



# **NORTH WEST LEICESTERSHIRE LEISURE SERVICE**

## **ANNUAL PARTNERSHIP REPORT**



**YEAR 6 - MAY 2024 – APRIL 2025**



**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** 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. Additional reports linked to Inclusive Fitness Initiative (IF) accreditation and National Benchmark accreditation were sought within the contract specification; However, both are no longer in existence with NWLDC confirming that they are therefore not required.

**The Performance Monitoring Report (PMR)** is a document that is currently submitted on a monthly/bi-monthly basis, 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 6 HEADLINE NEWS

## AWARDS & STATISTICS

**QUEST EXCELLENT**  
ACCREDITATION @ BOTH CENTRES

**1.25 MILLION**  
CUSTOMER VISITS

SHORTLISTED  
**'REGIONAL CENTRE  
OF THE YEAR'**  
UK ACTIVE AWARDS 2024

**£3.83 MILLION**  
OF SOCIAL VALUE  
BENEFIT DELIVERED  
WITHIN NWL

JUST **5.62** COMPLAINTS PER  
**10,000 VISITS**

**88% INCREASE**  
ANNUAL CUSTOMER SURVEY  
'OUTSTANDING' SCORES.

**95.8%**  
HEALTH &  
SAFETY AUDIT  
SCORE  
AVERAGE

SHORTLISTED  
**'COMMUNITY INVOLVEMENT  
FACILITY OF THE YEAR'**  
NATIONAL FITNESS INDUSTRY AWARDS 24

JUST **1.18** ACCIDENTS PER  
**10,000 VISITS**

**19**  
WORK PLACEMENTS  
DELIVERED

**28**  
NEW JOBS  
CREATED

**everyone**  
ACTIVE

Everyone Active working in  
partnership with North West  
Leicestershire District Council

**North West**  
Leicestershire  
District Council

## SWIMMING

**11,100**  
PUPILS ENGAGED  
IN WATER SAFETY  
AWARENESS

**86% INCREASE**  
IN SWIM LESSON  
ANNUAL SURVEY  
'OUTSTANDING'  
CUSTOMER RANKED  
SCORES

**£65,000**  
ADDITIONAL LIDO  
INVESTMENT

**96 YEARS YOUNG**  
ASHBY LEISURE CENTRE & LIDO

## CHARITY

**£5,130**  
RAISED FOR  
BREAST CANCER  
NOW

## SPORT, ACTIVITY & WELLBEING

**£380,000**  
FREE ACTIVITY &  
COMMUNITY  
SPONSORSHIP  
PROVIDED

**59 CLUBS**  
SUPPORTED

**52,321**  
OVER 60s  
USAGE

**39**  
SCHOOL  
PARTNERS  
CLUB ACTIV8  
SCHEME

**81**  
COMMUNITY  
ACTIVITIES  
DELIVERED

**7**  
YOUTH JUSTICE  
SCHEME (YJS)  
CLIENTS  
ENGAGED

**7.3% INCREASE**  
SPORT & ACTIVITY USAGE

**440**  
ATTEND NWL SCHOOLS  
ORIENTEERING EVENT

**79% INCREASE**  
ACCESSIBLE USER USAGE

## EVENTS

**£1.2 MILLION**  
BENEFIT TO NWL THROUGH  
EVENTS HELD

**19.5%**  
INCREASE IN  
EVENTS HELD

**68 PARTNER STALLS**  
NWL HEALTH & WELLBEING ROADSHOW

## ENVIRONMENT

**ISO 14001 EXCELLENT**  
ENVIRONMENTAL IMPACT ACCREDITATION

**24%**  
WASTE  
RECYCLED

**£242,500**  
SPORT ENGLAND  
FUNDING SECURED FOR  
ADDITIONAL SOLAR PV

**BREEAM EXCELLENT**  
GREEN SUSTAINABILITY RATING



### 3. Participation

The period May 2024 – April 2025 represented the sixth 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 two years after the opening of the £23 million Whitwick & Coalville Leisure Centre, where a period of both unprecedented, and to a degree unexpected usage growth had occurred when aligned to Everyone Active's tender submission of 2018.



Within ten weeks of the centre opening on 14th February 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, the latter included a degree of swim pupil customer migration from Ashby Leisure Centre & Lido.

The success of the new centre subsequently continued into Partnership Years 4 and 5, with the peak of fitness membership reached in March 2023 when a total of 4,006 members were signed up via either monthly Direct Debit (DD) or paid in full Annual membership. Swim lesson pupil numbers at the new centre peaked in September 2023 when 2,260 pupils were registered on scheme.

Towards the end of Partnership Year 5 long-term rumours of national budget gym operator, Pure Gym seeking to open a branch within the local area were substantiated when they were granted approval to open a facility within Coalville's, Belvoir Shopping Centre. It was shortly announced thereafter that a 220 station facility with a membership price of just £12-99 per month would be opening in June 2025.

Going into Partnership Year 6 the impact of Pure Gym was already being seen as part of their pre-opening sign up campaign. With monthly pricing just under 70% lower than our own, this in line with significantly higher than average levels of local swim lesson competition saw noticeable drop offs in both fitness member and swim lesson pupil numbers, along with associated weekly and annual usage levels.

Despite this as a result of innovative programming and the continued development of a diverse and widespread network of partners, usage at Whitwick & Coalville only fell by 5.46% in comparison to Partnership Year 5, whilst due to a slight increase in usage levels at Ashby Leisure Centre & Lido overall usage across the two centres only fell by 2.95%. To a degree the centres were re-inventing their dynamic with usage levels to all intent and purpose maintained, with particularly pleasing levels of activity and attendance noted within in house delivered coaching sessions, partnership sessions with several local clubs and organisations, and events.

Usage tables along with associated 'by activity' insight is provided within the following pages of the report.

### 3.1 Swimming (-1.87%)

Participation for Swimming and Swimming Lessons combined was 540,255 compared to 550,457 in 2023/24. A 1.87% year on year decrease.



Despite representing a small drop, these figures were particularly encouraging given that swim lesson pupil numbers across the two centres dropped in Partnership Year 6 from 2,004 to 1,892 at Whitwick & Coalville and 1,183 to 1,063 at Ashby. Combined this represented a drop from 3,187 to 2,955 (7.3%) 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 to all intent and purpose offset as result of five main factors;-

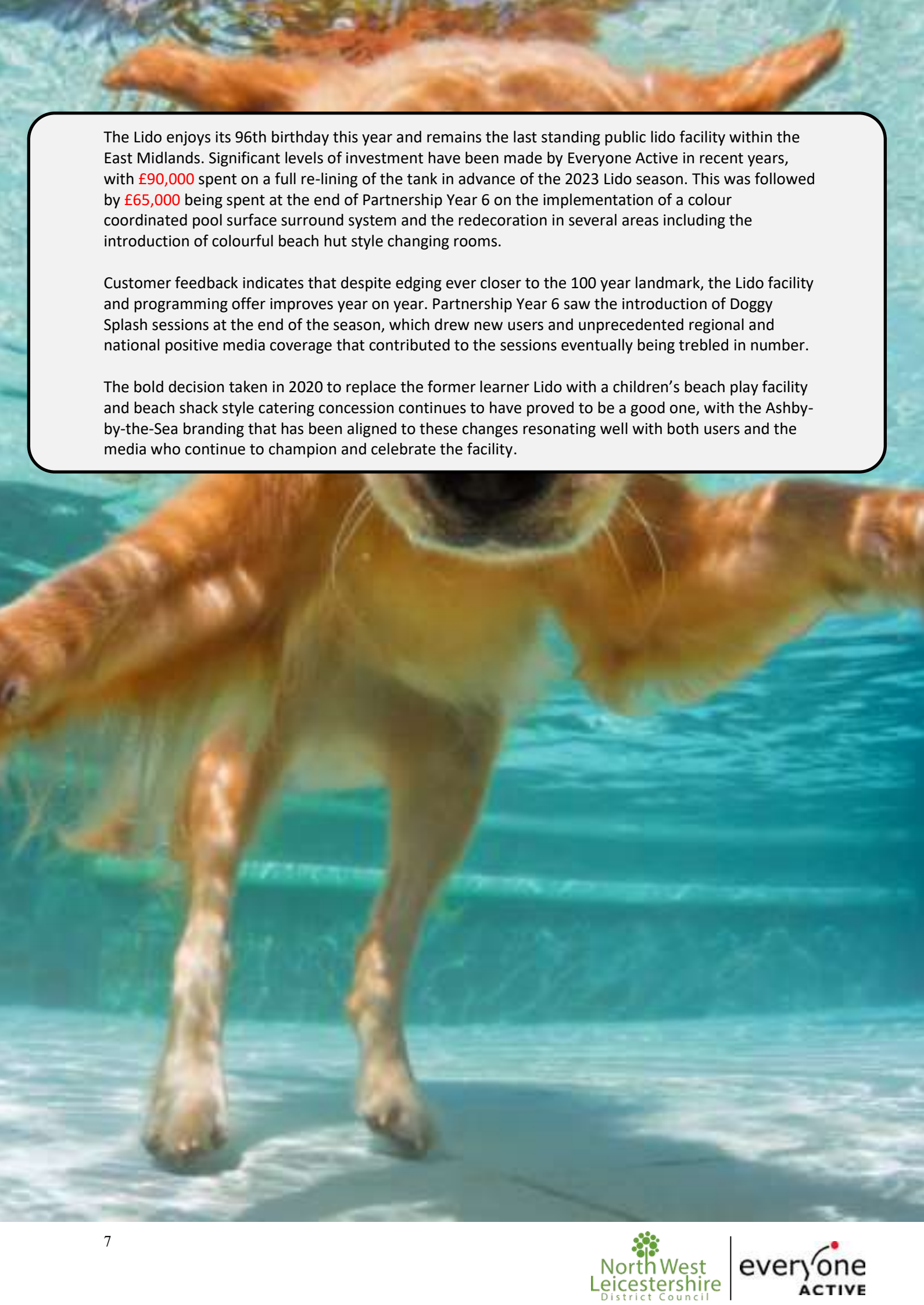
- The delivery of a Water Safety Engagement in the Community Programme to 38 schools and nurseries reaching 1100 children.
- Continued expansion of our evening based one-to-one private lesson programme, which has seen monthly lesson numbers rise from 34 in April 2024 to 102 in April 2025. This is directly assisting SEN children gain access to tuition.
- Adding family swim sessions to programming gaps created through the cancelation of poorer performing swimming lessons.
- The development of retention focused events saw Christmas Santa and Soft Play sessions across the centres fully booked, with 300 pupils attending collectively. In addition to that, Pool Inflatable Christmas Parties held at Whitwick were also fully booked with just over 300 collectively attending.
- 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 55 centres with pools.

To read - 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 indoor pools along with the Lido at Ashby, with users able to note availability within sessions and book places accordingly, 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.



A close-up, underwater shot of a golden retriever swimming in a pool. The dog's head is above water, and its front legs are extended forward. The water is clear and blue.

The Lido enjoys its 96th birthday this year and remains the last standing public lido facility within the East Midlands. Significant levels of investment have been made by Everyone Active in recent years, with **£90,000** spent on a full re-lining of the tank in advance of the 2023 Lido season. This was followed by **£65,000** being spent at the end of Partnership Year 6 on the implementation of a colour coordinated pool surface surround system and the redecoration in several areas including the introduction of colourful beach hut style changing rooms.

Customer feedback indicates that despite edging ever closer to the 100 year landmark, the Lido facility and programming offer improves year on year. Partnership Year 6 saw the introduction of Doggy Splash sessions at the end of the season, which drew new users and unprecedented regional and national positive media coverage that contributed to the sessions eventually being trebled in number.

The bold decision taken in 2020 to replace the former learner Lido with a children's beach play facility and beach shack style catering concession continues to have 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 media who continue to champion and celebrate the facility.

### 3.2 Gym & Group Exercise Classes (Includes Other) (-16.1%)

Participation across the fitness gym and exercise class programme for the two centres was 435,114 in Partnership Year 6, compared to 518,768 the previous year. A 16.1% drop

In keeping with information provided earlier in the report, the rationale behind it is clear, namely a 17.1% drop in Fitness Members across the two centres. Whitwick & Coalville commenced Partnership Year 6 with 3,702 members, finishing it with 3,002, whilst Ashby's decline within the same period saw membership levels drop from 1,635 to 1,421. Combined a reduction from 5,337 to 4,423.



The impact of Pure Gym's opening is clear for all to see; However, at the outset of Partnership Year 5 Everyone Active undertook a costed feasibility study into potentially increasing 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 changing rooms, however, as subsequently substantiated rumours of Pure Gym opening in Coalville grew it was decided to put the project on hold.

Pricing has proved to be an added factor within the loss of members and our ability to claw some of these back. Industry insight linked to their business model suggested that Pure Gym would double the level of their initial pricing offer of £12-99 per month within six months, subsequently increasing it by a further 12.5% within six months of that. This would have seen current pricing at £29.69 per month compared to the centre's £42-49, however despite having been open for a year at the time of writing, Pure Gym membership is £22-99 per month

Despite the drop off in membership, all has been done to mitigate its impact with £90,000 invested in the implementation of new fitness equipment and flooring at each centre on the back of customer feedback received. In line with industry trends users were migrating more towards resistance as opposed to cardio based equipment following well-documented media covered studies evidencing that resistance based exercise improves posture and general wellness levels as people age.

In addition to this, the fitness class programmes at both sites were increased in number with wellness-aligned classes such as Pilates and Yoga added, along with further Aqua classes to meet demand levels.



### 3.3 Sports and Activities (+7.3%)

Sports and Activities realised a combined usage of **198,893** in Partnership Year 6 compared to **185,303** in 2024/23, representing a **7.3 %** 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 220 centres with sports halls. Corporately the 2024/25 average sports hall usage was 40% due to limited day time demand; However, Ashby's Partnership Year 6 usage was **54%**, Whitwick & Coalville's was **55%**. 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 held at both centres.
- Improved attendances within externally delivered seasonal sessions that were already in place. i.e. holiday activity programmes and inclusive user sessions.
- Increased attendance to internally delivered weekly sessions such as badminton, 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) averaged over **40** attendees per week to their multi-sport sessions, whilst partner led sessions such as The Squash Mix, Head Over Heels Gymnastics, and Jump Parkour were either added to the activity portfolio or saw their sessions extended in reaction to levels of demand

Long term partner, Tayplay continued to lead on holiday activity provision across the two centres, regularly enjoying attendances of over **60** youngsters per day at Whitwick and **30** at Ashby, whilst their Space SK8 (roller skating) sessions at Ashby continued to enjoy an average of **50** attendees per week.

Internally delivered sessions such as badminton, trampoline, and gymnastics continued to be well attended, with the former averaging **60** attendees per week in Partnership Year 6, whilst **141** users were signed up to the direct debit schemes aligned to trampoline and gymnastics activities in April 2025. In addition to that, we hosted our second schools Health & Wellbeing Roadshow at Whitwick & Coalville Leisure Centre working in collaboration with over **30** partner organisations, as well as hosting the Vocal Ease event featuring **500** pupils from six district based junior schools.

### 3.4 Events (+19.5%)

Events realised a cross site usage of 37,805 in Partnership 5 compared to 31,625 in 2023/24, representing a 19.5% 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 Megaslams 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 6 representing a 4th successive year of event related usage increase. As part of this, we entered into a formal partnership arrangement with East Midlands based company James Dean Events, who have developed a strong reputation for the delivery of several events and festivals across the UK. Their first Live DJ event was held in March 2025 at Ashby Leisure Centre & Lido, with a further one planned for November 2025. In addition to that The Coin Valuation Club held a two day event at the centre, whilst the Ashby Baggers hosted an inaugural UK Cornhole event.

Due to the aforementioned limitations of sports hall space and availability, event delivery at Whitwick & Coalville Leisure Centre focused on retention and growth in relation to existing bookings. As a result we hosted no fewer than 21 regional swim gala's in Partnership Year 6, compared to 16 the previous year, whilst events such as Larpcn and the Vocal Ease schools event enjoyed increased levels of interest, with 3,500 attending the formers main April 2025 event weekend.



### 3.5 Overall Participation

Overall participation for the period May 2024 – April 2025 was **1,249,840** compared to **1,286,153** for the same period the previous year. A **2.95%** decrease. It was broken down as follows:

**Table 3.5.1 – 2024/25 Participation**

	May 24	June 24	July 24	Aug 24	Sept 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	Total
Activity	5,474	5,811	7,589	7,942	6,937	9,655	6,667	6,213	7,330	7,468	7,746	7,627	86,459
Gym	27,904	25,418	24,185	22,566	24,383	27,554	23,674	20,219	29,244	26,472	28,221	24,587	279,034
Sports	8,485	8,525	8,282	8,156	8,717	8,830	10,223	8,736	11,201	10,593	10,596	10,090	112,434
Swim	44,500	53,991	62,647	73,944	40,826	44,591	34,085	29,457	37,710	39,826	39,587	39,091	540,255
Other	15,015	14,079	14,285	14,541	14,102	14,814	15,028	9,967	13,701	12,419	13,595	4,534	156,080
Events	6,450	3,000	3,250	950	2,675	2,550	4,200	1,120	1,330	2,450	5,630	4,200	37,805
<b>Total</b>	<b>107,828</b>	<b>110,824</b>	<b>120,238</b>	<b>128,099</b>	<b>97,640</b>	<b>107,994</b>	<b>93,877</b>	<b>75,712</b>	<b>100,516</b>	<b>100,904</b>	<b>106,969</b>	<b>99,239</b>	<b>1,249,840</b>

**Table 3.5.2 – 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
<b>Total</b>	<b>109,158</b>	<b>120,063</b>	<b>112,405</b>	<b>124,985</b>	<b>107,635</b>	<b>103,239</b>	<b>102,799</b>	<b>77,570</b>	<b>104,694</b>	<b>107,378</b>	<b>108,906</b>	<b>107,321</b>	<b>1,286,153</b>

Predicted usage targets for Partnership Year 6 were requested by NWLDC in March 2024. Historically, this represents a challenging exercise due to the unknown and unforeseen nuances of several factors such as fluctuating competition, partnership arrangements renewals, new bookings, industry trends, and maintenance issues; However this proved to be even more challenging for 2024/25 due to the fact that the perceived threat of Pure Gym opening a branch in Coalville was gaining increased momentum, with its impact and likely opening date unknown.

In addition to that, this partnership is 'stand-alone' in comparison to all but a small number of ones that Everyone Active have with other 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.

Taking all of these factors into consideration, a target of **1,185,571** usages was predicted for Partnership Year 6, which represented a **7.8%** decrease on actual usage from the previous year. Thanks to the aforementioned strong usage performance across non fitness gym and swim lesson based activity, an actual usage of **1,248,203** was subsequently realised, representing a **5.3%** increase against predicted usage.

**Table 3.5.3 – 2024/25 Usage vs Target (+5.3%)**

Centre	May 2024	June 2024	July 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	Totals 2024/2025
ALC & Lido Target	36727	42101	38652	44557	37476	31879	32622	24327	32587	32515	33788	32285	419516
Actual	36301	46040	53248	60363	34209	33655	32573	28647	34078	32307	36111	31266	458798
Difference	-426	+3939	+14596	+15806	-3267	+1776	-49	+4320	+1491	-208	+2323	-1019	+39282
W&CLC Target	67710	63170	65953	69917	61656	63551	62516	45415	64491	67102	67332	67242	766055
Actual	71527	64784	66990	67736	63431	74339	61304	47605	66438	66960	70858	67973	789945
Difference	+3817	+1614	+1037	-2181	+1775	+10788	-1212	+2190	+1947	-142	+3526	+731	+23890
Total Target	104437	105271	104605	114474	99132	95430	95138	69742	97078	99617	101120	99527	1185571
Actual	107828	110824	120238	128099	97640	107994	93877	75712	100516	99267	106969	99239	1248203
Difference	+3391	+5553	+15633	+13625	-1492	+12564	-1261	+5970	+3438	-350	+5849	-288	+62632

### 3.6 Next Year - Partnership Year 7

In last year's report it was advised that "Partnership Year 6 will come with major challenges, however, there will also be opportunities for us to shift the DNA of the centres in reaction to these challenges."

As captured elsewhere in this report, this subsequently proved to be the case, with the impact of a **17.1%** loss in fitness members and **7.3%** loss in swim lesson pupils almost entirely offset by usage achieved in other areas of the centre through the successful delivery of nearly every desired outcome highlighted within the 2024/25 Community Health & Wellbeing Action Plan

Partnership Year 7 will come with challenges, however, in keeping with Partnership Year 6 there will be opportunities to further alter the current DNA of the centre's programming and delivery, whilst seeking to minimise the further loss of either fitness members or swim lesson pupils through promotion and added value. In terms of this, in collaboration with NWLDC and our schools partners we have identified several locations within the district to promote our swim schemes at each of the centres, whilst further added value will be added to the lesson programme such as Mermaid and Pirate party sessions, along with further developing the Xmas pupil party sessions. It has been noticeable that our main competitor, Splish Splash has actively endeavoured to mirror some of what we do in terms of added value, although not to the same scale due to the limitations of the facilities that they hire.

2025 saw Everyone Active significantly alter their fitness membership packages through a re-branded You+ product that focuses members on the six core pillars of wellness, namely Movement, Nutrition, Brain, Sleep, Recovery, and Social Wellbeing. The concept is to a degree ground breaking, with more focus on the members wellbeing as opposed to the more conventional focus on their work in the fitness gym. We are currently seeking to provide added value for these members through the addition of wellness aligned classes such as Sound Bath and Pilates, along with the providing of regular personal body metric readings to measure impact on the body.

Partnership Year 7 will see the districts much heralded Club Activ8 scheme migrated to a more targeted and needs aligned one that will remove further barriers to the accessing of activity for those most in need. In conjunction with this it will also remove the burden of cost alignment to the scheme for schools on the back of several years in which schools have either left the scheme, considered leaving, or sought to arrange discounted fees to remain on board in reaction to the financial challenges that they face elsewhere. From mid-August 2025 the scheme will revert to a means tested platform, providing those eligible with more discounted or free activity access than currently. In addition to that, schools will no longer be required to pay a per pupil subscription to align to the scheme, with the desire being that for the first time in the scheme's 20 year history, every school within NWL will be signed up to it.

Partnership Year 7 will also see a number of improvements being made to the Exercise Referral scheme that is currently offered. This will see more resource allocated to delivery of the programme, along with a greater programming footprint in terms of induction slots, weekly sessions, and bespoke classes.

Towards the end of Partnership Year 6, NWLDC in conjunction with Everyone Active applied for, and successfully secured **£242,500** of Sport England managed funding that allowed the implementation of further Solar PV to the roof of Whitwick & Coalville Leisure Centre. Partnership Year 7 will see both parties secure greater insight into the impact of this increased provision, whilst both parties are also keen to investigate additional carbon footprint reduction opportunities at Ashby Leisure Centre & Lido.

Partnership Year 6 concluded with both centre's holding Sport England's QUEST scheme 'Excellent' banding, with Whitwick & Coalville Leisure Centre also being shortlisted for UK Active's '**2025 Regional Centre of the Year**' award, and for the National Fitness Industry's '**2025 Community Involvement Facility of the Year**' award. The aim in Partnership Year 7 will be for both centre's to continue to be championed as examples of best practice through external recognition.



#### 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 Health & Wellbeing Plan 2022/23 \(CHWP\) – Document 2 Annual Reporting Compliance Schedule](#). Within the CHWP 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 CHWP targets, with year end and quarterly updates provided.

This collaborative approach and the subsequent outcomes delivered not only resonated favourably with both 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 800 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. Both Whitwick & Coalville and Ashby Leisure Centre & Lido continue to score well above national average in these areas of delivery, with the CHWP forming the core component of how that view was arrived at. Likewise, performance on the national stage through the UK Active Awards and National Fitness awards was based around the impact that Whitwick & Coalville Leisure Centre is having on health and wellbeing, inclusion, the reducing of health inequalities, and supporting the wider community.

Given the impact that the CHWP is having in terms of meeting the authorities outcomes, along with how that has been positively viewed under external assessment, Everyone Active and NWLDC understandably continued with this collaborative approach through the 2023/24 and 2024/25 CHWP's, with the latter and its final outcomes attached to this report. The 2025/26 CHWP is again a collaboratively produced document that includes the delivery of all of the authority outcomes (except Sustainability & Environmental Improvement) and went live in April 2025.

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

In order to further support the content within this section of the report, Everyone Active produced and presented a short video to NWLDC's Scrutiny Committee in September 2024, highlighting successes and partner feedback within this area of our delivery. The video was favourably received by the committee, with a Partnership Year 7 updated version due to be presented to Scrutiny in September 2025.

#### 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, with usage data relating to these activities provided elsewhere within the report capturing **1,248,303** visits.

Within that, several of 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. An example of this work saw us work in collaboration with Knowledge is Power an organisation whom predominantly work with 11-16 years. The project saw us work in conjunction with 60 children from the Greenhill and Agar Nook wards of Coalville to undertake activity at Whitwick & Coalville Leisure Centre, whilst also receiving insight and information into the benefits of improved diet and healthy eating

Aside from this we work with several other 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.

Examples of elements of this work are captured within the attached 2024/25 Community Health & Wellbeing Action Plan.



## 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 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 (£) to the district of North West Leicestershire. For 2024/25 (Partnership Year 6) the details were as follows:-

**Physical & Mental Health (£716,635)** - 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 (£2,121,761)** - 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 (£19,291)** - Refers to the improvement in educational attainment and higher starting salaries gained through participating in sport at university.

**Social & Community Development (£968,632)** - Represents the reduction in crime rates for young males and the social capital based on improved networks, trust, and reciprocity.

The 2024/25 report advised a social value total within the NWL partnership of **£3,826,337** benefit to the district through the delivery of the two leisure centres.

Everyone Active's, Contract Manager for North West Leicestershire has recently been appointed area lead with the companies East Region (South) for the securing of this data from 4Global for the area, taking on this role from the Contract Manager at Harborough. As part of this, he plans to visit 4Global's offices in Sheffield with a view to gaining further insight into the data and its associated impact.

### 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, providing employment opportunities 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 and 2024 UK Active awards.



Within our activity programme we have 103 weekly activity sessions running across the two centres, including a portfolio of 24 in-house sessions. In total, 9 new activity sessions were added to the programme in Partnership Year 6. These included additional Pickleball, Parkour Space, Head over Heels Gymnastics sessions and as well as new activities such as Junior Badminton and Squash Mix at Ashby Leisure Centre & Lido.

During Partnership Year 6 we added a total of 17 new district-based colleagues to our team, whilst training 39 of our colleagues in professional qualifications. Additionally, 13 of our colleagues have been trained in new roles within our centres, including Café Attendants, Cleaners, Swimming Teacher and Duty Managers. Of the 28 new staff members who have joined our team, 18 were 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 £42-92, whilst for local residents the figure is £19-72. Based on feedback from our event partners, our event attendee split for Partnership Year 6 was 47.38 % non-local and 52.62% local. With 3 event attendees over the course of the year this equated to £1,161,073 economic value being secured or brought into the district as a result of events held within our centres. This represented an increase of £327,552 (28.22%) on the previous year as a result of a 19.5% uplift in event aligned attendance and a greater number of non-local residents attending events such as Larpcn, collector fayres, and regional swim gala's.

Table 4.3.1 – Event Aligned NWL Economic Benefit - Partnership Year 6

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



#### 4.4 Supporting Safe and Inclusive Neighbourhoods

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. Through his accreditation, it has allowed our ACM to deliver four courses to date to 30 NWLDC employees and 12 Everyone Active colleague to help diversify their conversational skills to further support the district residents.

Whilst it should be noted that these were delivered within Partnership Year 5, our ACM remains in discussion with Everyone Active (Regional Team) and MECC organisers with a view to potentially expanding delivery of the programme regionally and nationally within Everyone Active, and also with employees of NWLDC should the need ever arise.

In Partnership Year 6 our ACM delivered a Health Testing initiative in conjunction with the council's Health & Wellbeing team, helping assess council office based staff, along with members of the Parks and Waste & Refuse teams. In addition to that we have maintained our partnership with the Vita Health group (an NHS commissioned service) to allow us to professionally develop members of our team in understanding mental health, and advocating positive mental health. As part of that we upskilled 4 members of the team in Prevent training, which relates to suicide and self-harm prevention, whilst 10 members of the team, attended a Leicestershire County Council led Mental First Aider qualification course. In addition to that we facilitated an information event for mental health and related services in partnership with Vita Health, which saw 45 centre user interactions.

Additionally in Partnership Year 6, we partnered Leicestershire County Council's, Health Workplaces Team to undertake a work needs based assessment aimed at further improving our colleague experience within the workplace. Furthermore, our ACM was selected to undertake the Skills for Workplace Health Trainer (Level 3) qualification along with other selected Everyone Active delegates.

The year also saw us partner Active Together and the council to facilitate Menopause Wellbeing sessions at both Ashby Leisure Centre and Lido and Whitwick & Coalville Leisure Centre. As part of this we trained a member of our team as a Menopause Champion to help raise awareness and provide support within the centres.

After last year's successful event, Whitwick & Coalville Leisure Centre hosted the second collaborative school event aimed at teaching children basic and essential skills. The event was attended by eight schools and 120 children who amongst other things were taught basic communication skills, the understanding of inclusive needs, and basic first aid. In addition to that, on the back of last year's successful event, we held our now annual Health & Wellbeing Roadshow. The events focus was more diverse than last year's, broadening partners and residents' knowledge of support, opportunities, schemes and pathways within the district. The event featured 68 stall holders and included a programme of activities and stalls for the 460 attendees. As part of this the NHS Blood Donation Team received 17 new signups, who have currently booked 15 blood donation appointments which we were advised equates to contributing to the saving of 51 lives.

The Inclusive After School session previously ran by NWLDC became and Everyone Active delivered activity in Partnership Year 6. The session currently sees an average of 12 children attend per week, with us currently looking at partnership opportunities to expand the provision and further improve the sessions.

Partnership Year 6 saw us continue our partnership with the Youth Justice System (YJS), providing activity opportunities to a further 7 children and young people signed up to YYS projects. The programme is an intervention to re-offending scheme aimed at boosting physical, mental, and emotional wellbeing, and is evidenced within our accompanying Partnership Year 6 Outcomes video.

#### 4.5 Educating, Protecting and Providing Opportunities for Young People

Partnership Year 6 saw our Swim Manager team organise and deliver a series of Swim Safety Events to **1,100** pupils from **38** local primary schools, who were invited to our centres to undertake water safety workshops featuring sports hall and pool based activities. The year also saw is work in collaboration with Ivanhoe School in the delivery of an outcome measured six week health and wellbeing project with a group of **12** then sedentary pupils. Attendance amongst the group was **100%** across the six weeks, with **9** of the 12 evidencing positive impact.



Everyone Active champion its North West Leicestershire contract as an example of best practice in regard to the delivery of work placements, citing the formalised sectional task-based programme as the benchmark for other contracts to follow. In Partnership Year 6 we delivered **19** work placements to students as part of it, an increase of 5 from last year. Additionally, we undertook a case study with a student who undertook our placement from a SEND College.

The year also saw us further develop our key partnership with the local School Sports Partnership (SSP), increasing the number of health and wellbeing aligned events that we delivered in collaboration with them. As part of that, **440** children and young people from schools across the district attended a highly successful Orienteering event at Whitwick & Coalville Leisure Centre that was aligned to the recently completed Trim Trail and Eco Park.

Partnership Year 6 saw our ACM become a partner within the planning stages of the Belvoir Centre Anti-Social Behaviour project, seeking to understand and reduce related issues within Coalville. Other partners include Leicester City FC in the Community, Coalville Can, the Police Crime Commissioner, NWLDC, and Leicestershire County Council. In addition to that we have also partnered Leicestershire Police in the facilitating of a series of Beat Surgeries at Whitwick & Coalville Leisure Centre aimed at educating, assisting, and building positive relationships with local people.





## 4.6 Providing High Quality Services

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

Key to this, is the role that external verification plays within the measuring of high-quality services. As a company Everyone Active are current holders of several national industry awards such as UK Active 'Operator of the Year' and Swim England's 'Operator of the Year', whilst at localised level Whitwick & Coalville Leisure Centre was a shortlisted finalist for the 2022 UK National Fitness Awards, Best Newcomer category, and 2024 National Fitness Awards, Community Involvement award. In addition to this the centre was also a shortlisted finalist for UK Active's, Regional Centre of the Year award in both 2023 and 2024.

Aside from awards, both centres are able to point to continued high quality service provision through Sport England's QUEST accreditation framework, that sees each sit within the top 17% of 800 assessed leisure centres across the UK.

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

- Annual Customer Survey
- Annual Swim Lesson Survey
- Single Customer View (SCV) customer feedback portal.
- Social Media accounts
- School service questionnaires
- Swim Passport portal.



Details of the Annual Customer Surveys and Annual Swim Lesson Surveys are 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 6 saw the continued development of a comprehensive Energy Engagement Plan (EEP) (Annual Reporting Schedule - Document 6) providing details and desired outcomes relating to various projects aimed at reducing utility consumption.

The EEP also targeted lighting resource being positively progressed towards a full portfolio of LED fittings at Ashby Leisure Centre which has now been achieved. At the end of Partnership Year 6 both centres featured a **100%** provision of LED lighting. In addition to this, we have the Buildings Management System (BMS) at Whitwick & Coalville LC & Ashby LC & Lido regularly serviced ensuring optimum energy efficiency throughout the centre.

Following the successful securing of **£242,500** through Sport Englands, Swimming Pool Support Fund (SPSF) by NWLDC in partnership with Everyone Active, we collectively oversaw the implementation of an additional 400 solar panels at Whitwick & Coalville LC. The project was delivered by Geo Green, who will remain as the service provider for maintenance contract and support. This latest project further highlighted both Everyone Active and the councils ongoing commitment to the green agenda, with the council indicating a willingness to invest in further energy related savings and carbon emission reductions at Ashby LC & Lido through the establishing of a project team in Partnership Year 7.



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 within this, 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 **4** 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 was subsequently 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 also endeavoured to convince prospective new event hirers to the venue as opposed to Whitwick & Coalville Leisure Centre.

Both 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 NHS Blood Doning sessions, which are classified as event hires.

Partnership Year 6 proved to be another highly successful one in regards to events, with the programme growing to 98 events across the two centres, representing a 20% uplift on the previous year. These included several new and high-profile events such as the Clubbercise Member Reward Day with Radio 1 DJ Charlie Hedges, and the Lido Ibiza Party with Max Tyler

**Table 5.1 –Events Held @ Whitwick & Coalville Leisure Centre – Partnership Year 6**

Date	Event
06/04/24	Ace Gift Fair
13/04/24	Coalville Swimming Gala
27/04/24	Antiques Fair
30/04/24	NWLDC Team Building
02/05/24	Elections
03/05/24	Elections
04/05/24	Midlands Corgi Dog Show
05/05/24	Midlands Corgi Dog Finals
11/05/24	Coalville Swimming Gala
12/05/24	Coalville Swimming Gala
14/05/24	NWLDC Meeting Group
19/05/24	Coalville Swimming Gala
23/05/24	Vocal School Performance
07/06/24	Ambassadors Day Event
19/06/24	LCC Roadshow Event
23/06/24	Coalville Swimming Gala
30/06/24	Coalville Swimming Gala
04/07/24	Elections
05/07/24	Elections
07/07/24	Coalville Swimming Gala
16/07/24	Blood Doning
11/08/24	Blood Doning

Date	Event
22/09/24	Coalville Swimming Gala
28/09/24	Coalville Swimming Gala
29/09/24	Coalville Swimming Gala
30/09/24	Blood Doning
05/10/24	Charlie Hedges Clubbersize Event
09/10/24	Ambassadors Day
12/10/24	Coalville Swimming Gala
13/10/24	Coalville Swimming Gala
16/10/24	Ambassadors Day
25/10/24	Blood Doning
26/10/24	Antiques Fair
27/10/24	Coalville Swimming Gala
02+03/11/24	Larpcon Market
09/11/24	Coalville Swimming Gala
10/11/24	Coalville Swimming Gala
11/11/24	Blood Doning
23/11/24	Coalville Swimming Gala
01/12/24	Coalville Swimming Gala
13/12/24	Blood Doning
14/12/24	Coalville Swimming Gala
06/01/25	Blood Doning
11/01/25	Coalville Swimming Gala
29/01/25	Blood Doning
05/02/25	Swannington School Performance
08/02/25	Antiques Fair
21/02/25	Wellbeing Day
01+02/03/25	Larpcon Event
04/03/25	NWLSSP Event
05/03/25	All Saints School Vocal Performance
08/03/25	Coalville Swimming Gala
12/03/25	Whitwick St John School Vocal Performance
16/03/25	Coalville Swimming Gala
25/03/25	Blood Doning
28/03/25	NHS Careers Event



**Ashby Table 5.2 – Events Held @ Ashby Leisure Centre & Lido - Partnership Year 6**

Date	Event
01/04/24	Antiques Fayre
06/04/24	Baby Market
20/04/24	Cornhole Tournament
26/04/24	Motiv8 Boxing Event / Childrens Boxing Event
06/05/24	Antiques Fayre
18/05/24	National Band Competition
19/05/24	Blood Doning
24/05/24	Megaslam Wrestling
25/05/24	Baby Market
27/05/24	Antiques Fayre
08/06/24	Ashby Baggers Event
09/06/24	Blood Doning
21/06/24	Blood Doning
21/07/24	Cornhole Event
27/07/24	Ace Gift Fayre
04/08/24	Midlands Dance Competition
22+23/08/24	Mental Health and Wellbeing Event
26/08/24	Antiques Fayre
14/09/24	Antiques Fayre
15/09/24	Blood Doning
21/09/24	Baby Market
28+29/09/24	Coin Valuation Event
06/10/24	Vintage Toy Fayre
12/10/24	Cornhole Event
13/10/24	Blood Doning
09/11/24	Baby Market
17/11/24	Cornhole Event
24/11/24	Blood Doning
28/11/24	Sports Awards
08/12/24	EA Swim Lesson Party
01/01/25	Antiques Fayre
05/01/25	Blood Doning
25/01/25	Baby Market
26/01/25	Chihuahua Dog Show
01/02/25	Ivanhoe Archery Competition
02/02/25	Blood Doning
08/03/25	Storm 25 <sup>th</sup> Birthday Dance Event
09/03/25	Vintage Toy Fayre
15/03/25	Baby Fayre
16/03/25	Blood Doning
22/03/25	Motiv8 Boxing Event / Children's Boxing Event
23/03/25	Ashby 20 Road Race

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

Due to the nature of the Authority Outcomes detailed within the partnership contract between North West Leicestershire and Everyone Active, 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 Health & 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.

An inaugural document went live in Partnership Year 4, with this being co-produced by NWLDC's Leisure Services Team Manager and Health & Wellbeing Team Leader in conjunction with Every Active's (North West Leicestershire Contract) Contract Manager and Active Communities Manager. Following its subsequent successful delivery, which resonated favourably internally with both parties, as well as within external verification through platforms such as QUEST, and leisure industry awards such as UK Active, the same approach in measuring contract outcomes was continued in Partnerships 5 and 6.

Aligned to the 'Community Health & Wellbeing Strategy', a combination of monthly Interim and bi-monthly Full Performance Monitoring Reviews (PMR's) capture delivery, development, success, and challenges in relation to 10 x collectively agreed targeted groups:- Under 5's Participation, 5-10 Years Participation, 11-16 Years Participation, Club Activ8 Scheme Schools Aligned to the Scheme, Club Activ8 Scheme Pupil Usage, Over 60's Participation, Accessible User Participation, Clubs and Athletes Supported, Community Activities Delivered, and Events & Competitions.

Data relating to this is captured at the rear of these documents in a dedicated Key Performance Indicator (KPI) section. A Partnership Year 6 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 Group	Target May 24 – Apr 25	Actual May 24 – Apr 25	Variance (+/-)	Increase/Decrease (%)
Under 5's	97,780	98,842	1062	1.08%
5 – 10	198,127	188,854	9273	-4.6%
11- 16	97,564	96,173	1381	-1.4%
Club Activ8 Schools	39	39	0	0
Club Activ8 Card Holder Usage	18.6%	18.3%	0.6%	1.61%
Over 60's	51,622	52,321	699	1.35%
Accessible Users	2,782	3,003	221	7.94%
Club Engagement	59	61	2	3.3%
Community Activities	77	81	4	5.19%
Events & Competitions	107	108	1	0.93%



### 6.1 Under 5's (+1.08%)

This age group has achieved growth, exceeding the target for the reporting year.

This was achieved through a combination of improved attendance levels linked to internally delivered activities such as Active Antz, Tots Gymnastics, and Parent & Baby Aquatic Sessions, along with improved attendance to external partnership delivered sessions such as TayPlay Parties and Holiday Camps, and Head Over Heels Gymnastics Parties.



### 6.2 Age 5-10 (-4.6%)

This age group saw a decrease in participation for the reporting year.

Two main factors contributed to the decline, namely a drop in swimming lesson pupil numbers and a decrease in school swimming lessons. The former being linked to localised competition and the cost of living, whilst the latter was linked to the financial challenges that schools nationally are facing. For Partnership Year7, despite annual pricing increases being agreed in relation to schools swimming we have subsequently chosen not to implement these in several instances, on top of also removing there being a cost to schools to align to the Club Activ8 scheme from the start of the 25/26 educational year.



In addition to that, as captured elsewhere within the report, our Swim Management team have undertaken significant levels of outreach work within district schools and nurseries to help further promote our swim scheme and boost numbers moving forwards.

Usage within this age group is made up of seven cohorts, of which four surpassed target.

### 6.3 Age 11-16 (-1.4%)



Usage within this age group fell just short of target for the reporting year. In keeping with the 5-10 years category, this was down to the reduction in swim lesson pupil numbers and school swim sessions.

The % value of swim lesson and schools swim drop off was far in excess of 1.4%, however, this was almost completely offset through continued levels of growth within eight of the ten cohorts that feed into usage for this age group. Our portfolio of internally and externally delivered sessions aligned to this age group saw coached badminton expanded to Ashby LC & Lido, and additional bookings made in relation to the Parkour and Space Sk8 sessions. In addition to that junior gym and swim linked memberships aligned to this age group increased through the successful securing of HAF funding.

### 6.4 Club Activ8 Schools on Scheme (On Target)

We achieved our intended target growth for the year as a result of Ibstock Junior School re-signing to the scheme.



### 6.5 Club Activ8 Usage (-1.61%)

The reporting year saw a further decrease in overall pupil usage aligned to schools on scheme, falling from 18.8% - 18.3%.

Our Active Communities Manager attended several assemblies, teacher's meetings, and scheme promotional sessions such as parent's evenings, whilst in addition to that he also promoted the scheme at a variety of Schools Sport Partnership (SSP) events across the year; However the schools themselves have a major role to play in promoting the scheme, with this proving to be an increasing challenge as they face increasing pressures to focus on examination result success to meet targets, as opposed to their wider role in developing young people.

It should also be noted that several children and young people attending schools on scheme, chose to take out competitively priced Junior Membership to access the fitness gyms at each centre as opposed to using Club Activ8 points to pay for access.

## 6.6 Over 60's (+1.35%)

This age group has achieved further growth, exceeding target for the reporting year.

Our activity portfolio boasts a strong provision of sessions either targeted towards, or attractive to this age group that include;- Ladies Leisure, Senior Session, No Strings Badminton and Pickleball. Additionally, we have added further classes to our programme that are either directly linked or desirable to this age group. Examples include a new long-term health condition Aqua Session and Mindful Wellness Circuits aimed at people with long term health conditions. The latter proved so popular that we increased our initial capacity levels (now enjoying 40+ attendances per week), whilst following high levels of customer feedback we also added it our membership offer.



Bridge (the card game) sessions continue to contribute positive usage numbers to this age group, along with general swimming on the back of concerted in-house promotion and social media campaigns highlighting the benefits of it.

As we enter Partnership Year 7, we are in discussions with local U3A groups with a view to bringing additional activities and opportunities to this age group within our centres.

## 6.7 Accessible Users (+5.3%)



This user category surpassed usage target for the reporting year.

Following last year's success, our partnership with Enrych (a charity organisation focused on empowering individuals with poor mental health, disabilities and neurodiverse conditions to live life to the fullest) has enjoyed further positive growth within their weekly inclusive multisport session. In addition to that, programme additions captured within Section 6.6 have also helped increase accessible user participation at Whitwick & Coalville Leisure Centre (WCLC)

Furthermore, our partnership with providers such as Elite Tuition, Forest Way, and Choices For life have opened up further opportunities for accessible users within our centres, with the modern and accessible facilities in place at WCLC resonating favourably with attendees.

Our Active Communities Manager's key involvement within various district base steering groups has also helped increase residents' knowledge of accessible provisions within our centres.



## 6.8 Club Engagement (+3.3%)

This age group has achieved further growth, exceeding target for the reporting year.

As covered elsewhere within the report, several clubs increased their booking space and attendee capacity in Partnership Year 6. In addition to that, in a typical year we would expect to experience some cancellations as a result of either low attendance numbers or operational demands linked to running sessions, however, in Partnership Year 6 we saw none.

We believe our relationship with local clubs and stakeholders through platforms such as Resident User Group Forums, Stakeholder Groups, and Meet the Manager Clinics, along with our Active Communities Manager chairing the Local Sports Alliance, have all played a part in this retention success story.



## 6.9 Community Activities Delivered (+5.19%)

This user category surpassed usage target for the reporting year through a combination of in-centre delivered community events, outreach work at local events such as fayres, open days and fete's, and targeted health intervention and insight outreach work.

In-centre events and activities were significant in number and diverse in terms of their audience and intended audience, including:- Collaborative Schools Choir event, Health and Wellbeing Roadshow, Schools Sport Partnership aligned events, and health related support/ drop in sessions with partners such as Leicestershire Police Beat Surgeries, The Wildlife Foundation and Canine Support .

Furthermore, our Sales team have continued to help bolster our presence at community events through attending Emergency Services days, sports days, and school events. In addition to that our Active Communities Manager supported North West Leicestershire District Councils, Health & Wellbeing Team in delivering several events incorporating health checks for local companies, such as DHL.

## 6.10 Events & Competitions (+0.93%)

This user category surpassed usage target for the reporting year. As captured elsewhere within the report in addition to in-house club competitions, 98 events were held across the two centres.

## 6.11 Moving Communities Insight & 2024 Scrutiny Feedback

Within the Scrutiny presentation of 2024, Everyone Active reported to the committee that they were currently engaged in a piece of work linked to a digital platform called Moving Communities that provided increased insight into where customers were based and their levels of activity usage. We advised that we hoped to present usage data within the Partnership Year 6 report that was linked to the various wards within the district ranked to the deprivation index, with a view to proving that the various programmes, events, support frameworks and outreach work detailed here and elsewhere within the report, had led to increasing levels of usage from people based within the highest ranked wards.

The table below compares user participation breakdown %'s for the Index of Multiple Deprivation. The graphs show participants by demographics and deprivation level in comparison to last year within the district of North West Leicestershire. As can be seen, usage levels increased year on year within four of the five highest wards of deprivation.

### 6.11.1 Overall Usage Increase Linked To Wards of Deprivation Within NWL

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
<b>Total</b>	<b>1.2% + on last year</b>

The 2024 Scrutiny Committee advised that in tandem with this insight they would be also be keen to see comparative usage levels amongst the highest four wards of deprivation in relation to both the Exercise Referral Scheme and Club Activ8 Scheme.

#### Exercise Referral Scheme.

Whilst engagement with users from these wards increased in two of the four, with no change in the other two, numbers remain low. This despite members of the team attending Integrated Neighbourhood Team (INT) meetings, undertaking information awareness sessions within GP Surgeries and with practitioners and related professionals. In addition to that we worked with Active Together to become part of their Active Practices Scheme, whilst also adding new Exercise Referral Circuits classes to our programme

As reported elsewhere within the report, a full review of the Exercise Referral Scheme in Partnership Year 7 is planned, which it is hoped will see improved levels of engagement with the scheme within the centres by people across all of the wards within the district.

**Table 6.11.2 – Exercise Referral Scheme Engagement**

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



**Table 6.11.3 – Club Activ8 Year on Year Usage Levels Within Purposefully Targeted Schools**

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%
Moirs	Norris Hill, Ashby Woulds & Albert Village	214	228	+6.10%

### Club Activ8 Scheme

The year on year increase in relation to those pupils on the Club Activ8 scheme within purposefully targeted schools proved to be encouraging, as a result of members of our team attending assemblies at every school listed within the table below. In addition to that outreach activity session were delivered at Warren Hills, whilst team members attended other school functions such as sports days, parents evenings and school fetes at these schools to promote the scheme.

**Table 6.11.3 – Club Activ8 Year on Year Usage Levels Within Purposefully Targeted Schools**

School	2023/24 Club Activ8 Scheme Pupil Usage	2024/25 Club Activ8 Scheme Pupil Usage	Year on Year Increase %
Broomleys Primary	1134	1163	+2.5%
Warren Hills Primary	39	89	+56.2%
Castle Rock	6080	6232	+2.4%
Measham Primary	243	292	+16.8%
St Charles Primary	96	105	+7.5%
Moirs	214	228	+6.1%

## 7. Customer Engagement

### 7.1 Marketing

The objective of the Marketing Plan ([Annual Reporting Schedule - Document 15](#)) is two-fold 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:-

- Corporate Marketing Strategy
- Local Marketing Plan & Calendar.

The former is created by, and partly managed by our head office Media & Marketing team providing direction, along with a robust reporting structure that is used analytically informing us of future direction. The latter is created and managed at site level by our appointed Contract Media & Marketing lead in conjunction with representatives from the aquatics, fitness, health and wellbeing, and sales teams. Its delivery is more localised bespoke, complimenting corporate messaging.

In Partnership Year 6 the campaign schedule compromised of:-

#### **Corporate Marketing Strategy Content**

- 6 fitness related campaigns
- 5 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 combined marketing team (i.e. head office, external partners, and the site team) 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 6 these included events such as the Ashby Sport & Club Engagement Fun Day (June 2024) and the Ashby 20 (March 2025)



Through our dedicated Everyone Active Public Relations Lead, we promote positive changes and success stories. In Partnership Year 6 these included;- Everyone is Family (July 2024) Age is Just A Number (August 2024) Doggy-Splash @ Ashby Lido (August 2024), Children in Need (September 2024), Warm Spaces (November 2024) and Whitwick & Coalville Leisure Centre's shortlisting for the 2025 UK Active Awards (November 2024)

## 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 2024, there were **115,663** card holders in the community, an increase of **6.2%** on Partnership Year 5. Of that number **70,335 (61%)** live within the district boundary, with **18,004 (26%)** of those having used our facilities within the past 12 months.

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.

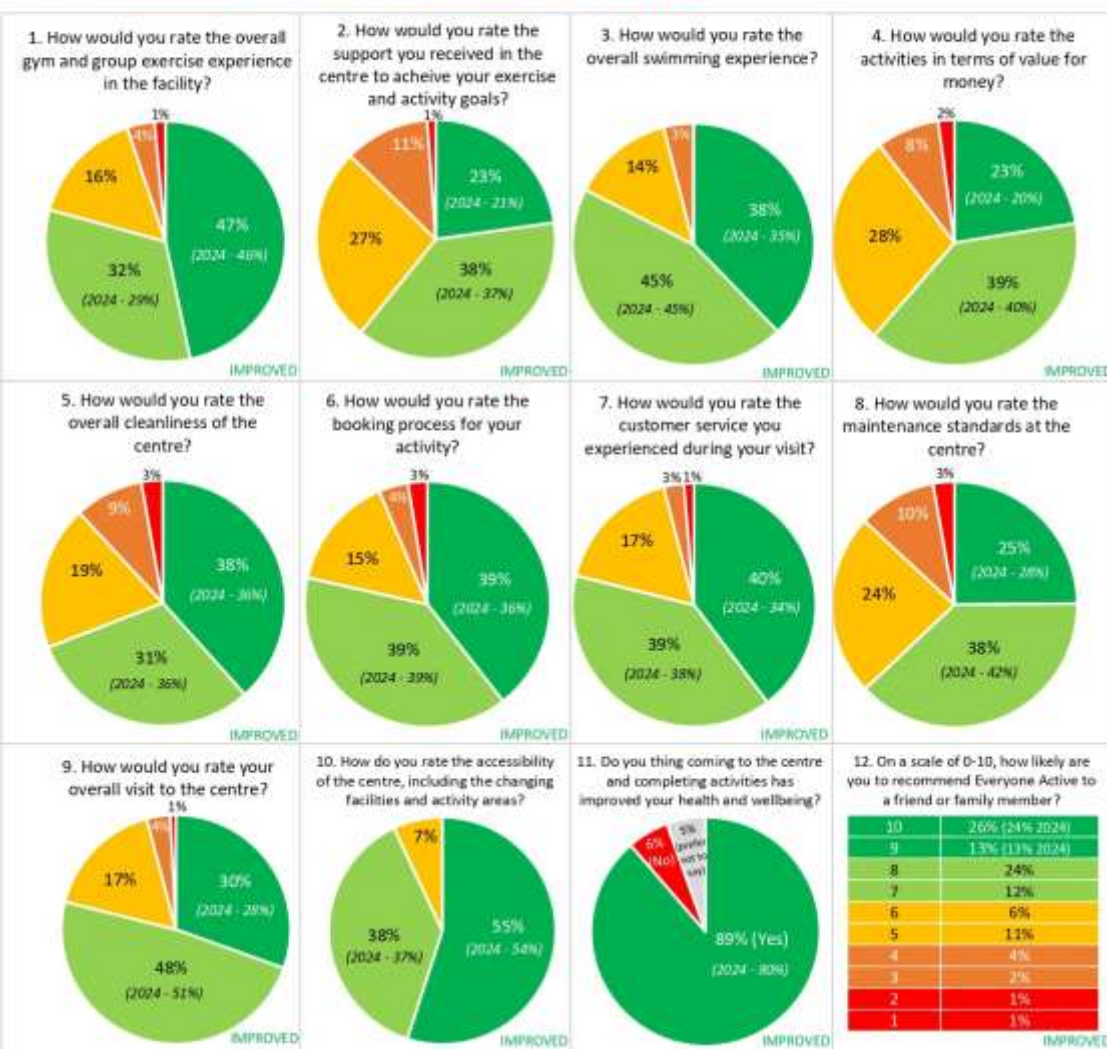


# CUSTOMER SURVEY 24/25

## YOUR VIEWS MATTER

Throughout 2024 a survey was sent out to the users of Whitwick & Coalville Leisure Centre, covering 12 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 748 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 throughout 2025 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 24/25

## YOUR VIEWS MATTER

### Feedback & Commitment 2025

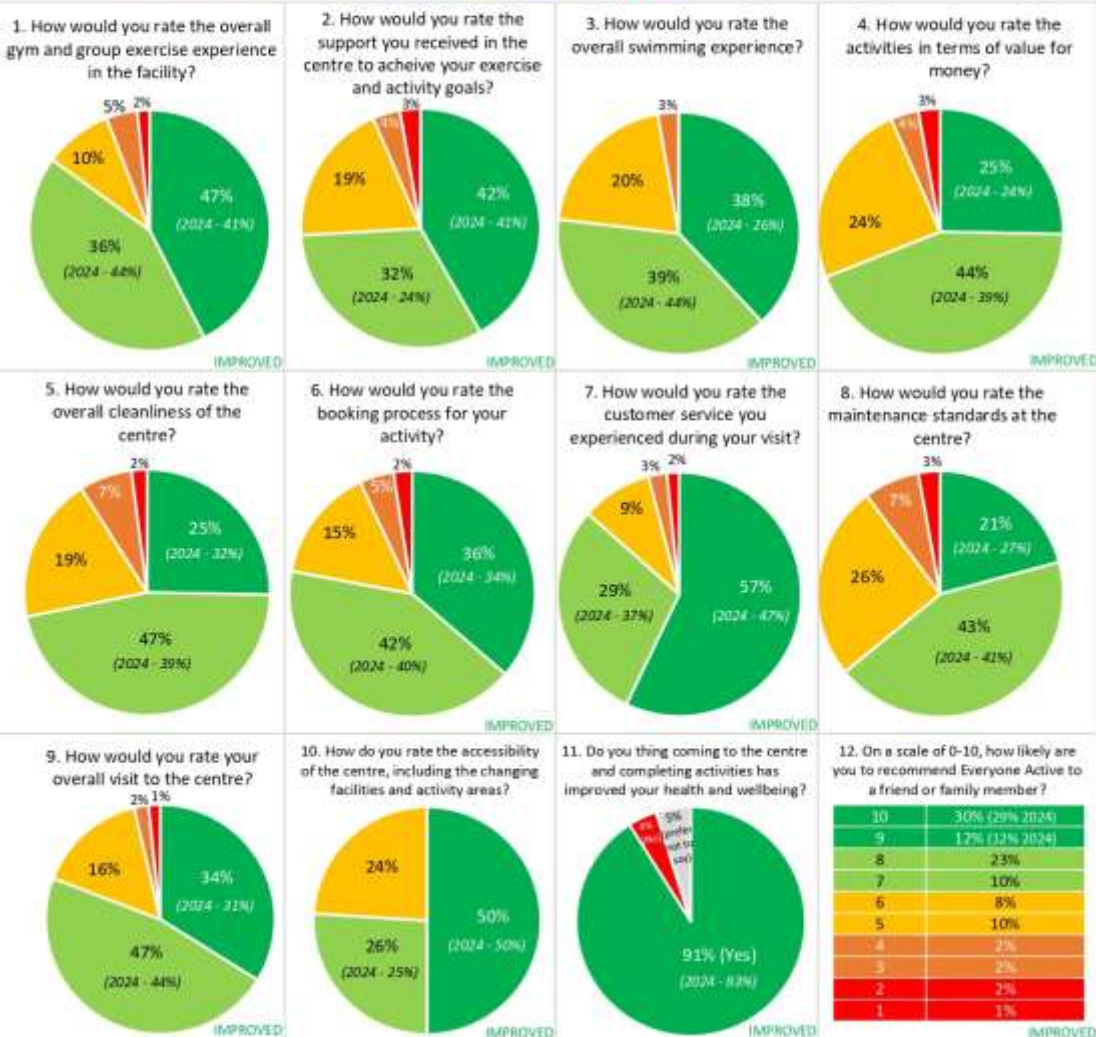
Area For Consideration / Improvement	Feedback & Commitment
Fitness Gym & Group Exercise (GX)	We will continue to review our Instructor Led and Virtual Group Exercise programme in order to meet customer feedback and leisure industry trends. In addition to that we will also continue to shape and improve on our management of customers that persistently make last minute GX class cancellations.
Exercise & Activity Goals	As part of our Community Health & Wellbeing Strategy 2025/26 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 2024 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.





Throughout 2024 a survey was sent out to the users of Ashby Leisure Centre & Lido, covering 12 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 245 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 throughout 2025 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**



### Feedback & Commitment 2025

Area For Consideration / Improvement	Feedback & Commitment
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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 2024 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 24/25

## YOUR VIEWS MATTER

In August 2024 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 461 parents took part in the survey, which means that the feedback received is reflective of general parent views. Figures in brackets represent the 2023 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 2025 in order to measure our direction of travel.

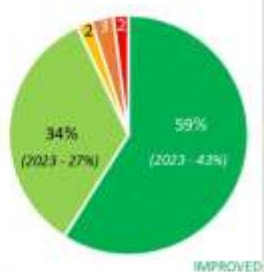
Customer engagement and collaborative working sits at the core of our DNA, and we wish to thank all of the parents that have helped us shape our service.

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

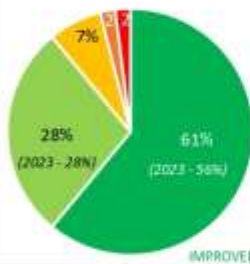
3. How satisfied are you that the stages of swimming lessons progress have been communicated to you by the centre?



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



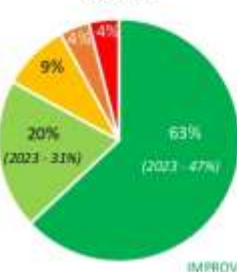
1. How likely are you to recommend swimming lessons with everyone active?



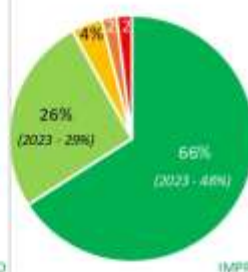
2. How high would you rate the standard of teaching at the leisure centre?



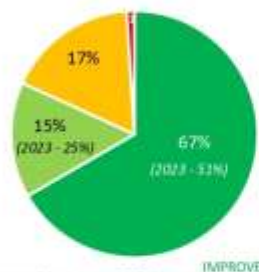
5. How would you rate the feedback and encouragement offered by the teacher to all students?



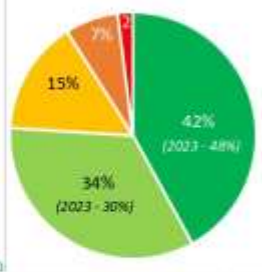
6. Does the teacher assess the students regularly and give relevant awards?



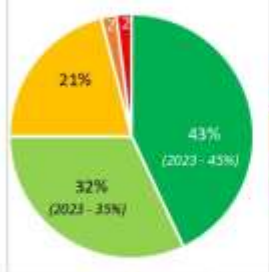
7. How satisfied are you that the swim manager is accessible and answers all queries sufficiently?



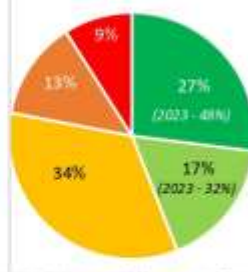
8. How satisfied are you that the swim scheme offers value for money?



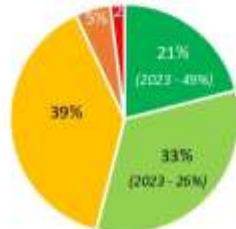
9. How satisfied are you that the swim scheme offers a varied programme of class times & days?



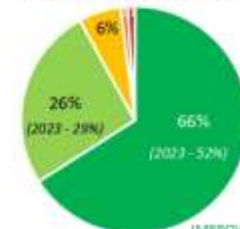
10. How satisfied are you that the swim teacher is always punctual?



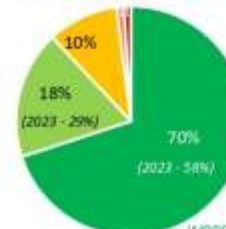
11. How satisfied are you that the teacher/student ratio is acceptable?



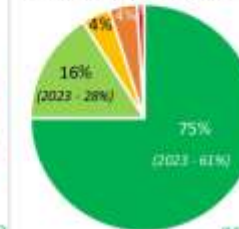
12. How would you rate the booking process, from signing up to moving stages/classes?



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 24/25

## YOUR VIEWS MATTER

### Feedback & Commitment 2025

Area For Consideration / Improvement	Feedback & Commitment
Improved Usage & Familiarisation with the Swim Lesson App	It has become apparent that several parents are unaware of the App and are therefore missing out on information that is being provided in relation to their child. As such, we commit to improving awareness of it within centre and on our social media channels.
Scheme Progress Recognition	We have recently introduced a Stage Completion Reward Scheme, whereby pupils successfully completing a stage are issued with a leisure centre linked reward such as a complimentary activity (i.e. climbing wall session) or items from our cafeteria.
Value For Money	We have committed to delivering 2024 Xmas Party activities to our pupils as a way of thanking them for their participation in the scheme across the year. These have proved so popular (sold out with a take up of over 700 pupils across our Whitwick & Ashby schemes) that we plan to add a major Xmas event in 2025.
Swim Lesson Start Time Punctuality	Unfortunately, the main issue here is not swim teachers being late, but parents of children of an age that they have to be escorted to their parent turning up to collect them later than the advised time. This in turn is leading to subsequent lessons starting later than scheduled.





# SWIM LESSON SURVEY 24/25

## YOUR VIEWS MATTER

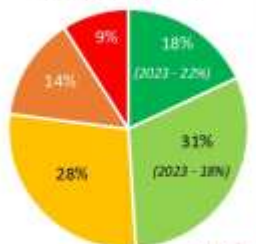
In August 2024 we undertook a comprehensive survey with the parents of our swim lesson scheme pupils at Ashby LC & Lido, covering 14 areas of our delivery. The aim of this survey was three-fold. We sought to identify an overall feel for the programme and our delivery of it, highlight areas where parents believe we are performing above expectation and identify areas where they felt improvements could be made.

A total of 119 parents took part in the survey, which means that the feedback received is reflective of general parent views. Figures in brackets represent the 2023 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 2025 in order to measure our direction of travel.

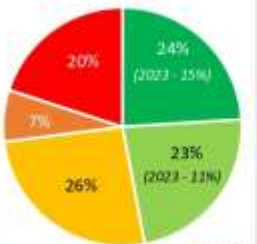
Customer engagement and collaborative working sits at the core of our DNA, and we wish to thank all of the parents that have helped us shape our service...

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

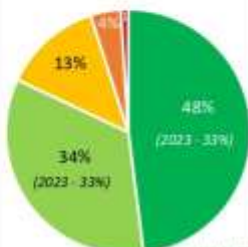
3. How satisfied are you that the stages of swimming lessons progress have been communicated to you by the centre?



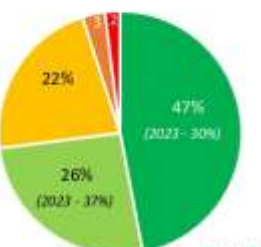
4. If applicable, how satisfied are you that the transfer process on the APP is effective?



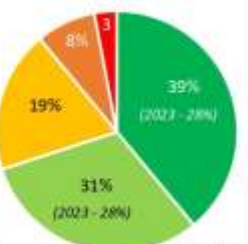
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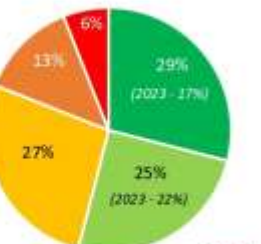
2. How high would you rate the standard of teaching at the leisure centre?



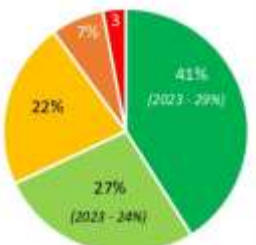
5. How would you rate the feedback and encouragement offered by the teacher to all students?



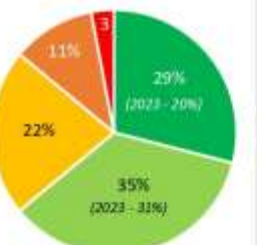
6. Does the teacher assess the students regularly and give relevant awards?



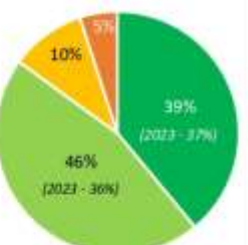
7. How satisfied are you that the swim manager is accessible and answers all queries sufficiently?



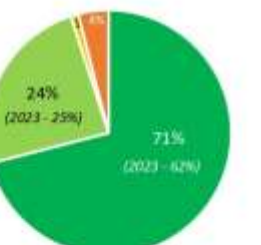
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9. How satisfied are you that the swim scheme offers a varied programme of class times & days?



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



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



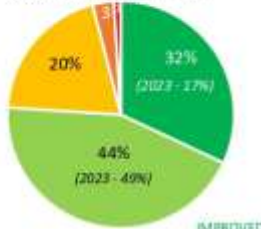
12. How would you rate the booking process, from signing up to moving stages/classes?



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 24/25

## YOUR VIEWS MATTER

### Feedback & Commitment 2025

Area For Consideration / Improvement	Feedback & Commitment
Improved Usage & Familiarisation with the Swim Lesson App	It has become apparent that several parents are unaware of the App and are therefore missing out on information that is being provided in relation to their child. As such, we commit to improving awareness of it within centre and on our social media channels.
Scheme Progress Recognition	We have recently introduced a Stage Completion Reward Scheme, whereby pupils completing a stage are issued with a leisure centre linked reward such as a complimentary activity (i.e free climbing wall session) or items from our cafeteria.
Value For Money	We have committed to delivering Xmas Party activities to our pupils as a way of thanking them for their participation in the scheme across the year. These have proved so popular (sold out with a take up of over 700 pupils across our Whitwick & Ashby schemes) that we plan to add a major Xmas event in 2025.
Standard of Facilities	We have recently signed off £17,500 worth of work to be completed that will improve the poolside showers and floor surround tiling. In addition to that a large scale decoration programme has been implemented covering several areas of the centre.





## 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 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:-

- NWL Leisure Centre 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 team.
- Resident User Group - 1:1 quarterly meetings held with Everyone Active's Active Communities Manager
- Website Feedback
- Direct Mail
- Social Media Feedback
- Verbal Comments
- Meet The Manager Clinics (two held 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 6 we undertook our second General Customer Survey exercise at each of the two centres. This led to our receiving feedback from 748 users at Whitwick & Coalville Leisure Centre and 245 at Ashby Leisure Centre & Lido. The survey was undertaken in December 2024, covering 12 core areas of delivery which included;- facilities, support and colleagues, activities, value for money, cleanliness, maintenance and accessibility. Scoring options were split into outstanding, very good, to expectation, poor, and very poor.

Encouragingly, 'Outstanding' scores at Whitwick & Coalville improved in 11 of the 12 areas surveyed, whilst 10 of the 12 'Outstanding' scores improved at Ashby Leisure Centre & Lido. A follow up Year 3 survey is planned for December 2025.

In August 2024 we undertook a comprehensive 14 question Swim Lesson Survey at each of the two centres, that covered all areas of the programme from initial contact to end outcome. Scoring options were also split into outstanding, very good, to expectation, poor, and very poor. Strong pre-issue promotion of the survey highlighting its importance in terms of helping to shape service resulted in 461 responses at Whitwick & Coalville Leisure Centre (23.4% of the swimmers on scheme) and 119 at Ashby Leisure Centre & Lido (10.5% of the swimmers on scheme).

The responses were compared directly to those secured to the same questions in August 2023, with Ashby Leisure Centre & Lido improving its 'Outstanding' scores in all 14 areas surveyed and Whitwick & Coalville improving in 10.

The results of all surveys along with our intended recourse of action in areas of lower scoring were displayed within customer information areas within the centres.

Customer satisfaction is currently measured through bespoke surveys such as the above, along with monthly complaints data per 10,000 visits (See Section 8.4). 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 from Partnership Year 5 onward against a desired barometer of 4/5\*. At the end of Partnership Year 6, Whitwick & Coalville was 4.3/5\*, whilst Ashby LC & Lido was 4.1/5\*



### 8.3 Compliments

Whilst compliments are not formally measured by Everyone Active, the two centres received a high number of them over the course of the sixth 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; -



- Investment in new fitness gym and studio based equipment at both centres on the back of feedback received.
- Response and communication in regards to maintenance issues at both centres.
- Addition of GP related classes to the Group Exercise programme, with these being included within membership packages.
- New additions to the centre activity programmes, such as Doggy Splash at Ashby Leisure Centre & Lido.
- 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. Aligned to this the introduction of several 'added value' benefits.
- The continued delivery of Cold-Water Swimming at Ashby Leisure Centre & Lido despite take up levels being minimal at times
- Information at site and on-line, including the way in which it is presented.
- Exercise Referral scheme management and health intervention outcomes
- Assisting resident clubs in their development and 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 sixth partnership year was **702** from 1,248,203 visits.

This represented an average of **5.62** complaints per 10,000 visits, which compared favourably against the 5.68 per 10,000 visits seen in the fifth year of the partnership. It was also the lowest figure recorded to date.

Insight into the nature and volume of complaints received aligns to Everyone Active initially assuming management of the centres in Partnership Year 1 and the associated levels of 'change' that came with that, followed by a period in which the centres received significant levels of investment (including a new build) along with the volume of customers who have only ever attended the centres under Everyone Active's management increasing.

**Table 8.4.1 - Hermitage Leisure Centre/Whitwick & Coalville Leisure Centre Complaints – Partnership Years 1-6**

Partnership Year / Measure	Attendance	Complaints	Per 10,000 Visits (%)	Responded To
Partnership Year 1	339,931	244	7.18	100%
Partnership Year 2	94,274	61	6.49	100%
Partnership Year 3	418,618	271	6.47	100%
Partnership Year 4	797,493	508	6.36	100%
Partnership Year 5	835,553	473	5.66	100%
Partnership Year 6	789,945	438	5.54	100%

**Table 8.4.2 - Ashby Leisure Centre & Lido Complaints – Partnership Years 1-6**

Partnership Year / Measure	Attendance	Complaints	Per 10,000 Visits	Responded To
Partnership Year 1	386,057	268	6.94	100%
Partnership Year 2	122,432	80	6.54	100%
Partnership Year 3	405,253	275	6.78	100%
Partnership Year 4	412,882	269	6.51	100%
Partnership Year 5	450,600	258	5.72	100%
Partnership Year 6	458,798	264	5.75	100%

**Table 8.4.3 - Overall Complaints (Both Sites) – Partnership Years 1-6**

Partnership Year / Measure	Attendance	Complaints	Per 10,000 Visits	Responded To
Partnership Year 1	725,988	512	7.06	100%
Partnership Year 2	216,706	141	6.51	100%
Partnership Year 3	823,871	546	6.63	100%
Partnership Year 4	1,210,435	777	6.42	100%
Partnership Year 5	1,286,153	731	5.68	100%
Partnership Year 6	1,248,203	702	5.62	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 sixth year of the partnership included:-

- Periodic issues with the health suite at Whitwick & Coalville Leisure Centre
- Junior gym users (both centres)
- Poolside shower maintenance at Ashby Leisure Centre & Lido
- Car parking availability during events (both centres)
- Fitness class availability (both centres)



## 8.5 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.

In Partnership Year 6, Everyone Active launched its EQMS-FM System, a digital platform used to monitor maintenance more efficiently. Our Planned Preventative Maintenance (PPM) is uploaded into the system along with our Asset List, which in turn provides us with more realistic depreciation data, as well as monthly notifications as to when our PPM needs to be completed.

In addition to that, the EQMS-FM System allows us to add reactive maintenance tasks in the form of a 'Work Request', which each assigned a time importance rating. The platform monitors all the maintenance tasks completed along with associated costs, providing useful insight in regard to the value of the in-house maintenance resource and externally delivered rectifications.

**Table 8.2.1 – Maintenance Tasks Undertaken By The In-House Maintenance Team - Partnership Year 6**

Site	Q1 April 24 – June 24	Q2 July 24 – September 24	Q3 – October 24 – December 24	Q4 January 25 – March 25	Totals
Whitwick & Coalville Leisure Centre	52	41	33	47	173
Ashby Leisure Centre & Lido	65	46	36	53	200
Total	117	87	66	100	373

## 8.6 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. Inventory reports ([Annual Reporting Schedule - Document 7](#)) continue to be submitted to the Council as part of the annual reporting process..



## 8.7 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 completed and by whom.

These are captured within the Cleaning Schedule ([Annual Reporting Schedule - Document 3](#)). 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 undertaken by the Regional Health, Safety and Quality Manager.
- Monthly inspections by the Area Manager
- Monthly 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 / National Fitness Awards – Mystery Visitor and Assessor elements

## 8.8 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.



## 8.9 Service Interruptions

During Partnership Year 6 we experienced one maintenance related facility closure on 21st January 2025, which occurred as a result of a major power failure within the local area. This led to much of Ashby (including the leisure centre) being without power for three hours and the centre not opening until 9.30am. As a result, morning swimming sessions had to be cancelled, with all pre-booked customers notified in advance and offered Whitwick & Coalville Leisure Centre as an alternative.

## 8.10 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 nearby Oadby & Wigston partnership. A commitment to undertake similar within the North West Leicestershire partnership was made.





Previous versions of this report have evidenced that this desired outcome has been significantly exceeded throughout the partnership to date, as a result of our front foot approach to supporting the local community as diversely and often as possible.

In Partnership Year 6 we provided **£379,729** in discounted or free usage arrangements, and sponsorship support within the local community. This represented a **20.2%** increase on the previous year's already impressive £315,717 and the highest figure since the partnership commenced. Whilst the Club Activ8 scheme made up the bulk of this outcome, notable partner sponsorships within it included;- Coalville Fireflies, Coalville Town Football Club Women, Ashby Baggers Cornhole Club, Ashby Ivanhoe Football Club, Ashby 20 Road Race, and the Whitwick St John's Primary School football team.

**Table 8.10.1 – Summary of Free Activity & Community Contributions – Partnership Year 6**

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
<b>Total</b>	<b>N/A</b>	<b>N/A</b>	<b>£ 379,729</b>

## 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, both centres met corporate expectations a year ahead of schedule, improving on them further in Partnership Year 6 with scores of **95.7%** at Ashby and **95.9%** at Whitwick & Coalville.

**Table 9.1.1 – Health & Safety Audit Scores – Partnership Years 1-6**

Centre	Partnership Year 1 2019	Partnership Year 2 2020	Partnership Year 3 2021	Partnership Year 4 2022	Partnership Year 5 2023	Partnership Year 6 2024
Hermitage LC / Whitwick & Coalville	70.00	78.00	90.00	87.40	95.10	95.90
Ashby Leisure Centre & Lido	71.00	80.00	91.40	87.10	95.60	95.70
Average	70.50	79.00	90.70	87.30	95.35	95.80

### 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. Remedial action updates were 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 Leisure Centre 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.

Due to a further period of closure as a result of the pandemic, the centre re-opening with a limited programme and decreased usage levels, and the fact that the centre was due to permanently close 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. It was also agreed that a fresh cycle of assessment would be commenced at the new Whitwick & Coalville Leisure Centre, but only once it had become established.

Whitwick & Coalville Leisure Centre therefore underwent its first cycle of Full Assessment in June 2023 (Partnership Year 5) scoring 'Excellent' at the first time of asking. Partnership Year 6 saw the centre undergo a Directional Interim Review with the assessor advising that it was on track to maintain 'Excellent' banding when next undergoing a Full Assessment in July 2025, with the below comments provided:-

#### Mystery Visit Strengths

- There was an option on the website for users with visual, hearing, and mobility impairments that is very easy to use.
- The centre's Facebook page was updated regularly, with a link to the page directly from the website.
- Changing rooms felt fresh and modern with high-quality fixtures & fittings that were clean and tidy
- Staff were highly visible and smartly attired in corporate uniform, and when spoken to had an excellent knowledge of the centre and its programming.
- Swim sessions were busy and well-managed, creating a positive customer experience.
- The Café was clean and tidy, even in busy periods. The menu was varied, with healthy options available.
- A very impressive environmental notice board was prominently located in reception. This included information on the centre's energy lead manager and historic consumption information.
- Results of recent customer feedback and customer satisfaction surveys were showcased within the reception foyer and on the 'community engagement' notice board. These were well presented and aligned to detailed and interesting information relating to member forums, and customer and stakeholder representative groups.

### Assessment Strengths

- Upon arrival the receptionist was very friendly and informative
- Good staffing levels were seen throughout the centre, with members of the team visible and wearing correct uniform.
- The standards of cleanliness and hygiene were of a very high level throughout all areas of the building, whether this was in the cafe, changing rooms or toilets.
- There was an excellent range of customer information around the building and also on the website, with numerous subject-specific noticeboards which were all, without exception, superbly presented.
- In conjunction with this there was also plenty of information about the company's policies and procedures covering areas such as safeguarding equality and diversity as well as details of other initiatives including the exercise referral scheme and Club Activ 8 scheme.
- 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.

### Ashby Leisure Centre & Lido

Ashby Leisure Centre & Lido underwent a full QUEST assessment on 7th May 2024 successfully increasing the outcome from 'Very Good' in 2022 to an 'Excellent' banding for the first in the centres history, strengths were advised as follows:-

### Mystery Visit Strengths

- There seems to be an inclusive and varied programme on offer at the centre with classes suitable for all ages
- The Everyone wellness membership included access to a private GP as well as a host of other benefits that is excellent for the customer
- The interactions held with all team members were positive and helped to create a pleasant atmosphere.
- I could not see any maintenance issues at the time of my visit. All areas visited appeared to be in good working order.
- The level of cleanliness was very good. The changing rooms were exceptionally clean and clear of litter.
- The information displayed on the environmental notice board was excellent. The information included an Ashby specific energy engagement plan, Green travel and bus service information, utility consumption data, and the facility environmental champion.
- The standard of lifeguarding was excellent with the rules being enforced. The rotation between the two lifeguards was completed smoothly and professionally.

### Assessment Strengths

- Procedures and policies continue to be developed, defined and documented as part of the Everyone Active Quality Management System (EQMS).
- Management reliably explored the potential sales opportunities that can be achieved through engagement with the different forms of social media.
- The team was informed and updated with the current sales performance figures on a weekly and monthly basis.
- Management actively displays a selection of feedback and responses in the guise of 'You Said, We Did' platform, thus demonstrating the implementation of specific actions.



- The overall condition of the facility was very good and the standards of cleanliness and hygiene throughout the facility during the assessment were exemplary, thus demonstrating that the core operational management aspects were receiving sufficient focus.
- There was a wider mental health and well-being policy in place across the company. Management confirmed that the team received regular updates and attended specific training to attain an acceptable understanding of these critical issues.
- There was a comprehensive annual planned preventative maintenance programme (PPM) in place which incorporated all the statutory inspections. Other regular servicing and checks was carried out by a mix of specialist external contractors 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 7 report, we are pleased to advise that Ashby Leisure Centre & Lido subsequently scored ‘Excellent’ in its May 2025 Direction Interim Review.

In holding QUEST ‘Excellent’ banding, both centres currently sit within the top 17% of centres nationally accredited through the scheme.

## 10. Health & Safety

### 10.1 Major Incidents

In Partnership Year 6 there was one major incident that occurred at Ashby Leisure Centre & Lido.

- **Monday 26th August 2024 – Ashby LC & Lido** – The IP suffered a heart attack whilst attending an antiques fayre event being held in the sports hall. CPR and Defib were applied with the IP subsequently taken to hospital by ambulance. Thanks to the swift and professional immediate support provided by members of the centre team, and the professional medical services on the back of that, the IP made a full recovery.

### 10.2 Accident Analysis Table

**Table 10.2.1 – Accident Analysis – Partnership Year 6**

Information	Whitwick & Coalville LC	Ashby LC & Lido	Total
Site Attendance	789,945	458,798	1,248,203
Accidents	114	30	144
RIDDORS	1	1	2
Accidents Per 10,000 Visits	1.44	0.65	1.18

The RIDDOR at Ashby related to a natural fatality that occurred within a disabled changing room within the wet side changing area.

The RIDDOR at Whitwick & Coalville Leisure Centre related to a member of the staff team (Recreational Attendant) who slipped over injuring their hip whilst running through the wet side changing rooms.

Everyone Active enjoy a strong and established track record in the management of risk and minimisation of accident, with a corporate wide average of just 2.08 accidents per 10,000 visitors across the portfolio of 250 facilities managed on behalf of local authorities. As such, with an average of just **1.18** the North West Leicestershire partnership is viewed as one of the better performing ones within an already diligent organisation.

### 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 August 2024 Ashby Leisure Centre & Lido was chosen along with seven 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.

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 24/25 Carbon Emissions vs 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;

- Continuous monitoring and servicing of our BMS system to ensure the centres plant operates at optimum level.
- Continuous daily monitoring of utilities and CHP performance.
- 100% LED lighting through out the centre including car park
- 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 in regard to the latter's Carbon Zero Project. Everyone Active's Group Sustainability Manager advises the partnership to be one of the strongest across the company's portfolio of 70 contract partnerships with local authorities, putting this down to a combination of a proactive local authority and fully engaged Everyone Active contract in regard to the green agenda.

## 11.2 Display Energy Certificate (DEC)

Ashby Leisure Centre achieved a Display Energy Certificate (DEC) rating of **Band C - 61** in November 2024, which represented a decrease of four on the previous year. Given that the centre's facility mix which includes three swimming pools, a rating of this level is viewed within the leisure industry as impressive.

Whitwick & Coalville Leisure Centre secured its first DEC rating of Band A- 21 in September 2023. This was deemed as being extremely low and 'unlikely' for a facility of its size and dynamic, which subsequently proved to be the case upon further investigation that highlighted that it had been based on inconsistent data and incorrect Automated Meter Readings (AMR) provided within the first year of opening.

In September 2024 Whitwick & Coalville Leisure Centre secured a follow up DEC rating of **Band C- 56**, which was deemed to be far more in keeping with a large facility operating at optimum efficiency.

These DEC ratings provide a clear indicator that our Energy Engagement Plan, Energy Reduction Plan, and support of NWLDC's Carbon Net Zero Plan are 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 full 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 continues to be difficult due to a combination of redevelopment, a new build, the impact of a pandemic, and the implementation of significant levels of solar PV provision. This is captured as follows:-



**Partnership Year 1** - The then Hood Park LC underwent a major redevelopment on the back of Everyone Active assuming management of the centres. In addition to that, towards the end of the year both centre's closed as a result of the Covid-19 pandemic.

**Partnership Year 2** – Both centres were closed for a collective period of 7 months across three separate closure periods as a result of the pandemic.

**Partnership Year 3** - Commenced with the centres operating a reduced programme and aligned facility usage due to the impact of the pandemic. In addition to that, the year finished with the closure of Hermitage LC and the opening of the new Whitwick & Coalville Leisure Centre.

**Partnership Year 4** – This represented the first year that we were able to secure 'base line' data for the new centre. It was felt that the time that this would then allow us to subsequently bench mark both centres comparatively for the first time in Partnership Year 5 .

**Partnership Year 5** – Whilst the playing field in terms of year on year comparison was deemed more level, 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. The decision was taken due to gas having a cheaper per unit price than electricity and the savings (£) realised being greater.

**Partnership Year 6** – Towards the end of the year just over 400 Solar Panels were introduced to Whitwick & Coalville LC as part of the Sport England Support Funding Initiative detailed elsewhere within the report.

Whilst early signs linked to usage data are encouraging, the impact of this will only be fully seen in Partnership Year 7.

**Table; 11.3.1 ; Energy Consumption 2024/25 Partnership Year 6**

Partnership Year 5	Whitwick & Coalville	Ashby LC	Total
Gas (kwh)	2,280,391 kwh	2,216,970 kwh	4,497,361 kwh
Electricity (kwh)	252,934 kwh	77,729 kwh	330,663 kwh
Total (kwh)	2,533,325 kwh	2,294,699 kwh	4,828,024 kwh

**Table; 11.3.2 ; 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 11.3.3 ; - 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 11.3.4 ; 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 11.3.5 ; 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 (kwh)	1,756,497	1,669,778	3,426,278

**Table; 11.3.6 ; 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 2024 – April 2025 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 6 (May 2024 - April 2025) has been reported to NWLDC in line with contractual requirements.





### 13. Reporting Schedule

There are 24 Annual Reporting Compliance Documents listed within the contract specification schedule, however Everyone Active volunteer a 25th in the guise of the Club Activ8 Annual Report.

In addition to this, the contract specification schedule (drawn up in 2018) listed a need for Everyone Active to provide evidence of alignment to the Inclusive Fitness Initiative and Sport England Benchmarking Service, which would have resulted in the Annual Reporting Compliance running to 27 documents including the volunteered Club Activ8 Annual Report; However, both of these platforms were obsolete by the time the partnership commenced in May 2019.

NWLDC have subsequently accepted that that Everyone Active are unable to evidence alignment to platforms that no longer exist, accepting that due diligence in regards to each is evidenced through other means and platforms.

NWL/ SLM Report Schedule		
Partnership Year 5: May 2024 - April 2025		
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

Appendix	Page
<b>Appendix 1 - NWL Partnership 2024/25 Annual Social Value Report (Whitwick &amp; Coalville Leisure Centre &amp; Ashby Leisure Centre &amp; Lido)</b>	<b>52</b>
<b>Appendix 2 - 2024/25 Community Health &amp; Wellbeing Plan Outcomes (Collaboratively Produced by Everyone Active &amp; NWLDC)</b>	<b>58</b>







# SOCIAL VALUE CALCULATOR REPORT

**OPERATOR NAME :**  
EVERYONE ACTIVE

**REPORT DATE:**  
23.04.2025



## 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	Rolling Months
BENCHMARK PERIOD	Same period last year
LOCATION	NORTH WEST LEICESTERSHIRE CONTRACT
DEMOGRAPHICS	<b>Gender:</b> All <b>Age:</b> All
CASUAL / MEMBER	All
MEMBERSHIP TYPE	All
ACTIVITY TYPE	All



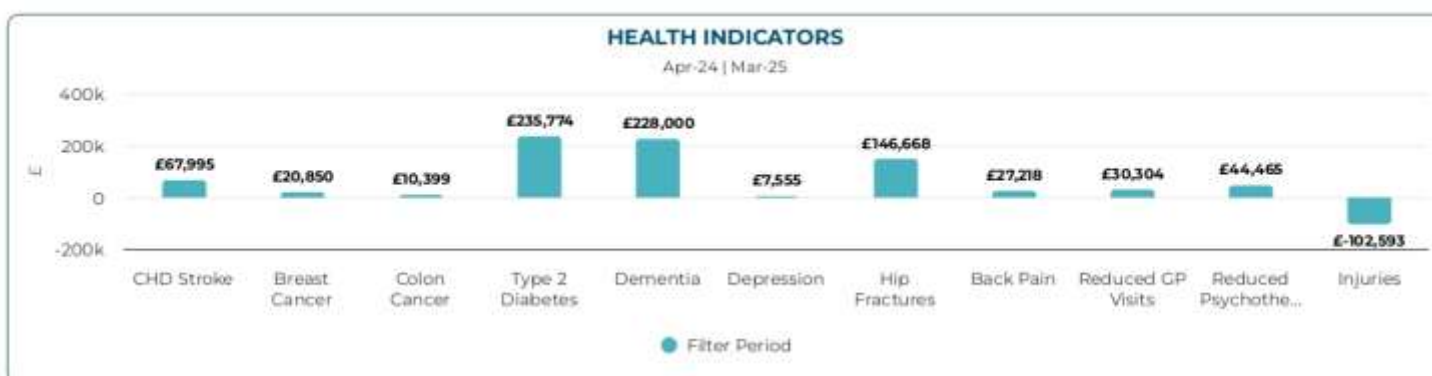
## 2 - SOCIAL VALUE DASHBOARD

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.



2

## 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





## 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.

4



### 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.

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## 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.

SOCIAL VALUE PARTICIPANTS	PERSON TYPE BREAKDOWN	ACTIVITY LEVEL BREAKDOWN	SOCIAL VALUE PER PERSON
29,384	24,285 MEMBER	9,981 ACTIVE	£390 ACTIVE
	5,099 CASUAL	19,403 FAIRLY ACTIVE	£2.91 FAIRLY ACTIVE

### 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

6



### 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.

PHYSICAL & MENTAL HEALTH	SUBJECTIVE WELLBEING	INDIVIDUAL DEVELOPMENT	SOCIAL & COMM. DEV.
29,045	8,860	733	9,223

### 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.

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## 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)

**£3,826,337**

EAST REGION

### HIGHEST SV (CONTRACT)

**£3,826,337**

NORTH WEST LEICESTERSHIRE C

### HIGHEST SV (SITE)

**£2,583,653**

WHITWICK & COALVILLE LEISURE

### HIGHEST SV GROWTH (SITE)

**-9%**

WHITWICK & COALVILLE LEISURE

### 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	£3,826,337	-10.02%	29,384	£130	+9.52%

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### 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	£3,826,337	-10.02%	29,384	£130	+9.52%

### LEAGUE TABLE - SITE (TOP 5)

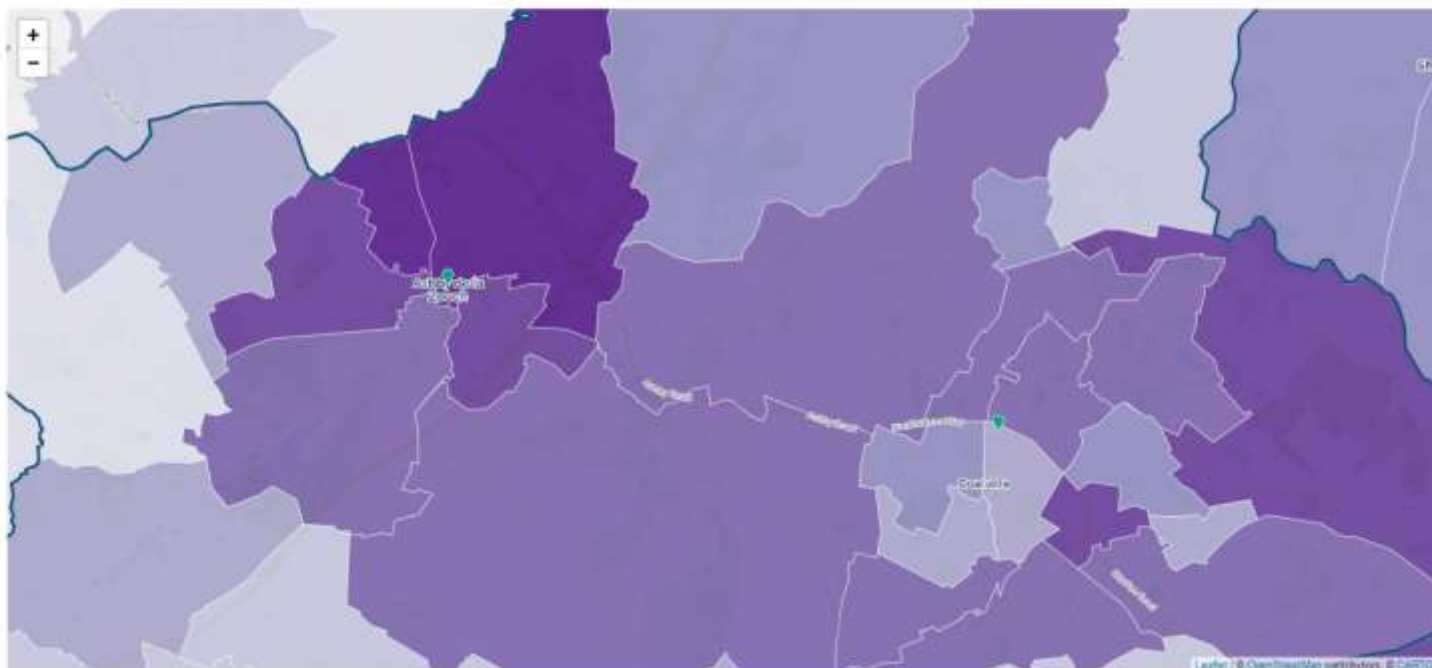
SITE	CONTRACT	REGION	SOCIAL VALUE (FILTER PERIOD)	SV YOY % CHANGE	PEOPLE COUNT (FILTER PERIOD)	AVG VALUE PER PERSON (FILTER PERIOD)	AVG SV YOY % CHANGE
WHITWICK & COALVILLE LEISURE CENTRE	NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£2,583,653	-9.09%	18,177	£142	+9.23%
ASHBY LEISURE CENTRE AND LIDO	NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£1,242,684	-11.89%	11,207	£111	+10.38%
HERMITAGE LEISURE CENTRE	NORTH WEST LEICESTERSHIRE CONTRACT	EAST REGION	£0	-	0	£0	0.00%

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## 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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DataHub





# Everyone Active Community

North West  
Leicestershire  
District Council

## Wellbeing Plan 24/25

everyone  
ACTIVE




## **Introduction**

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.

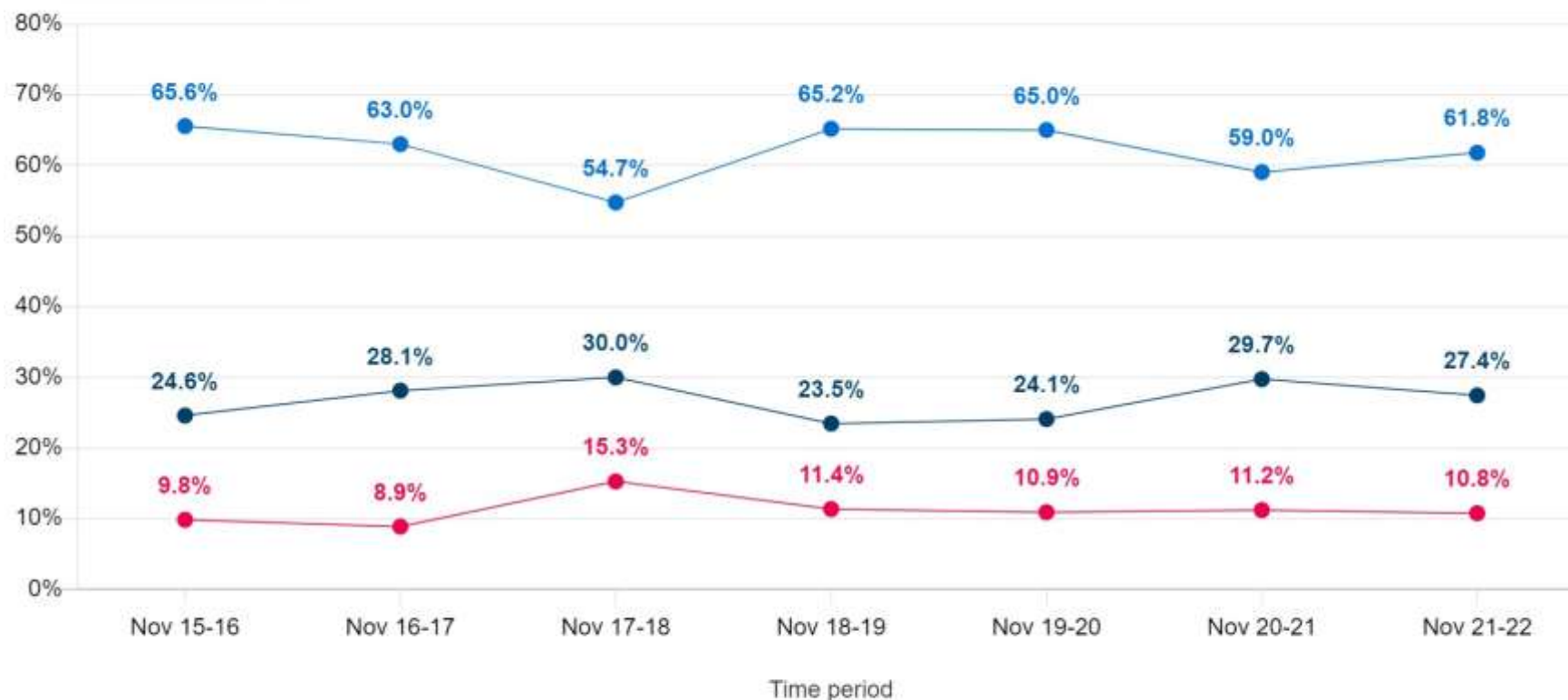
Sport and physical activity bring people together, encourages community and integrates people from all backgrounds. *'Sport and physical activity contribute £39 billion to the UK's economy and a significant portion of this comes from grassroots sport. The sector boosts the economy in two ways. Directly,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

### 3. Assessing Need

38.2% 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.

Levels of activity (Main - 3 categories)

North West Leicestershire LA

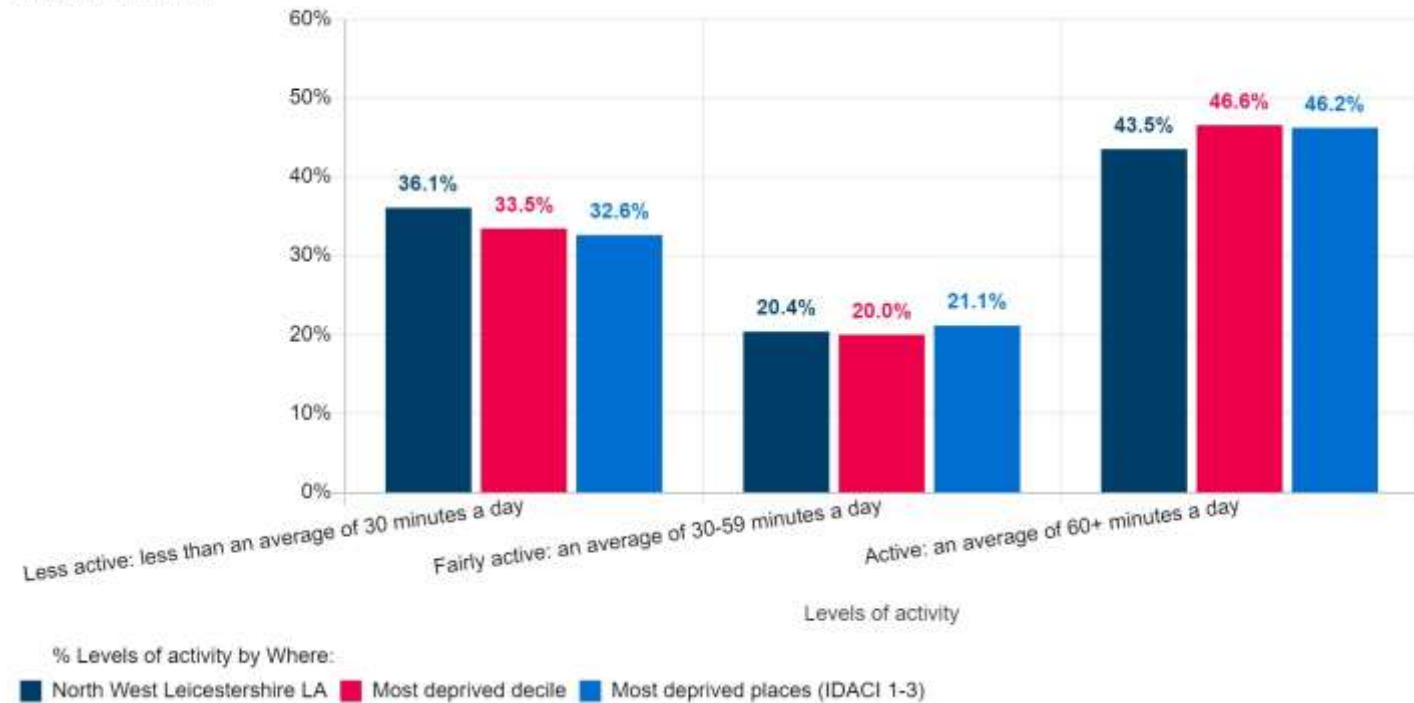


% Levels of activity (Main - 3 categories):

■ Inactive: less than 30 minutes a week ■ Fairly active: 30-149 minutes per week ■ Active: at least 150 minutes a week



Levels of activity  
Academic Year 22-23



NWL  
May

2021  
5.5%

out in

the  
set

The most recent data available for regarding children's participation is 2023. 43.5% of NWL's children and young people are meeting the CMO guidelines for physical activity compared to previous local data from survey 38%, showing a showing a increase (Sport England, Active Lives Survey, May 23)

When developing the programmes set sections 7 we have taken into consideration the new Sport England Strategy 'Uniting the Movement' and issues identified within the strategy as 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.

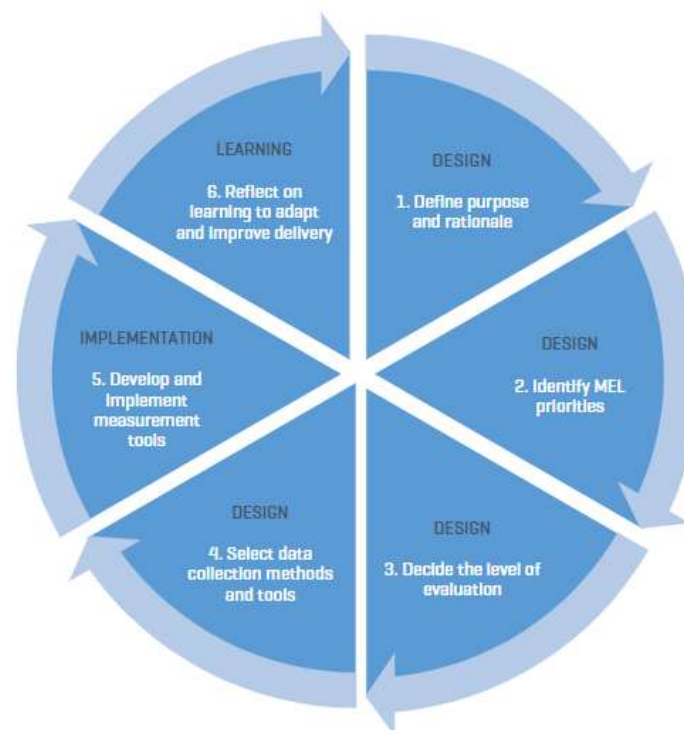
This is a consistent approach across Leicester, Leicestershire and Rutland.

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's 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
B	Providing Local Economic Benefit
C	Supporting Safe and Inclusive Neighbourhoods
D	Educating, Protecting and Providing Opportunities for Young People
E	Providing High Quality Services

## Improving Health and Wellbeing and Reducing Health Inequalities


Objective	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs / KPIs	Outcomes	Framework Performance Indicators	Q1	Q2	Q3	Q4
To Improve Exercise Referral Pathway	2024/25 ongoing throughout year	WCLC & ALC	Inactive residents with long term health conditions	<p>Raise awareness of the scheme through social media, EA App, seminars and workshops with medical professionals, through Integrated Neighbourhood Team and Health and Wellbeing partnerships.</p> <p>Complete post code analysis to identify where referrals live and overlay with areas of deprivation.</p> <p>Target areas of deprivation that have low referrals.</p> <p>Ensure every new starter on the programme has:</p> <ul style="list-style-type: none"> <li>A welcome meeting</li> <li>Complete a pre-programme survey</li> <li>A personalised programme that is reviewed at 4, 8 and 12 weeks</li> <li>Access to a staffed gym session</li> <li>Access to suitable classes</li> <li>Touch points from the EA team</li> <li>An exit interview / post-programme survey</li> </ul>	<p>To increase the number of participants that start the 12 week Exercise Referral Programme.</p> <p><b>Target 52</b></p> <p>To increase retention. More participants complete the scheme.</p> <p><b>Target 29</b></p> <p>To increase the number of participants that continue on beyond the 12 weeks programme to <b>55%</b></p> <p>Increase current exercise referral customer satisfaction levels. From 6/10 to <b>7/10</b></p>	<p>Increase physical activity levels of participants.</p> <p>Improve health and wellbeing of participants.</p> <p>Improve participant's management of medical conditions.</p> <p>Reduce participant's reliance on medications (where possible)</p>	<p>S4 A</p> <p>Staying Healthy &amp; Well</p> <p>Living &amp; Ageing Well</p> 	<p><b>23 Ex Ref starters</b></p> <p><b>12 completed</b></p> <p><b>52.2%</b></p> <p><b>7/10</b></p>	<p><b>8 Ex Ref starters</b></p> <p><b>5 completed</b></p> <p><b>54.8%</b></p> <p><b>8/10</b></p>	<p><b>7 Ex Ref starters</b></p> <p><b>1 completed</b></p> <p><b>47.3%</b></p> <p><b>7/10</b></p>	<p><b>10 Ex Ref starters</b></p> <p><b>10 completed</b></p> <p><b>53.8%</b></p> <p><b>7/10</b></p>
								<ul style="list-style-type: none"> <li><b>48 Exercise Referral starters – 4 under target</b></li> <li><b>28 Exercise Referral completers – 1 under target</b></li> <li><b>53.8% of Exercise Referral continued past 12 week programme</b></li> <li><b>Customer Satisfaction was rated 7/10</b></li> </ul>			



What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
To improve Children & Young People's HWB	2024/25	WCLC	Children and Young People (CYP)	<p>Host a Schools Health &amp; Wellbeing event building on the trial event held in 23/24 to help raise CYP awareness/understanding of HWB</p> <p>Undertake questionnaire with attendees Focus on Obesity and Mental Wellbeing include sessions such as yoga and Pilates, and a healthy eating workshop aligned to early interventions, education and behavioural change</p>	<p>Increase attendance from previous events</p> <p><b>Target 315</b> attendees</p>	<p>Increase CYP awareness of:</p> <ul style="list-style-type: none"> <li>social and emotional health of a healthy lifestyle</li> <li>physical activity opportunities</li> <li>Local health and wellbeing services</li> <li>Leicestershire Teen Health offer</li> </ul>	<p>S4 A</p> <p>Staying Healthy &amp; Well</p> 	<p><b>Event scheduled for July</b></p>	<p><b>Event took place in July. 6 schools involved with 180 children attending</b></p>	<p><b>Next event March</b></p>	<p><b>Event took place with 160 cyp attendances</b></p>
									<ul style="list-style-type: none"> <li><b>This year we have held two HWB events with local schools totalling 340 attendances for the year</b></li> <li><b>These events saw 8 different schools in attendance</b></li> </ul>		


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
To improve NWL resident's knowledge and access to available health and wellbeing services	2024/25	WCLC & ALC	Residents at higher risk of health inequalities	<p>Host 1x Health &amp; Wellbeing Roadshows at NWL Leisure facilities</p> <p>Local services to host stalls and speak directly to residents. Gain case studies to evidence the positive impact of the event for public and local partners</p> <p>Monitor attendance and complete post code analysis to identify where attendees live, overlayed with other indicators which affect wider determinants of health .</p> <p>Services to monitor sign ups/referrals.</p> <p>Where possible capture outcomes of referrals that attended services as a result of the event.</p>	<p><b>Host 1x</b> HWB Roadshow events</p> <p>Increase partner attendance from last 2 events to <b>42</b> partners</p> <p>Increase on last years attendance to <b>250</b></p> <p><b>2x</b> case studies evidencing positive impact of event</p> <p>Increased referrals/sign ups to services in attendance.</p>	<p>Increase local awareness of available services for NWL residents</p> <p>Increase partner networking</p> <p>Residents facing significant barriers to accessing services receive the support that they need.</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> <p></p>	<p><b>HWB event reduced from 2 to 1</b></p>	<p><b>Event being held in Feb</b></p>	<p><b>Event being held in Feb</b></p>	<p><b>Event took place, 74 Partners 360 attendances</b></p>
									<ul style="list-style-type: none"> <li>• <b>Our annual event took place in February, the event saw a huge increase in partner attendees (from 42 to 74)</b></li> <li>• <b>The event saw 110 more public attendees than our last event (360 attendances)</b></li> <li>• <b>Please see case study document attached</b></li> </ul>		


## Providing Local Economic Benefit

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Improving Work Place Health	2024/25	WCLC & ALC	Everyone Active Centres	To deliver a 12-week work placed health initiative to EA colleagues aimed at improving their overall key health indicator scores including mental wellbeing	10x EA staff undertake WPH initiative  25% of staff increase health indicators	Improve workforces physical health	S4 A  Staying Healthy and Well  Living and Ageing Well  	Undertaking WPH Assessment with LCC (Additional outcome)	Project starting in Q4	Project starting in Q4	
				Wellness survey completed prior to the course and then repeated at the end of it, in tandem with Boditrax statistical information and blood pressure assessment.		Improve workforces emotional health and wellbeing					
				Activity/ lifestyle assessment including diet							
				.							



## Supporting Safe & Inclusive Neighbourhoods


What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Increase inclusivity within our facilities	2024/25	WCLC & ALC	District residents	Create a weekly ‘Community Café’ aimed at improving social networking and reducing social isolation.  To introduce a weekly Everyone Cares session into our programme aimed at provide free or discounted usage to those in residential care homes or groups  Work with Youth Justice System (LCC) to facilitate centre usage	10x attendees per week at Community Café	Decrease social isolation of attendees	S4 A	30	30	30	30
					400 per/year	Improve social and emotional health of attendees	Staying Healthy and Well	0	0	0	1100
					10 usages at Carers session per week	Improve physical activity levels of attendees.	Living and Ageing Well	9 usages	10 usages	11 usages	13 usages
					33 usages for Youth Justice System.	Deter Youth Justice System attendees from involvement in antisocial behaviour.		<ul style="list-style-type: none"><li>Our community café saw 1110 attendances. This high number compared to the target was achieved by working with Enrych who attend the WCLC weekly</li><li>Carers session on hold until next year due to being in next year’s council priorities (As advised by council)</li><li>YJS totalled 43 centre usages for the year (10 above target)</li></ul>			
					Deliver inclusive sessions.	Outcomes measured through questionnaire/ survey					

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Increasing employment skills and opportunities	2024/25	WCLC & ALC	Local Schools & Colleges and their students	<p>To offer 10x work placements in the following roles:</p> <ul style="list-style-type: none"> <li>Sports attendant</li> <li>Gym instructor</li> <li>Swim teacher</li> <li>Duty manager</li> </ul> <p>EA will target young people living in the Agar Nook and Greenhill wards by working with the NWL School Sports Partnership, REACH, KISP and Castle Rock School.</p>	<p><b>10x</b> work placements completed</p> <p><b>2x</b> vacancies available for application</p> <p><b>10x</b> job appointments for NWL residents</p>	<p>Increased exposure of job roles with leisure facilities and the related sector</p> <p>Increased engagement with local residents</p> <p>Young people appropriately trained to enter the job market.</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 	<p><b>6x</b> WP's <b>2x</b> job vacancies <b>2x</b> appointments</p>	<p><b>4x</b> WP's <b>2x</b> appointments</p>	<p><b>4x</b> WP's <b>2x</b> appointments</p>	<p><b>5x</b> appointments</p>
								<ul style="list-style-type: none"> <li><b>We undertook 14 work placements throughout the year (4 above target)</b></li> <li><b>We appointed 11 staff members into job roles from NWL (1 above target)</b></li> </ul>			


## Educating, Protecting & Providing Opportunities For Young People

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Club Activ8	2024/25	WCLC & ALC	Schools, Colleges & Local Partners	Scheme development formalising partnerships with 2 x external clubs within NWL who agree to offer reduced fee activities	increase utilisation on previous year.	Increased activity levels of participants	S4 A	1x ClubsComplete	1x Case Study, Whitwick St Johns Primary		
					Increased physical wellbeing of participants	Staying Healthy and Well					
			Inactive children and young people.	Gain case studies evidenced increased activity levels due to participation in scheme	1x additional external club partner discounts	Increased social & emotional wellbeing of participants	Living and Ageing Well	We gained 1x external club partner for CA8 Scheme (ClubsComplete) We have 2x case studies for this year, from Elite Gaming and Whitwick St John's School			
			Children and young people living in areas of deprivation.	Work with schools and children from areas of deprivation.	2x case studies	Increased opportunities to engage in activity					
						Access to low cost / free activities removing the barrier of cost to many residents.					




What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Deliver Holiday and Food (HAF) provision within EA Leisure Centres. Providing a safe space for children and young people to retain activity levels and access to good quality food during the school holidays.	2024/25	WCLC & ALC	HAF referrals	<p>Provide a safe space for children and young people to retain activity levels and access to good quality food during the school holidays.</p> <p>Increase HAF usages through a variety of HAF options</p> <p>Increase HAF provision</p> <p>Promote a balanced active lifestyle with healthy eating habits</p> <p>Provide information and sign post to resources on a healthy lifestyle</p>	<b>Target 120 usages.</b>	<p>Children and young people are safe, active and fed during school holidays.</p> <p>Improved or maintained physical, social and emotional health of participants</p>	<p>S4 A</p> <p>Staying Healthy and Well</p> <p>Living and Ageing Well</p> 	<p><b>First HAF programme runs Q2 (Summer holidays)</b></p>	<p><b>160 usages during Summer Holidays</b></p>		
<ul style="list-style-type: none"> <li>We have had 160 HAF usages within this reporting year (40 over target)</li> </ul>											

### Providing High Quality Services

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Increasing physical activity levels for CYP	2024/25	WCLC & ALC	NWL students referred via their schools	Working with Ivanhoe College to facilitate school time gym sessions for children highlighted by school as sedentary/ not achieving national exercise guidelines/ participating in PE  6-12 week programme with EA staff using Bodytrax throughout the programme targeting an outcome of.	20x attendees  25% of the attendees improving on their initial score by the end of the programme	Increased physical activity levels  Increase emotional health  Increased social health	S4 A  Staying Healthy and Well  Living and Ageing Well  	28x attendees on Activity session	School did not want to use BodiTrax, therefore we undertook wellbeing questionnaire		Total = 28 attendees,
<ul style="list-style-type: none"> <li>We had 28 participants in school gym session</li> <li>All students reported feeling more confident and increased weekly activity levels (feedback from questionnaire)</li> <li>All reported positive increase in personal wellbeing.</li> </ul>											

## Output Achievements

What (Activity Need / Gap / Development)	When (Timescale)	Where (Location)	Who (Target Group & Partners)	How	Outputs	Outcomes	Performance Indicators	Q1	Q2	Q3	Q4
Upskilling workforce	2024/25	WCLC & ALC	EA Staff, EA Centres	EA staff to attend and complete NHS Talking Therapies training  Training staff to becoming mental health first aiders, who will act as mental health advocates within the centre's  Achieve QUEST (Very Good) across both of our centres, and securing the Water Wellbeing Accreditation capturing what that is to help increase inclusivity	10x staff attend Talking Therapies training  10x staff MH First Aiders (related training)  2x Menopause Champions within NWL Contract  QUEST Very Good overall contract Achieve Water Wellbeing Accreditation at both EA sites	Increased awareness of mental health advocacy within EA facilities  Increased MH awareness in NWL  Reduction in work related stress	S4 A  Staying Healthy and Well  Living and Ageing Well  	<ul style="list-style-type: none"> <li>10x staff attended Talking Therapies Training</li> <li>12 staff attended MH First Aider Course</li> <li>2x Menopause Champions in place</li> <li>Excellent Achieved at both sites</li> <li>Achieved Water Wellbeing Accreditation</li> </ul>			

Green – 24

Yellow – 1

Red - 3



