

Report to: LED Monitoring Forum Report
Subject: Facilities and Activities Update
From: Delivery Team
Date: January 2024



Operational Delivery

Over the last 3 months, the team has won 2 national awards which is an amazing achievement for the Trust. Firstly, our inspirational swim teacher Kara Williams was named Swim Teacher of the Year at the prestigious Swim England National Awards.



Follow the link for the full story: [Kara Swim Teacher of the Year 2023](#)

Secondly, our dedicated Community Engagement Manager Lottie Edwards was awarded the 'Above and Beyond Award' for her work on the Community Leisure UK Active Kindness project. Please watch a [short video](#) that encapsulates how LED supports our volunteers.



Follow the link for the full story: [Lottie Edwards Active Kindness Award](#)

We have seen 1,425 Membership sales and 1,296 leavers in the last 3 months with us ending up at the end of December with a Club Live of 9,881 members. We continue to monitor leavers to help increase their length of stay through face-to-face and digital communications. Seaton Fitness Centre exceeded 750 Club Live and Exmouth Leisure Centre reached the 4,000 mark in October, with 4,202 members which is a staggering result.

In October we had 836 people taking part in the 'free weekend'. The weekend allowed the local community to engage in a health activity such as swimming, gym, group exercise class, or a junior activity with a variety of prizes and awards for those who attended.

The LED new website went live in December 2023 which will help support customers be able to access activity information quickly and develop our brand moving forward. Digital technology is key to our industry moving forward, LED looks at ways to help provide our local community with accessible information and booking opportunities.

The links with the NHS continue to be strong, developing a variety of programs across the group to support the community. Honiton is now established as an MSK hub supporting people with various health conditions. All 3 swimming pools are now Swim England [Water Wellbeing Accredited](#) which is focused on improving health and wellbeing in local communities through a variety of different activities.

The community team continues to target the hard-to-reach audiences across the district and a highlight over the last 3 months was working in partnership with Jurassic Coast social prescribers we ran a 5-week Pilot at the Hangar for patients suffering from Fibromyalgia.



The Seachange project linking with LED had 15 people take part in the 8-week course with the first 5 weeks taking place at Seachange in Budleigh Salterton and then 3 weeks at Exmouth Leisure Centre where the team delivered Good Boost, Walking Circuits, and a session at the Wellness Hub.

In Exmouth LED is delivering a 6-week nutrition course to the Exmouth Stroke Survivors Club alongside their weekly sessions. They have started incorporating seated boxing into their sessions.

The team continues to support various primary and secondary schools working with those pupils who are suffering from mental health, the impact on these individuals has been positive. Using a digital solution called Born to Move we are supporting children be more active more often across East Devon

Group Exercise is continuing to grow especially those sites supported by our virtual classes allowing more members to exercise more often along with our app supporting over 1500 classes that members can do at home. 1,084 monthly indoor classes with 14,292 people attending with 584 taking part in a virtual class.

The gyms had 17,991 visits and they continue to be busy at peak times. Honiton and Exmouth have created more space in the gyms for functional fitness and the team continues to develop and drive the customer gym journey to help drive retention, delivering 184 Personal Training sessions and 315 appointments in December.

Swimming had 22,095 visits; Swim School is now at 2,608 participants with 200 private swim lessons delivered in December. In December the swim team had their annual training day along with launching a new junior swimfit and discovery duckling lessons.

Whilst the KPI Dashboard shows a decline in attendances across the year, it should be noted that this is a naturally occurring scenario each year, as the New Year resolution effect slowly declines, albeit with some spikes during holiday periods, finishing with a big drop off in December and leading up to Christmas.

What should also be noted that, as with memberships, there has been a significant year on year growth of 16.8% from 2022, with total attendances rising from 645,000 to 776,000 in 2023.

Customer Engagement

4,111 calls were answered by the Customer Engagement Team in December. This equates to 87% of the 4,702 incoming calls. 1,568 outbound calls were made by The Customer Engagement Team.

The key measure for our customer satisfaction is through NPS (Net Promoter Score). The results from the last 3 months were 71 for surveys sent out which was way above the industry benchmark score of 38 and our target of 40.

The feedback is essential for us to improve as a business, and we are using the data even more now to help develop our programs on-site and drive better performance. We have developed a good system with internal verbal comments along with NPS surveys targeting customers and products. The data gives us some great feedback quickly on how we can improve our products and services.

Health & Safety

We had 59 minor accidents or incidents over the last 3 months. The Leisure Team is working on continuing the high standards of practice across the group with quarterly H&S committee meetings to review systems and processes. External audits across the group have taken place with an average score of 94%.

Project Update

Exmouth Leisure Centre will have access gates installed at reception in January 2024. At peak times the demand is too much for the front-of-house team and therefore the customer journey is affected. The gates should allow for a better flow for our members, improve their experience and provide for greater security.

Summary

Over the last 3 months as we move to Christmas it always proves to be a challenging time for leisure, as mentioned above. Membership sales have been strong over the past 3 months with the team driving to increase Club Live by focusing on acquisition and engagement campaigns. The challenge continues to be felt financially around energy costs, payroll pressures, and the impending cost of living crisis but the teams continue to review and drive costs down. The delivery team retains a bright outlook and continues to drive the range of products to members and the community, and we look forward to positively hitting January 2024.

LED Leisure Delivery Team