

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

**COMMUNITY SCRUTINY COMMITTEE – THURSDAY, 11
DECEMBER 2025**



Title of Report	LEISURE CENTRES ANNUAL REVIEW	
Presented by	Councillor M Wyatt, Cabinet Portfolio Holder for Community Services	
Background Papers	<u>Leisure Centres 2022/23 Annual Review report to Community Scrutiny – September 2023</u> <u>Leisure Centre 2023/24 Annual Review to Community Scrutiny – September 2024</u>	Public Report: Yes, apart from Appendices D and E which are confidential
Financial Implications	The financial implications are set out in Section 3 of the report and Appendices D and E	
	Signed off by the Section 151 Officer: Yes	
Legal Implications	None	
	Signed off by the Monitoring Officer: Yes	
Staffing and Corporate Implications	None	
	Signed off by the Head of Paid Service: Yes	
Purpose of Report	To update members on the performance of the leisure partnership with Everyone Active for the period May 2024 to April 2025 (year 6 of the partnership).	
Recommendations	THAT COMMUNITY SCRUTINY COMMITTEE NOTES THE PERFORMANCE OF THE LEISURE PARTNERSHIP WITH EVERYONE ACTIVE FOR THE PERIOD MAY 2024 TO APRIL 2025 (YEAR 6 OF THE PARTNERSHIP), AND PROVIDES COMMENTS FOR OFFICERS TO CONSIDER IN MANAGING THE CONTRACT.	

1. BACKGROUND

- 1.1 The leisure partnership commenced on 1 May 2019 when Everyone Active (EA) was appointed as the Council's partner to manage the leisure centres in Whitwick and Ashby, currently Whitwick and Coalville Leisure Centre (WCLC) and Ashby Leisure Centre and Lido (ALCL).

- 1.2 As part of the performance management of the leisure centres, an annual report is presented to Community Scrutiny Committee outlining performance for the previous year, alongside the impacts and outcomes some of the services delivered have had on improving the health and wellbeing of residents.
- 1.3 Members will receive a presentation from Everyone Active officers. Attached at **Appendix A** is a copy of Everyone Active's Annual Services Report which gives more details on service provision during the period 1 May 2024 until 30 April 2025 in addition to the report detail below and the associated appendices.

2. OUTCOMES

- 2.1 At its meeting on x September 2023, the Community Scrutiny Committee requested that postcode and socio-economic data be used to demonstrate the effectiveness of schemes such as Club Activ8, Leisure Link and Community Outreach, and this be reported on in future reports.
- 2.2 It was reported to Community Scrutiny members that monitoring of this information commenced in April 2024 for the reporting year 2024/25 and that further detail would be reported to Community Scrutiny as part of the 2024/25 Leisure Centres Annual Review Report. It was also reported that Club Activ8 and Exercise Referral Schemes would be used as pilot projects for the monitoring and reporting of this data.
- 2.3 The table below shows the direction of travel for general usage across the ten most deprived wards in North West Leicestershire (NWL) in 2024/25 as compared to 2023/24.

Areas of Deprivation	Increase/ Decrease
Greenhill Centre	0.2% + on last year
Greenhill North	0.3% + on last year
Ashby Holywell Centre	0.4% + on last year
Norris Hill, Ashby Woulds & Albert Village	0.2% - on last year
Thringstone East	0.3% + on last year
Ibstock Centre	0.0% on last year
Measham Centre	0.1% - on last year
Coalville Centre	0.3% + on last year
Coalville Community Hospital	0.0% on last year
Greenhill East	0.0% on last year
Total	1.2% + on last year

- 2.4 The table below highlights the increase in usage for the Club Activ8 Scheme by pupils attending schools located in the four most deprived wards in NWL.

School	Ward	2023/24 Club Activ8 Scheme Pupil Usage	2024/25 Club Activ8 Scheme Pupil Usage	Year on Year Increase %
Broomleys Primary	Greenhill Centre	1134	1163	+2.50%
Warren Hills Primary	Greenhill North	39	89	+56.2%
Castle Rock	Greenhill North	6080	6232	+2.40%
Measham Primary	Measham Centre	243	292	+16.80%
St Charles Primary	Measham Centre	96	105	+7.50%
Moira	Norris Hill, Ashby Woulds & Albert Village	214	228	+6.10%

- 2.5 The table below highlights the increase in usage for the Exercise Referral Scheme by residents living in the four most deprived wards in NWL.

Area Within North West Leicestershire	Multiple Index of Deprivation % Score	Exercise Referral 2024/25	Exercise Referrals 2023/24
Greenhill Centre	50.01	2	1
Greenhill North East (Agar Nook)	44.84	2	1
Measham Centre	28.83	0.0	0
Norris Hill, Ashby Woulds	27.24	0.0	0

- 2.6 Following assessment of the above data, both the Club Activ8 and Exercise Referral Schemes have been reviewed and restructured to ensure they are far more targeted to those residents who face financial barriers accessing leisure centre activities.
- 2.7 The contract initiated the appointment of an Active Communities Manager which is integral to ensuring delivery of outcomes. Although employed by EA, a large proportion of their time is spent working as part of the NWL Health and Wellbeing team to ensure there is a joined up and synergised approach to delivering outcomes and supporting delivery of the NWL Health and Wellbeing Strategy, the NWL Community Health and Wellbeing Plan, and targeted groups within the Sport and Physical Activity Commissioning Plan. This work is underpinned by delivery of the EA Community Wellbeing Action Plan, and the 2024/25 version of this can be found at **14.2 in Appendix A**. The Action Plan and Annual Services Report include a number of outcomes, some of which are captured below.

Improving Health and Wellbeing and Reducing Health Inequalities

- 2.8 Examples of this during 2024/25 include:
- A social value return of £716,635 for NWL residents on improved physical and mental health. This is calculated based on the health care cost savings for eight identified health outcomes (depression, dementia, back pain, hip fractures, type 2 diabetes, colon cancer, breast cancer, and CHD/stroke) based on the

reduced risk and prevented cases combined with the reduced GP visits and psychotherapy usage for physically active people

- A social value return of £2,121,761 for NWL residents on improved subjective wellbeing. This 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 people taking part
- Working in partnership with Knowledge is Power, sixty 11 to 16 year old children from the Greenhill and Agar Nook wards undertook physical activity at Whitwick & Coalville Leisure Centre, whilst also receiving insight and information into the benefits of improved diet and healthy eating
- Working in partnership with the NWL School Sports Partnership, delivery of a health and wellbeing aligned orienteering event at the Hermitage Ecopark that saw 400 children in attendance
- In partnership with Ivanhoe School, the delivery of an outcome measured a six-week health and wellbeing project with a group of 12 sedentary pupils. Attendance amongst the group was 100% across the six weeks, with nine of the twelve evidencing positive impacts
- The appointment of a Menopause Champion
- In partnership with the Council, the delivery of Menopause Wellbeing sessions at both leisure centres
- In partnership with Vita Health the training of four members of the EA team in Prevent relating specifically to suicide and self-harm prevention
- In partnership with Vita Health, delivery of a Mental Health Services event which saw 45 centre user interactions
- 19 EA staff attended a twelve week Workplace Health initiative, of which 10 had improved health and wellbeing indicators on its conclusion
- The delivery of two Children's Health and Wellbeing Roadshows to which 340 children from eight different schools attended
- The delivery of an Adult Health and Wellbeing Roadshow that saw 74 stallholders, an increase of 32 from 2023/24, promote wellbeing services to 360 attendees, 110 more than in 2023/24
- Seven previously inactive NWL residents are now achieving 150 minutes of moderate physical activity per week following attendance on a twelve-week Exercise Referral or Cardiac Rehabilitation Course
- 12 previously inactive NWL residents are now achieving two sessions of resistance training per week following attendance on a twelve-week Exercise Referral or Cardiac Rehabilitation Course
- 33% of those who completed the twelve-week Exercise Referral and Cardiac Rehabilitation Courses stated that they had made fewer visits to their health care practitioner

2.9 The interventions and initiatives being delivered by the partnership extend beyond health outcomes:

Providing Local Economic Benefit

2.10 Examples of this include:

- The appointment of 17 new members of leisure centre staff who live within the district
- 39 EA staff have been trained in professional qualifications
- 79 weekly sessions delivered in partnership with local clubs and organisations
- The delivery of national events that draw audiences from wider afield than North West Leicestershire. It is anticipated the events programme delivered between May 2024 and April 2025 brought £1,161,073 of economic benefit to

North West Leicestershire through participants using local taxi firms, hotels, pubs, and eateries, an increase of £327,552 on the previous years' amount of £833,521

Attendee Type	Number of Attendees	Local Spend Value Per Head (£)	Value (£)
Non-Local Resident	17,912	42-92	768,783
Local Resident	19,893	19-72	392,290
Total	37,805	N/A	1,161,073

- As highlighted in the table below, a total value of £379,729 in ongoing discounted or free usage arrangements with local community partners, a 20% uplift on the previous year's £315,717;

Description	Number	Unit Value (£)	Total Value (£)
(Club Activ8) Primary School	11,047	3-50	38,664
(Club Activ8) Upper School	37,675	8-80	331,540
Talented Athletes Complimentary Annual Membership	9	399-99	3,600
Complimentary Swim Pass	41	5-40	221
Disabled User Complimentary Passes	18	5-40	97
Various Requests Complimentary Passes	74	10-90	807
NWLDC Employee Membership Discount	17	100-00	1700
NWLDC Event & Local Team Sponsorship	6	Various	2550
School Sports Partnership (SSP) Events	11	50-00	550
Total	N/A	N/A	£ 379,729

Supporting Safe and Inclusive Neighbourhoods

2.11 Examples of this include:

- A social value return of £968,632 for NWL residents on improved social and community development. This represents the reduction in crime rates for young males and the social capital based on improved networks, trust, and reciprocity
- In partnership with Enrych, a weekly Community Café was established to help tackle social isolation and improve social networking, which has seen 1,100 attendances over the year

- Working in partnership with the Youth Justice System, seven children and young people identified as likely to participate in anti-social behaviour have been engaged in using the leisure centres.

Educating, protecting and providing opportunities for young people

2.12 Examples of this include:

- A social value return of £19,291 for NWL residents on improved individual development. This refers to the improvement in educational attainment and higher starting salaries gained through participating in sport at university
- The appointment of eighteen new members of leisure centre staff aged under 19
- The hosting of a Collaborative School event aimed at giving district-based children basic and essential skills, to which 120 children from eight schools attended
- Delivery of a series of Swim Safety Events to 1,100 pupils from 38 local primary schools who were invited to the centres to undertake water safety workshops
- 61 children with special educational needs have accessed one to one swimming lessons
- The Inclusive After School Session established by the Council has transferred to EA and has an average of twelve children attending per week
- Nineteen work experience placements delivered to students at schools in NWL

Providing high quality services

2.13 Examples of this include:

- ALCL secured an 'Excellent' Quest assessment banding, ranking it in the top 17% of over 800 assessed leisure centres in the country, to add to the previous banding of 'Excellent' that WCLC secured in 2023/24
- In 2024, WCLC was shortlisted in the Best Newcomer in the Community Involvement category at the National Fitness Awards, and was a shortlisted finalist for UK Active's Regional Centre of the Year award.
- An 88% increase in 'Outstanding' scores in the EA Annual Customer Survey.
- £65,000 of investment in the ALCL Lido prior to opening in 2024.

2.14 A copy of the 2025/26 EA Community Wellbeing Action Plan can be found at Appendix B.

3. KEY PERFORMANCE INDICATORS

3.1 There are a number of key performance indicators (KPIs) used to monitor performance of the leisure centres. These include:

- Levels of Participation
- Membership Levels
- Utility Consumption

2.2 An overview of the KPIs for Year 6 of the contract, 2024/25, can be found at Appendix C.

3. FINANCIAL PERFORMANCE

3.1 **Appendix D** gives an overview of the financial arrangements with EA and details the actual and projected management fees from the beginning to the end of the contract.

3.2 **Appendix E** gives a financial overview of the contract as a whole for NWLDC's financial year (April until March) for the duration of the contract. This includes the following:

- Management Fee
- An estimated annual inflationary increase to the Management Fee (CPI)
- The estimated financial impact of the installation of solar panels at WCLC and ALCL
- Estimated utility benchmarking costs
- Estimated NNDR costs
- Estimated surplus share payments

Policies and other considerations, as appropriate	
Council Priorities:	Communities and housing Clean, green and Zero Carbon
Policy Considerations:	Supporting delivery of the NWL Health and Wellbeing Strategy, the NWL Community Health and Wellbeing Plan, and the Zero Carbon Project
Safeguarding:	None
Equalities/Diversity:	None
Customer Impact:	Ensuring customers have access to high quality and affordable leisure facilities
Economic and Social Impact:	As highlighted within the report
Environment, Climate Change and zero carbon:	As highlighted within the report
Consultation/Community Engagement:	None
Risks:	None
Officer Contact	Paul Sanders, Head of Community Services Paul.Sanders@nwleicestershire.gov.uk