

3RD DECEMBER 2024

UPDATE REPORT 1ST APRIL 2024 – 30TH SEPTEMBER 2024



1. REPORT PURPOSE

- 1.1 To provide the Shareholder Committee with an update on the operations of Active4Today, for the period 1st April 2024 to 30th September 2024 (period 06).
- 1.2 To provide the Shareholder Committee with an update on the forecasted management fee, following the revised budget process completed in September 2024.

2. BACKGROUND

- 2.1 As the Shareholder Committee will be aware, the Company started the 2024/2025 financial year in a strong position, despite the closure of the Southwell Leisure Centre main swimming pool. At period 03 of the 2024/2025, the Company revised the expected deficit position from £749,100 to £139,060, which was mainly due to the large decrease in utility prices and the associated VAT costs attached.
- 2.2 The Committee were informed that the utility purchasing company working for A4T had managed to procure significantly cheaper unit prices for the year, which equated to a reduction of circa 50% on gas and electric. The breakdown of these reductions was provided to the Committee, showing savings for each individual site, which in turn provided an overall net saving of £494,600 on the utility budget.
- 2.3 Membership income had remained steady since the budget was agreed, with the Company continuing to mitigate a significant amount of the loss at Southwell following the main pool closure. This mitigation has included staff relocations and moving customers from Southwell swimming lessons to lessons at Newark and Dukeries. In addition to the mitigations identified, improved income across the other sites, has supported the forecasted year end position.
- 2.4 Attrition rates across the membership base (cancellations v new members), remained relatively low, which is testament to the hard work of the fitness staff, in retaining customers through excellent customer service.
- 2.5 Expenditure across the controllable areas has been broadly in line with targets, with the exception of utility costs.

3. CURRENT SITUATION

- 3.1 The Company is currently in the process of preparing for an upgrade and refurbishment of the fitness suites and equipment at Blidworth, Dukeries and Newark leisure centres. This will result in an increase in expenditure across the repairs and renewals budgets, as well as the contractual service budgets, which has been detailed further down within this report.
- 3.2 Solar panels have now been installed at both Newark and Dukeries leisure centres and are now beginning to generate electricity at both facilities (Dukeries Leisure Centre only commenced in September). As a result, the utility usage provided through traditional means is likely to reduce in the future, as the electricity generated by the solar panels is used on site. This has been reflected slightly in the Newark usage, however the Company is currently working with the sustainability officer at the council, to gain an understanding of how much the total future saving may be, across both facilities. This has not been reflected fully in the revised budget provided, as it is too early to indicate correctly the impact on the present usage figures.
- 3.3 Further positive feedback is that income across several membership categories, have seen a significant increase in performance. This is largely due to the high levels of sales to date, as well as slightly lower attrition rates than expected, during the second half of the financial year. Communications around the new fitness equipment, as set out above in 3.1 has also been a factor. The performance to date, combined with the expected performance for the remaining half of the year, has forecast an increase in the adult membership income of £63,000 across all sites. Junior memberships income has also been revised, up by £39,200, following an extremely healthy performance in sales, over the last quarter.
- 3.4 Currently there remains no significant changes within the salaries budget forecast, however the cost-of-living award for 2024/2025 was only agreed at the end of October. This is now being fed into the Company's budget to ascertain if the 5% provision made when the budget was set is sufficient. Once this detail is known, this will be shared with the Committee and if necessary, the salaries budget will be revised, if the amount agreed represents a significant variance to that budgeted.

4. FINANCIAL HEADLINES UP TO 30TH SEPTEMBER 2024

- 4.1 Set out in the table below (table 1), A4T has provided the current financial position of the Company, which is monitored by the Board, as part of its role in managing the operations of the business. The table below shows the original full year budget, the period 04 revised budget, the period 06 revised budget for 2024/2025 and the variance between the revised 04 and the revised 06 budgets.

Budget Category	Original full year budget for 2024/2025	Period 4 revised budget for 2024/2025	Period 6 revised budget for 2024/2025	Variance between the 2024/25 period 4 and period 6 full year revised budget
Membership Income	-3,478,200	-3,494,720	-3,596,920	-102,200
Pay and Play Income	-295,500	-295,500	-293,000	2,500
Facility Hire Income	-424,000	-424,000	-423,000	1,000
Other Income	-101,300	-101,300	-113,300	-12,000
Total income	-4,299,000	-4,315,520	-4,426,220	-110,700
Staff	2,614,600	2,614,600	2,617,100	2,500
Premises	1,321,200	826,600	832,850	6,250
Supplies and services	1,062,300	963,380	1,007,470	44,090
Total expenditure	4,998,100	4,404,580	4,457,420	52,840
Transfer to Reserves	50,000	50,000	50,000	0
(Surplus)/Deficit	749,100	139,060	81,200	-57,860

Table 1 Financial performance update

4.2 Below are the highlights from the financial information, in a bid to provide some narrative for the Committee.

4.2.1 **Membership income** – This income line is currently projected to increase by £102,200 across adult and children’s membership types. Sales have outperformed identified targets across the sites and several of the membership categories over the last few months. As well as this, the Company is projecting a lower attrition rate in the second half of the year, in line with seasonal trends, with the addition of the new fitness equipment installations and refurbishments during October and November 2024.

4.2.2 **Facility hire/pay and play income** – At this stage this income budget is currently in line with the original budget overall. This is due to having most clubs on direct debit, which allows the Company to forecast the projected income at an early stage of the year. Generally, any changes to this budget area will come from increased hires or increases in prices. Pay and play is slightly more reactive, however currently there are no major variances as at period 06 and none are forecasted for the remaining half of the year.

4.2.3 **Other income** – This income budget is expected to increase by £12,000 as a result of the income generated from the recent elections, which was not originally forecasted. This, however, will be offset slightly by expenditure in other areas.

- 4.2.4 **Staffing** – This budget is currently not showing a variance to date, however the cost-of-living increase in salaries was only agreed at the end of October. The revised budget however, has made provision for a 5% increase (including backdating payments to 1st April 2024). The Company is now working out the final value of the pay award and once known, this will be fed into the salaries budget. The Company will revisit this budget area again, if necessary, once the pay award has been finalised and if there is any major variance to the budgeted figure.
- 4.2.5 **Premises** – This budget is proposed to see a moderate increase of £6,250 due to the works associated with the refurbishment of the fitness suites, set out in paragraph 3.1. This work will include decoration, improved electrics, lighting and online connectivity. This is largely offset however, by a decrease in water costs at both Southwell Leisure Centre (the closure of the main pool) and Dukeries Leisure Centre, which has seen a lower consumption of water than forecasted. The reduction at Dukeries has been challenged by the Company, however, this has been confirmed as correct by the water provider, allowing the Company to be reasonably confident in utilising the underspend.
- 4.2.6 **Supplies and services** – This section of the budget is made up of several budget lines. The projected increase of these total £44,000. This is largely made up of an increase in NSDC support charges, an increase in contractual services (associated with the refurbishment of the fitness suites) and an increase in compliance testing. With regards to the contractual services increase, this is due to several items of existing equipment being retained as part of the refurbishment, as it remains fit for purpose. This is only the resistance equipment and assisted in reducing the capital cost to the Council of approximately £400,000. In view of this, an additional maintenance contract has been put in place to refurbish and maintain these items, which includes Southwell Leisure Centre as currently none of the equipment is scheduled to be replaced at the site.
- 4.2.7 **Transfer from balances** – This line represents the expected shortfall between income and expenditure for the Company for the financial year 2024/2025. This line also forecasts the amount of management fee required from the District Council, to help financially support the Company. This is currently forecasted at £81,200 in the proposed revised budget, which is a reduction of £57,860 from the £139,060 revised position at period 03 and a reduction of £667,900 on the original budget. As set out above, there are several areas within the budget, which will have a positive impact on the finances of the Company. This in turn will provide a reduction in potential management fee required from the Council. This is an excellent forecast at this stage of the year and demonstrates the hard work within the Company, to improve the income position and control the areas of expenditure.

4.2.8 However, this reduction in management fee is currently forecasted at period 06, with six months of trading to take place. In addition, and as a word of caution, any saving in 2024/2025 is not guaranteed to continue to take place in 2025/2026, as utility costs and VAT may increase once more due to global influences.

4.2.9 The Company is forecasting to continue to maintain its reserve of £590,188. This will be supported with an in-year contribution by the Company into reserves of £50,000, at year end, which has already been factored into the deficit position.

5. FURTHER FINANCIAL UPDATES

5.1 As reported previously, the Company was working through the prospective audit companies to undertake the series of internal audits, following the Board's approval of the 4-year cycle. It was confirmed that Nicholson's Audit would be undertaking the work.

5.2 The first audit on the creditors process commenced during the latter part of September, with the Company recently receiving the first draft of the audit report. This report is not yet finalised, however, on first draft the Company can confirm that there appears to be no concerning areas, with the auditors satisfied that the following processes comply with statutory requirements:

- Accounts payable
- Supplier management
- Invoice management
- Compliance with regulatory requirements
- Financial reporting
- Documentation and record keeping
- Internal controls

5.3 The works to draw down the funding award of £61,356 from Sport England Phase 2 for capital works is currently being designed by Corporate Property. This finance is only for the Newark Sports and Fitness Centre and will consist of new lighting and pool covers. It is hoped these works will be confirmed in November and be completed before the end of the year.

6. USAGE PERFORMANCE

6.1 As the Committee is aware, the performance of the Company is monitored against a small set of indicators, which focus on usage and membership sales. These indicators have been agreed and used for the past several years, which has allowed for comparative data to be available. Attached at appendix I, are the indicators for the Company.

6.2 In addition to the quantitative data set out above, case studies and more qualitative performance information is provided separately within this report and focuses on the performance of the Company's Sports Development team. This is attached at appendix II.

6.3 Finally, to provide compliance reassurance to the Council, the following list now forms part of the update report.

- I. Performance against Business Plan Actions and Performance Indicators
- II. By exception: update on regulatory compliance
- III. By exception: Strategic Risk
- IV. Outcome of any formal complaints
- V. Inclusion of customer satisfaction data

7. PERFORMANCE TO PERIOD 06, TO 30th SEPTEMBER 2024

7.1 Performance against Business Plan Actions and Performance Indicators:

	AIMS	LINKS TO H&WB STRATEGY	ACTION	PROGRESS TO 30 th SEPTEMBER 2024
1.	Healthy and active lifestyles			
1.1	Children and young people	Ensuring a Best Start/ Improving Healthy Lifestyles/ Tackling Physical Activity	<p>a) Co-ordinate a series of free activities for children and families during school holidays. At least 2 free activities on 1 day per week, identified during each school holiday week, in each holiday period.</p> <p>b) Offer school holiday activities to qualifying children on free school meals through the Healthy Activity and Food (HAF) funded programme.</p> <p>c) Develop the school holiday provision to include developmental sports clubs and</p>	<p>Delivery of free activities during Easter and May school holidays at DLC and NSFC. Free swimming, squash, badminton and table tennis sessions engaged 125 people.</p> <p>Delivery of free activities during Summer school holidays at SLC, DLC, NSFC Free swimming, squash, badminton and table tennis sessions engaged 142 people.</p> <p>HAF Sport Camp and 2 new pilot HAF sessions (Gym and Swim and Family Sports) delivered at Easter holiday at DLC and NSFC. Engaged 25 children and 2 family groups (8 people).</p> <p>5 HAF sessions which included 2 new sessions - Mini First Aid and Active Cooks, were delivered over Summer at DLC, NSFC and Magnus Academy. These engaged 89 children and 2 family groups (8 people).</p> <p>2 community sports (archery and football) clubs and Trent Bridge Community Trust</p>

			<p>provide experience for VISPA volunteers.</p> <p>d) Development of an annual swimming competition to identify talented swimmers and signpost to local clubs.</p>	<p>delivered sessions during the Summer holiday programme at NSFC and Magnus Academy. 2 volunteers engaged in 5 sessions during this period.</p> <p>The annual gala will take place on 23rd December and will be reported on further during the next quarter performance.</p>
1.2	Inclusion	Ensuring a Best Start/ Improving Healthy Lifestyles/ Tackling Physical Activity/ Recognising Mental Health	<p>a) Continue the roll out of with Shaw Mind for access to fitness suite facilities through local secondary schools to support small groups of targeted young people with mental health problems.</p> <p>b) Continue to offer 20 bursaries for identified young people living with mental health conditions, to access a free 12-month gym membership at each of our leisure centre sites DLC, NSFC, SLC, BLC</p> <p>c) Explore, pilot and develop one session targeting people with a disability engaging with a minimum of 10 people per session, over a 10-week period.</p> <p>d) Join National Disability Awareness campaigns to raise awareness of the disability offer and broaden the spread of publicity.</p> <p>e) Support the N&S Sports Council to develop a team of Mental Health ambassadors across the district.</p>	<p>Minster School – COMPLETE Magnus Academy – IN PROGRESS</p> <p>Shaw Mind’s mental health resilience training booklet to be issued to all participants.</p> <p>Cohort from January 2024 continue to engage with their memberships. Feedback from young people attending was positive with improvements being seen to both mental and physical health.</p> <p>29 applications received from schools and partners in September 2024. 12 of those applications were granted a bursary after clearly demonstrating their mental health need.</p> <p>Further development work is now taking place to review the bursary scheme further, with a bid to make this even more accessible to a wider audience. Any changes to this will take place during quarter 3</p> <p>Work in progress with My Sight, NHS visual impairment teams and with parents of a local autistic support group explore the opportunities to engage in a targeted activity session. My Sight delivery scheduled for January 2025.</p> <p>Dementia Action Awareness week was celebrated on social media through the promotion of inclusive sessions which take place at SLC and NSFC.</p> <p>COMPLETE</p>

			<p>f) Approach local organisations including the Youth Service and Parish Councils to offer activities to address antisocial behaviour (work with at least 10 PC's across the district).</p> <p>g) Identify sessions/activities, once per month that can be offered on a 'Pay what you can' basis.</p> <p>h) Launch the Safer Gyms initiative in conjunction with partners, highlighting A4T involvement and accreditation of all 4 sites.</p>	<p>IN PROGRESS – Funding received through Community Alcohol Partnership (CAP) to facilitate an accessible and supportive football session for young people living in Hawtonville. Sessions will take place in February 2025 in partnership with Hawtonville Young Peoples Centre, Nottingham Forest Community Trust, Newark Town Council and NSDC officers.</p> <p>This will commence in quarter 4 as a NY's initiative.</p> <p>COMPLETE. All paperwork and training is in place and this will be on ongoing process of updates, to ensure compliance with the scheme.</p>
1.3	Volunteers and workforce	Tackling Physical Activity	<p>a) Work in the secondary schools to develop volunteering opportunities for children aged 14 and over. Engagement with 5 schools and a target of 40 new young people on the VISPA programme.</p> <p>b) Include developmental/mentoring opportunities for VISPA volunteers within the school holiday activity programme.</p> <p>c) Develop a digital platform to record training, hours and progress of VISPA volunteers.</p> <p>d) Work with partners to develop and organise/deliver mental health training for identified staff.</p>	<p>During September 117 people were engaged at the below events -</p> <ul style="list-style-type: none"> • Dukeries Academy mock interviews. • Joseph Whitaker careers fair. • Clipstone Work and Wellbeing event. • Newark College Welcome Back Day. <p>To date 17 new VISPA applications have been received. With 5 of these volunteers being inducted in August.</p> <p>4 volunteers supported holiday activities during Easter and the gymnastics competition in May.</p> <p>2 volunteers engaged in 5 sessions during the summer holiday period and experienced a range of delivery from different community sports clubs and Trent Bridge Community Trust.</p> <p>COMPLETE</p> <p>IN PROGRESS - Active Lifestyles Officer completed Mental Health Awareness trainer</p>

			<p>e) Identify opportunities for education and training for the community including first aid for children.</p> <p>f) Develop a series of training opportunities for staff and external individuals which will upskill the workforce and widen access to recognised courses, including STA pool lifeguard and swimming teaching, Safer Gyms workshops.</p>	<p>course and is preparing a wider staff training event.</p> <p>COMPLETE – Sessions delivered over the summer holiday period engaged 14 children and young people at SLC and NSFC.</p> <p>IN PROGRESS – Development of Menopause and Physical Activity training specifically for Fitness Instructors.</p> <p>Parkinsons/Physical Activity online training course attended by Active Lifestyles Officer. Sports Development and Fitness apprentices have registered to complete the training to support delivery of new Neuro-Fit session at NSFC.</p>
1.4	New opportunities	Tackling Physical Activity	<p>a) Develop the options for establishing a charitable arm of the company, in a bid to attract external funding.</p> <p>b) Engage with 6 new companies to build a relationship and share promotional material to take up corporate membership packages, with a view to improving the health and wellbeing of their workforce.</p> <p>c) Develop and host a charity event at NSFC with the Beaumont House Business Club members, to bring organisations to the facilities and experience the offer.</p> <p>d) Develop a series of ‘master classes’ for adults which will increase confidence and provide enjoyment to specialist activities.</p>	<p>IN PROGRESS - Research undertaken and draft report to be available in October</p> <p>23 companies have been approached to engage with corporate memberships, to date. This includes 9 companies approached during August and September. All of which have received initial promotional material and 3 day passes.</p> <p>21 businesses engaged through Newark Business Club to date, which includes 12 companies during August and September. 1 new corporate partner achieved.</p> <p>240 wellbeing checks completed through visits to corporate partners to date. This includes 84 wellbeing checks in September during ‘Know Your Numbers’ week.</p> <p>Charity event Colour Run planned for August 2025.</p> <p>Menopause and Physical Activity master classes to be</p>

			e) Be part of the Council's project group to develop options for the replacement swimming pools at Southwell Leisure Centre and the options for further development of a larger wetside and dryside facility.	delivered following staff training. Discussions are on-going with all strategic leisure development projects.
2. Accessible facilities				
2.1	Long term health conditions	Improving Healthy Lifestyles/ Tackling Physical Activity/ Addressing the needs of an ageing population	a) Following the review in 2023, identify 10 new referral agencies/surgeries within the district and on the borders of the district per month, advising them of the benefits of engaging with the GP referral programme. b) Identify 2 staff for attendance/completion of the Level 3 GP/Exercise Referral qualification in order to build capacity and resilience.	Two new referrers recruited 15 new referral partners approached, 4 have received additional information and 1 recruited. During August and September 4 new referrers have been approached and 1 new referral organisation recruited. Following ongoing work with referral partners a new Neuro-Fit session at NSFC began in September attracting 14 new people to site. IN PROGRESS - 2 members of staff identified.
2.2	Partner sites	Improving Healthy Lifestyles/ Tackling Physical Activity	a) Based on the feedback from the review undertaken in 2023, contact 2 schools each month with the offer to work with A4T with a target of developing two further partner sites within 202-2025. b) Improve community access through partner facilities and review current SLAs with each partner site	IN PROGRESS - Information sent to 20 potential partner sites in neighbouring districts. Meetings held with Magnus Academy, Newark and Dukeries Academy, Ollerton during September regarding managing community use of their facilities. IN PROGRESS
2.3	Fitness offer	Improving Healthy Lifestyles/ Tackling Physical Activity/ Addressing the needs of an ageing population	a) Review the current fitness equipment provision across all sites and undertake a replacement of all equipment beyond end of life, bring in line with industry standards and trends.	COMPLETE – The work has now been completed and installation of the equipment at Blidworth, Dukeries and Newark will commence on 21 st October and be phased over a 3-week period. This will be supported by decoration and in places new flooring to support the investment in new equipment and provide a new and exciting offer to the customer.

			<p>b) Work with the Council using the above information to develop an understanding of the proposed offer in the future and how this can be translated into a tendering opportunity, for suitably qualified fitness equipment suppliers.</p> <p>c) Work with the Council to update the current capital budget identified for replacement fitness equipment and ensure sufficient finance is available before any tendering process is advertised</p>	<p>Communications of this fantastic investment will take place to raise the profile of the fitness suites and improve sales opportunities.</p> <p>Comms will be in the main from A4T, however, some joint comms in partnership with the Council will take place, to acknowledge the excellent investment they are making.</p> <p>COMPLETE</p> <p>COMPLETE</p>
2.4	Digital technology	Improving Healthy Lifestyles/ Tackling Physical Activity	<p>a) Improve the content and functionality of the App, including increased marketing, push notifications, job vacancies and customer feedback.</p> <p>b) Develop a digital customer survey which can be sent out annually by the Company, to assess the feedback regarding customer satisfaction.</p> <p>c) Continue to develop and roll out the self-service offer within the Company, moving all grant aid forms and applications online to speed the process up for the applicant and improve the quality of offer by the Company</p>	<p>Recruitment and volunteering added May 2024 Direct link to reporting concerns has been added October 2024</p> <p>Customer satisfaction survey completed in March 2024 – feedback will inform new policy and programmes</p> <p>In progress. The next piece of work is the development and installation of Course Pro commencing March 2025.</p>
2.5	Physical access	Improving Healthy Lifestyles/ Tackling Physical Activity	<p>a) Work with the Council to improve the changing provision for disabled people at Dukeries Leisure Centre</p>	<p>In progress. Corporate property has now issued draft designs which have been sent out to the partners for feedback. Once the scheme is signed off, this will be commissioned, and it is hoped the project will be complete by the end of 2024.</p> <p>The work is now scheduled to take place on 2nd December 2024.</p>
3.	Financial viability			

3.1	Pricing	Improving Healthy Lifestyles/ Tackling Physical Activity	<p>a) In conjunction with the Council, undertake a pricing review of all hire fees and charges, monthly membership options and pay and play per activity.</p> <p>b) Undertake the remaining price re-alignments for the memberships with a target of achieving a full re-alignment of all memberships by the end of the financial year 2024-2025</p> <p>c) Refine and streamlining of the block booking process and renewal of bookings</p>	<p>This will form part of the draft BP provided in quarter 3.</p> <p>COMPLETE for quarters 1 and 2, with a final alignment being scheduled for quarter 4 to complete the year.</p> <p>Forms have all now been digitalised and further investigations are taking place to try and link block bookings with the App</p>
3.2	Financial services and expenditure / income	Improving Healthy Lifestyles/ Tackling Physical Activity	<p>a) Approach suitably large sporting organisations to offer the opportunity for A4T to collect and administer the subscriptions made by members, through the Company's already established and successful direct debit memberships.</p> <p>b) Undertake the procurement process for the four-year cycle of financial audits</p> <p>c) Investigate options for reducing energy costs and usage</p>	<p>Information sent to 10 clubs to offer the direct debit services of the Company.</p> <p>COMPLETE – audit 1 completed and awaiting final report to be sent.</p> <p>Environmental Audit took place by Sport England Swimming Pool Fund. Report provided. Actions identified. LED lighting scheme and pool cover orders progressing with Corporate Property.</p>

Table 2. Performance against Business Plan Actions and Performance Indicators

7.2 PERFORMANCE TO PERIOD 06, TO 30th SEPTEMBER 2024

7.3 The number of user visits is currently following seasonal trends, with quarter 2 being mixed with a quiet month in August and much busier in September. The cumulative user visits reached 506,055 across all leisure centres and partner sites. This is a decrease of 71,969 in comparison to periods 1 to 6 in 2023.

7.4 The loss of the main pool at Southwell is having an impact on usage across the business and in turn the centre is experiencing a decrease on the wider usage. Anecdotally it appears several adults were using the fitness facilities when children were in main pool swimming lessons.

7.5 Information on the subsidy per user in relation to the management fee, provided by the Council is detailed in the table below, detailing the current rate and provides some historical data for comparison.

Year	Management Fee	User Visits	Subsidy per user
2019 – 2020	£120,220	1,189,899	£0.10
2020 – 2021	£611,220	267,825	£2.28
2021 – 2022	£731,645	914,491	£0.80
2022 – 2023	£480,650	1,008,319	£0.48
2023 – 2024	£410,534	1,101,987	£0.37
2024 – 2025	£81,200 (revised forecast)	1,100,000 (forecast)	£0.07 (forecast)

Table 3. Management fee v user visits to calculate subsidy per visit

7.6 In comparison to 2023, the number of under 16's has decreased due to the closure of the main pool at Southwell, from 152,262 up to the end of quarter 2 in 2023, to 134,523 in the same period in 2024. This is a decrease of 17,739.

7.7 The delivery of holiday activities in the school summer holiday period, was a success at Newark, however there was disappointment with attendance numbers at Dukeries, during quarter 2. Overall however, the Healthy Activities and Food (HAF) scheme has generated an increased footfall in the centres and particularly at Newark.

7.8 The attendance at Southwell holiday activities was also disappointing. In view of this, a review of the timings has taken place and a different approach is being taken for October half term, whereby the activities will take place in the mornings, and have access to other areas of the facility, which were limited during summer, due to the existing programme.

7.9 The number of users that are 60+ has continued to increase in comparison to the same period in 2023. There were 76,822 visitors from this age group using the leisure centres up to 30th September 2024, compared to 65,370 for the same period in 2023, an increase of over 17%. This is an excellent result given the activities used by this age group and the affect swimming usage has had, by the Southwell main pool closure.

7.10 The number of referrals received from healthcare professionals up to 30th September 2024 reached 184, which is on trend at the halfway point of previous years. Conversions are performing at a consistent rate in relation to referrals and are currently operating at 47% in terms of successful sign ups, with 87 individuals taking out the subsidised membership. There has also been progress made during the last quarter on the number of referrers, making the referral to A4T, this is due to the roll out and integration of the referral form onto NHS software 'System 1'.

7.11 The number of community groups supported has reached 96 across the team of sports development officers and more details regarding the progress and performance of the sports development team are included in appendix II, with a new infographic at appendix III.

7.12 On 30th September 2024 there were 11,718 live memberships held across all sites. This is an extremely positive position in light of the situation at Southwell. In comparison to September 2023, there is a small decrease of -70, where the total live membership was 11,788, demonstrating the loss experienced at Southwell has been mitigated by increases at other facilities.

7.13 The table below provides the committee with direct debit membership data and how this has performed since 1st April 2024.

Month	BLC Adult	DLC Adult	NSFC Adult	SLC Adult	BLC Child	DLC Child	NSFC Child	SLC Child	TOTAL
April 2024	813	1,361	4,443	1,935	102	469	1,587	964	11,674
May	821	1,363	4,482	1,915	102	507	1,659	884	11,733
June	816	1,343	4,501	1,877	102	498	1,684	875	11,696
July	831	1,317	4,669	1,830	109	487	1,688	856	11,787
August	821	1,265	4,590	1,763	113	475	1,693	848	11,568
September	830	1,246	4,637	1,781	115	477	1,756	876	11,718

7.14 The children's membership at Newark has seen a slight increase since April due to the correct movements of Southwell swimmers who are swimming at Newark instead of Southwell. This was reconciled in April for payment on 1st May and the figures now represent a true picture of the membership base and the main site of their participation.

7.15 During the quarter, with the Summer Fit promotion, running in June and July, there were 392 Summer Fit passes sold. This allowed prospective direct debit members the opportunity to try the facilities before committing to the full monthly membership.

7.16 Since 1st April there have been 2,152 new memberships sold, which cover all the different membership types, across all centres.

7.17 Despite the uncertainty around Southwell, the sales data is still promising, with 63, 1 day and 3 day passes activated, and 381 adult and children's memberships sold since 1st April 2024.

7.18 The junior membership base at Southwell has exceeded the September target despite a period of underachieving months, reaching 876 (+10). This is obviously much less than last year when the main pool was operating, and the membership base was 1,419.

7.19 The adult membership base at Southwell was just under the target of 1,811 (-30) achieving 1,781 at 30th September 2024. In direct comparison to the same period last year, has decreased by -358 (2,139).

7.20 The live adult membership base at Blidworth has seen an increase reaching 830 members, exceeding the target of 781 by +49 as well as outperforming the comparison to September 2023 where it was 688 adult members, an increase of +142.

- 7.21 The live children's membership base at Blidworth is still performing well at 115. This is above the target of 105 (+10) and again, building on the performance of September 2023, which had a membership base of 84 (+31). The XP Student membership is proving to be a popular choice locally, as it includes access to the fitness suite which is available to 8 years and above.
- 7.22 The live adult membership base at Dukeries has achieved 1,246, which has gradually decreased by -115 since April 2024 and a decrease in comparison to the same period last year (1,347). The membership has also not achieved the September target of 1,315 (-69).
- 7.23 The children's membership at Dukeries has decreased over the quarter in line with seasonal trends, reaching 477 on 30th September, however exceeding the September target of 442 (+35). This is positive despite the challenges that the management are facing in recruitment and retention of swimming teachers. This will hopefully alleviate over the next quarter following a successful swimming teachers' course in August and provided recruitment for 3 new teachers.
- 7.24 The live adult membership base at Newark, continues to rise achieving 4,637 on 30th September, an increase of +589 (4,048) in comparison to 2023. This membership group has consistently exceeded the monthly target during the quarter, finishing +127 (4,510) above the September target.
- 7.25 The children's membership base at Newark is rebuilding and has experienced an increase of +169 since April this year, reaching 1,756. In comparison to the same period last year, there has been an increase from 1,569 (+187), another positive performance.
- 7.26 The number of concessionary memberships held has increased during the quarter from 497 at 30th June to 522 on 30th September. This is also an increase of +137 on the same period in 2023.

8. By exception: Update on regulatory compliance

- 8.1 Since 1st April, several inspections and checks have been undertaken by A4T staff, supported by external contractors where necessary. During the last period, the following checks were undertaken:
- Legionella flushing
 - Lifts inspections
 - Inflatable inspections and certification of usage
 - Air handling unit inspections and servicing
 - All weather pitch maintenance visit
 - Pool Pod service and maintenance
 - Combined Heat and Power unit servicing and inspection
 - Pool water sampling (bacteriological tests)

- Intruder alarm service
- Fire alarm servicing
- Electric entrance door testing and servicing
- Air Conditioning service and inspections
- Service and inspection for the swimming pools at Newark
- Service and inspection fitness equipment at all sites

8.2 There are also a number of checks and tests, which are the responsibility of the Council as the building owner, or which have been commissioned by the Council on behalf of A4T. These are managed on a regular basis with Council staff from Corporate Property and Safety and Risk. These have included:

- EICR inspections (electrical testing)
- Legionella inspections and tank cleaning
- Pressure vessel testing
- Fire door replacements
- Fire risk assessments and associated works
- Fire extinguisher inspections
- Zurich Insurance inspections
- Fire damper inspection and servicing
- PAT Testing (electrical testing)
- Gas safety certifications
- Emergency lighting at all sites

8.3 There are currently no other compliance issues identified.

9. By exception: Strategic Risk

9.1 As reported in the last report to the Committee, the Company, in conjunction with the Council, has identified one strategic risk which includes the essential maintenance work that will take place at Southwell. Some of this work was undertaken during November and December 2023 to the first-floor fitness suite. The remainder of the works are currently being managed by Corporate Property within the Council and updates will be provided to the committee, as a schedule is developed.

9.2 There are currently no other strategic risks identified.

10. Outcome of any formal complaints and customer satisfaction data

10.1 Currently A4T has a process of collecting customer comments and feedback through various means. This includes verbal interaction, email sent directly to the Company through the enquiry's inbox, completing a form on the webpage, via the Council's customer services team, or direct to a staff member (usually captured on Staffmis).

- 10.2 These various communications are then either actioned by the Operations Manager on duty, (if they are able to answer the query, question, or complaint), or passed through to the Director of Development and Operations, who will action the feedback by arranging a meeting with the customer/s and/or respond in writing.
- 10.3 In turn, where the feedback involves praise for the Company or an individual; this is passed on to the person/s in question, with a supporting email from the Director of Development and Operations.
- 10.4 A4T continues to receive comments through an online form, which has recently been developed further to allow the filtering of comments and feedback at the point of submission. This will now split comments into categories which include safeguarding, theft and car parks, inappropriate behaviour and general customer feedback. Dependent on the selection, is then automatically sent to a specific member of the team. This is managed internally by both Directors, to ensure there is a consistency of message and application of the policy.
- 10.5 There have been 89 customer comments received in total across the Company from April to September 2024. These are split down as follows, with often multiple comments covering more than one area of the business:
- Accidents and incidents - 2
 - Facilities - 29
 - Positive staff feedback - 13
 - Negative staff feedback - 8
 - Programming - 18
 - Systems and pricing - 8
 - Miscellaneous - 11
- 10.6 Examples of some of the comments during the last quarter are –
- Limited availability of inductions following signing up to a membership
 - Irregularity of swimming teachers at Dukeries and lack of continuity
 - Lack of progression in swimming lessons
 - Low temperature of teaching pool at Southwell
 - Positive staff feedback regarding a GP referral customer
 - Information provided by customer services team for an online membership sign up
 - Positive feedback relating to exercise class delivery and knowledgeable instructors
- 10.7 Individuals who highlighted that they wanted a response to the comments were contacted by the Director of Development and Operations. On some occasions there was further action taken, i.e. positive/negative comments relating to staff and this feedback to individuals concerned. In addition, these comments are all fed into the next quarters programming process and any changes which can be made to enhance the customer experience and quality are undertaken, as a direct result of the feedback.

10.8 The breakdown of scores relating to the comments are as follows, with 1 being the lowest score and 5 being the highest –

- Score of 1/5 – 25
- Score of 2/5 – 16
- Score of 3/5 – 19
- Score of 4/5 – 6
- Score of 5/5 – 23

10.9 The A4T Senior Management Team would consider comments above 3/5 to be a good standard of performance and given the above, that equates to 29/55 (53%). It is worth noting that as a result of the closure of the main pool at SLC, there has been several emails received by the Company from customers. A series of responses have been sent back to these customers, either by A4T, or by the Council.

10.10 Over the next quarter the Company will be reviewing its formal customer comments process in line with the latest information received from the council. This will include an option for referral to the ombudsman, if the internal process of dealing with customer feedback, cannot resolve any query/complaint successfully.

11. BUDGET IMPLICATIONS

11.1 There is significant budget implications contained within this report and this will continue to be discussed with the Council's Senior Leadership team, in order they are fully appraised of the most recent financial position of the Company.

12. EQUALITY & DIVERSITY IMPLICATIONS

12.1 All information will continue to be available in a number of formats in line with Active4Today's access requirements and those set out in the equalities and diversity policy.

For further information please contact Andy Carolan – Managing Director