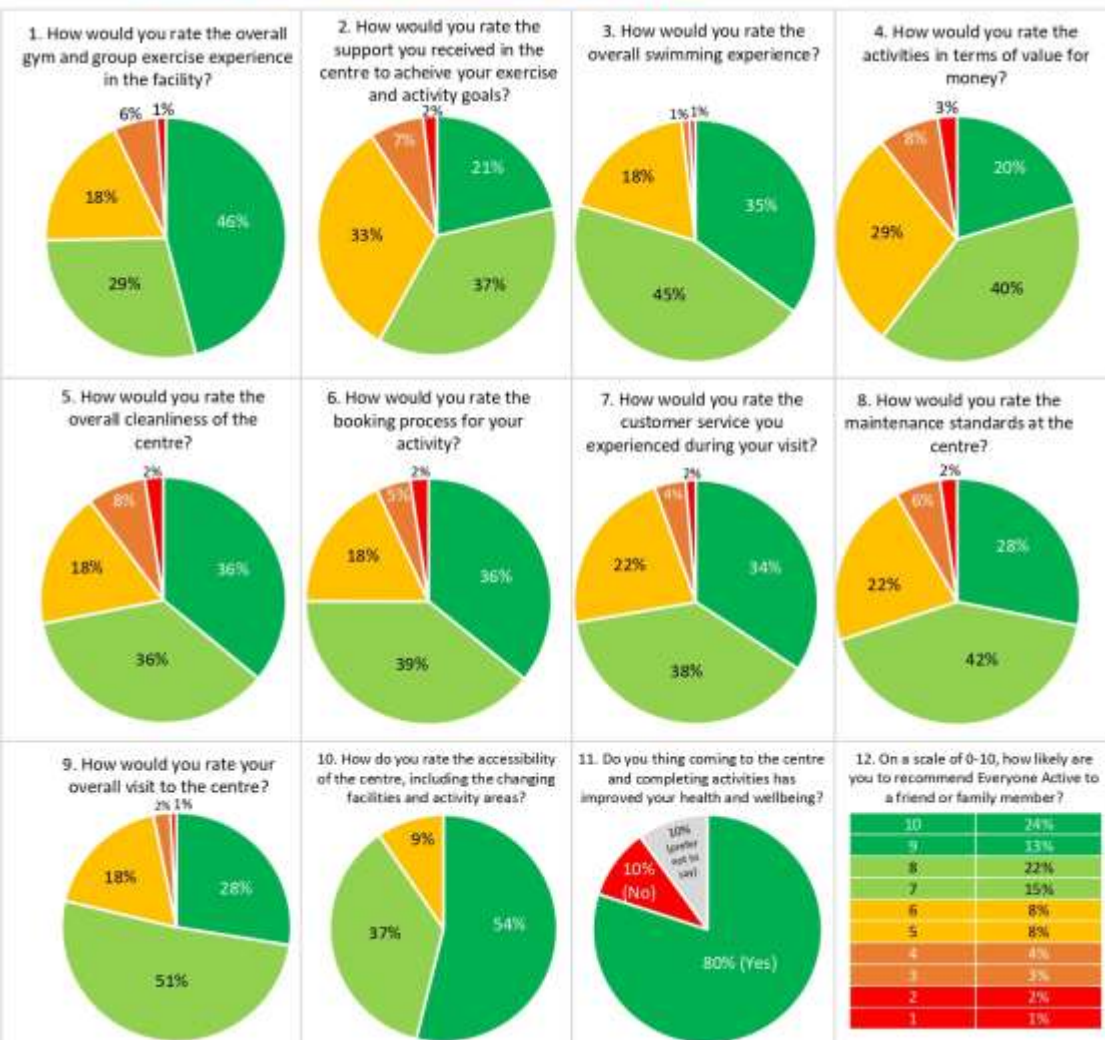
The steady and ongoing increase in the total number of card holders is a very good barometer of how effective our communication and engagement strategy has been and is a good indicator of the increased penetration of the local market. In alignment with the Community Wellbeing Strategy the % rise in both local card holders and active use reflected well.

CUSTOMER SURVEY 23/24

YOUR VIEWS MATTER

In December 2023 we undertook a comprehensive survey with the users of Whitwick & Coalville Leisure Centre, covering 14 areas of our service. The aim of this survey was three-fold. Firstly we sought to identify an overall feel for our centre through the eyes of our customers, secondly to highlight areas where users believe that we are performing above expectation and thirdly to identify areas where they felt improvements could be made. A total of 709 customers took part in the survey, meaning that the feedback received is reflective of general views. Feedback has been considered, with our intended plan of action provided and we will undertake an identical survey in December 2024 in order to measure our direction of travel. Customer engagement and collaborative working sits at the core of our DNA, and we wish to thank all of our customers that have helped us shape our service.

Scoring key: **Outstanding / Very Good / To Expectation / Poor / Very Poor**



CUSTOMER SURVEY 23/24

YOUR VIEWS MATTER

Feedback & Commitment 2024

Area For Consideration / Improvement	Feedback & Commitment
Fitness Gym & Group Exercise (GX)	We will continue to review our Instructor Led and Virtual Group Exercise programme in order to meet customer feedback and leisure industry trends. In addition to that we will also continue to shape and improve on our management of customers that persistently make last minute GX class cancellations.
Exercise & Activity Goals	As part of our Community Health & Wellbeing Strategy 2024/25 we are focusing more on measurable 'outcome based' targets relating to activity. In addition to that we will continue to develop our portfolio of health intervention and support programmes that have been recognised within the leisure industry as examples of best practice.
Value For Money	Pricing dynamics are aligned to Consumer Price Index (CPI) which in essence is 'inflation'. Inflation drives up costs such as energy, pay, consumables and equipment, all of which unfortunately then have to be passed on to the customer. This is not something that we 'wish' to do, however the realities are that it is a 'necessity'. Thankfully CPI appears to be decreasing from previously high 2023 levels.
Cleanliness Standards	Within most customer usage heavy sectors, cleanliness is often seen as the highest area of critique. Whilst our customer feedback score in this area of our delivery is quite encouraging there is still room for improvement. As such we will continue to review cleaner and sports attendant rotas to meet programming demands and feedback trends.
Customer Service	Customers of our centre will know that we are committed to a framework of open two way dialogue with our resident user groups, members, swim lesson pupils, regular, and non-regular general users. It's an approach that has drawn acclaim within external assessments of the centre and is one that we are committed to. In addition to that we will continue to deliver formalised internal and external customer care training.
Maintenance Standards	This is an area where customer feedback has improved, much of which we put down to no longer being tied into periods of guarantee on the back of the centre being built. This means that we have greater autonomy to rectify issues without having to rely on external contractors obliged to resolve them through warranty.

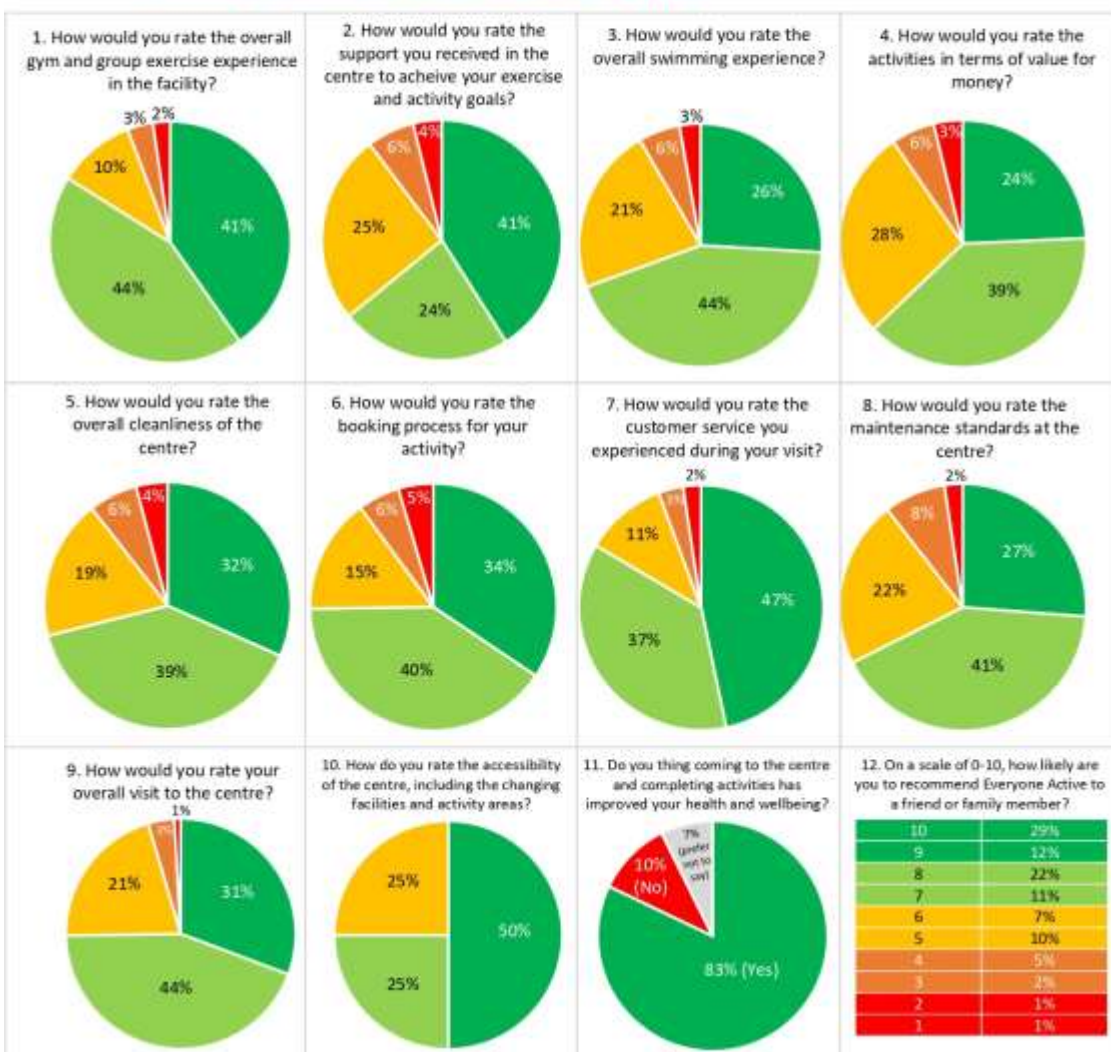


CUSTOMER SURVEY 23/24

YOUR VIEWS MATTER

In December 2023 we undertook a comprehensive survey with the users of Ashby Leisure Centre & Lido, covering 14 areas of our service. The aim of this survey was three-fold. Firstly we sought to identify an overall feel for our centre through the eyes of our customers, secondly to highlight areas where users believe that we are performing above expectation and thirdly to identify areas where they felt improvements could be made. A total of 218 customers took part in the survey, meaning that the feedback received is reflective of general views. Feedback has been considered, with our intended plan of action provided and we will undertake an identical survey in December 2024 in order to measure our direction of travel. Customer engagement and collaborative working sits at the core of our DNA, and we wish to thank all of our customers that have helped us shape our service.

Scoring key: **Outstanding / Very Good / To Expectation / Poor / Very Poor**



CUSTOMER SURVEY 23/24

YOUR VIEWS MATTER

Feedback & Commitment 2024

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Exercise & Activity Goals	As part of our Community Health & Wellbeing Strategy 2024/25 we are focusing more on measurable 'outcome based' targets relating to activity. In addition to that we will continue to develop our portfolio of health intervention and support programmes that have been recognised within the leisure industry as examples of best practice.
Value For Money	Pricing dynamics are aligned to Consumer Price Index (CPI) which in essence is 'inflation'. Inflation drives up costs such as energy, pay, consumables and equipment, all of which unfortunately then have to be passed or part relayed onto the customer. This is not something that we 'wish' to do, however the realities are that it is a 'necessity'. Thankfully CPI appears to be decreasing from previously high 2023 levels.
Cleanliness Standards	Within most customer usage heavy sectors, cleanliness is often seen as the highest area of critique. Whilst our customer feedback score in this area of our delivery is quite encouraging there is still room for improvement. As such we will continue to review cleaner and sports attendant rotas to meet programming demands and feedback trends.
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Maintenance Standards	This is an area where customer feedback has improved, much of which we put down to no longer being tied into periods of guarantee on the back of the centre being redeveloped. This means that we have greater autonomy to rectify issues without having to rely on external contractors obliged to resolve them through warranty.



SWIM LESSON SURVEY 23/24

YOUR VIEWS MATTER

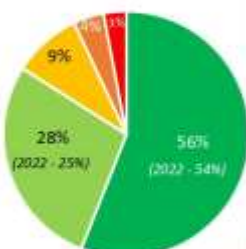
In August 2023 we undertook a comprehensive survey with the parents of our swim lesson scheme pupils at Whitwick & Coalville Leisure Centre, covering 14 areas of our delivery. The aim of this survey was three-fold. We sought to identify an overall feel for the programme and our delivery of it, highlight areas where parents believe we are performing above expectation and identify areas where they felt improvements could be made.

A total of 396 parents took part in the survey, which means that the feedback received is reflective of general parent views. Figures in brackets represent the 2022 scores where the same question was asked. Feedback has been considered, with our intended plan of action provided. We will undertake an identical survey in August 2024 in order to measure our direction of travel.

Customer engagement and collaborative working sits at the core of our DNA, and we wish to thank all of the parents that have helped us shape our service.

Scoring key: **Outstanding / Very Good / To Expectation / Poor / Very Poor**

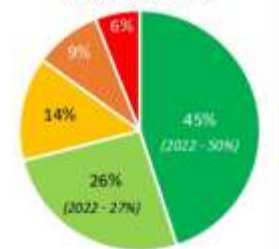
1. How likely are you to recommend swimming lessons with everyone active?



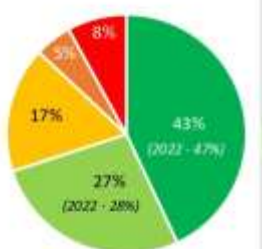
2. How high would you rate the standard of teaching at the leisure centre?



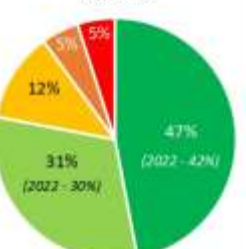
3. How satisfied are you that the stages of swimming lessons progress have been communicated to you by the centre?



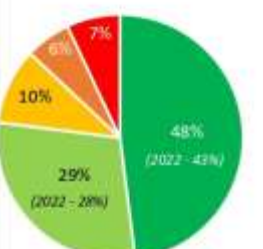
4. If applicable, how satisfied are you that the transfer process on the APP is effective?



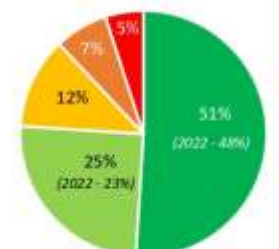
5. How would you rate the feedback and encouragement offered by the teacher to all students?



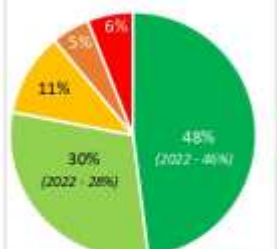
6. Does the teacher assess the students regularly and give relevant awards?



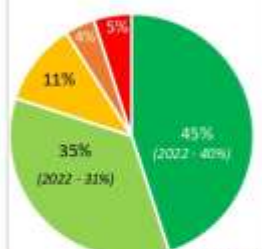
7. How satisfied are you that the swim manager is accessible and answers all queries sufficiently?



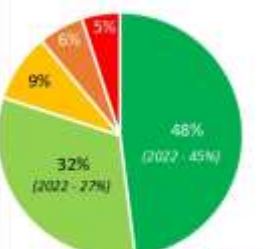
8. How satisfied are you that the swim scheme offers value for money?



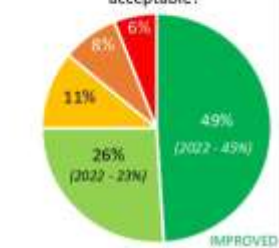
9. How satisfied are you that the swim scheme offers a varied programme of class times & days?



10. How satisfied are you that the swim teacher is always punctual?



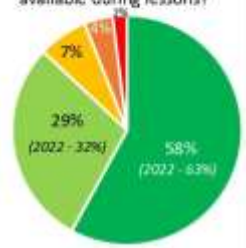
11. How satisfied are you that the teacher/student ratio is acceptable?



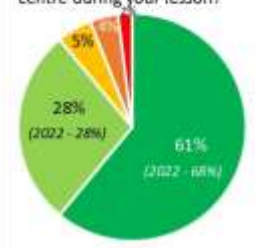
12. How would you rate the booking process, from signing up to moving stages/classes?



13. How would you rate the quality of equipment made available during lessons?



14. How would you rate the state of the facilities in the centre during your lesson?



SWIM LESSON SURVEY 23/24

YOUR VIEWS MATTER

Feedback & Commitment 2024

Area For Consideration / Improvement	Feedback & Commitment
Pupil Certification & Recognition	Everyone Active have recognised that within certain scheme stages there aren't that many Swim England certificates of incremental achievement. As such, we have recently introduced in house Everyone Active certificates of achievements where these are required. These recognise a variety of successes such as specific skills including diving, tumble turns, or certain stroke competencies. Alongside this, we have also recently introduced a Swimmer Of The Month scheme.
Swim Lesson Equipment	We recognise that with over 2,000 swim pupils per week, as well as one of the highest pool utilisation rates within Everyone Active's East Region of 85 leisure centres, equipment naturally has a shelf life. As such, we regularly check equipment and replace items where required on a bi-monthly basis. In addition to that with a continually evolving pool and swim lesson programme we recognise the need to add new items of equipment to our portfolio. Again, this is considered every second month. As part of this, we have recently replaced all our pool noodles and surf boards, and have also ordered a variety of new equipment including animal floats, inflatable pool toys, interactive pool games, and regularly used swim equipment such as blow flips and sinkers.
Cleanliness Standard	Whitwick & Coalville Leisure Centre is registered to the leisure industries assessment scheme for continuous improvement, QUEST. In essence QUEST being the leisure equivalent to education's OFSTED. The centre recently secured 'Excellence' banding putting it in the top 22% of registered centres nationally, with cleanliness standards scoring highly within that. In terms of measurement, this was undertaken by a mystery visitor, followed by an assessor. That said, with usage levels of 800,000 visits per annum we recognise that there are challenges and that we don't always get things right. As such, we have recently introduced new staffing and aligned cleaning rotas to hopefully improve standards.
Aqua Passport App	Everyone Active and their associated IT platform partner have recognised that performance issues have made the app quite slow and cumbersome for users at times. The main issue being that the user interface was not very user friendly, particularly for learners and their parents. Over the course of 2023 a lot of work has been undertaken behind the scenes on this, and we are pleased to advise that a new, improved version of the app is due to be rolled out during the early part of 2024.



SWIM LESSON SURVEY 23/24

YOUR VIEWS MATTER

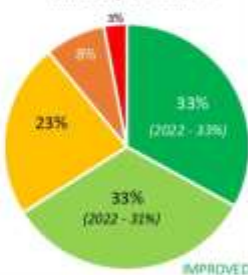
In August 2023 we undertook a comprehensive survey with the parents of our swim lesson scheme pupils at Ashby LC & Lido, covering 14 areas of our delivery. The aim of this survey was three-fold. We sought to identify an overall feel for the programme and our delivery of it, highlight areas where parents believe we are performing above expectation and identify areas where they felt improvements could be made.

A total of 177 parents took part in the survey, which means that the feedback received is reflective of general parent views. Figures in brackets represent the 2022 scores where the same question was asked. Feedback has been considered, with our intended plan of action provided. We will undertake an identical survey in August 2024 in order to measure our direction of travel.

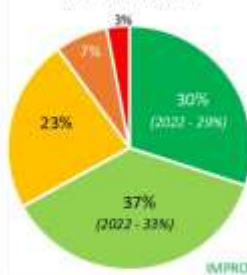
Customer engagement and collaborative working sits at the core of our DNA, and we wish to thank all of the parents that have helped us shape our service...

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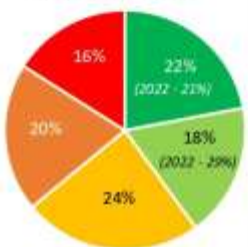
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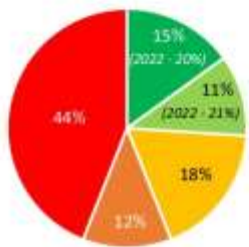
2. How high would you rate the standard of teaching at the leisure centre?



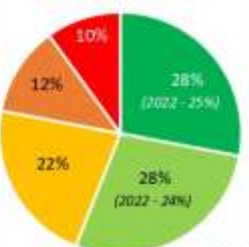
3. How satisfied are you that the stages of swimming lessons progress have been communicated to you by the centre?



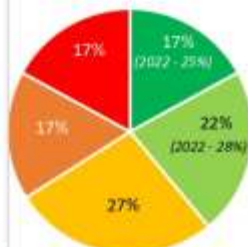
4. If applicable, how satisfied are you that the transfer process on the APP is effective?



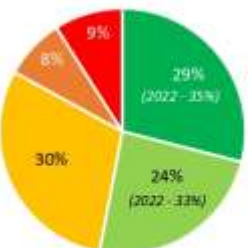
5. How would you rate the feedback and encouragement offered by the teacher to all students?



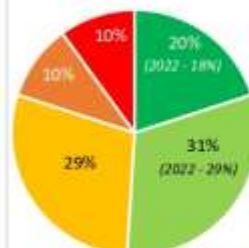
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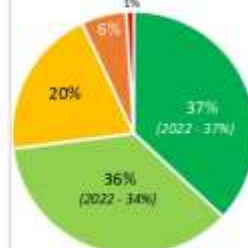
7. How satisfied are you that the swim manager is accessible and answers all queries sufficiently?



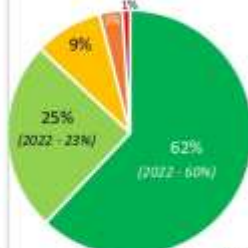
8. How satisfied are you that the swim scheme offers value for money?



9. How satisfied are you that the swim scheme offers a varied programme of class times & days?



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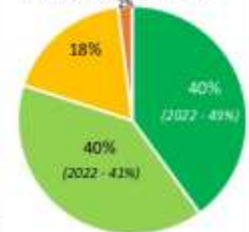
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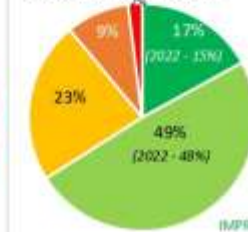
12. How would you rate the booking process, from signing up to moving stages/classes?



13. How would you rate the quality of equipment made available during lessons?



14. How would you rate the state of the facilities in the centre during your lesson?



SWIM LESSON SURVEY 23/24

YOUR VIEWS MATTER

Feedback & Commitment 2024

Area For Consideration / Improvement	Feedback & Commitment
Pupil Certification & Recognition	Everyone Active have recognised that within certain scheme stages there aren't that many Swim England certificates of incremental achievement. As such, we have recently introduced in house Everyone Active certificates of achievements where these are required. These recognise a variety of successes such as specific skills including diving, tumble turns, or certain stroke competencies. Alongside this, we have also recently introduced a Swimmer Of The Month scheme.
Swim Lesson Equipment	We recognise that with over 1,200 swim pupils per week, as well as one of the higher pool utilisation rates within Everyone Active's East Region of 85 leisure centres, equipment naturally has a shelf life. As such, we regularly check equipment and replace items where required on a bi-monthly basis. In addition to that with a continually evolving pool and swim lesson programme we recognise the need to add new items to our equipment portfolio. Again, this is considered every second month. As part of this, we have recently replaced several items of equipment, many of which will be used within the swim lesson programme.
Swim Scheme Manager Liaison	Our Swim Scheme Manager, Leisa Nicholls is readily contactable by email via:- leisanicholls@everyoneactive.com Given the non-traditional spelling of her first name she has business cards located on reception as well as her details being carried within centre information points. She is more than happy to discuss any issues, concerns, or questions that may arise. She is happy to discuss these via e-mail, over the phone, or in person, whilst the reception team are equally happy to take messages, which she checks daily. In addition to this Leisa is quite visual on poolside during lessons and is more than happy to engage with customers during visits. She's here to help where she can, so don't be shy 😊
Aqua Passport App	Everyone Active and their associated IT partner have recognised that performance issues have made this platform quite slow and cumbersome for users at times. The main issue being that the user interface was not very user friendly, particularly for learners and their parents. Over the course of 2023 a lot of work has been undertaken behind the scenes on this, and we are pleased to advise that a new, improved version of the app is due to be rolled out during the early part of 2024.



8. Service

8.1 Customer Feedback

Customer feedback and collaborative working form a key element of the DNA within the NWL partnership, with Quest assessors and associated reports consistently highlighting it as a major area of strength that is far and above that typically found within leisure centres nationally.

Feedback that is subsequently used as part of decision-making processes is sought through a variety of methods including:-

- Steering Group – A forum that meets twice a year consisting of NWLDC officers, elected members, representatives from resident leisure centre groups, and members of the Everyone Active Management
- Resident User Group - 1:1 meetings with Everyone Active’s Active Communities Manager
- Website Feedback
- Direct Mail
- Social Media Feedback
- Verbal Comments
- Meet The Manager Clinics (two per year)
- Single Customer View (SCV) – Customer engagement platform

Dedicated noticeboards located within key areas of footfall advise customers on the various channels through which we engage with them, whilst our customer charter is displayed in each centre, along with a summary of popular customer feedback themes and the centre management teams responses to those in a “You Say We Did” style template that is updated on a bi-monthly basis.

8.2 Customer Satisfaction

In Partnership Year 5 we undertook our first ever general customer survey exercise across each of the two centres on the back of identifying an appropriate customer survey platform to do so. This led to our receiving feedback from **709** users at Whitwick & Coalville Leisure Centre and **218** at Ashby Leisure Centre & Lido. The survey was undertaken in December 2023, covering 14 core areas of delivery which included;- facilities, support and colleagues, activities, value for money, cleanliness, maintenance and accessibility. A follow up survey is planned for December 2024.

In Partnership Year 5 we also undertook a comprehensive 14 question swim lesson survey at both centres in August 2023 that covered all areas of the programme from initial contact to end outcome. Strong pre-issue promotion of the survey highlighting its importance in terms of helping to shape service resulted in **396** responses at Whitwick & Coalville Leisure Centre (19% of the swimmers on scheme) and **177** at Ashby Leisure Centre & Lido (15% of the swimmers on scheme).

The outcomes were compared directly to those secured to the same questions in August 2022, evidencing year on year improvement through the eyes of the customers at both centres.

The results of both surveys were displayed publicly, with the feedback from them considered within Team Meetings and Quality Action Plan briefings with Heads of Department, including those held with the Swim Managers at each site. This was subsequently shared publicly alongside the surveys. In essence, our commitments to customers on the back of feedback received.

Customer satisfaction is currently measured through bespoke surveys such as the above, and monthly complaints per 10,000 visits. In addition to that, it was agreed with NWLDC in Partnership Year 4 that Google Review scoring would be implemented within the Business Plans for each centre in Partnership Year 5 against a desired barometer of 4/5*. Currently Whitwick & Coalville is **4.3/5***, whilst Ashby LC & Lido is **4.1/5***



8.3 Compliments

Whilst compliments are not formally measured by Everyone Active, the two centres received a high number of compliments over the course of the fourth partnership year, with these captured on a month-by-month basis within the formal Performance Monitoring Review (PMR) reports and then verbally in Client/Contractor Meetings. Common themes reported included; -



- Response and communication in regards to Maintenance issues
- Addition of GP related classes to the Group Exercise programme, with these being included within membership packages.
- New additions to the centre programmes
- Several examples of high quality first aid incident response and management
- Lido refurbishment investment. Customers remain highly appreciative that it remains the last public lido in the East Midlands
- Swim lesson standards and associated value for money
- The continued delivery of Cold-Water Swimming despite take up levels being minimal at times
- Information at site and on-line, including the way in which it is presented.
- GP Referral scheme management and health intervention outcomes
- Customer and club engagement delivery
- Club Activ8 scheme management and communication
- The delivery of various high-profile events
- Staff customer service standards

8.4 Complaints

Customer complaints are recorded and analysed against participation levels, with all complaints responded to. The number of complaints received for the fourth partnership year was 731 from 1,286,153 visits.

This represented an average of **5.68** complaints per 10,000 visits, which compared favourably against the 6.42 per 10,000 visits seen in the fourth year of the partnership. It was also the lowest figure recorded to date.

Table 8.4.1 - Hermitage Leisure Centre/Whitwick & Coalville Leisure Centre Complaints – Partnership Years 1-5

Measure/ Partnership Year	Partnership Year 1	Partnership Year 2	Partnership Year 3	Partnership Year 4	Partnership Year 5
Attendance	339,931	94,274	418,618	797,493	835,553
Number of Complaints	244	61	271	508	473
Complaints Per 10,000 Visits	7.18	6.49	6.47	6.36	5.66
Complaints Responded To	100%	100%	100%	100%	100%

Table 8.4.2 - Ashby Leisure Centre & Lido Complaints – Partnership Years 1-5

Measure/ Partnership Year	Partnership Year 1	Partnership Year 2	Partnership Year 3	Partnership Year 4	Partnership Year 5
Attendance	386,057	122,432	405,253	412,882	450,600
Number of Complaints	268	80	275	269	258
Complaints Per 10,000 Visits	6.94	6.54	6.78	6.51	5.72
Complaints Responded To	100%	100%	100%	100%	100%

Table 8.4.3 - Overall Complaints (Both Sites) – Partnership Years 1-5

Measure/ Partnership Year	Partnership Year 1	Partnership Year 2	Partnership Year 3	Partnership Year 4	Partnership Year 5
Attendance	725,988	216,706	823,871	1,210,435	1,286,153
Number of Complaints	512	141	546	777	731
Complaints Per 10,000 Visits	7.06	6.51	6.63	6.42	5.68
Complaints Responded To	100%	100%	100%	100%	100%

We analyse complaints for common themes and use these as areas for improvement as soon as possible. As with ‘compliments’, these are reported to the council through the monthly Performance Monitoring Reviews (PMR) reporting framework. Common themes experienced within the fifth year of the partnership included;-

- Periodic closures of the Health Suite at Whitwick & Coalville Leisure Centre
- Maintenance issues at Ashby Leisure Centre & Lido.
- Access issues and performance of the swim lesson on-line customer portal
- Amendments to the leisure link scheme.
- Fitness class availability (some classes)

8.2 Maintenance of Buildings, Plant and Equipment

We have maintained our registration under Health & Safety OHSAS 18001 management standards, thus demonstrating our commitment to best practice and compliance. This informs the strategy and direction of how we manage maintenance of the buildings, plant, and equipment.

The management of maintenance is split into proactive and reactive. The Planned Preventative Maintenance (PPM) schedule provides a programme of servicing and maintenance to ensure plant and equipment realise their economic life. The PPM schedule incorporates the relevant statutory inspections required to be compliant with all relevant legislation (see Health & Safety section for more information on statutory inspections). These reports ([Annual Reporting Schedule - Document 24](#)) have been submitted to the Council as part of the annual reporting process.

The reactive schedule provides a structured approach for dealing with breakdown and repairs to ensure the buildings and services are maintained to a high standard. On a monthly basis we submit a reactive maintenance log indicating the number tasks raised and completed in the month, as well as a yearly summary report ([Annual Reporting Schedule - Document 19](#)). This indicates the volume of tasks being generated and completed monthly. The variety of these jobs is huge, varying from putting up a notice board, replacing a lamp, or replacing an air filter to larger jobs such as repairing a dosing line or arranging for a full pump repair.

Table 8.2.1 – Maintenance Tasks Undertaken By The In-House Maintenance Team - Partnership Year 5

Site	Q1 - May 23 – July 23	Q2 - Aug 23 – Oct 23	Q3 - Nov 23 – Jan 24	Q4 - Feb 24 – April 24	Totals
Whitwick & Coalville LC	69	80	73	68	290
Ashby LC & Lido	44	54	50	53	201
Total	113	134	123	121	491

8.3 Equipment

Equipment is maintained to be safe, fit for purpose and able to meet programming requirements. The inventory is updated on a regular basis to reflect any changes. These reports ([Annual Reporting Schedule - Document 7](#)) continue to be submitted to the Council as part of the annual reporting process.



8.4 Cleaning

Cleaning tasks are split into routine/planned and reactive. Cleaning and housekeeping standards are clearly set out in operational audit books as well as in dedicated cleaning schedules which dictate the frequency of the tasks i.e., daily, weekly, monthly, quarterly, annual, as well as the times of the day they should be complete by whom.

These are captured within the Cleaning Schedule ([Annual Reporting Schedule Document 3](#)) within the annual council reporting compliance schedule. Regular 'deep cleaning' of key areas are a fundamental part of this regime. Specialist cleaning tasks such as external window cleaning is contracted to third parties and scheduled as part of the cleaning regime.

Monitoring and auditing is carried out vigorously to ensure compliance of the required standards. Auditing is carried out by several different people and organisations:

Internal audits:

- 6 monthly audits by the Regional Health, Safety and Quality Manager.
- Monthly inspections by the Area Manager
- Weekly inspections by the Contract Manager.
- Daily and weekly audits by the General Manager and Department Managers.
- Daily audits by the Duty Managers.

External audits:

- Monthly by the Council
- Annually as part of Quest Accreditation – Mystery visitor + Assessor visit
- Annually as part of the UK Active Awards – Mystery Visitor element.

8.5 Service Improvement

Continuous improvement is an integral part of quality service delivery and has been incorporated into an overarching [Quest Accreditation & Contract Action Plan report \(Annual Reporting Schedule - Document 22\)](#) that by its very nature evolves continually.



This all-encompassing document pulls together actions derived from several sources such as Council inspections, health & safety audits, customer feedback, internal inspections, Quest assessment feedback and colleague suggestions.

8.6 Service Interruptions

During Partnership Year 5 we experienced one maintenance related facility closure as a result of a major power failure within the local area. This occurred at Whitwick & Coalville Leisure Centre on Wednesday 17th January 2024 when local businesses and residential properties lost power for a period of 2.5 hours.

This resulted in the centre being evacuated and admission suspended thereafter. Swimming lessons on the day had to be cancelled, with all customers notified and subsequently refunded.

8.7 Community Contributions (Free Activity)

Within Everyone Active's tender submission document, reference was made to our providing a minimum value of £500 per month (£6,000 pa) of free public activity within our Oadby & Wigston partnership.

A commitment to undertake similar within the NWL partnership was made; However, this has been significantly exceeded throughout the partnership to date via our front foot approach to supporting the local community.



In total we provided a value of **£315,717** in discounted or free usage arrangements with local community partners. Notable partnerships/ sponsorships within Partnership Year 5 included: Coalville Fireflies Netball Club, Coalville Town FC Women, Ashby Baggers Cornhole Club, Ashby Ivanhoe FC and the Ashby 20 Road Race.

Table 8.7.1 – Summary of Free Activity & Community Contributions – Partnership Year 5

Description	Number	Unit Value (£)	Total Value (£)
(CA8) Primary School	20,267	3-50	70,934
(CA8) Upper School	26,740	8-80	235,312
Talented Athletes Complimentary Annual Membership	7	399-90	2,799
Complimentary Swim Pass	36	5-25	189
Disabled User Complimentary Passes	20	3-95	79
Various Requests Complimentary Passes	98	10-75	1,054
NWLDC Employee Membership Discount	25	100-00	2,500
NWLDC Event & Local Team Sponsorship	6	Various	2,550
School Sports Partnership (SSP) Events	6	50-00	300
Total			£315,717

9. Quality Assurance

9.1 Internal Health and Safety Audits

Health and Safety audits are carried out by the Everyone Active Regional Health and Safety Management Team. Following the principle of continuous improvement, the assessments inform an action plan designed from the feedback.

For the avoidance of doubt, our Health and Safety audits set a standard far higher than required to safely operate the centres. The criteria stipulate an ‘all or nothing’ approach and each item requires consistent records to achieve the mark.



Under previous assessment criteria, Everyone Active historically sought new sites to secure an initial minimum score of 65%, subsequently migrating to 95% by the fourth cycle of assessment. With respective scores of 90.0% and 91.4% secured in their third cycle of assessment, both the former Hermitage/W&CL and Ashby LC & Lido were well on course to achieve the desired benchmark, having increased from scores of 78.0% and 80.0% recorded the previous year.

Assessment criteria was changed in 2022, with sites advised that a score of 85% be secured within Year 1 (2022), migrating to the previous standard of 95% at the third cycle of assessment in 2024. As the table below shows, with Year 2 scores of 95.1 % and 95.6% both centres have already met corporate expectations.

Table 9.1.1 – Health & Safety Audit Scores – Partnership Years 1-5

Centre	2019 (Partnership Year 1)	2020 (Partnership Year 2)	2021 (Partnership Year 3)	2022 (Partnership Year 4)	2023 (Partnership Year 5)
Hermitage/ W&C LC	70.0	78.0	90.0	87.4	95.1
Ashby LC & Lido	71.0	80.0	91.4	87.1	95.6
Average	70.5	79.0	90.7	87.3	95.35

9.2 External Audit / Inspections

Towards the latter part of Partnership Year 1 monthly monitoring inspections undertaken by NWLDC’s appointed Client Officer commenced, with a formal reporting template created that captured findings and agreed rectification timescales, with updates on remedial action taken subsequently provided by Everyone Active.



Due to the impact of the Covid-19 pandemic the councils Client Officer was unable to undertake any of these inspections during Partnership Year 2; However, these resumed towards the end of Partnership Year 3.

In Partnership Year 4 a shared drive was set up by NWLDC within which the template now sits. Inspections have continued to take place on a monthly basis since.

9.3 Quest Accreditation

Quest is the Sport England recommended Continuous improvement Tool for leisure facilities and sports development teams, designed to measure how effective organisations are at providing customer service, their proficiency at delivering varied activity programmes in a clean and well-maintained environment, along with assessing their impact on the health and wellbeing of communities.



The scheme is currently managed by Right Directions, on behalf of Sport England.

Hermitage Leisure Centre / Whitwick & Coalville Leisure Centre

Hermitage underwent a QUEST Prime Covid assessment in December 2020, receiving an overall rating of 'Very Good', with the assessor advising the centre to be closing in on the 'Excellent' banding level. Due to the age of the facility, this represented a hugely satisfying testament to the service.

As a result of the pandemic, the centre subsequently closed its doors for a period of four months, reopening them with a limited programme and decreased usage levels. When allied to the centre being due for closure in 2022, Right Directions agreed that Hermitage need not undergo further assessment and would retain its banding and current score until such time as it closed, with a fresh cycle of assessment commencing at the new Whitwick & Coalville Leisure Centre once it had become established.

Whitwick & Coalville Leisure Centre underwent its first cycle of assessment in June 2023 (Partnership Year 5) scoring 'Excellent' at the first time of asking. Within it, the following Mystery Visitor and Assessor strengths were advised.

Mystery Visit Strengths

- The website is professional, informative and easy to navigate
- Centre programming was varied and inclusive
- Staff spoken to were knowledgeable and fully familiar with their role
- Artwork presented within the centre relating to the Kings Coronation was a welcome touch
- Staff were highly visible and smartly attired in corporate uniform
- Standards of housekeeping and monitoring were good.
- A varied range of high-quality goods for re-sale was offered.
- Staff were well managed proving a safe and enjoyable customer experience for users
- Swim sessions were busy and well-managed, creating a positive customer experience vibe

Assessment Strengths

- 98.85% of operational checks were completed to standard and on-time
- The EQMS (quality management system) was impressive, containing detail and depth. The staff team utilised it to a high standard.
- Programming was excellent, with the opportunities for young people particularly impressive.
- Staff spoken to demonstrated a clear passion and pride in this area of the centres delivery.
- Health and Fitness membership targets were ahead of target.
- The Absorb staff training on-line platform was impressive. Associated staff completion rates were high, with members of the team commenting favourably on learning content.
- Customer complaint levels were much lower than the corporate standard. These positive results being achieved through several customer and resident user engagement platforms.

- Centre management had a full grasp on local demography data, with the staff team closely aligned to it.
- The Annual Service Report (this document) provided a fantastic overview of the previous years performance.
- The centre had won the 'Best Performing Centre' award within the corporate organisations East Region of 85 centres in 2022/23.
- The centre had generated the highest value of Social Value within the corporate organisations East Region – South Area in 2022/23

Ashby Leisure Centre & Lido

Ashby Leisure Centre & Lido underwent a full QUEST assessment on 19 May 2022, securing a 'Very Good' banding, with the assessor also advising that it had every chance of securing an 'Excellent' banding at the next cycle of assessment in May 2024 (Partnership Year 6). Mystery Visitor and Assessor strengths were advised as follows:-

Mystery Visit Strengths

- The centre was very well-presented throughout, with all notice boards full of strong eye-catching information.
- Cleaning and hygiene standards were good throughout.
- The maintenance and housekeeping at the centre were to a high standard.
- The Lifeguards were watching the pool professionally and attentively.
- All telephone calls to the centre were answered within a reasonable timeframe and with a standard corporate greeting.
- Best practice approaches were in place to provide customer confidence that cleaning standards, sanitising, and disinfecting are being constantly maintained.

Assessment Strengths

- Due to the Club Activ8 scheme, wider community clubs have become involved with the centre, with discounts and benefits offered to those previously unable to use the centre.
- The EQMS management system was user friendly, brilliantly designed, and provided a great support to the centre in terms of day to day operation.
- Continuously improving Health & Safety audit scores pointed to a strong direction of travel against corporate expectations
- The Swim Lesson program was designed within the Swim England Framework and is overseen and managed to a high standard by the Swim Manager.
- There is strong evidence that customer feedback is followed up, responded to, and action is implemented if appropriate to improve the service.
- There was a regular schedule of customer forum meetings held at the centre, with a selection of stake holders, members, and local politicians having a seat on the forum. Over time it has proven itself to be an effective way of communication and 'getting things done'.
- Each employee has access to EQMS and all the information on there, as well as Absorb Training which they need to complete pre-employment.
- EQMS checks were completed on time, with system in place that provide internal competition as well as highlighting missed checks.
- There was a good feel to the centre, with lots of customers interacting with the management team evidencing a strong community vibe.
- Staffing levels within the centre were sufficient to meet customer and programme demand.
- Customer information within dedicated notice boards was to a very high standard

Note – Although further detail will appear within the Partnership Year 6 report, we are pleased to advise that Ashby Leisure Centre & Lido subsequently scored ‘Excellent’ in its May 2024 assessment. This means that both centres have ‘Excellent’ banding, thereby sitting within the top 22% of centres nationally accredited through the scheme.

10. Health & Safety

10.1 Major Incidents

In Partnership Year 5 there were three major incidents that occurred at Ashby Leisure Centre & Lido, although the first of these was external to the centres red line boundary.

- **Thursday 2nd May 2023 – Ashby Leisure Centre & Lido** – IP suffered a heart attack whilst exercising in the gym. CPR and Defib were applied and IP taken to hospital in an ambulance. The IP made a full recovery.
- **Thursday 25th May 2023 – Whitwick & Coalville Leisure Centre** – During a public swim session a disabled user lost consciousness and had a severe heart attack. CPR and Defib were applied prior to being taken to hospital. Unfortunately, the IP subsequently passed away.
- **Tuesday 16th April 2024 – Whitwick & Coalville** – During a public swim session a disabled user began to fit causing loss of consciousness and triggered a heart attack. CPR & Defib were applied prior to being taken to hospital in an ambulance. The IP made a full recovery.

10.2 Accident Analysis Table

Table 10.2.1 – Accident Analysis – Partnership Year 5

Information	Whitwick & Coalville LC	Ashby LC & Lido	Total
Site Attendance	835,553	450,600	1,286,153
Accidents	101	45	146
RIDDORS	0	0	0
Accidents Per 10,000 Visitors	1.21	1.00	1.14

The average accidents per 10,000 across Everyone Active’s portfolio of 250 centres is 2.06, so it is pleasing to see both Whitwick & Coalville and Ashby Leisure Centre & Lido remain significantly under this benchmark for a fourth successive year

10.3:- Statutory inspections

To achieve legislative compliance, we have a programme of statutory inspections. These are part of the Planned Preventative Maintenance (PPM) Schedules ([Annual Reporting Schedule - Document 24](#)) and continue to be submitted to the Council as part of the annual reporting process.



11. Environmental

11.1 ISO14001

The Corporate Environmental Policy informs the structure and direction of how we manage environmental issues. Everyone Active have maintained our ongoing registration under Environmental ISO 1400 management standards. This sets out our objectives for carbon reduction, energy reduction and re- cycling.

In September 2022 Whitwick & Coalville was chosen along with four other sites within Everyone Active's East Region of 85 centres, to undergo ISO 1400 accreditation assessment. We subsequently achieved this, securing excellent feedback from the assessor in relation to our ongoing commitment to environmental management. Everyone Active are committed to continually achieve the ISO 1400 accreditation and Ashby Leisure Centre & Lido has been chosen within the next cycle of assessments which will take place in Partnership Year 6 (August 2024)

Both centres deliver a yearly contract specific Energy Engagement Plan (EEP) ([Document 6 – Annual Reporting Schedule](#)) and an Energy Reduction Plan aligned to ISO 1400 performance standards. These continue to be well received by NWLDC, as well as being consistently championed by QUEST as examples of best practice.

The following headlines sit within these plans:

- Reduce energy utility usage (kWh) v budget by 5%
- Reduce our Carbon Emissions v 23/24 by 5%
- To Install more Solar Panels within the NWL contract through the SPSF programme.
- Reduce DEC rating at both centres
- Reduce the amount of waste at our leisure centres
- To recycle 20% of our waste within our centres
- Encourage colleagues and customers to use green forms of transport
- Compliance with ISO 14001 accreditation

Whitwick and Coalville Leisure Centre have a BREEAM Excellent rating that demonstrates a sustainability-focussed approach to the building and operating of the facility. The building incorporates a photovoltaic (PV) array mounted on the roof; EV charging bays in the carpark; energy efficient LED lighting throughout and smart building controls via a state-of-the-art building management system (BMS).

Environmental management actions taken at Ashby Leisure Centre & Lido include;

- The upgrading and servicing of our BMS system ensures the centres plant operates at optimum level.
- Continuous daily monitoring of utilities and CHP performance.
- In conjunction with NWLDC, the replacement of all car park lighting to LED's.
- The reduction of pool temperatures by 0.5C
- Encouraging customers to use green forms of active travel In addition to this, all colleagues undertake regular environmental training at both centres.

In addition to that, we have a Green Champion in place across the two centres who is responsible for implementing policies and ensuring staff awareness. Aside from corporate and site level environmental management delivery, Everyone Active work closely with NWLDC on its Carbon Zero Project, with the partnership deemed to be far in advance of the majority seen elsewhere within Everyone Active's East Region. The companies Group Sustainability Manager puts this down to a combination of a proactive local authority and fully engaged EA contract.

11.2 Display Energy Certificate (DEC)

Ashby Leisure Centre achieved a Display Energy Certificate (DEC) rating of **67** in November 2023, which represented a decrease of two on the previous year. Given that the centre's facility mix includes three swimming pools, a rating of this level is viewed as impressive within the leisure industry.

Whitwick & Coalville LC secured its first DEC rating in September 2023. At just **21** this supports the facilities BREEAM 'excellent' rating, evidencing that the centre is operating at optimum efficiency.

Both DEC ratings are a clear indicator our Energy Engagement plan, Energy Reduction plan, and partnership with NWLDC's Carbon Net Zero plan is working.

11.3 Energy Consumption

We use a software analytics package to record energy consumption via Automated Meter Readings (AMR's) which subsequently provides our energy consultant partners with half hour, hourly, daily and monthly usage data which is displayed on our energy portal.

This in turn provides daily, monthly, and annual trends with regards to consumption, with monitoring, investigation, and action managed collaboratively between Everyone Active's Regional Technical Manager and the management team at site. In addition to that the Duty Management team undertake meter readings daily.

We have Combined Heat & Power (CHP) units in place at both centres which are monitored daily to ensure optimum efficiency performance. Gas consumption tends to be affected much more than electrical consumption, as it is gas that runs the water and heating systems, so varies dependent on usage levels and ambient air temperatures. Electricity consumption is related to the operation of lights and air handling, so is less open to variance unless we experience issues with the CHP units.

Both centres have relatively new Building Management Systems (BMS) in place that allow us to control and monitor the usage of electrical / plant equipment such as air conditioning, pool temperatures and pool pumps. These are set on timers within the BMS, which allow us to ramp down during quieter times or at night when the centre is closed.

Whilst energy saving measures such as a migration to LED Lighting at Ashby LC & Lido and improvements made to the pool plants and BMS systems at each site clearly impact on energy consumption, providing tangible comparative year on year data has proved difficult due to a combination of redevelopment, a new build, and the impact of a pandemic.

In Partnership Year 1 the then Hood Park LC underwent a major redevelopment, before the year ended with the centre's closed for the last 6 weeks due to the Covid-19 pandemic. Partnership Year 2 saw the centre's closed for seven months across three separate closure periods because of the pandemic, with activities and usage curtailed in between due to best practice measures. Partnership Year 3 commenced with the centres operating a reduced programme and facility usage due to the impact of the pandemic, before finishing with the closure of Hermitage LC and the opening of the new Whitwick & Coalville Leisure Centre.

Partnership Year 4 represented the first year that we were able to secure 'base line' data to be subsequently comparatively bench marked against. Partnership Year 5 represented the first year that we were able to do so. In terms of Partnership Year 5 it should be noted that gas usage increased due to our extending the running times of the Combined Heat & Power (CHP) units at both centres. CHP units burn gas to create electricity which in turn saves us buying from the grid. This decision was taken as gas is cheaper per unit price than electricity, thereby making the savings (£) on electricity greater than those aligned to the slight increase in gas.

Table; 11.3.1 ; Energy Consumption 2023/24 Partnership Year 5

Partnership Year 5	Whitwick & Coalville	Ashby LC	Total
Gas (kwh)	2,196,373 kwh	2,266,485 kwh	4,462,858 kwh
Electricity (kwh)	270,532 kwh	124,499 kwh	395,031 kwh
Total (kwh)	2,466,905 kwh	2,390,984 kwh	4,857,889 kwh

Table 11.3.2 ; - Energy Consumption 2022/23 - Partnership Year 4

Partnership Year 4	Whitwick & Coalville	Ashby LC	Total
Gas (kwh)	2,108,651 kwh	2,030,354 kwh	4,139,005 kwh
Electricity (kwh)	377,216 kwh	167,156 kwh	544,372 kwh
Total (kwh)	2,485,867 kwh	2,197,510 kwh	4,683,377 kwh

Table 11.3.3 ; Energy Consumption 2021/22 - Partnership Year 3

Partnership Year 3	Hermitage / W&C	Ashby LC	Total
Gas (kwh)	1,376,553 kwh	2,229,729 kwh	3,606,282 kwh
Electricity (kwh)	400,510 kwh	237,725 kwh	638,235 kwh
Total (kwh)	1,777,063 kwh	2,467,454 kwh	4,244,517 kwh

Table 11.3.4 ; Energy Consumption 2020/21 – Partnership Year 2

Partnership Year 2	Hermitage LC	Hood Park LC	Total
Gas (kwh)	1,408,983	1,386,835	2,795,818
Electricity (kwh)	347,514	282,943	630,460
Total	1,756,497	1,669,778	3,426,278

Table; 11.3.5 ; Energy Consumption 2019/20 Partnership Year 1

Partnership Year 1	Hermitage LC	Hood Park LC	Total
Gas (kwh)	1,801,690	3,249,999	5,051,689
Electricity (kwh)	311,263	267,029	578,292
Total	2,112,953	3,517,028	5,629,981

Water Quality is monitored daily by the site teams and also on a monthly / quarterly basis from our specialist contractors – Kingfisher Environmental Services Ltd. All the bacteriological reports for the period May 2022 – April 2023 came back highly satisfactory and there were no reported incidents.



12. Financial

12.1 Operational Expenditure and Income

Operational Expenditure and Income for Partnership Year 5 (May 2023 to April 2024) has been reported to NWLDC in line with contractual requirements.



13. Reporting Schedule

NWL/ SLM Report Schedule		
Partnership Year 5: May 2023 - April 2024		
Document Ref Number	Report Type	Submitted
1	Annual Service Report	Y
2	Physical Activity, Health and Economic Support Outcomes Framework	Y
3	Cleaning Schedule	Y
4	Electrical Certificate	Y
5	Emergency Action Plan	Y
6	Environmental & Energy Plan	Y
7	Equipment Inventory	Y
8	Event Management Plan	Y
9	Facility Health & Safety Procedures	Y
10	Fire Risk Assessment	Y
11	Grounds Maintenance Schedule	Y
12	Legionella Reports	Y
13	Licensing & Legislation Compliance	Y
14	Lightening Conductor	Y
15	Annual Marketing Plan	Y
16	Opening Hours	Y
17	Performance Monitoring	Y
18	Pricing Schedule	Y
19	Programmed Maintenance	Y
20	Programme of Use	Y
21	Property Database	Y
22	Quest Accreditation & Contract Action Plan	Y
23	Staff Training Plan	Y
24	5 Year Maintenance Plan	Y
25	Club Activ8 Scheme Annual Report	Y

14. Appendix

14.1 Social Values





SOCIAL VALUE CALCULATOR REPORT

OPERATOR NAME :
EVERYONE ACTIVE

REPORT DATE:
05.07.2024



1 - FILTERS

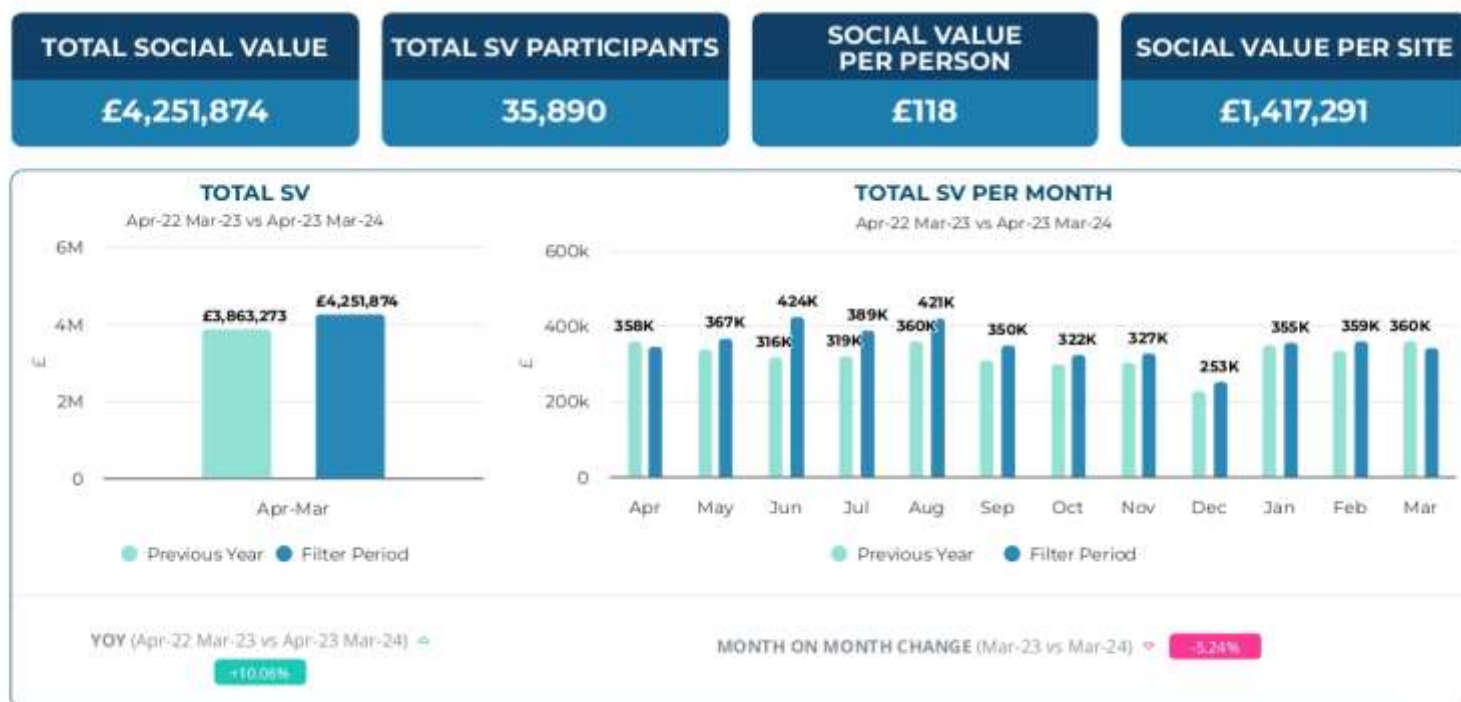
4GLOBAL Social Value Calculator uses filtering based on date, location, demographics, membership and activity type. The following filters have been selected to generate this Social Value report.

DATE	04-2023 to 03-2024
BENCHMARK PERIOD	Same period last year
LOCATION	NORTH WEST LEICESTERSHIRE CONTRACT
DEMOGRAPHICS	Gender: All Age: All
CASUAL / MEMBER	All
MEMBERSHIP TYPE	All
ACTIVITY TYPE	All

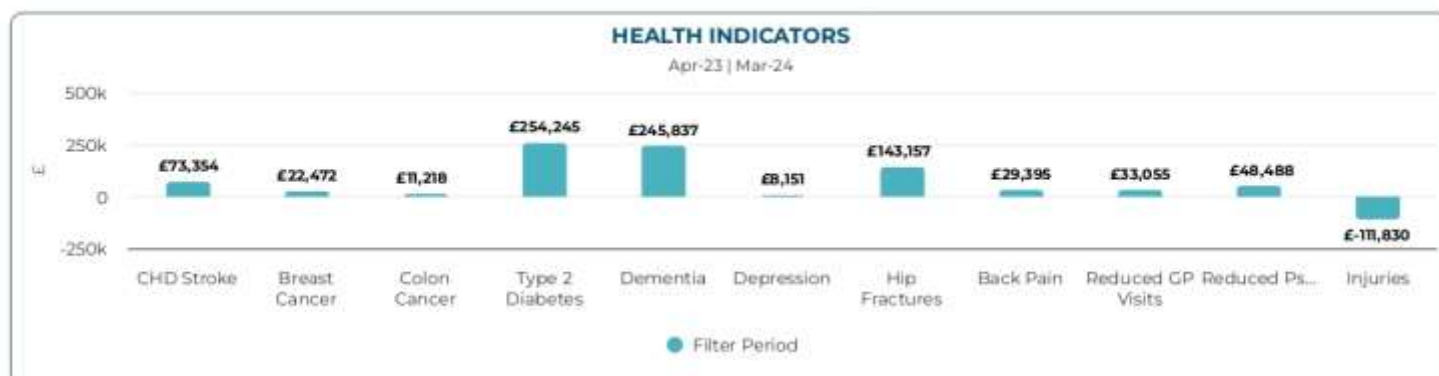


2 - SOCIAL VALUE DASHBOARD

The dashboard displays the main Social Value KPIs based on selected filters: 1-Total social value generated, 2-Total number of participants generating social value 3-Average social value per person, 4-Average social value per site. The total social value is then broken down by month within the selected time period and benchmarked against the same time period from the previous year.



INDICATORS



HEALTH INDICATORS

The Social Value for **Physical and Mental Health** is calculated based on the health care cost savings for eight health outcomes based on the reduced risk and prevented cases combined with the reduced GP visits & psychotherapy usage for physically active people.

The Subjective Wellbeing outcome refers to the increase in life satisfaction. It is calculated by multiplying the value of increased wellbeing derived from a participant's engagement in sport by the number of unique people taking part.

Individual Development refers to the improvement in educational attainment and higher starting salaries gained through participating in sport at university.

Social and Community Development outcome represents the reduction in crime rates for young males and the social capital based on improved networks, trust and reciprocity.



3 - BENCHMARKING

This section provides comparisons for the selected KPIs (social value per site, social value per person and social value growth) against the sector benchmarks. For each KPI, you can see the Actual Value, the Index Score and the Sector Graph, which groups all individual sites from the sector into four quartiles based on their performance in the selected KPI.



SOCIAL VALUE PER SITE

The average social value generated by each site within the selected time period is calculated by the division of the total social value generated by the operator by the number of sites included in the filter. This value is then benchmarked with all sites the sector on the quartile graph.

Actual Value: The actual social value delivered by the operator (or the selected sites) within the selected time period.

Index Score: The percentage score (1 to 100) given to the operator (or the site) based on their performance against the rest of the sector – a higher score represents better performance (i.e. 100 is the best performing site/ operator).

Sector Graph: The graph with all sites from the sector matching the selected filters grouped into four quartiles based on their performance – i.e. Top Quartile includes the best performing 25% of the sites in the sector and Bottom Quartile included the worst performing 25% of the sites in the sector for the selected KPI.



SOCIAL VALUE PER PERSON

Average social value generated by each person within the selected time period. This value is calculated by the division of the total social value by the number of participants that generated social value.



SOCIAL VALUE CHANGE (%) - YOY

This value represents the change in social value generated by the selected operator/site compared to the same time period in the benchmark year.



4 - PEOPLE OUTCOMES

This section focuses on the activity levels of individuals required to generate social value following the WHO guidelines for physical activity. Social value is generated for 'active' participants at the physical activity threshold of 150+ minutes per week of moderate activity. In addition, for health outcomes, social value is also generated for 'fairly active' participants (30-149 minutes) based on the reduced risk of developing various health conditions.



NOTES

In addition to the activity level classification based on the activity duration within the month, each member is assigned to a demographic segment based on their age and gender and to a Mosaic segment based on their postcode information. These three indicators (activity level, demographic and Mosaic segmentation) combined are used to determine the risk reduction rates for health outcomes and impact the social value generated.

Social Value Participants: The total number of unique individuals (member and casual users) that generated social value within the selected time period.

Person Type Breakdown: Members are defined as facility users with an active subscription (paid or unpaid) to use the facility. Casuals are all facility users without an active subscription using the facility to do physical activity occasionally or regularly.

Participant Breakdown: The total number of Active (150+ minutes per week) and Fairly Active (30-149 minutes per week) participants averaged across a month, including members and casual users.

Social Value Per Person: Average social value generated by each Active (150+ minutes per week) and Fairly Active (30-149 min per week) person within the selected time period



TOTAL ACTIVE PEOPLE

In the above graph, the percentage of active people (150+ minutes per week) over total number of leisure centre users for each month within the selected time period is compared with the same time period in the benchmark year.



SV PARTICIPANTS PER OUTCOME

Total number of unique individuals (members and casual users) that generated social value in four outcome areas - physical and mental health, subjective wellbeing, individual development and social and community development are displayed above.

5 - LEAGUE TABLE

The data tables in this section display the main social value KPIs for the top five regions, contract and sites of the operator based on selected filters with comparisons against the same period in the previous year. The full tables are available in SVC3 and can be exported in excel, csv and pdf format.

HIGHEST SV (REGION) £4,251,874 <small>EAST REGION</small>	HIGHEST SV (CONTRACT) £4,251,874 <small>NORTH WEST LEICESTERSHIRE C</small>	HIGHEST SV (SITE) £2,841,763 <small>WHITWICK & COALVILLE LEISURE</small>	HIGHEST SV GROWTH (SITE) 32% <small>ASHBY LEISURE CENTRE AND LIDO</small>
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SOCIAL VALUE LEADERBOARD

The region, contract and leisure centre of the operator generating the highest total social value within the selected time period are displayed in the above KPI boxes. In addition, the leisure centre with the highest growth in social value generation is presented with its year-on-year growth rate.

LEAGUE TABLE - REGION (TOP 5)

REGION	SOCIAL VALUE (FILTER PERIOD)	SV YOY % CHANGE	PEOPLE COUNT (FILTER PERIOD)	AVG VALUE PER PERSON (FILTER PERIOD)	AVG SV YOY % CHANGE
EAST REGION	£4,251,874	+10.06%	35,890	£118	+5.56%

LEAGUE TABLE - CONTRACT (TOP 5)

CONTRACT	REGION	SOCIAL VALUE (FILTER PERIOD)	SV YOY % CHANGE	PEOPLE COUNT (FILTER PERIOD)	AVG VALUE PER PERSON (FILTER PERIOD)	AVG SV YOY % CHANGE
NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£4,251,874	+10.06%	35,890	£118	+5.56%

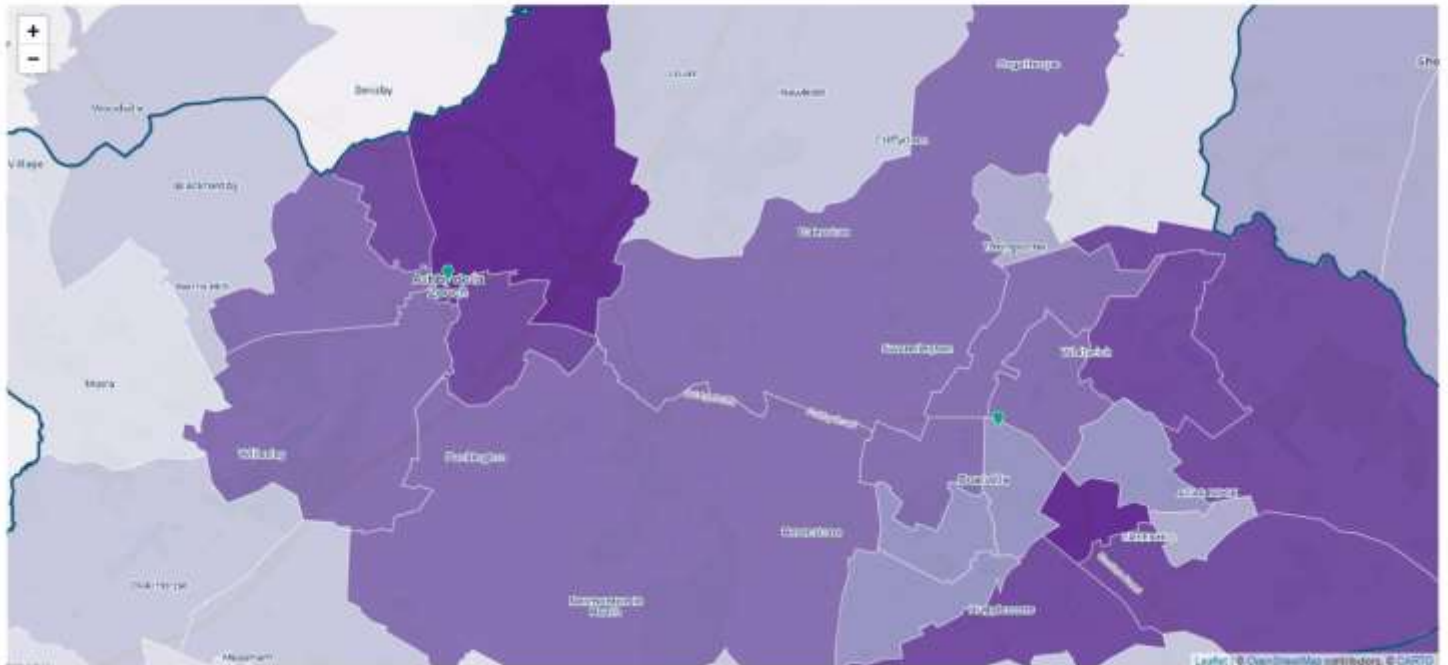
LEAGUE TABLE - SITE (TOP 5)

SITE	CONTRACT	REGION	SOCIAL VALUE (FILTER PERIOD)	SV YOY % CHANGE	PEOPLE COUNT (FILTER PERIOD)	AVG VALUE PER PERSON (FILTER PERIOD)	AVG SV YOY % CHANGE
WHITWICK & COALVILLE LEISURE CENTRE	NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£2,841,763	+1.52%	21,838	£130	+3.35%
ASHBY LEISURE CENTRE AND LIDO	NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£1,410,109	+32.19%	14,051	£100	+14.86%
HERMITAGE LEISURE CENTRE	NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£1	-	1	£1	-80.35%



6 - MAP

The heat map displays the social value generated by the selected sites on a map view using the same filters from the dashboards.



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14.2 Everyone Active & NWLDC Community Wellbeing Plan





Everyone Active Community

Wellbeing Plan 23/24



1. Introduction

Everyone Active (EA) is a charitable trust that manages leisure centres and facilities across the UK on behalf of local authorities. Everyone Active is now in its 5th year of running NWLDC facilities our centres are 2 in 260, now the sectors largest leisure operator 75 Local Authorities.

The health and wellbeing of North West Leicestershire (NWL) residents and the positive impact that we can have through our leisure centres is a priority for us. Our aim is to provide access and opportunities to all across our district, and those who are visiting our centres, acting as a catalyst and mechanism to increase activity levels across the district's residents.

Our partnerships aim is to deliver programmes to support the health and wellbeing of residents through physical activity, movement and sport as highlighted in this strategy. This plan captures EA's actions which aim to support the *NWL Health & Wellbeing Strategy*, and the *NWL Sport & Physical Activity Commissioning Plan*.

Key – the below colours indicate that an action aims to support the *NWL Health & Wellbeing Strategy* or the *NWL Sport & Physical Activity Commissioning Plan*

- *NWL Health & Wellbeing Strategy*
- *NWL Sport & Physical Activity Commissioning Plan*

2. The power of Physical Activity, Movement and Sport

'Step right up! It's the miracle cure we've all been waiting for.' (NHS.UK)

Benefits of active lifestyle

It is well documented and backed up by strong scientific evidence that moving more, being physically active and participating in sport can have huge benefits to a person's physical health.

The Chief Medical Officer (CMO) recommends that children aged 5- 18 years old be physically active for at least 60 minutes per day and adults 150 minutes per week including 2 days of strength building.

Physical activity can reduce the risk of developing type 2 diabetes by 30-40% and can reduce the risk of conditions such as heart disease, dementia, and stroke to name but a few.

As well as a tool to prevent disease it can be used for rehabilitation and to manage certain medical conditions such as recovering from cancer or heart conditions or living with long term conditions such as arthritis.

Building more movement into daily life can improve strength, balance and motor skills which are essential to living longer in better health. NWL has a rate of hip fracture that is significantly worse than the national average, increased levels of physical activity amongst residents could encourage a downward trend in the prevalence of hip fracture.

Meeting the CMO guidelines for physical activity is an important aspect of maintaining a healthy weight. This plan aims to support the wider work of the county's Healthy Weight Strategy implementation and local work through the NWL Health and Wellbeing Partnership and Primary Care Network.

NWL's prevalence of overweight and obesity is significantly higher than the national average in adults with 70.7% (Public Health 2021) of our adults classed as overweight or obese.

Scientific evidence also indicates that physical activity can support our residents to have the best start in life, reduce mortality, increase energy levels, support better sleep and manage pain effectively.

As well as having an impact on physical health, physical activity, movement and sport can also positively impact in other ways too. Evidence suggests that physical activity contributes to good mental wellbeing, it has the ability to reduce depression and in some cases anxiety.

Physical activity provides opportunity to overcome challenges, improve self-confidence, increase sense of purpose, build resilience, and make social connections. All of which can contribute to fun, enjoyment, happiness, and life satisfaction.

Physical activity can support individual development.

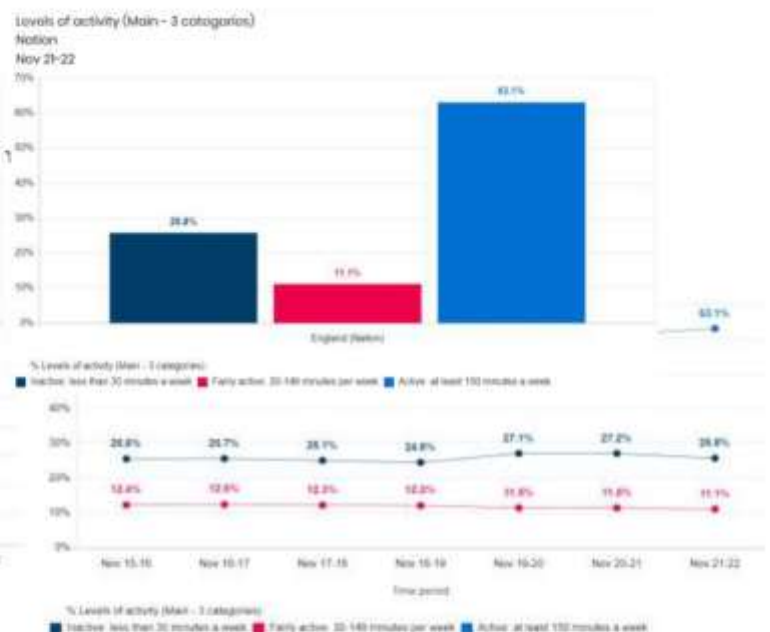
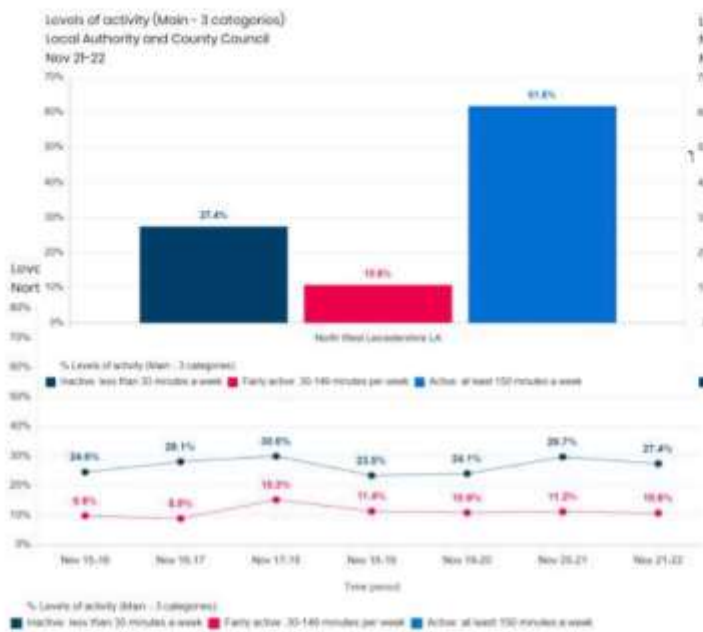
There is evidence that being active improves educational behaviour and attainment. NWL has a lower than the national average attainment 8 score (GCSE grades achieved across 8 subjects), encouraging our children and young people to be more physically active could help improve grades.

Physical activity can help to reduce anti-social behaviour giving young people activities to get involved with. It also provides opportunity to volunteer which supports the development of skills, such as integrity and leadership.

Sport and physical activity bring people together, encourages community and integrates people from all backgrounds. *'Sport and physical activity contribute £39 billion to the UK's economy and a significant portion of this comes from grassroots sport. The sector boosts the economy in two ways. Directly, through job creation, and indirectly by reducing healthcare costs due to a healthier population and reducing crime.'* (Sportengland.org)

3. Assessing Need

38% of North West Leicestershire Adults are reportedly not meeting the CMO guidelines for physical activity, of which 27.4% are reportedly inactive (active less than 30m per week). This is reflective of the England data as shown in the charts below.



The most recent data available for NWL regarding children's participation is May 2021 where only 38% of NWL's children and young people are meeting the CMO guidelines for physical activity compared to the England Average of 44.6%. However, 39.1% are fairly active meaning we perform significantly better than the England average for inactive children at 22.9% compared to an England average of 32.4%. (Sport England, Active Lives Survey, May 21)

When developing the programmes set out in sections 7 we have taken into consideration the new Sport England Strategy 'Uniting the Movement' and the issues identified within the strategy as set out below. The issues each specific programme will aim to address are set out in the table in section 7.

The plan considers and supports priorities identified through the following.

- The NWL Health and Wellbeing Strategy
- The Leicestershire Health and Wellbeing Strategy
- The NWL Healthy Communities Plan
- NWL Sport and Physical Activity commission plan
- Active Together Framework
- Leicestershire Joint Strategic Needs Assessment (JSNA) 2018 – 2021 Obesity: Physical Activity, Healthy Weight and Nutrition
- Leicestershire Healthy Weight Strategy
- Integrated Care System's Life Course; Best start in life, Staying Healthy and Well, and Living and Ageing Well.
- The NHS CORE20PLUS5 Health Inequalities (Tackling health inequalities by supporting the 20% most deprived residents, plus those with poor access to healthcare and have a condition recognised in the NHS 5 clinical areas of focus)
- Active Together Framework 2022-2032
- The developing NWL Community Health and Wellbeing Plan (led by the LLR Integrated Care Board)



Barriers to participation:

- Socio-economic status – families and personnel from lower socio-economic backgrounds have less expendable money which can be used to participate in sport/ activity. NWL has a number of low socioeconomic areas/residents which has the knock-on effect on activity/ sports participation
- Disability – Inclusivity and access for accessible users is a key barrier to participation. The percentage of people living in the district with a disability is higher than the national average.

- Travel & time – Being a ‘rural’ district poses its own issues/ barriers for residents. Resident report not having available activities close enough to them to engage in. Additionally, travel links need further work to allow NWL residents to travel around the district cheaply and easily.

4. Aims

Both a national and local issue.... ‘Physical INACTIVITY is responsible for one in six deaths and costs the country an estimated £7.4 billion a year.’ (Public Health England)

This plan aims to tackle some of the barriers to physical activity and support more residents to become more active. We aim to deliver on our vision of ‘Uniting communities through Activity’. In addition, the plan also aims to support some of the wider outcomes within the delivery specification around providing local economic benefit, supporting safe and inclusive neighbourhoods, educating, protecting, and providing opportunities for young people, and providing high quality services.

The specific aims of each programme are set out in the table in sections 7.

5. Outcomes

Leisure Contract Specification – Authority Outcomes

This strategy sets out how we intend to meet the specified outcomes in the NWLDC Leisure Services contract.

The strategy broadly aims to achieve the following outcomes:

- Tackle and reduce health inequalities across the district
- Provide skills, employment opportunities and local economic benefit
- Provide opportunities for the inactive to be physically active
- Provide exercise and activity referral intervention for health-related conditions
- Support disadvantaged groups in our communities to be more physically active
- Support our community clubs to provide stability and developmental opportunities
- Work collaboratively with partners to provide active spaces for community groups
- Use digital platforms to reach rural or isolated residents with less opportunity to access to physical activity provision
- Educate, protect and provide opportunities for young people
- Play an integral part in the districts journey towards a carbon net zero future



The specific outcomes of each programme are set out in the table in section 7.

Monitoring, Evaluation and Learning

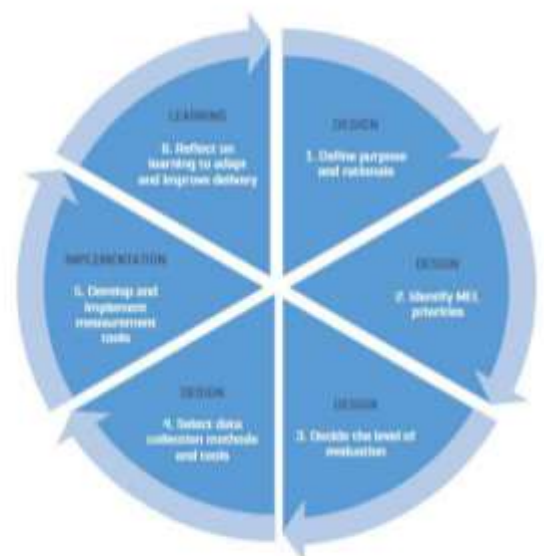
All programmes will be evaluated using Active Together’s (Leicester, Leicestershire and Rutland’s Active Partnership) Monitoring, Evaluation and Learning (MEL) Framework. This is a consistent approach across Leicester, Leicestershire and Rutland.

The principles and approach within the framework have been designed using national guidance set out by Sport England and the Office for Health Improvement and Disparities (formerly Public Health England).

The framework supports the production of accurate, high-quality reporting to understand value and demonstrate impact. It allows the generation of evidence in order to learn and guide future actions. It promotes interaction and reflection across our local system to connect, exchange and develop our learning. It allows us to demonstrate what is working and learn from what is not. It helps us to evidence and tell a story about the impact on people and places.

The Framework provides a tool kit which includes a bank of standard questions to build our own pre and post questionnaires/data collection tools and guidance to adapt the questions to ensure that they are accessible. The framework also provides pre-populated question templates, an evaluation plan template, logic model, learning log and learning case study templates.

The framework encourages MEL throughout the programme, this allows learning to happen during and adjustments made accordingly.



Outcome Key	Outcome Description
A	Improving Health and Wellbeing and Reducing Health Inequalities (including Ex Referral)
B	Providing Local Economic Benefit
C	Supporting Safe and Inclusive Neighbourhoods (including demographic inequalities)
D	Educating, Protecting and Providing Opportunities For Young People (including Apprenticeships and Work Experience)
E	Providing High Quality Services (partner & local network)
F	Sustainability and Environmental Improvements (sits within the appendix – Energy Engagement Plan 2023/24)

Any targets or outcomes detailed in the plan are for both centres collectively, unless otherwise stated.

Improving Health and Wellbeing and Reducing Health Inequalities (including Ex Referral)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Exercise Referral & Social Prescribing	March 2024	WCLC & ALC	<p>Target Groups Adults with low to medium risk, health conditions. CORE20PLUS</p> <p>Partners NWLDC Local GP Surgeries other medical professionals hospitals social prescribing teams Active Together Leicestershire Public Health</p>	<p>Providing 4 x level 3 exercise referral qualified instructor led gym / exercise sessions per week.</p> <p>To have 2 contact points during the 12 weeks on the referral programme for each participant accessing the leisure offer by EA staff to support retention on the scheme and long-term adherence to physical activity.</p> <p>To offer a 6-week circuit-based session for exercise referral participants as a pilot.</p> <p>Provide discount on the scheme (12 weeks) and discount membership for 6 months.</p> <p>Provide space for Cardiopulmonary classes at each centre.</p> <p>Provide access, where appropriate for clients that have graduated from the Cardiopulmonary scheme into mainstream physical activity.</p> <p>Provide space for the Steady Steps and Steady Steps Plus programme.</p>	27.5% complete the course 40% go on to exercise beyond the 12 weeks.	<p>40% increased their PA levels.</p> <p>70% report an improvement to their health/wellbeing.</p> <p>Providing a robust health support programme for people with low to high risk health conditions to exercise safely.</p> <p>Supporting social prescription will alleviate additional pressure on the NHS and related services by increasing participant's weekly activity. Contributing to a better quality of life. Improvement and management of medical conditions and support their ability to manage own physical and mental wellbeing.</p> <p>Improve posture, stability, strength, and balance in older adults to reduce the risk of falling.</p> <p>The above will be evidenced using Active Together's MEL (Monitoring, Evaluating and Learning) Framework.</p>	<p>54 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p>	25 referrals in the Q.	Additional 12 referrals in this Q.	Additional 9 referrals into LC's during this period	46 refs within reporting year
								8 completed 12 week course (17 still in progress)	All still in progress	Previous 10 of previous 12 completed 12 weeks	36 completed 12 week programme
								75% report improvement in HWB		70% report improvement in health	

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
REACH Programme	March 24	WCLC & ALC	<p>Target Groups Young people of school age displaying challenging behaviour in school.</p> <p>Partners LCC, REACH Project workers Schools in district NWLDC</p>	<p>REACH is an organisation who are currently working with Castle Rock School and Newbridge with children that have been identified with behavioural challenges.</p> <p>REACH require support to provide suitable activities for young people and accessing the leisure facility is a popular solution.</p> <p>Working with NWLDC and using a whole family approach parents and their children will be offered the opportunity to utilise the facilities via club activ8 and Active Families Programme.</p>		<p>Measurable/noticeable behaviour change and children who are re-engaged in school. REACH to provide feedback/data.</p> <p>Increased activity levels leading to improved physical, mental, and social wellbeing.</p> <p>Spending quality time and overcoming physical challenges with parents and carers improving family socialisation/relationships.</p> <p>Personal development.</p> <p>Outcomes measured through case studies, questionnaires, and engagement with REACH.</p>	<p>Best Start in Life</p> <p>Staying Healthy and Well</p>	Discussing with programme lead behaviour changes questionnaire.	Awaiting data from project lead	8 children accessed scheme.	8 students accessed scheme through the year
								Currently 3 students on the scheme are using our gym	2 new children on scheme		

Providing Local Economic Benefit (and local partner working)


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
parkrun	March 2024	WCLC	<p>Target Groups</p> <p>Children and young people</p> <p>Partners</p> <p>All schools in district</p> <p>School Sports Partnership / School Games Officer</p> <p>NWLDC</p> <p>NWL residents</p>	EA & NWLDC Health and Wellbeing Team will explore if the WCLC site is suitable for a junior parkrun.		<p>Influence the design of the Hermitage Rec Ground development to incorporate a hard path system large enough to host a junior parkrun.</p> <p>Work with H&WB Team and Active Together to sign up to parkrun, design the route, provide staff, recruit volunteers, provide parking, storage and changing facilities and support comms.</p> <p>The route would start and finish at the leisure centre.</p> <p>The main outcome is to be in a position by 31st March to launch junior park run early 2024/25.</p>	<p>A, B, C, D, E S1, S2, S3, S4, S5</p> <p>Staying Healthy and Well</p> <p>Best Start in Life</p>	No action until Q3	No action until Q3	Planning stage with NWLDC	Planning stage with NWLDC

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
HWB Roadshow	March 2024	WCLC & ALC	<p>Partners</p> <p>NWLDC</p> <p>Active Together</p> <p>LCC</p> <p>Enrych</p> <p>Community Partners</p> <p>SSP</p> <p>NWL residents</p>	<p>Holding health and wellbeing community event 2 x per year (1 per site) allowing local partners to engage NWL residents highlighting the support available within the district/county. Such as debt advice, cost of living support, health screening, mental health support, healthy eating and weight management, physical activity, support for parents etc.</p>	<p>5x activities</p> <p>20x stall holders</p> <p>100 attendees</p> <p>30% of residents in attendance sign posted to services</p>	<p>Residents are aware of and able to access services.</p> <p>Resident's health and wellbeing is improved as a result of accessing services.</p> <p>Stall holders are asked to monitor access to their services as a result of the event and capture a case study where possible.</p>	<p>A, B, C, D, E S1, S2, S3, S4, S5</p> <p>Staying Healthy and Well</p>	<p>HWB Roadshow for CYP held</p> <p>6x activities</p> <p>26x stall holders</p> <p>123 attendees</p> <p>50% attendees signposted</p>	Next event will be held in Q4	Next event will be held in Q4	<p>HWB Roadshow for all age and ability</p> <p>5x activities</p> <p>40 x stalls</p> <p>250 attendees</p> <p>50% attendees signposted</p> <p>Booked additional corporate event off the back of success</p>
Events	March 2024	District Wide	<p>Support NWLDC Health and Wellbeing Team at events to promote health and wellbeing opportunities</p>	<p>Attend/man NWLDC mobile wellbeing van during the summer to raise awareness of services available district/countywide.</p> <p>Deliver a water safety event at Whitwick Lake for children and young people in partnership with NWLDC and the People Zone.</p>	<p>80 residents engage with the van raising awareness of available services.</p> <p>40 children and young people access the water safety event.</p>	<p>Residents are aware of and able to access services. Resident's health and wellbeing is improved as a result of accessing services. Raised awareness of the dangers of water, how to stay safe and what to do if you get/someone else gets in trouble improves the changes of young people staying safe around the waterways in NWL.</p>		<p>85 attendees to event at Hermitage Rec Ground.</p> <p>80 CYP attendees</p>	<p>Partnered with NHS mental health bus who attended site from 9am - 5pm engaging with 45 local residents</p>	<p>Provided talking therapies CPD training and MECC training for EA and NWL staff</p>	<p>Held community Mental Health info event with Mind and Vita Health</p> <p>40 attendees/interactions</p>


Supporting Safe and Inclusive Neighbourhoods (including demographic inequalities)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Activity subscriptions for care and care leavers		WCLC & ALC	<p>Target Groups Young people / adults who are in the process of leaving care.</p> <p>Partners LCC Care Leavers Team NWLDC Community clubs and delivery partners</p>	<p>Care leavers, and people in current care generally have limited access to leisure activities due to barriers such as cost.</p> <p>Everyone Active will support Care Leavers by providing a free membership subscription to any care leavers living in NWL that wish to use the leisure centres.</p> <p>This will be reviewed by the centre and the authority teams periodically to determine if any additional support is required.</p>	<p>Accommodate all referrals for this type of subscription.</p> <p>Number of care leavers accessing the scheme and number of visits will be captured to give baseline data.</p> <p>It is important to note that neither Everyone Active nor North West Leicestershire District Council have any control over number of referrals made, we only have control over retention rates.</p>	<p>Success will be monitored using anonymised case studies due to the specific and sensitive nature of this scheme.</p> <p>We intend to impact each individual's life with social, physical and emotional benefits.</p>	<p>S2, S3</p> <p>Staying Healthy and Well</p>	No referrals currently	No referrals currently. <i>In discussion with 1/5 re memberships</i>	4	4

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Providing active spaces for disability groups	March 2024	WCLC & ALC	<p>Target Groups People with disabilities and additional needs</p> <p>Local disability groups</p> <p>Enrych</p> <p>Memphys</p> <p>Partners NWLDC NWL Inclusive Steering Group Active Together</p>	<p>Work with NWLDC to promote opportunities for local Disability Groups/Schools to use the centre.</p> <p>Provide activity space for inclusive play/sessions.</p> <p>Liaise with the local Disability Groups to understand what they require to be active.</p> <p>Member of the NWL Inclusive Steering Group</p>	<p>Increase of 5% disability participation against 2022/23 and usage levels</p> <p>Previous 1715 accessible users participations (2022/23) 5% increase, Target 2330</p>	<p>Providing additional space/activities for this target group will allow them to access physical activity opportunities locally.</p> <p>The burden of having to travel to the city or elsewhere in the county can have a considerable negative effect or mean that they are not able to access sessions.</p> <p>Additionally, these sessions contribute to increasing activity participation for this population, helping provide social and emotional benefit through activity engagement.</p> <p>These sessions further embed inclusivity into our centres.</p> <p>Increase physical activity levels of participants.</p> <p>Participants to report improvement in physical, mental and social wellbeing.</p> <p>Evidenced using Active Togethers MEL Framework.</p>	<p>S1, S2, S5 A,C,D</p> <p>Staying Healthy and Well</p>	743	1229	1821	2728

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Community Walks	March 2024	WCLC & ALC	<p>Target Groups Active mums Active families</p> <p>Partners NWDC Active Together</p>	Work with NWDC, Active together and local residents	<p>1 x new walk per contract</p> <p>To train volunteers and deliver a community led Walk to become sustainable through volunteer delivery.</p>	<p>These walks will help to build free physical activity and social opportunities for this population that are easily accessible, helping families increase their physical activity levels and improve overall wellbeing and resilience.</p> <p>Using the MEL Framework physical activity and health/wellbeing will be monitored through attendance, questionnaires, and case studies.</p>	<p>S1, S2, S5 A,C,D</p> <p>Staying Healthy and Well</p> 	Active Mums walk being led from WCLC	No new additional walks developed this quarter	No new additional walks developed this quarter	1 x additional walk leader trained in EA contract

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Active Mums	March 24	WCLC	<p>Partners NWDC Active Together</p> <p>NWL residents who are Pre & Post Natal</p>	<p>Provide discounted offers for pre and post natal residents.</p> <p>Train up 1 member of staff to deliver pre and post natal sessions.</p> <p>Deliver a buggy walk pilot to start and finish at the leisure centre.</p>	<p>Discounted swimming 1x per week for 10 participants</p> <p>Train 1x staff members in pre & post natal qualification.</p> <p>Deliver 1x Buggy Walk pilot.</p> <p>Facilitate virtual class for mums.</p> <p>PT to deliver a circuit class</p> <p>Exit route into main stream physical activity.</p>	<p>A social/physical activity support group created for pre and post natal residents.</p> <p>Women reach/ maintain a healthy pre and post natal weight.</p> <p>Women maintain/reach healthy mental wellbeing (combatting post natal depression)</p> <p>Pre and post natal mums have a healthy social balance.</p> <p>Pre and post natal mothers improve physical health, posture, core stability and overall fitness.</p> <p>Programme evaluated using the Active Together MEL Framework.</p>	<p>S1, S2, S5 A,C,D</p> <p>Staying Healthy and Well</p>	Awaiting meeting with Active Together	Awaiting meeting with Active Together	LC staff undertaking pre/post course	1 x staff member complete a pre/post natal cpd
								LC staff member enrolled on course	LC staff member enrolled on course	Buggy walk currently running	
								Buggy Walk currently running	Buggy Walk currently running	Supported nesting lotus with discounted prices to increase their participation numbers	

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Youth Crime Prevention	March 2024	WCLC & ALC	<p>Target Groups Children and young people identified as likely to participate in anti-social behaviour.</p> <p>Partners NWDC LCC (YJS) Active Together People Zone Impact workers Police</p>	<p>Work with LCC to facilitate Youth Crime interventions through LC use</p> <p>Project users to access centres 20 times per year</p>	<p>Benefits may include increasing physical activity levels which will positively affect emotional health of the programme users contributing to greater sense of wellbeing and reducing antisocial engagement.</p> <p>Impact will be evidenced through anonymised case studies.</p>	Continue to work with LCC.	<p>S1, S2, S3, S5 A,C,D</p> <p>Best Start in Life</p> 	11 visits	18 visits	25 visits	34 visits



What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Output	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Active Whitwick/ Thringstone/ People Zone	March 2024	WCLC Community Settings	Whitwick & Thringstone communities/ residents	Leisure partner for Active programmes, including offering reduced cost for activities and outreach work. Provide support and education for People Zone group in relation to water safety at collaborative event	Representation at community steering group. Deliver a Sports Leaders Award Training Course to residents of Thringstone and Whitwick and encourage participants to volunteer and gain experience at local VCSE organisations such as the scouts, Charles Booth Centre and so on. Attend and support delivery of community events x2 Support with facility access (at the Leisure Centre) Support with any other possible opportunities that arise.	To engage residents in activity and promoting a healthy active lifestyle. Educate children around water safety Influence the direction, add capacity to delivery and keep momentum of the People Zone – see also events. Local residents trained to deliver physical activity sessions will leave a legacy of sustainable sessions and support access to jobs. Create community cohesion.		1 event attended	Applied for People Zone funding to run Sports Leader Award course for People Zone personnel	Planned and scheduled in SLA course for March Attended Steer groups meeting	Course re-scheduled for July


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
NWL Sport	Ongoing	WCLC & ALC	Target Groups Local sports clubs Partners School Sports Partnership Active Together NWDC	Understand the wants, needs and challenges facing grassroots sports clubs and where appropriate respond to those needs. Work with clubs to sign up to Club Activ8. Support club workforce development. Support access to facilities. Attend and chair quarterly meetings.	Deliver 2 x user group meetings for each centre.	Playing a key part in NWL Sport will help place our centres in a great position to accommodate local sporting club's needs. The group also allows discussion and formulation of ideas and plans to help reduce barriers to sport and increase activity levels with a collaborative approach. Centre users get access to state of the art leisure centres. Engaging with LC's and this network helps to increase advertisement and reach for sports, helping to increase people physical, social and emotional health.	A, B, C, D, E S1, S2, S3, S4, S5 Best Start in Life Staying Healthy and Well Living and Ageing Well ■	User group meeting 25 th Sep	meeting 25 th Sep held Positive meeting with good ground covered	Next meeting scheduled for February	Chaired last meeting Invited new attendees such as squash @ WCLC

Educating, Protecting and Providing Opportunities For Young People (including Apprenticeships and Work Experience)


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
L2 Skills Programme including: - Sport Leader Awards (SLA)/ Swimming Teacher L1 & L2 Qualification. National Pool Lifeguard Qualification(NP LQ)	March 2024	WCLC & ALC	Target Group CORE20PLUS / Residents / current EA employees Partners Community Groups, sports clubs	Identify members of the current workforce and NWL residents to sign up to the L2 skills programme to train up in Lifeguard, Fitness and coaching.	1 x L2 SLAs 1 x Swimming teachers	All who undertake training will have opportunity to apply for employment or additional roles within our leisure centres. All will be offered volunteer opportunity. It has recently been identified that there is a shortage of volunteers and swim teachers in NWL. This programme would help to fill the gap.	S1, S2 E Staying Healthy and Well 	2x Swimming teacher	No courses held this quarter	NPLQ course held at ALC 2x Menopausal champion trained	10 staff attended Mental Health Advocacy L2
Number of Apprenticeships / Work Experience	March 2024	WCLC & ALC	Target Group NWL Residents Apprenticeship – Generally aimed at personnel over age of 18 Work placement – For personnel in current education CORE20PLUS Partners Colleges / schools Local sports clubs/ partners Lifetime Training	Identify apprenticeship opportunities for new applicants and existing colleagues to train and develop in multiple positions to support both centre and community-based services. Provide opportunity for experience and potential employment within our centres. Use work placement booklet for bespoke experience.	1 x apprenticeships delivered 6 x work placements	1 x apprentice secures a full or part time employment role within the centres.	S1, S2 E Staying Healthy and Well 	2x WP undertaken	2 x work placements taking place in October	3x WP	4x WP undertaken

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Club Activ8 Scheme	March 2024	WCLC & ALC NWL District	Target Groups Children and Young People CORE20PLUS Partners Primary schools Upper schools All schools in district School Sports Partnership / School Games Officer NWLOC	Engaging with NW Leicestershire schools to increase weekly activity levels and leisure centre usage. Promoting local clubs and partners Work with Schools and SSP to specifically target pupils that are on free school meals or receive Pupil Premium (at one specific school)	Previous years usage is 20.2% New Target 22.5%	Increase in activity levels of participants. Improving physical, mental, social, and emotional health. Participants can experience new activities which may lead to better adherence to physical activity. An increase in children on free school meals and Pupil Premium regularly accessing the scheme and increasing physical activity levels. Pre and post questions will be used to evaluate the scheme along with usage.	A, B, E S2, S3, S4, S5 Best Start in Life 	18.8% usage	17.1% Scheme users have been flagged from the system with the aim to bring back the data and build more usage figures.	15.4% usage Awaiting additional schools being added.	18% Further work to be implemented for next academic year.

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Activity subscriptions supporting families on low incomes	Ongoing	WCLC & ALC Local community facilities	<p>Target Group Families which are on low incomes identified by the Children and Families Wellbeing Service or through the Active Families Scheme</p> <p>Leisure Link Membership</p> <p>CORE20PLUS.</p> <p>Partners Children & Families wellbeing service (LCC) Active Together NWLDC</p>	<p>Use a whole family approach to physical activity.</p> <p>Provide HAF in collaboration with TayPlay for low-income families (pilot)</p> <p>Use Leisure Link Membership to give access to low income families.</p> <p>We will work with partners to support access to equipment and sports clothing where required and where possible.</p>	<p>Deliver a 5% increase in the number of supported children and families utilising our centres.</p> <p>Target 573</p> <p>Provide 10 x places for HAF</p>	<p>Provide accessibility to state-of-the-art facilities to groups from low socio-economic backgrounds.</p> <p>Increase physical activity levels of participants.</p> <p>Improve or maintain good physical, mental and emotional health.</p> <p>Evidenced using the MEL Framework including pre and post questionnaires and case studies.</p>	<p>S2, S3 Best Start in Life Staying Healthy and Well</p> <p> </p>	197 <i>Leisure Link</i>	291 LL	399 LL	591 LL
								375 HAF spaces		15 HAF memberships	5 HAF Memberships

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Inclusive play session	Ongoing	WCLC	<p>Target Group 5-11yr olds with learning disabilities and special educational needs</p> <p>Partners Special Educational Needs (SEN) schools Enrych Memphys NWLDC NWL Inclusive Steering Group</p>	The aim is for Everyone Active to have taken on the session by the end of financial year 23/24 to ensure this session continues on at a subsidised rate for participants.	Average of 10 x people attending per session	<p>Accessibility to local sessions.</p> <p>Participants feel safe and welcome.</p> <p>Increase participants physical activity levels.</p> <p>Develop motor skills.</p> <p>Improve or maintain good mental and social wellbeing.</p> <p>The session becomes sustainable and not reliant on external funding being sourced.</p> <p>Evidenced using the MEL Framework including pre and post questionnaires and case studies.</p>	<p>A, B, C, E S2, S4, S5 Best Start in Life</p> <p></p>	Average of 10 attendees per week Discussion 11-14 provision	Average of 10 attendees per week Provider now agreed for this session, should commence in Q3	Average 8 children per week Older session has now commenced Discussions being held over LC taking on sessions	LC has taken on session Currently average 10x attendees

Providing High Quality Services (partner & local network)

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Supporting Talented Athletes	Ongoing	WCLC & ALC	<p>Target Group Athletes operating at regional, national, and international performance level.</p> <p>Partners NWLDC Active Together Sports Clubs NWL Sport Sport England</p>	<p>Operating under the Everyone Active Sporting Champions and Go Gold scheme, working with the local authority, active partnerships and the clubs EA will offer membership support, providing free access to high quality facilities for those competing at regional and national level.</p> <p>The athletes must be able to evidence that they are competing at regional or national level.</p> <p>Implement a dedicated information board to track and promote athlete progress</p>	- 5 x Athletes (5 free memberships)	<p>Supports athletes with the cost of elite/high level sport.</p> <p>Supports a talent pool from NWL. Raising NWL's profile.</p> <p>Inspires other residents through advocacy and championing.</p>	<p>S2, S3, S5 C, B Best Start in Life Staying Healthy and Well</p> <p></p>	4 x athletes	4 x athletes	Added 2 x additional athletes	1x additional athlete

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Making Every Contact Count (MECC) Healthy Conversations	March 2024	WCLC & ALC	The general population (residents and visitors to North West Leicestershire) To deliver MECC Lite Training to all EA frontline staff. EA Staff having healthy conversations with residents that visit the centre. This is a brief or very brief intervention that can result in signposting the resident to wellbeing support.	deliver MECC training to their staff such as Receptionists, Lifeguards and Fitness Instructors. This will give their staff the skills, confidence, and knowledge to encourage healthier lifestyle choices. Develop a MECC programme of training for Everyone Active's workforce and support the District Council to train other organisations within North West Leicestershire.	Programme of MECC Training developed for EA staff. A minimum of 1 x external training session delivered with NWLDC Officer. 1x internal training held	<ul style="list-style-type: none"> Improved access to health and wellbeing advice and services Improvement in morbidity and mortality risk factors Improve health and wellbeing of population reduce inequalities embed prevention and social prescribing 	A, B, C, E S2, S4, S5 ■	2x MECC training for NWLDC 1 st internal scheduled for Q3	1x MECC training for NWLDC 2 nd internal scheduled for Q3	MECC training undertaken for LC staff 12 attendees, 2 x from NWLDC HWB Team	3x delivery of MECC for NWLDC 1 x delivery for EA

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Host NWL Sport and Health Awards Host Junior Awards	November 2023	WCLC & ALC	Target Group NWL Residents Partners School Sports Partnership Local Sports Clubs NWL Sport NWLDC	Working in conjunction with key partners to host a sports and health awards evening to recognise the great sporting, physical activity and healthy lifestyle achievements of our wonderful residents, clubs, schools, and volunteers. Running two separate events this year to trial new style of awards to further engage district residents.	Achieve 16 awards with a minimum of 3 nominations per award. 150 people attending each event.	<p>Celebrate sporting success at all levels, especially grass root level.</p> <p>Celebrate moving more and healthy lifestyles.</p> <p>Celebrate life changing behaviour change through moving more.</p> <p>Celebrate our children and young people.</p> <p>Inspire our residents.</p> <p>Thank our volunteers.</p>	A, B, C, D, E S1, S2, S3, S4, S5 Best Start in Life Staying Healthy and Well Living and Ageing Well ■	Reported in Q3	Reported in Q3	2 x awards ceremonies held 18 x awards all with 3x candidates 320 total attendees over 2 events	See Q3

Within our Outputs and Outcomes, we had a total of 33 targets for this reporting year. Of this total we achieved 31/33 targets.

Red 1 – Club Activ8 only achieved 18% usage compared with the target of 22.5%

Amber 1 – Parkrun is still awaiting further planning in liaison with NWLDC

Green 31

