

**Report to:** Leisure Strategy Delivery Forum  
**Subject:** Facilities and Activities Update  
**From:** Delivery Team  
**Date:** November-December 2024



## **Operational Delivery**

The last two months have been busy with the teams continuing to focus on customer experience and product development to ensure we continue to be in a position to help the residents of East Devon feel good and get more out of life. During this period, we have achieved 654 sales with our club live sitting at 10,518 as of the end of November. The teams have been working hard to get the marketing, sites, and systems ready for our busiest time of the year for new member acquisition in January.

Group exercise classes in November were attended by 13,809 participants. Our teams are always monitoring group exercise performance and adapting timetables along with introducing new classes based on customer feedback and industry trends.

The gyms have continued to be busy during November, with a total of 19,999 visits. The health referral program is thriving with the team developing a self-referral model along with a referral process for the EDDC housing team. A total of 1,567 people participated in a health-related session during November.

The swimming pools remained steady, with 13,224 visits throughout the month.

## **Customer Engagement**

LED achieved an overall NPS of 57 in November against an industry benchmark of 40. Listed detractors were predominantly centred around the following:

- Parking issues at Honiton Leisure Centre - we are working with EDDC officers to try and resolve this after a previous proposal to manage the situation was rejected.
- Gym refurbishment at Exmouth – There were a few comments relating to the sports-hall users being displaced for just under two weeks whilst the gym equipment was moved into the sports-hall whilst the gym was upgraded. The users were offered access to other studio spaces and the courts at the Tennis Centre however there was still a small number of complaints.

Ongoing feedback helps us develop and drive the customer experience. A daily shift report has been introduced to help support day-to-day feedback to improve the customer experience and ensure a direct line of communication between the centres and our support services.

## **Health & Safety**

So far in FQ3 we have had 47 accidents or incidents with none 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 whilst reviewing our accident, incident, and reporting procedures.

## **Project Update**

### **Floor Upgrades**

- Sports-hall floor at Exmouth Leisure Centre has been completed.
- Currently looking at upgrading the flooring in Studio 2 at Exmouth Leisure Centre as the current flooring has started to crack.

### **Exmouth Leisure Centre Gym Upgrades**

- Gym investment and refurbishment has now been completed with new flooring, lighting, redecoration, and a substantial amount of new kit. This has been incredibly well received by the members and ensures the centre is able to perform at the required level both from a provision and commercial standpoint.

### **Coburg Sidmouth Hard Courts Upgrade**

- The Lawn Tennis Association has proposed upgrading the hard courts with fresh paint and installing ClubSpark. This proposal is awaiting EDDC sign-off to take advantage of the grant, which will significantly improve court management.

### **UK Active – Active Standards**

- We have enrolled on the first tranche of the new UK Active – Active Standards assessments which will take place in the new year. This new accreditation is an external audit of our systems and processes and further enforces LED's commitment to quality, safe and compliant operations.

## **Community Projects Update**

The community team remains very busy continuing to collaborate with local organisations, and voluntary groups to support the well-being of the community.

- The East Devons Sports Forum took place at Honiton Community College's sports hall. Working with Active Devon and Devon Communities Together, advice was given to various sports clubs in the area around funding, wellbeing and safeguarding.
- Liaison with Mental Health Coaches based at Honiton/Ottery to bring them in to use Ottery Leisure Centre for their sessions and partnership building for future work. This will help develop a partnership for LED and support people suffering from Mental Health.
- Move More Funding was agreed and the project started in September 2024 at Cranbrook Education Campus for 12x Year 9, and 24 Year 5 students.

- We are continuing to deliver to Littleham Primary, Exeter Road Primary and Exmouth Community College Year 9 girls. We recently took the Year 9 girls to the centre for a visit to make them aware and feel comfortable in the surroundings whilst also learning what is on offer and then taking part in a spinning class.
- We have funded a 6-week project through the Prosperity Fund for a group of post-16 girls from ECC to engage them in various activities at the centre.
- 7 new gymnastics volunteers have been recruited and trained and are now supporting the gymnastic sessions at Exmouth Leisure Centre.



- We held our annual walk leader celebration event on 17<sup>th</sup> October. 45 volunteers attended from our mainstream programme, Honiton Carers group and Honiton Memory Cafe. The volunteers were treated to a guided walk at Seaton Wetlands and lunch as a massive thank you for the hours they give to the programme.



- We supported a local Cranbrook community Yoga teacher to gain Move More funding to deliver Community Yoga classes.
- Working with Axe Vale Community Netball Club to deliver a variety of sessions including back-to-netball and men's sessions.
- We donated skateboarding equipment to ASK – Axminster Skate Park who are doing a great job providing free events and support to the young people of Axminster.

- We attended several conferences and meetings, including the Active Devons Moving Communities Conference, and East Devon Healthy Aging Partnership meeting, facilitated by AGE UK and the NHS and WEB VCSE Meeting. Attended the WEB Young Peoples meeting to discuss the next Health and Wellbeing Fayre at Exmouth Community College during Mental Health Week in February 2025
- LED now sits on the Community Leisure Volunteer special interest group and the CLUK volunteer training group which highlights national recognition.
- Continued delivery of physical activity sessions at Exmouth Stroke Survivors Club and our volunteer wellbeing walk scheme.
- We built a partnership with Project Food to support LED services and link with the community team in 2025. Link for more details: [Project Food Partner with LED](#)
- Health Referral numbers are below, showing a large increase as we build partnerships with local referrals along with developing our self-referral scheme in 2024.

|                          | Exmouth | Honiton | Seaton | Ottery | Sidmouth | Axminster |
|--------------------------|---------|---------|--------|--------|----------|-----------|
| <b>Yearly Total 2022</b> | 348     | 712     | 631    | 357    | 295      | 120       |
| <b>Yearly Total 2023</b> | 1028    | 771     | 557    | 545    | 490      | 105       |
| <b>Yearly Total 2024</b> | 1230    | 1338    | 1222   | 859    | 760      | 500       |

