

Report to: Leisure Strategy Delivery Forum
Subject: Facilities and Activities Update
From: LED Delivery Team
Date: April 2024



Operational Delivery

Over the past three months, our leisure teams have been bustling with activity. We've achieved 1,563 sales and welcomed 1,260 new members, resulting in a robust Club Live community of 10,247 members by the end of March. The improved weather has contributed to the busy atmosphere, with fun splash sessions and pitch bookings keeping the team busy. Axminster has implemented a self-access model for the artificial turf pitch, allowing increased bookings to support local clubs.

Seaton Fitness Centre has reached a milestone of 800 members, and The Hangar boasts an impressive 600 members despite competitive conditions. Exmouth Leisure Centre stands out with an outstanding membership number of 4,300. This achievement is attributed to our hard work with swim programmes, health referrals, and junior activities.

In March, we launched Free Health Checks, benefiting 103 individuals, followed by 5 days of complimentary exercise to support their overall health and well-being.

In early 2024 we saw the rebranding of our app and the launch of our new website. These digital enhancements will provide a more flexible booking system and an improved overall experience for our valued members.

Group exercise is on the rise, especially with the support of virtual classes. These virtual offerings allow more members to exercise frequently from the comfort of their homes. In February 2024, there were 1,120 monthly indoor classes, attended by a whopping 15,700 people. Additionally, 1,003 participants engaged in virtual classes.

The gyms were bustling in February 2024, with a total of 20,651 visits. The Exmouth gym, in particular, experienced high demand during peak hours, leading to capacity concerns. The gym teams delivered 202 Personal Training sessions and 374 appointments. The health referral program is thriving, forging connections with health partners, and a total of 1,588 people participated.



The swimming pools saw a significant influx of visitors, with 24,285 visits in February 2024. The Swim School program has 2,665 participants, and there were 240 private swim lessons with the pools supporting 24 schools. In March, the teams organised 3 primary school galas, allowing different schools to compete against each other. The participants had an amazing time.

These numbers reflect the growing enthusiasm for fitness and well-being among the community. It's heartening to see people prioritising their health and actively participating in various exercise programs.

Customer Engagement

Member Experience Awards to reward and recognise operators who consistently deliver a high standard of member experience as measured by their Net Promoter Score.

The National 2023 awards were open to all TRP customers who have been sending relational surveys:

LED were the winners of the below:

Most Improved Member Experience – Leisure Trusts UK:

Best Swimming Pool Member Experience

Sidmouth Swimming Pool

Most Improved Leisure Centre Member Experience

Honiton Leisure Centre

Most Improved Swimming Pool Member Experience

Sidmouth Swimming Pool

LED achieved an overall NPS of 63 in 10 months between 1st November 2022 and 31st August 2023.

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 65 accidents or incidents over the last 3 months. Three were reportable under the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR), namely a swimmer who passed out whilst swimming at Honiton Swimming Pool, a Pickleball player who slipped and broke their wrist at Exmouth Leisure Centre and a spectator watching their grandchildren swim at the same centre had a suspected heart attack. All were dealt with extremely well by the respective teams. All other incidents were minor and not reportable. 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. One key element is moving over to a digital H&S compliance system to help drive efficiency and best practices across the group.

Project Update

The access gates were delayed at Exmouth Leisure Centre, and we are hoping this will be completed in April 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 and improve their experience.

Community Projects Update

Gentle Circuits began in February at the Masonic Hall, Axminster which emerged from collaboration with local physiotherapists.

Taster sessions were specifically designed for Millwater School, a special educational school, where a group of 16-year-olds got a taste of what Exmouth Leisure Centre has to offer which included circuits, spinning, and a tour.

Six weeks of swim sessions were provided to children with autism from Sidmouth Primary School.

The team participated in a Community Partnership Workshop, organised by the Head of Exmouth Community College. The workshop explored collaborative opportunities between various agencies and the school.



A funding application has been put forward for the Move More group in Cranbrook aiming to secure additional sessions for St. Martin's Primary School. Work continues with the Move More Cranbrook group, and we are looking at ways our team can support the colour run.

Continuing our commitment to deliver school sessions at Sidmouth and Honiton Community College, Cranbrook Education Campus, and several primary schools including Littleham, Exeter Road, Brixington, and St. Mary's.

After the success of our Fibromyalgia project in Axminster, we partnered with Seaton Jurassic on a further project "Soothing Yoga" this took place in Uplyme and 9 people attended each week. Again, targeting those with chronic pain with a regular session is now taking place at the Scout Hut.

We have recruited 4 new volunteer walk leaders who have undertaken the Wellbeing Walk Training and will be volunteering in our regular Wellbeing Walk program.

We have linked with CAWS to train 10 members of the team to undertake Battle Cancer training. This will then lead to a regular class for those post-cancer recovery across East Devon.

This community-driven effort demonstrates the team's dedication to promoting well-being and inclusivity across East Devon.

LED Leisure Delivery Team
26th March 2024