

## **LED Facilities and Activities Report April 2025**

The Leisure Team has experienced a period of high activity and significant progress over the past three months. Strong demand for indoor activities, driven by prevailing weather conditions, has resulted in increased bookings for swimming and Funsplash sessions. Furthermore, strategic initiatives focused on facility optimisation and service expansion have yielded positive results, contributing to a membership growth of 234 and a peak club live of 11,125.

### **Key Achievements and Performance Highlights:**

- Increased Activity Demand:
  - Adverse weather conditions have significantly boosted demand for indoor leisure activities, particularly swimming and Funsplash sessions, demonstrating the team's ability to capitalise on seasonal trends.
- Enhanced Facility Accessibility:
  - The implementation of self-access modelling at Axminster and Broadclyst Leisure Centres has successfully facilitated extended facility access for local clubs, enabling them to conduct fixtures and support ongoing training for junior and adult members outside of standard operating hours.
- Membership Dynamics:
  - The team welcomed 1,150 new members, while 916 members departed, resulting in a current total membership of 11,125. This indicates a net membership growth and highlights the need to focus on member retention strategies.
- Facility Improvements and Programs:
  - The Ottery Gym and Studio has undergone a significant transformation, featuring refurbished matting from Exmouth, a fresh paint job completed by the team, and the installation of new equipment and lighting. These improvements have demonstrably enhanced the gym's appeal and functionality.
  - Consistent brand development across all sites continues with the ongoing upgrade of desk graphics, facility enhancements, and the implementation of new digital screens.
  - Launch of Pickleball at Colyton and Axminster Leisure Centre
  - Gymnastics at Exmouth is continuing to increase. Exmouth hosted a competition practice in January and an Award Scheme in February which ran in addition to their normal programme. In March we hosted a gymnastics competition with 100 attendances from children across East Devon. These sessions provide additional sporting experiences to children, which is something that is lacking in Devon.
  - Exmouth Tennis Centre has introduced Blue Stage Tennis, a new programme specially designed for children aged 4–6 who are beginners to tennis. This will provide young children with the perfect opportunity to explore and enjoy the sport of tennis, along with this, we have rebranded our 2–4-year-old sessions, now called 'Tots Tennis.' This new name better reflects the purpose of the session and communicates its focus and target audience.
- Digital Service Expansion:

- Following successful trials at other locations, Exmouth Leisure Centre has launched Les Mills On Demand, a virtual fitness solution that allows members to book studio space during off-peak hours. This initiative has proven highly successful, generating over 70 bookings in its first month.
- The Active Standard Initiative:
  - The UK Active – ‘Active Standard’ audits have taken place with LED successfully awarded the accreditation in the first cohort, making LED one of the first trusts in the country to successfully go through the process. This initiative underscores the commitment to maintaining high standards of quality, compliance, and service across all our facilities.

### **Recommendations and Future Focus:**

- Continue to monitor membership trends and implement strategies to enhance member retention.
- Further evaluate and optimise the self-access model to maximise facility utilisation.
- Leverage the success of Les Mills on Demand to explore additional digital service offerings.
- Continue the work to achieve the Active Standard across all sites.
- Continue facility upgrades across all sites.

### **Community Team**

- We started a Gymnastics Project in January at Littleham Primary School for SEND children.

#### **Quote**

*“I wanted to send an email to say what a big success the gymnastics project has been. their confidence is slowly improving, which in turn is increasing the skill set. We have one child, who is in a wheelchair, telling her mum that Tuesday is her favourite day because she enjoys the gymnastics so much. Roxanne has done an amazing job of making these sessions fully inclusive”*

*Jo – Pastoral Lead*

- The Community Team partnered with AGE UK Devon to assist them in delivering their scam prevention & support programme. This is a project dedicated to safeguarding people aged over 50 from the growing threat of scams. This session was delivered at Exmouth Leisure Centre and saw over 20 people attending.

#### **Quote:**

*“I just wanted to say a massive thank you to you all for your support in helping to arrange the scams awareness presentation this morning. It was a great success, and I have received some very positive feedback. It’s been a great partnership working experience and I look forward to working with you all again”*

*Nina – Age UK*

- Continued support for Exmouth Stroke Survivors Club with our community instructor Hazel who delivers a weekly seated exercise session.
- Working with the Deaf Academy to provide Pickleball Sessions for their students with Pickleball instructor Dianne.
- Continued delivery of the Wellbeing Walk programme, including supporting the volunteer walk leaders. Additional evening summer walks are being planned ready for their start in May.

- Attendance at Eastern Devon Healthy Aging partnership and CLUK Volunteering Special Interest Group.
- We have a further 2 volunteers to support our gymnastics programme taking us to 9. We are now looking to train several of the volunteers in their level 1 award to assist with developing the programme and sessions further.
- We continue to work with the schools in East Devon regularly– Exeter Road Primary, Littleham Primary, Cranbrook Primary and Secondary Education Campus. We have also been working with Exmouth Community College, Honiton Community College and the Kings School on a shorter basis supporting predominantly Year 8 and 9s. We have been working closely with the pastoral teams to provide pupil premium/children struggling with anxiety, showing them the relationships that physical activity can have to their mental health. We have also been liaising and planning for future sessions with a further 4 schools should the funding allow.
- In February as part of Children’s Mental Health week we took part in the Mental Health ambassadors celebration event that was held for 8 primary schools in Exmouth. This was an opportunity for us to meet the ambassadors and give them practical tools and experience to take the message back to their schools about the relationship between their mental and physical health.
- We were involved in 2 events, a Health and Wellbeing Fayre at Exmouth Community College where we ran an information stall to support both teachers and parents, and the Engage and Connect event at Kings School Ottery.
- We have recently built a relationship with Project Food and are planning to run a pilot project in Littleham Primary in the summer term to show the relationship between nutrition and physical activity.
- In Axminster (The Hangar) we facilitated a Parkinson Café to support people with Parkinson’s with a second session to follow later this month.

