

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

COMMUNITY SCRUTINY COMMITTEE – THURSDAY, 10
SEPTEMBER 2026



Title of Report	LEISURE CENTRES ANNUAL REVIEW	
Presented by	Councillor M Wyatt Community Services, Environment and Climate Change Portfolio Holder	
Background Papers	None	Public Report: Yes, apart from Appendices D and E which are confidential
LGR Implications	It is anticipated that in the short to medium term the leisure contract will continue to be delivered as normal, although the contract will novate to the new authority. There is a pre-established countywide leisure group that is considering the implications of LGR on leisure generally, including leisure centre contracts, so any issues can be identified and worked through.	
Financial Implications	The financial implications are set out in Section 3 of the report and Appendices D and E	
	Signed off by the Deputy Section 151 Officer: Yes	
Legal Implications	As an update on performance, there are no direct legal implications arising from this report.	
	Signed off by the Monitoring Officer: Yes	
Staffing and Corporate Implications	None	
	Signed off by the Head of Paid Service: Yes	
Purpose of Report	To update members on the performance of the leisure partnership with Everyone Active for the period May 2025 to April 2026 (year 7 of the partnership).	
Recommendations	THAT COMMUNITY SCRUTINY COMMITTEE NOTES THE PERFORMANCE OF THE LEISURE PARTNERSHIP WITH EVERYONE ACTIVE FOR THE PERIOD MAY 2025 TO APRIL 2026 (YEAR 7 OF THE PARTNERSHIP) AND PROVIDES COMMENTS FOR OFFICERS TO CONSIDER IN MANAGING THE CONTRACT.	

1. BACKGROUND

- 1.1 The leisure partnership commenced on 1 May 2019 when Everyone Active (EA) was appointed as the Council's partner to manage the leisure centres in Whitwick and Ashby, currently Whitwick and Coalville Leisure Centre (WCLC) and Ashby Leisure Centre and Lido (ALCL).
- 1.2 As part of the performance management of the leisure centres, an annual report is presented to Community Scrutiny Committee outlining performance for the previous year, alongside the impacts and outcomes some of the services delivered have had on improving the health and wellbeing of residents.
- 1.3 Members will receive a presentation from Everyone Active officers. Attached at **Appendix A** is a copy of Everyone Active's Annual Services Report which gives more details on service provision during the period 1 May 2025 until 30 April 2026 in addition to the report detail below and the associated appendices.

2. OUTCOMES

- 2.1 At its meeting on 28 September 2023, the Community Scrutiny Committee requested that postcode and socio-economic data be used to demonstrate the effectiveness of schemes such as Club Activ8, Leisure Link and Community Outreach, and this be reported on in future reports.
- 2.2 The table below shows the direction of travel for general usage across the ten most deprived wards in North West Leicestershire (NWL) in 2025/26 as compared to 2024/25, with green indicating an improvement, red a decline, and amber no change.

Areas of Deprivation	Year on Year Increase/ Decrease
Greenhill Centre	0.0%
Greenhill North	0.1%
Measham Centre	0.2%
Norris Hill, Ashby Woulds & Albert Village	0.1%
Thringstone East	0.2%
Ibstock Centre	0.1%
Ashby Holywell Centre	0.1%
Coalville Centre	0.0%
Coalville Community Hospital	0.2%
Greenhill East	0.2%
Total	0.6%

- 2.3 The table below highlights usage for the Club Activ8 Scheme by pupils attending schools located in the most deprived wards in NWL. Usage levels are low, as anticipated, due to the scheme becoming far more targeted towards inactive children and those from low income households, rather than a universal offer accessible by all children, when relaunched in September 2025. An increase is expected in 2026/27.

School	Ward	Eligible for New Scheme	Children signed up	Usages
Broomleys Primary	Greenhill Centre	126	1	40
Warren Hills Primary	Greenhill North	92	1	28
Castle Rock	Greenhill North	259	16	124
Measham Primary	Measham Centre	61	0	0
St Charles Primary	Measham Centre	29	0	0
Albert Village Primary	Norris Hill, Ashby Woulds	17	0	0
Moira	Albert Village	60	0	0

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

Area Within NWL	Multiple Index of Deprivation % Score	Exercise Referral 24/25	Exercise Referral 25/26
Greenhill Centre	50.01	2	3
Greenhill North East (Agar Nook)	44.84	2	1
Measham	28.83	0	1
Norris Hill, Ashby Woulds	27.24	0	1

- 2.5 The contract initiated the appointment of an Active Communities Manager which is integral to ensuring delivery of outcomes. Although employed by EA, a large proportion of their time is spent working as part of the NWL Health and Wellbeing team to ensure there is a joined up and synergised approach to delivering outcomes and supporting delivery of the NWL Health and Wellbeing Strategy, the NWL Community Health and Wellbeing Plan, and targeted groups within the Sport and Physical Activity Commissioning Plan. This work is underpinned by delivery of the EA Community Wellbeing Action Plan, and the 2025/26 version of this can be found at **14.2 in Appendix A**. The Action Plan and Annual Services Report include a number of outcomes, some of which are captured below.

Improving Health and Wellbeing and Reducing Health Inequalities

- 2.6 Examples of this during 2025/26 include:
- A social value return of £865,003 for NWL residents on improved physical and mental health, an increase from £716,635 in 2024/25. This is calculated based on the health care cost savings for eight identified health outcomes (depression, dementia, back pain, hip fractures, type 2 diabetes, colon cancer, breast cancer, and CHD/stroke) based on the reduced risk and prevented cases combined with the reduced GP visits and psychotherapy usage for physically active people
 - A social value return of £5,870,024 for NWL residents on improved subjective wellbeing. This refers to the increase in life satisfaction. It is calculated by

multiplying the value of increased wellbeing derived from a participant's engagement in sport by the number of people taking part

- Working in partnership with the NWL School Sports Partnership, delivery of a health and wellbeing aligned orienteering event at the Hermitage Ecopark that saw 641 children from twenty five schools in attendance
- Delivering in partnership with the Council an Adult Health and Wellbeing Roadshow that facilitated 73 stall holders and had over five hundred attendees, 150 more than in 2024/25
- Delivering in partnership with Ivanhoe School an outcome measured six- week health and wellbeing project with a group of fifteen sedentary pupils. Attendance amongst the group was 100% across the six weeks, with twelve of the fifteen evidencing positive impacts
- Delivering in partnership with the Council Menopause Wellbeing sessions at both leisure centres
- Training in partnership with Vita Health three members of the EA team in Prevent relating specifically to suicide and self-harm prevention
- Training in partnership with Leicestershire County Council eight members of the EA team as mental health first aiders
- Achieving 'Committed' status following Leicestershire County Council's Healthy Workplaces assessment
- Training an EA team member in the principles of Health In All Policies
- Delivering two Children's Health and Wellbeing Roadshows to which 340 children from eight different schools attended
- 12 previously inactive NWL residents are now achieving 120 minutes of moderate physical activity per week following attendance on a twelve-week Exercise Referral Course
- 9 previously inactive NWL residents are now achieving two sessions of resistance training per week following attendance on a twelve-week Exercise Referral Course
- 53% of those who completed the twelve-week Exercise Referral Course stated that they had made fewer visits to their health care practitioner since starting the programme
- 24 previously inactive NWL residents are now achieving 120 minutes of moderate physical activity per week following attendance on a Cardiopulmonary Course
- 26 previously inactive NWL residents are now achieving two sessions of resistance training per week following attendance on a Cardiopulmonary Course
- 46% of those who completed the Cardiopulmonary Course stating that they had made fewer visits to their health care practitioner since starting the programme

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

Providing Local Economic Benefit

- 2.8 Examples of this include:

- Appointing fourteen new members of leisure centre staff who live within the district
- Training 22 EA staff in professional qualifications
- Delivering national events that draw audiences from wider afield than North West Leicestershire. It is anticipated the events programme delivered between May 2025 and April 2026 brought £1,056,196 of economic benefit to North

West Leicestershire through participants using local taxi firms, hotels, pubs, and eateries

Attendee Type	Number of Attendees	Local Spend Value Per Head (£)	Value (£)
Non-Local Resident	15,420	44-64	688,349
Local Resident	17,935	20-51	367,847
Total	33,355	N/A	£1,056,196

- As highlighted in the table below, a total value of £21,404 in ongoing discounted or free usage arrangements with local community partners;

Description	Number	Unit Value (£)	Total Value (£)
(Club Activ8) Primary School	148	3.80	562.40
(Club Activ8) Upper School	810	9.90	8019
Talented Athletes Complimentary Annual Membership	14	420.00	5880
Complimentary Swim Pass	64	6.00	384
Disabled User Complimentary Passes	94	9.90	930.60
Various Requests Complimentary Passes	67	14.00	938
NWLDC Employee Membership Discount	8	105	840
NWLDC Event & Local Team Sponsorship	8	Various	3000
School Sports Partnership (SSP) Events	12	Various	850
Total	N/A	N/A	£21,404

Supporting Safe and Inclusive Neighbourhoods

2.9 Examples of this include:

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

Educating, protecting and providing opportunities for young people

2.10 Examples of this include:

- Appointing thirteen new members of leisure centre staff aged under nineteen
- Hosting a Collaborative School event aimed at giving district-based children basic and essential skills, to which 120 children from eight schools attended
- Delivering a series of Swim Safety Events to 5,203 pupils from 76 primary schools in and around the district
- Engaging forty children from Forest Way School through the delivery of presentations and information sessions relating to the working world of leisure and the opportunities it opens for all
- Delivering twenty five work experience placements to students at schools in NWL

Providing high quality services

2.11 Examples of this include:

- WCLC securing an 'Outstanding' Quest assessment banding, the highest banding possible and one of only six leisure centres of over 800 assessed in the country to achieve this status. This adds to the banding of 'Excellent' that ALCL secured in 2024/25
- Following changes to the Quest scheme in 2026, Excellent is the highest banding that can now be obtained meaning both NWLDC leisure centres are ranked the highest they possibly can be
- In 2025, WCLC winning the Community Involvement category at the National Fitness Awards, and being a shortlisted finalist for UK Active's Regional Centre of the Year award.

2.12 A copy of the 2026/27 EA Community Wellbeing Action Plan can be found at **Appendix B**.

3. KEY PERFORMANCE INDICATORS

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

- Levels of Participation
- Membership Levels
- Utility Consumption

3.2 An overview of the KPIs for Year 7 of the contract, 2025/26, can be found at **Appendix C**.

4. FINANCIAL PERFORMANCE

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

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

- Management Fee
- An estimated annual inflationary increase to the Management Fee (CPI)

- The estimated financial impact of the installation of solar panels at WCLC and ALCL
- Estimated utility benchmarking costs
- Estimated National Non Domestic Rates (NNDR) costs
- Estimated surplus share payments

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