

LED Facilities and Activities Report May 2025

We have had a slightly more challenging couple of months, a lot of which can be attributed to the unseasonably good weather, which has impacted both membership and visitor numbers, particularly at our swimming pools. You will see, however, from our new Performance Dashboards that we have had a significant year-on-year increase of 16,205 additional visits across the EDDC leisure portfolio, with 162 additional members in comparison to May last year.

We are currently running a month-long new member acquisition marketing campaign to attract new members to the facilities. This is yielding some very positive results so far.

On the plus side, our NPS score for the period is at 54, against a sector benchmark of 43, which once again highlights the quality of experience being provided to the residents of East Devon at LED-managed facilities.

Performance & Project Highlights:

- Coburg Field Tennis Courts – We are delighted to announce that the courts in Sidmouth have now been resurfaced thanks to support from the LTA and EDDC. The installation of new automated gate access is due to take place imminently, safeguarding the future of a fantastic community asset.



- Exmouth Leisure Centre New Pool Hoist – The new state-of-the-art accessible Pool Pod hoist has been installed at Exmouth Leisure Centre, replacing the outdated and end-of-life previous version. This hoist provides safe and dignified access to the pool for user groups who may typically struggle to access leisure facilities, and the feedback so far has been incredibly positive. We have to thank EDDC,

Exmouth Town Council, Sport England, and Swim England for supporting us in delivering such a valuable project for the community of Exmouth.



Risks and Challenges:

- PureGym Exmouth – We were alerted to the impending arrival of PureGym in Exmouth a number of weeks ago. There was always a level of inevitability that a national budget operator may enter the market in Exmouth at some point however, PureGym are arguably the most damaging. The facility will be in Liverton Business Park and will offer 24/7 access, with free parking and will typically launch with a membership price of just £16.99 per month. We have been working hard developing a strategy for how best to mitigate the impact; however, it is safe to say that there will be a dramatic reduction in our membership base at our most profitable centre.
- OJ Fitness Honiton – In a similar vein, OJ Fitness who operate commercial gym facilities across the district, have announced they will be doubling the size of their Honiton site by acquiring the lease on the adjoining unit. Once again, this will have an impact on the membership numbers and profitability of Honiton Leisure Centre.
- Honiton Leisure Centre Carparking – The concerns regarding the carparking are ongoing; however, we are hopeful we may be nearing a solution with EDDC officers to allow us to start mitigating this issue.

Active Communities:

- The Active Communities Team, in partnership with Public Health Devon, are conducting Wellbeing Consultations for manual workers who are not typically utilising free health checks at doctors' surgeries. This pilot aims to improve uptake by delivering checks in workplaces. Four sessions have been completed with EDDC Streetscene teams in Exmouth and Sidmouth depots, and another session is planned at Axminster Tools in June.
- The team, in collaboration with The Hangar Health & Fitness in Axminster, and Parkinson's UK, offered activity sessions for people with Parkinson's, along with their carers. The event had 35 attendees participating in curling, boccia, skittles, seated exercises, strength and balance sessions, and socialising over a cup of tea. They now have a regular monthly session, run by 2 volunteers, with LED providing an exercise class.

- The Wellbeing Walk programme continues, including evening summer walks from May to September. Support was provided for Honiton Memory Café's site visit at Pecorama for route planning and risk assessments.
- The team are continuing to support a number of schools in East Devon, including Exeter Road Primary, Littleham Primary, Cranbrook Education Campus, Exmouth Community College, Honiton Community College, and the King's School. Sessions for Seaton Primary included visits to Seaton Fitness Centre.

The team have also been collaborating with the HeadsUp mental health charity to support pupil premium children struggling with anxiety, demonstrating how physical activity benefits mental health. Future sessions are planned with four additional schools, pending funding.

- Gymnastics volunteers are undergoing a Level 1 coaching qualification, which will help expand community gymnastics opportunities.
- The team are also working with Flamingo Pool to support new projects and their health referral scheme.
- Our team continues to engage in local meetings such as Sid Valley Help, WEB VCSE, and FaME Devon Stakeholders Meeting.
- The communities and site teams are collaborating with NHS MSK Physios to reduce waiting times by using LED facilities for group physio sessions, aiming to meet new NHS England deadlines by September 2025.

