

**Agenda for consultative meeting of the LED
Monitoring Forum
Tuesday, 12th April, 2022, 6.00 pm**



Members of LED Monitoring Forum

Councillors P Arnott, A Dent, B De Saram, S Hawkins
(Chair), P Hayward, N Hookway, J Loudoun,
G Jung, P Millar, G Pook, J Rowland.

East Devon District Council
Blackdown House
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Honiton
EX14 1EJ

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Tel: 01404 515616

Venue: Online via zoom app

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(or group number 01395 517546)

4 April 2022; Reissued 8 April 2022

Important - this meeting will be conducted online and recorded by Zoom only.

Please do not attend Blackdown House.

Members are asked to follow the [Protocol for Remote Meetings](#)

This meeting is being recorded by EDDC for subsequent publication on the Council's website and will be streamed live to the Council's Youtube Channel at

<https://www.youtube.com/channel/UCmNHQruge3LVl4hcgRnbwBw>

Public speakers are now required to register to speak – for more information please use the following link: <https://eastdevon.gov.uk/council-and-democracy/have-your-say-at-meetings/all-other-public-meetings/#article-content>

Between 8th December 2021 to 11th May 2022, the Council has delegated much of the decision making to officers. Any officer decisions arising from recommendations from this consultative meeting will be published on the webpage for this meeting in due course. All meetings held can be found via the [Browse Meetings](#) webpage.

1 Public Speaking

Information on [public speaking is available online](#)

2 Minutes of the previous meeting held on 1 March 2022 (Pages 3 - 9)

3 Apologies

4 Declarations of interest

Guidance is available online to Councillors and co-opted members on making [declarations of interest](#)

5 Matters of urgency

6 Confidential/exempt item(s)

To agree any items to be dealt with after the public (including the Press) have been excluded. There is one item which officers recommend should be dealt with in this way.

- 7 LED Facilities and Activities report March 2022 (Pages 10 - 18)
- 8 LED Outreach Report March 2022 (Pages 19 - 21)
- 9 LED Dashboard February 2022 (Page 22)
- 10 Colyton Leisure Centre and All Weather Pitch (Pages 23 - 25)

Part B

- 11 LED Annual Operational Costs and Management Fee 2022-23 (Pages 26 - 28)
 - a) Summary Budget
 - b) Explanatory Notes

[Decision making and equalities](#)

For a copy of this agenda in large print, please contact the Democratic Services Team on 01395 517546

EAST DEVON DISTRICT COUNCIL

Minutes of the meeting of LED Monitoring Forum held at Online via zoom app on 1 March 2022

Attendance list at end of document

The meeting started at 9.30 am and ended at 11.24 am

103 Public Speaking

There were no members of the public registered to speak.

104 Minutes of the previous meeting held on 25 January 2022

Minutes of the previous meeting held on 25 January 2022 were noted as a true and accurate record.

105 Declaration of interest

Cllr P Arnott: Minutes 108 – 115; Personal Interest: Member of LED Community Leisure.
Cllr A Dent: Minutes 108 – 115; Personal Interest: Member of LED Community Leisure.
Cllr P Millar: Minutes 108 – 115; Personal Interest: Member of LED Community Leisure.

106 Matters of urgency

There were no matters of urgency.

107 Confidential/exempt item(s)

There were four items to be considered in private session.

108 Update on Leisure Strategy

Rachel Fowler of Strategic Leisure provided an update on the Leisure Strategy, including the following:

- Site quality audits are now complete.
- Stakeholder consultation is now complete, meetings having been held with East Devon DC officers, LED Community Leisure, key clubs, schools and colleges, Active Devon, Health & Wellbeing Boards, Clinical Commissioning Groups, organisations representing key target groups, neighbouring authorities and town and parish councils.
- Sports club and schools surveys have gone out; a good response has been received from sports clubs but only 11 schools have responded. A community survey was also live, with a closing date of 11th March 2022.
- Sports hall and swimming pool supply and demand analysis was completed; the rest of the facility analysis was to follow.

Discussion and questions included:

- A Member commented that the response rate from schools was disappointing and asked if this was down to schools being unclear about who should be responding on their behalf. Ms Fowler responded that school response rates had been getting worse over recent years but it was not known why. She would keep chasing for responses but Strategic Leisure had nevertheless seen the facilities and knew whether they were open or not and, if there were gaps, they would telephone individual schools direct.

- Comment was made that the number of responses locally to consultation is impressive and shows a high level of interest in sport and leisure in East Devon.

Ms Fowler suggested that for the next Forum meeting she could bring a short presentation headlining the findings from the surveys and a summary analysis of the issues coming out from the stakeholders.

The Forum noted the report and thanked Ms Fowler for her contribution.

109 **LED Dashboard January 2022**

The Forum received and noted key details of the performance of LED Community Leisure for January 2022, including an outline of the net promoter score.

Following request for clarification, the LED Director of Delivery stated that the figure of 41.96% in relation to swimming was the increase in total attendances relative to the previous month.

110 **LED Facilities and Activities**

The LED Director of Delivery ran through the content of the Facilities and Activities Report highlighting the following points:

- The impact of Covid was reducing, having been a significant challenge over December and the Christmas period.
- A new General Manager had been appointed for Exmouth Leisure Centre and was currently undergoing his induction into the business.
- Work to refresh the changing rooms and locker area at Sidmouth swimming pool was going well; this was being funded from the National Leisure Recovery Fund, at no cost to East Devon DC.
- A refurbishment project for Honiton swimming pool had suffered a mid-programme delay due to some challenges with the contractor's procurement chain, and was now due to complete on Friday 4th March.

Discussion and questions included:

- A Member suggested the new General Manager of Exmouth Leisure Centre, Mr Day, might meet with Exmouth town councillors; the Director of Delivery agreed this could be arranged, once Mr Day had settled in.
- The Forum looked forward to receiving further updates on LED's sessions with Exmouth Community College. The Director of Delivery stated that this was a constantly developing relationship, and LED were keen to encourage school leavers to consider meaningful careers in the leisure industry, including swimming teaching and lifeguarding.
- A Member asked if the 7 incidents/accidents recorded in January were significant, compared with other leisure centres. In response, the Director of Delivery stated that the target was for zero incidents, but every incident was captured, and the number and nature of recorded incidents (slips, trips and falls) were not extraordinary or unusual.
- Members were pleased to see it recorded that there was a strong focus on improving the customer experience.
- The Forum briefly discussed social prescribing and the LED CEO remarked that GP referrals were continuing in the district, however a different form of coaching programme was now in place with a focus having moved from physical health activities towards mental health.

The Chair thanked the Director of Delivery for his contribution and the report was noted.

111 **Capital Bids Update Report**

The Service Lead – Place, Assets and Commercialisation ran through the update report circulated to the Forum in advance of the meeting, which summarised the capital bids that were proposed for consideration by the Budget Setting and Capital Bid Allocation Panel, the Panel's recommendations and the rationale for its recommendations.

The Forum noted:

- The capital bids approved and recommended to Council.
- That the proposal for the light refurbishment of changing rooms at Sidmouth swimming pool had already been recommended for funding from the approved National Leisure Recovery Fund by Cabinet; LED had now commenced these works.

Members of the Forum were asked to consider a proposal for the installation of pool energy management systems at the Exmouth and Honiton swimming pool sites, at an expected cost of £62,500. The Service Lead – Place, Assets & Commercialisation invited the Principal Building Surveyor to set out the technical details of what the proposal relates to.

The Principal Building Surveyor outlined the following points:

- The proposal is for an energy management system which deals with the filtration and circulation of the swimming pools, optimising how these systems work.
- It is estimated that the new system will generate energy savings in the region of £16k annually, and as energy costs rise the savings will be even greater.

The LED CEO provided the following rationale:

- The current system in place is inefficient and controlled manually.
- The proposal is for an automated system which would significantly reduce the amount of water used, generating savings in water costs.
- In using less water, less gas would be needed to heat it, and less electricity to pump it, generating significant energy cost savings.
- There would be additional savings in maintenance costs since pumps would be used less and scaled down more.
- Customers would see an improvement in water quality.
- The new system would reduce the carbon footprint and therefore align with the Council's Climate Change Strategy and Action Plan and its priority for a greener East Devon.
- In view of the forecast savings, it is anticipated that the system would pay for itself within 2 - 2½ years.

Discussion and clarification included:

- In response to a Member's question, the Strategic Lead – Finance clarified that if the proposal was approved, it would add not more than £2–3K to interest payments. He added that this sum would be immaterial in the overall capital programme and would not significantly affect the General Fund.
- The Strategic Lead – Finance reminded the Forum that if it recommends the proposal, it would be a recommendation through Cabinet to Council, as it would be asking for a budget in-year for the capital programme.
- The Strategic Lead – Finance highlighted that the forecast payback period of 2-2½ years is unusually short for a capital scheme.
- A Member queried why a review was only carried out for Honiton and Exmouth Swimming Pools and not for Sidmouth. The LED CEO responded that a lot of work had already been done to improve the pool flow system at Sidmouth Swimming Pool, so there was less to be gained from any upgrade, and there would be insufficient return on investment.
- In response to a Member's question on where the money would come from to fund the works, the Strategic Lead – Finance stated that the project would go into the capital programme and added to the sum in-year. It would therefore be funded from capital money available, and some borrowing might be required in terms of the overall capital

programme. He added that £62,500 is not a significant sum in the overall capital budget and would not impact on the General Fund position or the assumptions made.

- Following a request for more detail on the climate change impact of the proposed system, the Principal Building Surveyor stated that a saving of 23 CO2 tonnes was estimated for Honiton Swimming Pool, down from 37.7 to 14.2 tonnes, and a saving of 21 tonnes was estimated for Exmouth.
- Responding to a question about a wider programme of works reduce the carbon footprint from LED properties, the LED CEO stated that longer term improvements would be explored in respect to solar panels and air source heat pumps, once the Leisure Strategy is complete. The Principal Building Surveyor added that an approved element of one of the capital bids was to commission a study of energy efficiency in LED properties, and this would be progressed in due course.

The Portfolio Holder – Finance sought an Officer view on whether it was appropriate for him to vote on this item since he had chaired the Budget Setting and Capital Bid Allocation Panel meeting; a Democratic Services Officer commented that there was no reason why he should not vote as a Forum member if he wanted to do so. She added that the final decision on the capital bid proposal would rest with Cabinet, of which he was a member.

RECOMMENDED TO Cabinet and Council:

That the installation of pool water treatment energy management systems at the Exmouth and Honiton LED managed swimming pool sites be included in the capital programme, with a capital budget in 2022/23 of £62,500.

The Chair thanked those present for their contribution to the debate.

112 LED Management Fee 2022-23

The LED CEO ran through the content of the LED Management Fee 2022-23 report which had been circulated to Forum Members in advance of the meeting, which included:

- Background information in respect to the Service Fee.
- The 2022-23 Service Fee and effect on service.
- The impact on LED of the pandemic, the significant increase in inflation and rising utility and wage costs, together with a summary of the mitigations that have been implemented.
- The financial forecast for the EDDC Leisure Management Contract for the coming financial year, assuming no further Covid lockdowns or restrictions after 1 April 2022, and the effect of the forecast financial position on development of the service and investment in the facilities.

In view of the effect on the contract of the significant increase in energy costs, the LED CEO asked the Forum to consider allocating the £50-£100K contingency fund that was written into the Council's budget as additional support, subject to LED evidencing the impact of energy costs, in arrears.

The Strategic Lead – Finance suggested that, with Cabinet approval, the Council could support LED to meet the additional energy costs up to £87,500 in the financial year, by

means of a quarterly reconciliation of utility costs and associated quarterly monitoring reports to the Forum.

In discussion, the following points were made:

- One Member commented that going forward, it would be helpful to have this report as a bar chart, to better make sense of the data.
- Views were expressed that it was appropriate to support LED with utility costs as proposed, and that quarterly monitoring would be helpful.
- A Member observed that energy costs cannot be controlled and, with the Russian invasion of Ukraine, the outlook was gloomy, and the £100K contingency for LED was likely to be inadequate. He expressed that there were difficult decisions for Members, given that LED was one of a number of groups who were arguably in need of support with rising utility costs. He urged caution and suggested it would be sensible to consider monthly monitoring rather than quarterly, to ensure tighter controls.
- Another Member expressed every sympathy with everyone facing higher costs but cautioned against 'comparing apples with pears' given the specific situation of how the contract is arranged with LED, and noting the work that was ongoing to support other groups e.g. the work of the Poverty Working Panel, and grants available for social housing tenants. He added that some solutions were outside the control of the Council and were a matter for central government.
- Members would continue to lobby the local MPs concerning financial support from the National Leisure Recovery Fund for East Devon's leisure provision, and would discuss outside of the meeting how best to do so.

Following the discussion, Cllr Paul Millar proposed, seconded by Cllr Alan Dent, to recommend to Cabinet the process for allocating the £100k contingency in the 2022/23 budget be specifically aimed at coping with the increased utility costs with the applications made in arrears by LED to be agreed by the Portfolio Holder for Leisure, Culture, Sport and Tourism, the Chair of the LED Monitoring Forum and the Strategic Lead – Finance.

RECOMMENDED to Cabinet:

That the process for allocating the £100k contingency in the 2022/23 budget be specifically aimed at coping with the increased utility costs, with the applications made in arrears by LED to be agreed by the Portfolio Holder for Leisure, Culture, Sport and Tourism, the Chair of the LED Monitoring Forum and the Strategic Lead – Finance.

113 Exmouth Pavilion Financial Report

The LED CEO ran through the Exmouth Pavilion Financial Report which had been circulated to Forum Members in advance of the meeting and summarised the LED operating position in operating the Pavilion. He reminded Members that whilst LED operate the facility, the building is the responsibility of the Service Lead – Place, Assets & Commercialisation, and the property team, on behalf of the Council.

Discussion included the following points:

- Forum Members recognised the good work of the Pavilion management team in putting together a full programme for 2022/23.
- It was noted that longer term factors for the Pavilion would be considered as part of the Cultural Strategy, which would in turn link in with the Leisure and Tourism strategies.

The Chair thanked the LED for the update and the report was noted.

114 LED price menu

The Forum had received the LED price menu, for information.

In discussion, a Member asked if the cost to schools of using the swimming pool could be reduced, to encourage maximum participation. The LED CEO stated that there were no concerns for schools in paying the current sum, and he was confident that the pricing for schools was reasonable. He added that under the government curriculum it is a key stage requirement that children should have learnt to swim by the end primary school, and reducing the price to schools would mean subsidising a statutory education service, which would not be appropriate.

For a future meeting, the Chair asked that LED provide a cost breakdown of the management fee spend by the different centres, and by sport.

115 **Passport to Leisure scheme**

The LED CEO ran through the report on Passport to Leisure, a scheme which provides a 25% discount to customers on means tested benefits, commenting that LED looked forward to discussing as part of the Leisure Strategy the social value which LED provides, and how to improve access for people more in need. He added that every £1 spent equates to a £9 return in terms of social value.

Comment and questions included:

- A Member invited the LED CEO's view on whether there was good awareness of the scheme and if there might be existing Members who were eligible for the scheme but not aware of it. He expressed a view that, looking at PTL member numbers, take-up seemed quite low. The LED CEO acknowledged that there probably were members and non-members who were not aware of the discounts available, and it would be useful to promote the scheme again.
- The Forum agreed that both LED and the Council should work to raise awareness of the PTL scheme.
- The Strategic Lead – Housing, Health & Environment commented that as part of the Public Health Strategy there was a desire to make leisure and other activities accessible to lower income families. He added that he would be keen to do more work going forward to align poverty and public health aspirations with the PTL scheme, with a view to keeping people active as cheaply as possible.

The Chair thanked the LED CEO for his contribution and the report was noted.

Attendance List

Councillors present:

P Arnott
A Dent
B De Saram
N Hookway
G Jung
P Millar (Chair)
J Rowland

Councillors also present (for some or all the meeting)

S Gazzard
E Rylance

Officers in attendance:

Tim Child, Service Lead - Place, Assets & Commercialisation

Simon Davey, Strategic Lead Finance

John Golding, Strategic Lead Housing, Health and Environment

Sarah Helman, Democratic Services Officer

Debbie Meakin, Democratic Services Officer

Jorge Pineda-Langford, Principal Building Surveyor, Property & FM

Charles Plowden, Service Lead Countryside and Leisure

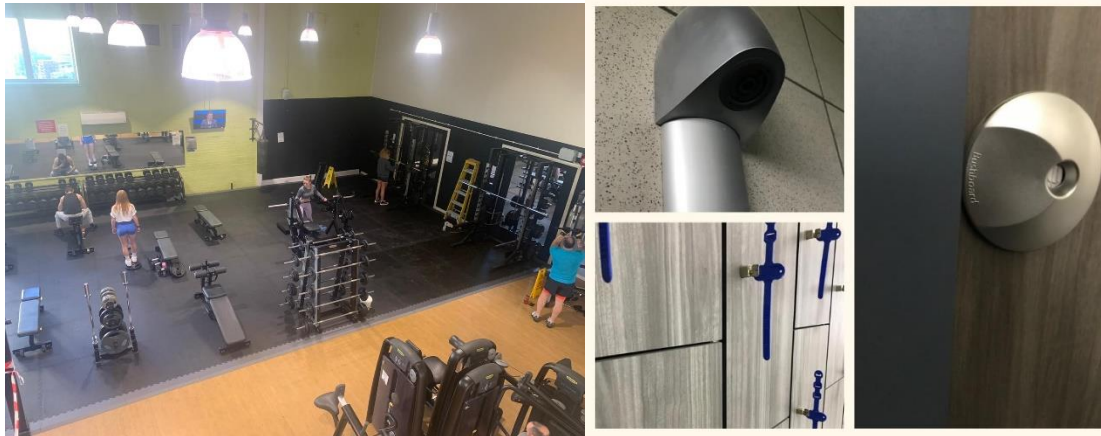
Councillor apologies:

S Hawkins

Chair

Date:

Report to: LED Monitoring Forum 12th April 2022
Subject: LED Facilities and Activities Report
From: Jamie Bryant, Director of Delivery, LED Community Leisure
Date: 22nd March 2022



Re-opening Progress

Covid continued to have an effect across the leisure contract during February, with a significant spike occurring following the removal of all legal measures, resulting in 10 team members from Exmouth Leisure Centre having to self-isolate in early March. Some team members were unwell, whilst others were a-symptomatic. A superb level of commitment was shown by a small number of team members to keep the Exmouth Leisure Centre operation running, with Andy Reay in particular working 2 double shifts back-to-back over a weekend to keep the building open.

At the time of writing there are 3 team members self-isolating (albeit all 3 are working from home) because of Covid. A revised Covid Policy has been agreed and circulated following the government announcement.

Attendances continue to move in the right direction, albeit slightly lower than January (shorter month) due to the drive for a healthy start to the New Year for many residents, despite the remaining uncertainty around covid restriction being lifted, increasing inflation and world events causing further uncertainty. This can be seen on the KPI Dashboard and was evident in the membership position at the end of the month.

The new General Manager for Exmouth Leisure Centre, Sean Day, has now completed his induction and took over operational responsibility for the Exmouth leisure facilities on Monday 21st February. He has settled well, and feedback has been positive around his approach and management style. Unfortunately, he was one of the team members to test positive for Covid at Exmouth Leisure Centre and has also spent time completing his first aid and pool plant qualifications.

Swimming lessons across all 3 pools continue to perform well, at the time of writing there were 2,226 children on the scheme, with a positive further increase expected with the opening of Honiton Pool changing rooms and a new pool programme being introduced to allow for a further 100+ children there.

Whilst January saw a positive movement in the total membership number, with over 700 people joining an LED facility to start their health and fitness journey and a positive net gain of 310 to the Club Live total. February was a tougher month, the team sold 394 new memberships, finishing with a net gain of 29, albeit with a positive yield movement against the previous month, rising from just over £27 in January to £29.23, just short of target yield of £29.81. Total Club Live at the end of Feb was 8,265.

The pricing review work has progressed well during the month with a number of prices reviewed and scheduled for increase in the coming months: -

- Casual prices (c. 5% increase) – 1st May
- Swimming lessons (c. £3 pcm) – 1st May
- Aqua memberships (c. £3 pcm) – 1st May
- Tennis memberships (£3 pcm) – 1st June

The wider membership yield project, targeting the lowest paying memberships, is ongoing with a test group of around 100 members receiving notification imminently of their price increases, again with an average increase of c.£3 pcm.

It is anticipated that membership prices for all new joiners will now increase from September 2022.

Membership attrition continues to be higher than previous years, running at around 5% month on month. February saw attrition vary by site ranging from 2.35% (Sidmouth Pool) through to 6.69% (Ottery Leisure Centre).

Community

- A new parent and toddler class is due to start at Honiton Leisure Centre on 17th March.
- Site teams were supported in receiving access to free Deaf Awareness training. The training is specifically aimed at Sports and Leisure providers to give confidence in engaging the Deaf Community to become more active. This is delivered through the charity “Living Options” who manage the Deaf Get Active project. Lottie Edwards is working with the charity to understand how LED can be more inclusive to the community including how easy is it for the Deaf Community to navigate the LED app for example and to support centres who would like to start activity groups for the Deaf Community to access.
- Planning is taking place for Littleham Health and Wellbeing fair, working with the operational team at ELC to promote centre and community activities, i.e. providing InBody assessment to attendees on the day.
- We are delivering two Walk Leader check in sessions as part of the ongoing work to migrate Walking for Health over to the new Wellbeing Walks format.
- Working with the Exmouth Admiral Nurse to develop an Opportunity Club for people with dementia and their carer’s.
- In discussions with AGE UK to restart the Sporting Memories Dementia coffee morning group at Exmouth Tennis Centre.
- Planning for Naturally Healthy May projects, looking to deliver gentle impact outdoor exercise classes in Exmouth and Seaton.

PARENT & TODDLER SESSIONS

THE SESSION

- Mother & toddler sessions (2-5 year olds)
- Haven't been to a fitness class in a while?
- Is child care an issue... Then this is for you!

Come along to get some feel good fitness, while your child enjoys themselves too! After the session enjoy a cuppa and a chat with the other mums.

No need to be a member but if you are then this is included within your membership!

FROM WEDNESDAY THE 16TH MARCH

STARTING TIME 10:30am - 11:15am

£2.50 PER SESSION INCLUDES A COFFEE!
(Funding will support these sessions until Easter)

CALL NOW TO BOOK 01404 42325 HONITON LEISURE CENTRE

www.ledleisure.co.uk

led Community Leisure

- A new parent and toddler session will be starting at Honiton Leisure Centre shortly in line with pre- and post-natal sessions, aiming to offer a fitness session that parents can bring their 2-5 year olds along to, therefore eliminating the barrier to participation. The sessions have initially been subsidised to ensure access to all, there will be an opportunity at the end of the session to grab coffee and chat with other parents.

- Honiton Community College - a fitness instructor from Honiton Sports Centre has been visiting the school once a week since January offering a group of Year 11 students that are disengaged from PE the opportunity to have an activity session in a slightly different way – the aim will be to provide some sessions at the sports centre as they move through the weeks so that they become comfortable in sports centre environment.

- We have been working with Littleham Primary School, Exmouth and “Heads up” a mental health charity developing some activity sessions once a week for Year 1 and 2, the Pastoral Care Lead has already reported back after 6 weeks what an impact the sessions are having on the children.

- Planning is being carried out with Exmouth Community College to deliver some sessions to Year 10s with ADHD and Post 16 drop off from physical activity.
- Currently doing some preparation with Withycombe Primary School to develop some sessions for a group of Year 1 pupil premium students, Year 5 girls struggling with anxiety and Year 6 students general wellbeing session in preparation for their transition to senior school.
- A project concept is being developed building on last year's success of the Swim to the Sea sessions, to deliver 2 courses, 1 for young people working with the community college and Sideshore and then an Over 55's group working with Active Devon.
- Working with the Community Physio team to develop new Activation Sessions at Exmouth LC with the exit pathway into the GP Referral Scheme.
- Mental Health Coaches and connectors are being developed in Exmouth through the PCN and LED will be part of the exercise prescription pathway.

Health & Fitness

918 indoor classes (including 60 virtual) were offered in February with an average 60% uptake and over 14,100 visits. Sites are developing their offering including new classes at Honiton targeting young mums, Ottery introducing new early morning Spin Classes targeting the working adult along with specialised spin classes. New Virtual Class videos have been created to support the new investment and with group virtual classes set up with Seaton trialling this first with great success.

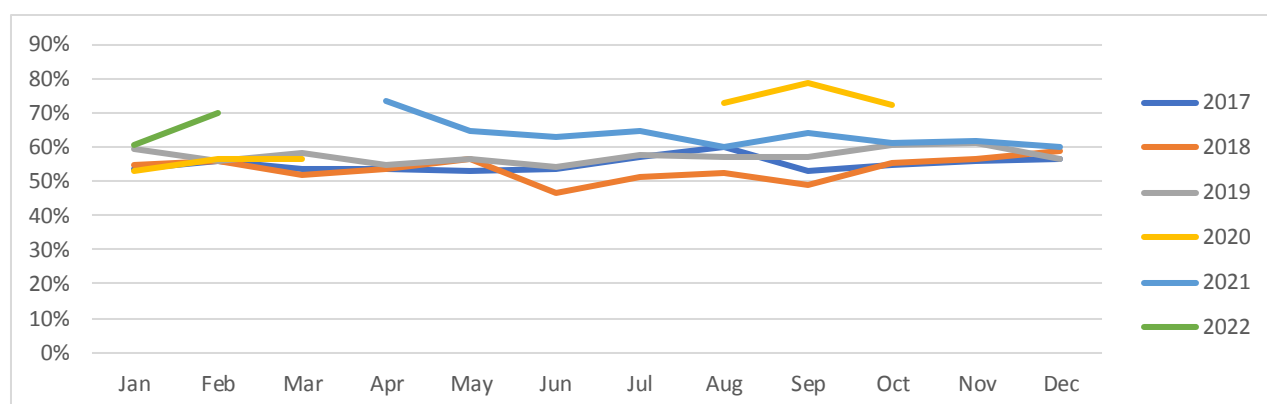
In April we will be taking delivery of new spin bikes and this will help improve the spin bike offering at Sidmouth, which in turn will support stabilising the membership base and compete against recent competition.

The gym had over 13,000 visits in February, we continue to offer a hybrid model of booking or turning up, but this is constantly being reviewed. We have developed the offering at Exmouth with a small investment by expanding the Strength and Conditioning area into an unused storage space. We will be adding in 4 new pieces of equipment as well as bringing back equipment currently in storage to support the growing membership / casual users based at ELC. Over the next few months, we are looking at developing the gym offering at Axminster and Seaton as well as moving equipment between sites to improve the customer offering.

In the next 3 months the team are reviewing our Gym Journey to help support customers, as customer behaviours are changing (potentially due to the Covid pandemic) and developing a number of bespoke 12-week packages for customers to purchase to support them on their exercise journey.

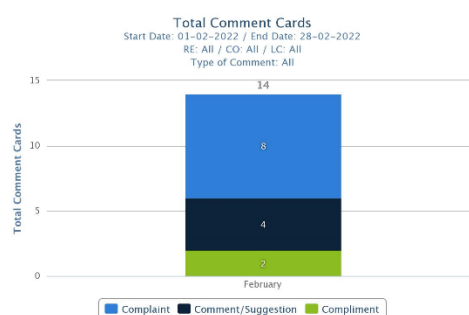
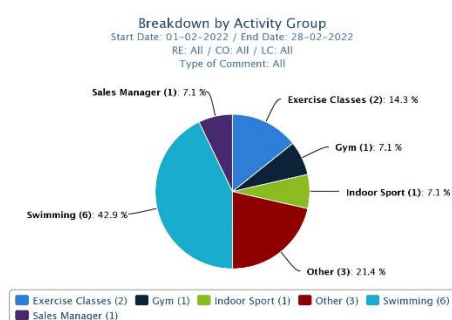
Swimming is going from strength to strength with 20,519 visits in January which is up 8% on last year. Swim School has hit over 2,200 participants on the scheme with a “stretch” target to get up to 2,500 by the end of 2022. LED launched its first Swim Channel Challenge linked to support Hospicare, customers have ‘swum the channel’ 27 times.

TRP (a member interaction software system) is going well with the team using this system to engage with members to support them on their fitness journey. As a group in February 2022, we interacted with 71.1% of high-risk users with an effectiveness of 73.9%. We aim for <30% of our gym users being high risk and in January this was 16.2% which is much lower than normal months.



Customer Feedback / Service

During January we recorded 14 comments in total 8 complaints, 2 Compliments and 4 suggestions



The key measure for customer satisfaction is through NPS (Net Promoter Score), the results from February were 46 from relational surveys sent out but a score of 38 for all other surveys (the industry benchmark is a score above 46). We used the NPS survey at Exmouth Swim School with a score of 36 with feedback around lack of instructors and consistency of instructor availability, the Swim School has been impacted by covid isolation issues. We are looking to run surveys for Exmouth gym development in March and the pool refurb at Honiton in March, to gather valuable feedback.

There were 79 surveys returned out of 807 sent out (10% return, historically we have achieved 14%-15%). Ongoing feedback about Honiton Pool Changing rooms was received along with negative comments and feedback about Sidmouth Pool Changing. Both sets of changing are undergoing investment to improve the customer experience and will be launching at Honiton in March and Sidmouth in April. The team continue to monitor and respond to the feedback to help improve the customer experience, with daily NPS reports being viewed by SMT and EMT colleagues.

Facilities

The Annual independent Health and Safety Audits are now underway again and the outcome to date is encouraging. All facilities so far have a positive variance from the previous audits (See below). The process will continue until June after which a detailed audit of all sites will be presented, with improvement action plans at both a site and company level.

Facility	Overall Compliance	Previous Audit Performance	Variance
Colyton	97.73%	87.00%	+10.73%
Exmouth	98.21%	96.79%	+1.42%
Ottery	97.95%	97.95%	0%

Accidents, Incidents and Near Misses

There were a total of 28 accidents during February, none of which were reportable.

Team members use Stitch, an online reporting system to record accidents / incidents. The system also records near misses. All team members responsible for data entry are aware of the importance of entering near misses and identifying any possible trends, enabling preventative measures to be put in place. This is now a standing agenda item for the safety committee. A near miss is defined as an incident or accident that happened that did not cause harm but has the potential too. By not reporting near misses and not learning from them increases the likelihood of an accident happening.

Given the current challenges / volatility on energy prices the Teams have heightened their engagement in energy management awareness and initiatives, looking deeper into how operations can be adapted / made more efficient in the event of further considerable gas price increases. Some significant savings have already been identified at sites such as Sidmouth Swimming pool, with advice sought from BMS engineers at Sidmouth and Honiton Pools on efficient operation of the plant.

EDDC have agreed to support the reduction in energy consumption focus with an investment of c£60k into a new pool management system, subject to EDDC cabinet agreement. This will support the reduction of gas, electricity and water consumption.

Teams are now preparing for the parks re-opening for the Easter holidays and engaging with EDDC maintenance teams to bring the courts and putting greens back to a quality standard, while also trying to recruit new team members to oversee the operation of them during the Easter and Summer Holidays. Teams have been challenged to look for alternative revenue generators for these spaces, such as water walkers at Seafield Gardens,

Broadclyst Sports Centre has successfully commenced running a self-access model with regular hirers of the facility. This project will be monitored, as this could develop into a viable business model for other similar sites, allowing LED to mitigate the strain of payroll costs and is a model that can potentially be developed as we learn from moving forward.

All sites coped well with the storms during February, with no sites reporting any significant damage or disruption to service.

Projects Update

The refurbished changing rooms at Honiton Pool were completed and handed over on Friday 18th March with a soft opening the following day to customers. Team members worked hard throughout the week in the build-up ensuring that the outside of the building was also presented in the best way possible, special mention should go to Chris Duchensky who was in at 5am in Saturday morning to ensure that the site was ready for opening to the public. A process of closing out snagging and resolving final issues with the contractors is now ongoing, but overall customer feedback has been positive.

A lessons learnt project review session is in the diary in April.

A small project to add some additional space in to the existing gym at Exmouth Leisure Centre has been completed. The current sports hall store has been converted into an extension to the functional fitness area. The works took 2 weeks with only 1 evening closure required. Credit to Andrew Dare for seizing an initiative, presenting it for funding support and then seeing the project through, getting the local team fully engaged.

At the time of writing, work on Sidmouth Pool changing and locker area is now in week 6 and beginning to make a real difference. Grouting and decorating is now complete, lockers have been refreshed, with old redundant lockers removed, a new bench seat is being installed. The ladies changing rooms is going to benefit from three new additional changing cubicles, while the old sauna room will become an additional family changing space, with baby changing and play pen. Both shower rooms will have new sanitaryware, toilet cubicles, shower fittings and a decorative hygienic easy clean cladding to the shower walls to bring a much-needed refresh to the site. This will be finished with some new branding and signage. The vast majority of the works continue to be delivered out of hours ensuring absolute minimal disruption to customers. This has been funded by EDDC through the National Leisure Recovery Fund.

Marketing and Communications

The marketing team constantly challenge themselves in terms of content quality and quantity, attempting to find the balance, which is not easy with the number of sites and the diverse activity types / multiple layers of comms required that a small team are trying to promote. A shifted focus in the month to promote key activities that support community positioning and credibility in the market was taken. Communications with the Community Engagement (Outreach) Team to showcase their work, has so far proven popular.

As part of considering quantity of content v quality content, a good example, having taken feedback from Andrew Dare and the fitness team, the decision was taken to move from a group exercise class of the week to a class of the month. This has allowed the team to focus on producing quality content, such as [this video to support Dance Fit at Axminster](#), rather than quantity.

Whilst the team is only 2 dedicated resources, support is provided by both enthusiastic team members and marketeers who work in other roles in the business (i.e. DM at Exmouth Tennis Centre, Josh Sims). This approach is well supported by local managers and SMT line managers and is only possible due to the collaborative nature of the Marketing Co-ordinator in his approach and style.

LED Community Leisure Ltd
Published by Hootsuite · 1 February ·


"It's all you bro" 🤔

Having someone spot you when you bench press will help you push past your comfort zone and squeeze out those last couple of reps safely 🙌

Click the link below to download a 5 days for £5 voucher and bring a buddy to spot you! 🙌

h... See more

Need a spot?



Bring a buddy to LED with a 5 days for £5 voucher!

www.ledleisure.co.uk

3,444 People reached 138 Engagements - Distribution score

Boosted on 1 February By Barnaby Saint Anton Completed

People reached 2.5K Post engagements 65

View results

6

Like Comment Share

Most relevant

Comment as LED Community Leisure Ltd

LED Community Leisure Ltd
Published by Hootsuite · 2 March at 14:02 ·


We are here to support the health and wellbeing of everyone in our community 💜

Our team work alongside the PE and mental health and wellbeing departments at Honiton Community College to offer outreach sessions to pupils in year 11.

Our instructor delivers a circuit based class in a safe and inclusive environment for students disengaged from regular physical activity. ...

See more

In our community



HCC HONITON COMMUNITY COLLEGE

Supporting student mental health & wellbeing through physical activity

www.ledleisure.co.uk

1,837 People reached 66 Engagements - Distribution score

Boost post

11 3 shares

Like Comment Share


Most relevant

Comment as LED Community Leisure Ltd

LED Community Leisure Ltd
Published by Hootsuite · 3 February ·

LED Community Leisure are committed to providing a safe space for everyone in our community to live a healthier lifestyle by providing great leisure facilities no matter who you are.

As part of this commitment, and to celebrate LGBT+ History Month, we have teamed up with Exmouth Pride to provide a welcoming environment for anyone to try our facilities. You might be a keen swimmer, a novice yoga enthusiast - or even apprehensive. LGBT+ people like anybody else can be all of ... See more



723 People reached 21 Engagements - Distribution score

Boost post

4 1 share

Like Comment Share

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LED Community Leisure Ltd
Published by Hootsuite · 16 February at 18:00 ·

If you know, you know 🤔

Forget private jets and international parties, send your tinder match a 5 days for £5 voucher and give them a first date they'll never forget! 🙌

Download here: <http://ow.ly/UMh450HWnRs>

P.s. We do not accept Amex 🤔



Simon

0:06 09:18

0:10 09:18

The card is not working 09:18

Call them please 09:18

I'm ready to go to the gym 09:18

What's the amount??? 09:20

I'm on the call! 09:20

\$20,000 09:20

For a gym membership?! Simon, you know you could get 5 days of inclusive access to LED Community Leisure Facilities for just £5! That includes gym, group exercise, swimming, sports and even tennis? #noswindling 09:21

Oh, fair enough 09:27

Do they take Amex? 09:27

Message

785 People reached 13 Engagements - Distribution score

Boost post

3

Like Comment Share

Comment as LED Community Leisure Ltd

Facebook ads

From my understanding, the use of Facebook ads has been adversely affected by recent IOS/Android updates. A great move for user security, a real problem for us!

Meetings have been held with both 3rd party partners to LED to discuss the likely impact of this update (i.e new joiners are greatly down and cost per lead has nearly tripled since the update) and called a meeting between LED & LEDE marketing teams to discuss alternatives This may mean taking a different approach / calculated risk on proposals we have previously not followed through on, such as Sky/Youtube adverts.

Email

As can be seen in the above report, because of the sheer volume of project updates and membership changes across the business we made the decision to move to 1 monthly newsletter style email until things settle down. Unfortunately, this email contained an opening date for Honiton Pool changing rooms which was subsequently pushed back during the send process and so this was cancelled. Click through rates were decent for those who received the email before it was cancelled. A good lesson learned.

App

In February we launched the 'Bring a Buddy' feature via the LED Leisure app. This new feature was brought to the table by "Innovative" (LED App provider) with short notice and so the Marketing/Sales team had to work quickly to set this up, test and communicate with teams.

- 274 referrals sent by members
- 82 leads generated in GymSales
- 10 sales directly from this campaign

10 members for total cost of £0

Summary

Whilst February did not deliver for the leisure business from both a Club Live net gain (only 29 growth), or the bottom-line financial position (small miss against budget), what it did show was the strength of the team and how they are growing as a team. This was evident in the number of projects underway across the estate, how well they were managed, the covid challenges resulting in colleagues working on days off and cancelling annual leave and the sheer level of commitment to find solutions to keep services open and running for our customers.

This bodes well as we move forward into a new financial year, with numbers becoming increasingly challenging in no small part due to an increasing inflation, Covid prevalence on the increase again, world events providing levels of uncertainty and ongoing resourcing challenges, with a strong engaged and committed team, we will keep focused and keep moving forward with a focus to improve every month. On reflection a good month, not necessarily for the visible business drivers, but certainly for the invisible drivers.

Jamie Bryant, Director of Delivery, LED

Report to: EDDC / LED Monitoring Forum, 12th April 2022

Subject: LED Community Engagement / Outreach Programme, Jan – March 2022

From: Peter Gilpin, CEO, LED Community Leisure

Date: 22nd March 2022

Lottie and Jane are really developing great links into the community and supporting the NHS Long Term Health Plan as well as delivery the EDDC Public Health Strategy. The team are working with a wide range of groups to help support the strategies and build long term partnerships. The team can be credited for the way they conduct themselves with such enthusiasm and passion to help support the community and making a difference to people's lives across East Devon.

LED Community

- We are delivering two Walk Leader check in sessions as part of the ongoing work to migrate Walking for Health over to the new Wellbeing Walks format. The two days we had 35 volunteers attend the 4 hours session. Moving over to the new national scheme has been very time consuming for Lottie as it is a big change for the volunteers as we move to electronic systems.



- A new Parent & Toddler class is due to start at Honiton Leisure Centre in the coming weeks.

PARENT & TODDLER SESSIONS

THE SESSION

- Mother & toddler sessions (2-5 year olds)
- Haven't been to a fitness class in a while?
- Is child care an issue... Then this is for you!

Come along to get some feel good fitness, while your child enjoys themselves too! After the session enjoy a cuppa and a chat with the other mums.

No need to be a member but if you are then this is included within your membership!

FROM WEDNESDAY THE 16TH MARCH

STARTING TIME 10:30am - 11:15am

£2.50 PER SESSION INCLUDES A COFFEE!
(Funding will support these sessions until Easter)

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led
Community Leisure

- Site teams were supported in receiving access to free Deaf Awareness training. The training is specifically aimed at Sports and Leisure providers to give confidence in engaging the Deaf Community to become more active. This is delivered through the charity “Living Options” who manage the Deaf Get Active project. Lottie is working with the charity to understand how LED can be more inclusive to the community including how easy is it for the Deaf Community to navigate the LED app for example and to support centres who would like to start activity groups for the Deaf Community to access.
- Planning is taking place for Littleham Health and Wellbeing fair, working with the operational team at ELC to promote centre and community activities, i.e. providing InBody assessment to attendees on the day.
- Working with the Exmouth Admiral Nurse to develop an Opportunity Club for people with dementia and their carer’s.
- In discussions with AGE UK to restart the Sporting Memories Dementia coffee morning group at Exmouth Tennis Centre.
- Planning for Naturally Healthy May projects, looking to deliver gentle impact outdoor exercise classes in Exmouth and Seaton.
- A new parent and toddler session will be starting at Honiton Leisure Centre shortly in line with the pre- and post-natal sessions, aiming to offer a fitness session that parents can bring their 2–5-year-olds along to, therefore eliminating the barrier to participation. The sessions have initially been subsidised to ensure access to all, there will be an opportunity at the end of the session to grab coffee and chat with other parents.
- Honiton Community College - a fitness instructor from Honiton Sports Centre has been visiting the school once a week since January offering a group of Year 11 students that are disengaged from PE the opportunity to have an activity session in a slightly different way – the aim will be to provide some sessions at the sports centre as they move through the weeks so that they become comfortable in sports centre environment.



- We have been working with Littleham Primary School, Exmouth and “Heads up” a mental health charity developing some activity sessions once a week for Year 1 and 2, the Pastoral Care Lead has already reported back after 6 weeks what an impact the sessions are having on the children.

- Planning is being carried out with Exmouth Community College to deliver some sessions to Year 10’s with ADHD and Post 16 drop off from physical activity.

- Currently doing some preparation with Withycombe Primary School to develop some sessions for a group of Year 1 pupil premium students, Year 5 girls struggling with anxiety and Year 6 students general wellbeing session in preparation for their transition to senior school.
- A project concept is being developed building on last year's success of the Swim to the Sea sessions, to deliver 2 courses, 1 for young people working with the community college and Sideshore and then an Over 55's group working with Active Devon.

LED In-Centre

- A new Social Prescribing Model which was piloted in 2021 in Honiton, Ottery and Sidmouth will be replacing the Ways2Wellbeing Model. These will consist of Mental Wellbeing Coaches and Connectors and will support patients to live a more active and healthier lifestyle. LED Community Leisure have been part of the pilot at Honiton developing an Exercise Prescription Pathway with 3 options available:

Option 1 – Patient needs more supervision and use the GP Referral Scheme

Option 2 – 20 days of exercise FREE and support by a Mental Health Coach

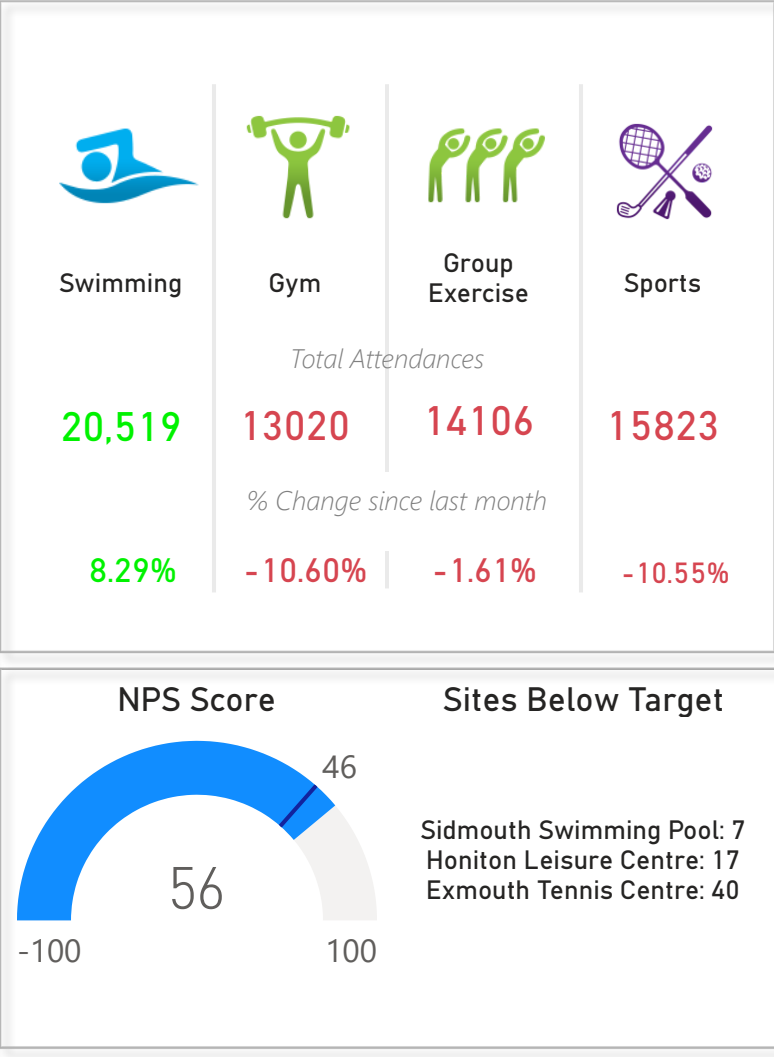
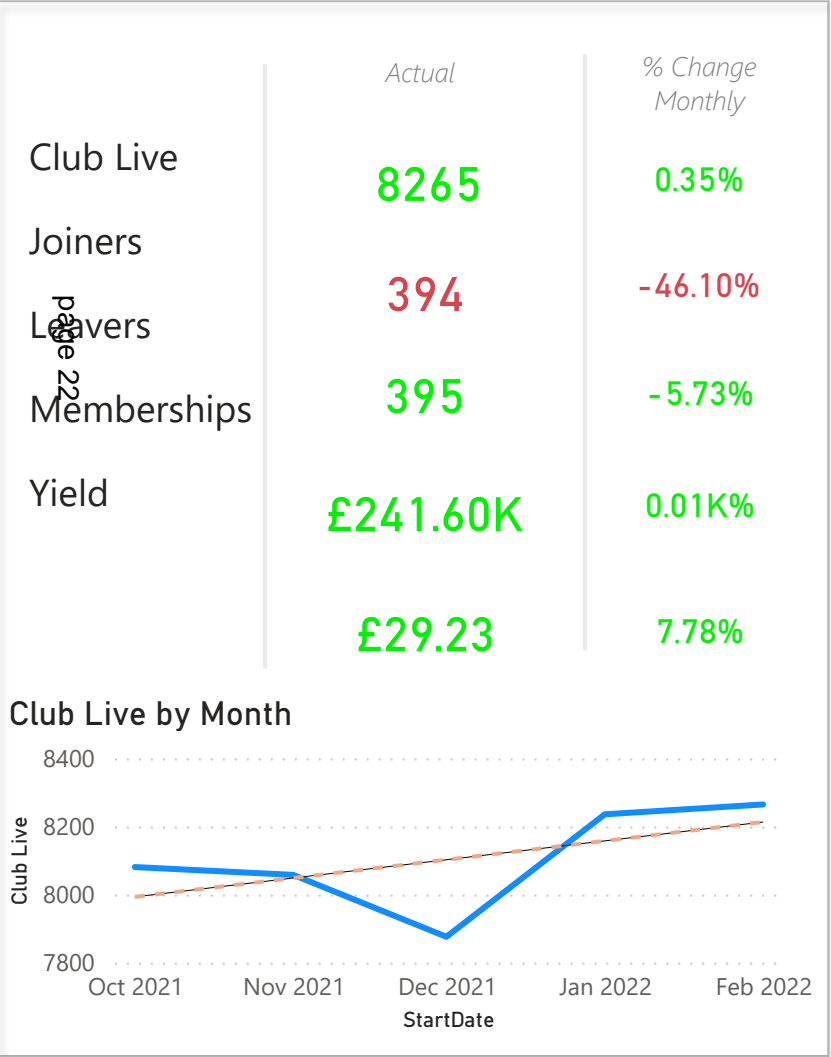
Option 3 – LED Membership 10% discount and no joining fee.

At Honiton we are now embarking on a new option with the coaches using our spaces to meet clients and run small exercise-based classes as well as utilising our new Virtual Group Exercise system.

In March 2022 Exmouth, Budleigh, Seaton & Axminster has launched the same model with 5 coaches and 2 connectors being inducted. LED Community Leisure will be working with the team to offer the same pathway and opportunities.

- LED has developed a new Exercise Pathway with the First Contact Physio team that work out of the doctors' surgeries. This supports patients to get active at LED centres with a small membership offer.
- Working with a new Community Physio (Lou Saunders) at Exmouth we are developing new Activation Sessions at Exmouth LC with the exit pathway into the GP Referral Scheme or other LED activities.
- LED have continued our partnership with The NHS Community Physio team and support multiple classes currently at Honiton and Exmouth such as Backfit, Pulmonary Rehab, Strength & Balance, and a Lower Limb Class.
- LED continue to run our GP Referral Sessions across all 7 sites with Cardiac Rehab Phase IV running from Honiton LC, Cancer Rehab, Strength & Balance and Escape Pain at various sites. [Honiton Editorial](#) on Jude the Health Referral Lead at Honiton LC.

Axminster Leisure Centre	Broadclyst Leisure Centre	Bucklers Mead Leisure Centre	Colyton Leisure Centre	Exmouth Leisure Centre	Exmouth Tennis Centre	Honiton Leisure Centre	Ottery Leisure Centre	Seaton Fitness Centre	Sidmouth Leisure Centre	Sidmouth Swimming Pool
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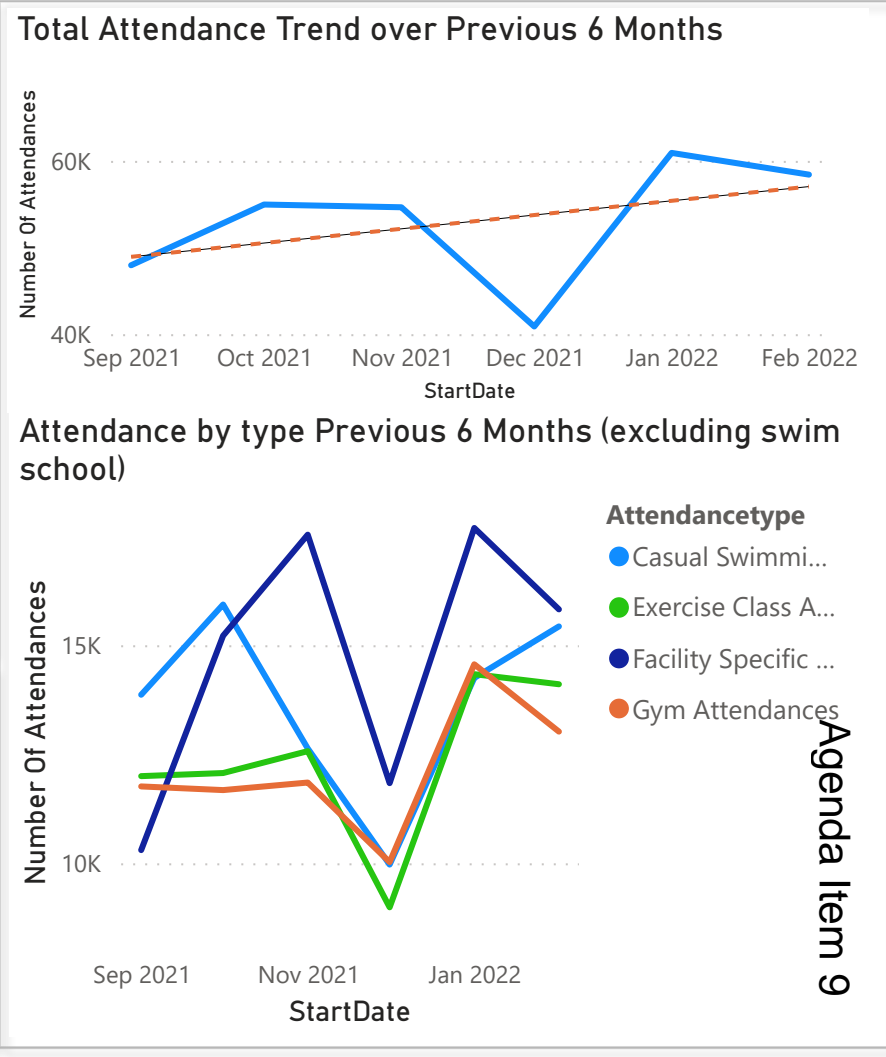
NPS Score



56

Sites Below Target

Sidmouth Swimming Pool: 7
Honiton Leisure Centre: 17
Exmouth Tennis Centre: 40



Report to: LED Monitoring Forum

Date of Meeting 12th April 2022

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A



Colyton Leisure Centre and All Weather Pitch

Report summary:

This report is being provided by way of an update on the current discussions with Colyton Grammar School (CGS) regarding the realignment of the terms of the existing Management Agreement and Lease agreements alongside CGS proposals to install a new all-weather pitch (AWP) and associated floodlights.

At a recent meeting with the School, it was agreed in principle that the Management Agreement for the Sports Centre should be altered to reflect the changes in Sports Hall usage by both parties over the last decade. The current split of costs is EDDC pays 60% and CGS pays 40% of associated costs. The proposed alteration allows for EDDC to pay just 40% and CGS 60% to reflect actual usage.

As part of these discussions, the School raised the need to replace the AWP and floodlights which is estimated to cost in the region of £360,000. The school accept it is their responsibility to carry out this work and are currently fund-raising to meet this capital cost but they have also asked whether EDDC would contribute 40%, which would equate to approx. £144,000. Use of the AWP would then be incorporated in a new lease document securing its long term future for the general public. Without the replacement floodlights LED will be unable to let the AWP during winter evenings and therefore rental income will fall. The rental income received through letting of the AWP will help mitigate the up-front capital contribution.

These proposals are currently out to Tender and it is likely a Contractor will be appointed in the summer with a view to starting on site during the school holidays.

EDDC have commissioned a review of the Council's current Leisure Strategy which is being undertaken by Strategic Leisure who are due to submit their recommendation report to Cabinet in June /July and their report is likely to have a bearing on the future of Colyton as an LED site. Strategic Leisure's quality site assessment identifies the pitch surface at Colyton to be poor and in need of replacement and consultation with Honiton TC also identified that the Colyton Pitch is used by several of their local clubs but is in poor condition. Development of a pitch in Honiton is a key priority moving forward.

Should EDDC agree to contribute towards the costs of the AWP, payback is likely to be between 10-15 yrs. but further investigation is required before the payment length can be confirmed.

CGS would also be prepared to add the 2 all-weather netball courts adjoining the AWP into the community use agreement. There is a growing demand for women's netball that could be developed in due course. The courts can also be used for tennis and 5-a-side football.

Negotiations will continue over the next few months with CGS as the Management Agreement and Lease do need to reflect the change in circumstances.

However, if the proposal to contribute towards the AWP & Floodlights can be brought forward of any Report on the overall future of shared sites, it will greatly assist in the overall discussions with the school.

Any decision to contribute in the AWP and Floodlighting costs will require a budget and therefore Council approval. A variation to the existing lease is an Officer decision delegated to Service Lead – Place, Assets & Commercialisation in consultation with Portfolio Holder.

Is the proposed decision in accordance with?

Budget Yes ☐ No ☒

Policy Framework Yes ☒ No ☐

Recommendation:

- 1) A business case is prepared whereby EDDC make a 40% contribution to the AWP & Floodlights which is considered in advance of the overall Leisure Strategy review outcomes of shared LED sites.
- 2) That the Forum support a report direct to Cabinet to consider the contribution to the AWP and Floodlights once a fuller business case is developed. If supported, this will then require an onward recommendation to Council for budget.
- 3) Discussions continue alongside the production of this report which ensure the necessary changes to the Management Agreement & Lease are captured in revised Heads Of Terms and updated documents.

Reason for recommendation:

The proposal as part of the package is that we contribute £144K to these works which based on the newly agreed contribution split at the leisure centre being 40% in EDDC's favour. The ability to use these facilities will be incorporated into the lease which will provide long term security for the continued use of these facilities as if the management agreement were to end, so too would our use.

The emerging strategy aside, the ideal outcome might be the change in % split of costs in the leisure centre without having to contribute to the AWP, but that isn't currently the offer.

Some more work is needed on the financials but it's thought the payback through this proposal would be circa 10- 15 years, but it also gives the long term security on the AWP if indeed the strategy says this is needed.

The school need to commence these works this summer and hence the urgency and the recommendation that this proposal is considered in advance of the strategy.

Officer: Tim Child, Service Lead – Place, Assets & Commercialisation tchild@eastdevon.gov.uk ,
01395 571692

Portfolio(s) (check which apply):

- ☐ Climate Action and Emergency Response
- ☐ Coast, Country and Environment
- ☐ Council and Corporate Co-ordination
- ☐ Democracy, Transparency and Communications

- ☒ Economy and Assets
- ☒ Finance
- ☐ Strategic Planning
- ☐ Sustainable Homes and Communities
- ☒ Tourism, Sports, Leisure and Culture

Equalities impact Medium Impact

Improved access for all to the new facilities.

Climate change Low Impact

Risk: Medium Risk; If the AWP is not replaced LED will lose significant income during the winter months for an indefinite period of time- the lease with the School is for 99 yrs. from 6th January 2004.

Links to background information none

Link to [Council Plan](#)

Priorities (check which apply)

- ☐ Better homes and communities for all
- ☐ a greener East Devon
- ☐ a resilient economy

Financial implications:

The financial details are contained within the report. Any additional spend will be required to be recommended to Cabinet and approved by Council.

Legal implications:

The initial legal issues are covered in the report. Legal Services will assist with the future steps to secure the relevant agreements going forwards.

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

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of the Local Government Act 1972.

Document is Restricted