

Agenda for Leisure Strategy Delivery Forum Tuesday, 28th April, 2026, 6.30 pm

Members of Leisure Strategy Delivery Forum

Councillors: P Arnott, K Bloxham, M Goodman, S Hawkins
(Chair), P Hayward, N Hookway, G Jung, F King, J Loudoun,
S Smith

Venue: Online

Contact: Sarah James;

01395 519978 Email: sarah.james@eastdevon.gov.uk

(or group number 01395 517546)

Monday, 20 April 2026



East Devon District Council
Blackdown House
Border Road
Heathpark Industrial Estate
Honiton
EX14 1EJ

DX 48808 HONITON

Tel: 01404 515616

www.eastdevon.gov.uk

- 1 Minutes of the previous meeting held on 13 January 2026 (Pages 3 - 5)
- 2 Apologies
- 3 Declarations of interest
Guidance is available online to Councillors and co-opted members on making [declarations of interest](#)

- 4 Public Speaking
Information on [public speaking is available online](#)

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 April 2026 (Pages 6 - 11)
- 8 LED KPI Dashboard January - March 2026 (Page 12)
- 9 Cranbrook Leisure Centre update (Pages 13 - 19)

Part B

- 10 Leisure Project Update (Pages 20 - 27)

Members of the public exercising their right to speak during Public Speaking will be recorded.

[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 Leisure Strategy Delivery Forum held at Online on 13 January 2026****Attendance list at end of document**

The meeting started at 6.30 pm and ended at 8.11 pm

29 Minutes of the previous meeting held on 16 September 2025

The minutes of the previous meeting were noted as a true and accurate record.

30 Declarations of interest

Minutes 34 – 39. Councillor Mike Goodman, Councillor sits on the management committee of Sidmouth Cricket Club.

31 Public Speaking

No members of the public had registered to speak at the meeting.

32 Matters of urgency

There were no matters or urgency.

33 Confidential/exempt item(s)

There were two confidential/exempt items (minutes 38 and 39 refer).

34 LED Facilities and Activities update January 2026

The LED Chief Operating Officer presented this report which provided an update on recent activities, highlighting both positive community initiatives and challenges such as increased competition and shifting user trends.

The Forum noted the report.

35 LED KPI Dashboard November 2025

The Forum received and noted key details of the performance of LED Community Leisure for November 2025. Members briefly discussed attendance trends, site-specific impacts and the effects of competition.

36 Cranbrook Leisure Centre update

The Leisure Manager provided an update on the progress of the Cranbrook Leisure Centre scheme by the project team including the appointment of design consultants, engagement with Sport England, and plans for a public consultation in February.

The Forum noted the report.

37 **Playing Pitch Strategy update**

The Leisure Manager presented an update on the draft Playing Pitch Strategy outlining the methodology, key findings, collaboration with local councils, and next steps for consultation with a view to finalising the Strategy and Action Plan by end March 2026. He thanked consultants Strategic Leisure for their work on the project.

Discussion included the following points:

- Auxiliary facilities such as changing rooms are part of the assessment process and, working with national governing bodies, the strategic plan will provide evidence of need which will support clubs to access grant funding.
- It is important to get the Strategy agreed and protect the facilities required to influence and inform the delivery of the Local Plan.
- The Strategy will become a key archive to hand over to the new organisation following Local Government Reorganisation, identifying what the challenges, opportunities and assets are, and ensuring there is an accurate record all in one place.

The Forum asked officers to consult with Parish and Town Councils on the draft key principles set out in the report along with the Playing Pitch and Outdoor Sports Strategy Executive Summary and Action Plan and return to Committee with feedback and final edition for endorsement.

The meeting went into private session.

38 **Leisure Project update**

The Leisure Manager introduced this update report and Rachel Fowler of Strategic Leisure delivered a presentation to Forum members.

Members discussed the content and asked direct questions.

RECOMMENDED to Cabinet: to note the contents of this update.

39 **Flamingo Pool verbal update**

The Forum received a verbal update on Flamingo Pool as part of the Leisure Project update (minute 38 refers).

Attendance List

Councillors present:

P Arnott
K Bloxham
M Goodman
S Hawkins (Chair)
N Hookway
G Jung
F King
J Loudoun
S Smith

Councillors also present (for some or all the meeting)

R Collins
P Faithfull
M Hall
S Jackson

Officers in attendance:

Mike O'Mahony, Senior Leisure Officer
Tim Child, Assistant Director Place, Assets & Leisure
Sarah James, Democratic Services Officer
Andrew Wood, Director of Place

Councillor apologies:

P Hayward

Representatives of LED Community Leisure in attendance:

Richard Purchase, Chairman of LED Board
Olly Swayne, LED Chief Executive
Matt Wright, LED Chief Operating Officer

Chair

Date:

Report to: Leisure Strategy Delivery Forum
Subject: Facilities and Activities Report
From: Operational Delivery Team
Date: 28th April 2026



Overview

LED Leisure continues to deliver strong community value across East Devon, with rising participation, strengthened partnerships, and a growing portfolio of innovative programmes.

Recent developments — including the expansion of HYROX functional fitness, introduction of private healthcare access for members, the successful launch of our Digital Wellbeing Plan, ongoing Honiton Gym improvements, investment in the environment, and preparations for our LTA Tennis Open Weekend — demonstrate LED's commitment to evolving with community needs and national trends.

Despite sector-wide financial pressures and increased local competition, LED remains aligned with EDDC's priorities around health, inclusion, and community resilience.

Highlights:

- 1. Development of HYROX** - The introduction of HYROX-style functional fitness training has been a major success.

Key outcomes:

- Strong uptake from younger adults and returning exercisers.
- Increased off-peak usage and diversification of the fitness timetable.
- Attraction of new members seeking structured, performance-based training.
- Positive feedback around motivation, challenge, and community feel.

- 2. Honiton Gym Development** - Honiton Leisure Centre has seen significant investment, enhancing both the environment and the customer experience.

Key improvements include:

- Upgraded equipment to support strength, cardio, and functional training.
- Improved layout to increase accessibility and training flow.
- Enhanced lighting, décor, and flooring to modernise the space.
- Positive member feedback, with increased usage since the upgrades.

These developments strengthen Honiton’s role as a key fitness hub for the local community whilst assisting us in mitigating the impact of increase local competition.



3. Launch of our Health Key programme – this provides our ‘All In’ members with access to private health services including:

- Virtual GP appointments
- Virtual and face-to-face physio appointments
- Mental health support services
- Dieticians
- Discounted health screening
- Discounted blood and hormone testing

This investment is designed to ensure we are offering rounded wellbeing and longevity services for the residents of East Devon.

4. Tree and Kelp planting initiative – LED has partnered with an organisation to assist us with reducing our carbon footprint by planting trees and kelp for every new member we sign up.

- We will plant a tree for every new member we sign up at any of our facilities and kelp for every swim lesson participant we sign up.

- We are anticipating this delivering c.5000 trees/kelp being planted per annum just for the EDDC Leisure contract, with the total figure for the LED group being far greater.

5. LTA Tennis Open Weekend – Planning Underway - LED is working closely with the Lawn Tennis Association (LTA) to deliver a Tennis Open Weekend, designed to increase participation and introduce new players to the sport.

This will take place at Exmouth Tennis Centre and include:

- Free taster sessions for adults, juniors, and families.
- Coach-led activities showcasing the benefits of tennis for physical and mental wellbeing.
- Equipment provided to remove barriers to participation.
- Promotional campaign to attract new players and re-engage lapsed participants.

This event supports EDDC’s goals around active lifestyles, community engagement, and accessible sport.

6. Digital Wellbeing Plan – LED launched its first Digital Wellbeing Plan, supporting residents to use technology to improve physical and mental wellbeing.

Highlights:

- 30 residents attended, demonstrating strong demand for digital inclusion support.
- Sessions covered activity tracking, online safety, motivation tools, and healthy screen habits.
- Participants reported increased confidence in using digital tools to support their health.

This initiative directly supports EDDC’s aims around digital inclusion and ageing well.

7. Hospicecare Award - LED were recognised by Hospicecare and awarded the “Unsung Hero” award at the 40 Club Awards, celebrating organisations that make a positive impact behind the scenes.

- This recognition reflects the passion, commitment and teamwork shown by staff across LED in assisting Hospicecare in raising over £100,000, working in partnership with local businesses across the East Devon area.



Active Communities Update

This report provides an overview of our activities and achievements from January through mid-April 2026, highlighting new school partnerships, ongoing programmes, community initiatives, and partnership working in the East Devon area.

Community Health Engagement

- Health checks delivered for teachers at Cranbrook Education Campus.
- Attendance at the Exmouth Collaboration Day, contributing to discussions on challenges facing children and young people in Exmouth.
- Participation in the Eastern Devon Healthy Ageing Partnership, supporting coordinated approaches to ageing well.
- Ongoing collaboration with the NHS Frailty Lead to pilot a new support group for instructors working with older adults, with a focus on FaME delivery.
- Attendance at the WEB Health & Wellbeing Alliance.
- Attendance at the Naturally Healthy Forum.
- Participation in the Volunteer SIG (Community Leisure UK).
- Attendance at the Engage & Connect event at The King's School.
- Ongoing volunteer support across wellbeing programmes, strengthening community capacity and sustainability.

Targeted Projects & Programmes

- Cranbrook Education Campus girls' project visited Ottery St Mary, taking part in a range of activities to support confidence, wellbeing, and physical activity.
- PausePower menopause pilot launched at Ottery St Mary; following successful engagement, the programme is continuing and will be rolled out to additional sites, with Seaton next.
- Partnership work with Open Door to support their toast sessions through physical activity and wellbeing input.
- Delivery of Wellbeing Walks, supporting low-level physical activity, social connection, and confidence building.
- Launch of the new Lypstone Wildlife Group, with 17 residents attending the first session, promoting nature connection and community engagement.



PausePower

Empowering busy midlife women to feel better!

Starts
24th Feb
2026

£30 FOR 6 WEEKS for non members
and free to members

A 6 week Strength, Support and Self-care class for women in Menopause

PausePower is a weekly 1 hour class designed to help you build strength, reduce stress and connect with others who understand the menopause journey.

Exercise

We'll guide you through 30mins of strength training in the studio using small pieces of equipment - safely and effectively in a supportive environment

Relaxation

Our instructors will guide you through relaxation, giving you time to breathe, reset and recharge.

Refreshments

Supportive space for friendly conversation. Whether your managing symptoms, building confidence or simply seeking connection with like minded women PausePower can help you feel strong, supported and seen.

Location & Time
Ottery Leisure Centre, Cadhay Lane, Ottery St Mary,
EX11 1QW, 6 -7pm Studio 1

To book a place call **01404 814317**

f @ www.ledleisure.co.uk

Schools Engagement

Continued delivery of school-based wellbeing and activity programmes at:

- Littletown Primary
- Beacon Primary
- Littleham Primary
- Cranbrook Education Campus



Upcoming Additions (PF Workstream)

The following items will be included in the next update section:

- Men's Mindfulness sessions
- Dan's Kickstart programme
- Climbing wall development and engagement activity

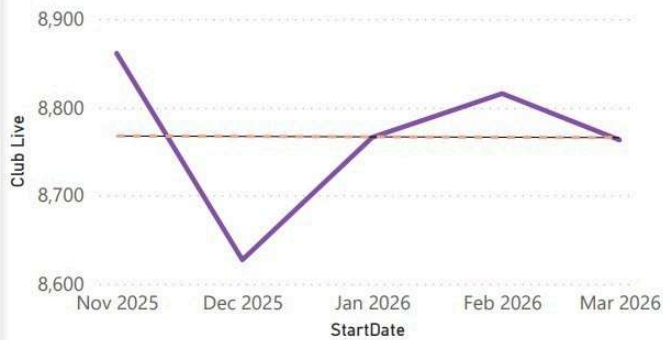
Deferred to Next Quarter

- Fibromyalgia support development
- New Strength & Balance initiatives

Memberships

	Current Month	Prior Year Month
Club Live	9,423	9,928
Joiners	1,077	1184
Leavers	394	355
Yield	£36.14	£34.42

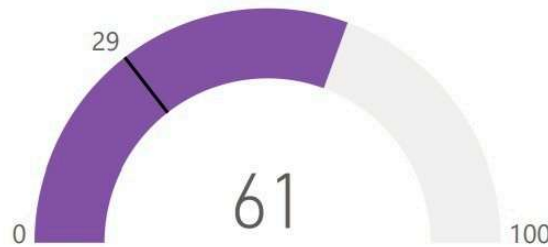
Club Live by Month



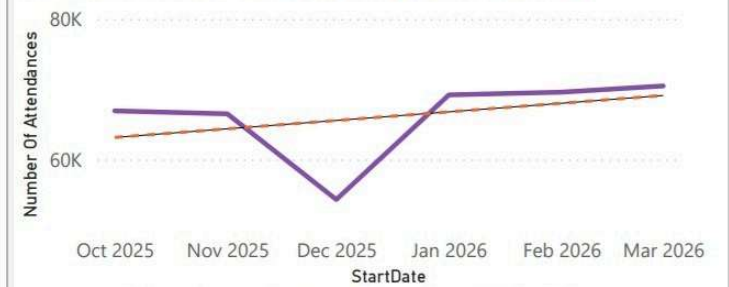
Attendances

Swimming	Gym	Group Exercise	Sports
66,930	51,145	43,126	37,808
68,000	57,998	40,226	41,141

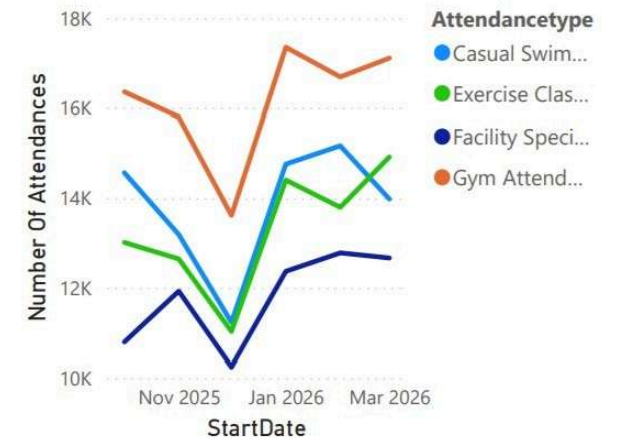
NPS Score



Total Attendance Trend over Previous 6 Months



Attendance by type Previous 6 Months (excluding swim school)





Report To: Leisure Strategy Delivery Forum

Date of Meeting 28th April 2026

Heading/Title: Cranbrook Leisure Centre

Cabinet Member(s): Cllr Nick Hookway / Cllr Todd Olive

Director/Assistant Director: Andy Wood / Tim Child

Author and Directorate: Mike O'Mahony, Place, Assets and Leisure

Contact Details mike.o'mahony@eastdevon.gov.uk

Key decision: No

If a Key Decision has it appeared on Forward Plan

Document classification: Part A Public Document

Exemption applied: Para 3 Schedule 12A Information relating to the finance or business affairs of any particular person

1. Background

- 1.1 The Leisure Delivery Forum requested in April 2025 that regular updates are received on the progress with the Cranbrook Leisure and Wellbeing Centre, part of Cranbrook Leisure, Health and Wellbeing project.
- 1.2 The project is now progressing at pace with an initial Public Consultation Event held and the RIBA Stage 2 design and cost plan signed off. The team are now progressing RIBA Stage 3. This design stage takes the project through Spatial Coordination Design, allowing the design to be tested, coordinated and more detailed costing undertaken. The multi-disciplinary design team have been appointed to secure Planning Consent. It is currently anticipated that the Planning Application will be submitted in Summer 2026.
- 1.3 In parallel with the design, a procurement exercise has been undertaken to appoint a Contractor under a two stage Design and Build procurement route. The first stage tender has been awarded and the Contractor is now working with the EDDC and Consultant Team under a Pre Construction Services Agreement. The latest developments are set out in the report.

2. Recommendations/Decision

- 2.1 That the Forum notes the progress being made by the Cranbrook Leisure Centre Project Team.

3. Reasons for Recommendations/Decision

- 3.1 To enable progress to be made on the delivery of a leisure centre for Cranbrook in order to provide the services and facilities necessary to support the growing town and its community.

4. Options

- 4.1 Include details of Options considered or rejected when making a recommendation.

5. Relevance to Council Plan/priorities

- 5.1 Set out how report links to the Council Plan/priorities:

- A supported and engaged community that has the right homes in the right places, with appropriate infrastructure
- A sustainable environment that is moving towards carbon neutrality and which promotes ecological recovery.
- A vibrant and resilient economy that supports local business, provides local jobs and leads to a reduction in poverty and inequality.
- A well-managed, financially secure and continuously improving council that delivers quality services

- 5.2 Indicate how the recommendations/decision contributes to the delivery of the Council Plan and its priorities

A supported and engaged community that has the right homes in the right places, with appropriate infrastructure

- Deliver our Leisure Strategy and action plan to improve access for residents to leisure facilities within the district.

A well-managed, financially secure and continuously improving council that delivers quality services

- Implement the Financial Sustainability Model to identify service costs, enhance performance, drive efficiencies, savings, and maximize income, ensuring the Council's budget remains balanced.

6. Current Status

- 6.1 The Project team have been progressing on a number of areas. The latest developments are:

- First Public Consultation event undertaken and completed.

- Contractor Procurement undertaken and a Pre Construction Services Agreement under a two stage design and build procurement route.
 - RIBA Stage 2 design and cost plan completed and signed off.
 - RIBA Stage 2 BREEAM Submission made.
 - Ecology surveys continue.
 - Ground Investigation survey procured.
 - Risk management ongoing.
 - Programme updated.
 - Engagement with Sport England ongoing.
 - Engagement with DCC in regard to their facility and its inclusion within the Leisure facility.
- 6.2 It should be noted that NHS Devon are currently progressing work on a business case for the health facility, which is a key component of the Cranbrook Leisure, Health and Wellbeing Campus and Council Officers and Members are involved in that project. This work is not progressing at the same pace as the Leisure project.
- 6.3 In addition to the development of designs, the Cranbrook Plan DPD identifying a leisure centre as being a key facility in Cranbrook, the Council's Leisure and Built Facilities Strategy was approved in October 2022 and also contains within it, a recommendation for a leisure centre in the town, to include a 6 lane, 25m swimming pool, learner pool, health and fitness studio, 4 court sports hall and 2 studios as a minimum. This has now been updated with an addendum to reflect the latest population and leisure industry guidelines.

7. Next Steps

- 7.1 The most immediate steps include the progression of the project through RIBA Stage 3, allowing design development, a second round of public consultation and more detailed cost planning.
- 7.2 The programme as developed for Cranbrook Leisure Centre is highly accelerated, and as such it is very important that key decisions are made in a timely manner to allow the pace to be maintained.
- 7.3 Additional surveys will be commissioned over the coming period.

8. Funding

- 8.1 The team are currently working to deliver to the budget agreed by Council on 15th October 2025.
- 8.2 A funding strategy and Business Case is being developed in regard to the capital required to allow the construction of the facility.
- 8.3 The first two outline planning applications for the expansion of Cranbrook have been approved and both secure some funding for the pooled category 4 contributions (the infrastructure category that both the leisure centre and health and wellbeing project fall under). There are resolutions to approve a further three outline planning applications and live applications for approximately 550 homes at the Grange expansion area. Together, these applications make up the vast majority of the allocated expansion area land.

8.4 In addition to the s106 monies, together with Exeter City Council, the council has Sport England Place Partnership status. Being part of this programme provides the opportunity for capital funding bids that are exclusive to Place Partners. Bids for external grant funding are often most likely to be successful if a project is 'shovel ready'; this further enhances the imperative nature of progressing the leisure centre project. Officers are currently engaging with Sport England and will make a bid for funding when adequate information is available to allow this to be fully considered.

9. Leisure Delivery Review

9.1 On a parallel path, a Leisure Officer Working Group has also been established to inform the Leisure Management arrangements for the future.

9.2 The Cranbrook Leisure programme and the Programme for the Leisure Review are now shown together to allow interrelationships to be clearly identified.

10. Financial Comments/Implications

10.1 The recommendations in the report at this stage have no direct financial implications that have not already been considered by Cabinet, although the report highlights a future funding gap that needs to be addressed if a leisure centre is to be provided in Cranbrook.

11. Legal Comments/Implications

11.1 As this is an update report only, there are no substantive legal issues directly arising.

12. Risk Implications

12.1 At this stage the overall risk is considered to be low as there is currently no commitment to capital expenditure for the build, however, a commitment has been made to fund fees for the advancement of design.

12.2 There is a risk register in place for the whole project, which is available on request from Councillors on the Forum

13. Equality Implications (Public Sector Equality Duty)

13.1 Any new Leisure Centre needs to be designed to be accessible for all people and groups. Careful consideration of accessibility and the scope and range of services and facilities provided will need to be made. A full equalities impact assessment will be completed as part of the Leisure Centre project initiation

14. HR and Workforce Implications

14.1 As this is an update report only, there are no substantive HR issues directly arising.

15. Community Safety Implications (Crime and Disorder)

- 15.1 As this is an update report only, there are no Community Safety implications issues directly arising.

16. Climate Change Implications

- 16.1. The Project has been registered with BREEAM v6. Multiple BREEAM workshops have been held to determine and agree the most suitable credits to target. At the current time we are above 75 points which is well within the Excellent score parameters targeted.
- 16.2 Essentially, BREEAM ensures that construction projects are designed, built, and operated to high environmental, health, and sustainability standards.

17. Health & Safety and Health & Wellbeing Implications

- 17.1 This project is based upon a facility mix and specification that will incorporate all the best industrial standards in design, build, operation and maintenance. This will be consistently applied by consultants commissioned by the Council to provide that assurance and contractors appointed who will absorb that liability.
- 17.2 The facility is a wellbeing hub and is designed with the end user in mind – a fully accessible community venue that will seek to encourage use from the whole community to partake in activities that promote their physical and mental wellbeing. There have been several local studies and consultation to shape the needs of the community that the facility will aim to provide for.

18. Procurement and Social Value implications

- 18.1 The [Public Services \(Social Value\) Act](#) came into force on 31 January 2013. The Act requires public authorities to consider how the services they commission and procure might improve the economic, social, and environmental well-being of their area.
- 18.2 As part of this development, the Cranbrook Project Team have undertaken :
- Consultation with the Community to gather input on what facility mix they would like to see in the centre such as swimming pools, fitness gym and studios and soft play area.
 - Appointment of local regional contractors that promotes local employment for the design and construction of the park.
 - Dialogue with the design and construction teams to source (where possible and economically feasible) materials to promote environmental sustainability.
 - Dialogue with Sport England and Designers to ensure that the centre will be designed to be accessible to people of all ages and abilities, including wheelchair users.
 - Create spaces within the centre (Cafe) that encourage social interaction and community events.
- 18.3 By considering these factors, the council ensures that the new centre not only provides a living breathing wellbeing hub, but also delivers broader social, economic, and environmental benefits to the community.

19. Land and Buildings / Asset Management Implications

- 19.1 The Cranbrook Leisure and wellbeing facility forms part of the Cranbrook Masterplan. Previous reports have outlined the strategic implications of this project.

20. Leisure Strategy Delivery Committee

- 20.1 The Leisure Delivery Forum received regular updates since April 2025 on the progress of the Cranbrook Leisure and Wellbeing Centre, part of Cranbrook Leisure, Health and Wellbeing project.

21. Digital and Data

- 21.1 No digital and data implications in this update report.

22. Consultation and Engagement

- 22.1 Public Consultation has been undertaken as set out within the previous report. This is an update only with no recommendations included.

23. Communications

- 23.1 No PR/Comms implications arising from the report which is for information only.

24. Next Steps

- 24.1 The team are now progressing RIBA Stage 3. This design stage takes the project through Spatial Coordination Design, allowing the design to be tested, coordinated and more detailed costing undertaken. The multi-disciplinary design team have been appointed to secure Planning Consent. It is currently anticipated that the Planning Application will be submitted in Summer 2026.
- 24.2 In parallel with the design, a procurement exercise has been undertaken to appoint a Contractor under a two stage Design and Build procurement route. The first stage tender has been awarded and the Contractor is now working with the EDDC and Consultant Team under a Pre Construction Services Agreement. The latest developments are set out in the report.

25. Appendices

- 25.1 No appendices attached to this report.

26. Background Papers

- 26.1 Previous Forum updates (Since April 2025) that are in the public domain.

Proposed Report Sign Off process

Please make sure you have obtained the relevant sign off and the date completed before submitting your report to Democratic Services.

	Officer Name	Date requested	Date Completed
Legal & Governance	Monitoring Officer or Deputy Monitoring Officer		Required
Finance	Section 151 Officer or Deputy S151 Officer		Required
Communications	communications@eastdevon.gov.uk		If applicable
Digital and Data	digital@eastdevon.gov.uk		If applicable
Engagement	engagement@eastdevon.gov.uk		If applicable
HR	HR Lead		If applicable
Chief Executive	Chief Executive		If applicable
Director	Relevant Director		Required
Assistant Director(s)	Relevant Assistant Director(s)		Required
Cabinet Lead Member(s)	Relevant Lead Member (s)		Required
Executive Leadership Team	ELT	Insert date approved by ELT	Required
Strategic Leadership Team	SLT		If applicable

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

Document is Restricted