

**Report to:** Leisure Strategy Delivery Forum  
**Subject:** Facilities and Activities Update  
**From:** Delivery Team  
**Date:** May/June 2024



## **Operational Delivery**

Over the past two months, our leisure teams have been bustling with activity. We've achieved 822 sales and 764 leavers, resulting in a club live community of 10,379 members by the end of May.

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 in May we had 1,459 monthly indoor sessions including virtual, attended by 14,624. Additionally, 536 participants engaged in virtual classes. A new Hyrox class has started at The Hangar and a Tai Chi class at Honiton and the teams are developing programs every quarter to support our customer base.

The gyms were busy in May, with a total of 19,521 visits. The gym teams delivered 211 Personal Training sessions and 238 appointments. The health referral program is thriving with the team developing a self-referral model along with a referral process for the EDDC housing team, total of 1,480 people participated in a health-related session in May.



The swimming pools saw a significant influx of visitors, with 22,792 visits in May 2024. The Swim School program has 2,765 participants our highest ever, and there were 229 private swim lessons with the pools supporting 24 schools. Sidmouth Junior Aquathlon took place on Saturday 1<sup>st</sup> June and we filled all 40 spaces. We've had great feedback and lots of people interested in more events, so I'm busy planning an Exmouth and Honiton race next.

The team has set up and delivered their first swim-to-sea project to help support children and adults to become more confident swimming in the sea. Follow the link to see the paper report: [Swim to the sea project](#)

## **Customer Engagement**

LED achieved an overall NPS of 58 in May with a benchmark of 43. Ongoing feedback helps us develop and drive the customer experience.

## **Health & Safety**

We had 16 accidents or incidents in May with 2 being RIDDOR 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. We are looking into a roadmap to move over to a digital H&S compliance system to help drive efficiency and best practices across the group.

## **Project Update**

Teams are all working to continually improve the aesthetic of the sites through decoration and updated branding.

Working with EDDC new lights have been installed in the Honiton Leisure Centre gym to improve the environmental conditions for users. We have also completed air conditioning works at The Hangar just in time for the sun to come out.

Self-Access model is live at Axminster Leisure Centre to support the local community clubs out of hours.

We are in advanced conversations with Deep Green regarding a significant increase in the scope of their server heat dump project at Exmouth Leisure Centre. We are also gaging appetite from Deep Green for increasing the scope of this project to cover the two other wetside centres within the district.

We have had to temporarily suspend other capital projects pending the outcome of reviews.

## **Community Projects Update**

The community team remain very busy and are 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.

Some of the projects we have supported in the last two months:

- Due to our existing strong partner links with Public Health Devon, we have been awarded funding to work on a new 6-month pilot project to deliver their NHS health checks out in the community, targeting businesses. We are currently in the early phase of scoping and planning with delivery starting in September. These checks will be carried out by our Community Team.
- We have supported an Enrichment day at Littleham Primary where we provided fun activities for the children to try all day and encourage them to get moving!
- We have supported AgeUK to set up a new Walking Tennis program in Sidmouth and Exmouth.
- We worked with Gittisham Hill House, a residential home to provide some taster sessions at the home and provided them with a visit to their local leisure to encourage them to feel comfortable with the health referral programs that are offered.
- We are supporting Active Devon with a mapping exercise to identify which external sports clubs work with LED to ensure they feel supported to provide the safest sessions they can for children.
- We have been working on a Sport England bid that will support the Littleham school's sessions next year.
- We are working to develop a volunteer gymnastics program to support the growth of this activity.

- Live To Row project, this unique initiative funded by EDDC through the UKSPF has allowed us to assist Olivia, a skilled physiotherapist and rowing coach, in her mission to encourage working mothers to embrace physical activity for their overall wellbeing.
- Working with Move More Cranbrook to support and volunteer at the upcoming Cranbrook Colour run
- Working in partnership with Restore Seaton and AONB on a dementia-targeted nature event at the Seaton Wetlands. We have invited the local dementia groups in Seaton and surrounding areas to attend a Wetland Wander. The group will take a tram ride to the wetlands and have a guided walk and information nature talk.
- Additional free volunteer-led summer walks started in May. These walks are evening walks that sit outside of our main program. The main program continues to be popular and of huge value to the community.
- Working with Honiton Carers to support and train volunteers for their Walk and Chat group.

