



Report to: Executive Shareholder Meeting 11 March 2025

Portfolio Holder: Councillor Paul Peacock, Strategy, Performance & Finance
Councillor Susan Crosby, Health, Wellbeing & Leisure

Director Lead: Suzanne Shead, Director - Housing, Health & Wellbeing

Lead Officer: Cara Clarkson, Business Manager Regeneration & Housing Strategy, x5923

Report Summary	
Type of Report	Open Report / Non-Key Decision
Report Title	Active 4 Today Performance Outturn Period 10 (April 2024 – January 2025)
Purpose of Report	This report presents the performance of Active 4 Today for the period 1 st April – 31 st January 2025.
Report Recommendations	That the Executive Shareholder Committee note the performance of Active4Today up to period 10, 2024-25 and approve the Business Plan 2025 - 2026 as detailed in Appendix 4.
Alternative Options Considered	None
Reason for Recommendations	To ensure that the shareholder has assurance and oversight of the company’s performance ensuring that the company continues to deliver the outcomes required by the Council as aligned to the Councils Community Plan.

1.0 Background

- 1.1 The Council’s wholly owned ‘not for profit’ leisure company, Active4Today (A4T) has been delivering leisure and sports development on behalf of the Council since 2015. This includes the management of four leisure centres: Blidworth, Dukeries, the Newark Sports and Fitness Centre and Southwell Leisure Centre.
- 1.2 Prior to the establishment of the Executive Shareholder Committee, performance of the company was overseen by the Leisure & Environment Committee.
- 1.3 Oversight of Active4Today is now achieved through the councils’ nominated representatives on the Board of Active4Today, quarterly monitoring of the

management agreement at officer level through the Directorate for Housing, Health and Wellbeing, and through the Executive Shareholder Committee.

- 1.4 This cover report provides the highlights for committee with appended documents to this report:
1. Active4Today - Report from the Managing Director 1st April to 31st January 2025
 2. Active4Today - Performance Indicators 1st April to 31st January 2025
 3. Active4Today - Sports Development Report 1st October to 31st January 2025
 4. Active4Today Draft Business Plan 2025-2026

2.0 Performance Overview

Business Performance – Usage, Memberships, Income and Expenditure

- 2.1 At period 10, the company has performed well in terms of memberships, with a growth at Newark Sports and Fitness Centre and Blidworth Leisure Centre offsetting losses at Southwell Leisure Centre and Dukeries Leisure Centre. Attrition rates are remaining relatively stable due to customer retention initiatives being applied to maintain the overall membership base.
- 2.2 Overall, in-year memberships show a net increase of 327 to 12,001 members across all categories since April where memberships were at 11,674 representing a net growth of 2.8%.
- 2.3 Overall income at Period 10 is £4,452,500 an increase of £26,280 compared with period 6, however, total revenue costs have increased to £4,552,270 primarily attributable to increased premises costs of £28,150 and Supplies and Services up £27,230 leading to a revised yearend outturn forecast of £100,260. This is an increase of £19,060 compared to Period 6 but does include £50,000 being transferred to the Active Reserve which will rise from £590,188 to £640,188. It is also considerably lower than the original forecast at Period 1 of £749,100. Further details can be found in Section 4 of Appendix 1.
- 2.4 The current forecast management fee of £100,260 represents a return to management fees that predate covid and demonstrate a far stronger financial position for both the company and the council as sole shareholder. User visits are also recovering to pre-covid levels with visits to 31st January 2025 across all sites at 875,637 an increase of 67,632 on the same period in 2024. The forecast to year end is expected to achieve the 1,100,000 target as the period January to March is traditionally busy.
- 2.5 Table 1 below provides members with a timely summary of the relationship between the management fee and user visits since 2019-2020 and the relevant subsidy per user over the period. The latest forecast is predicting an outturn subsidy of 7p per user which is creeping close to a break-even/zero subsidy position.

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	£100,260 (revised forecast)	1,100,000 (forecast)	£0.09 (forecast)

Table 1 Management fee v user visits to calculate subsidy per visit

2.6 To support the ongoing growth in membership, Active4Today has developed a business case for a capital investment of circa £82,000 to purchase a significant new indoor play inflatable for the sports hall and a pool inflatable for the Dukeries Leisure Centre. Due to the status and setup of the Company, any capital expenditure to be incurred on any of the leisure centres is the responsibility of the District Council rather than Active4Today and approval to proceed has been granted through the Portfolio Holder for Strategy, Performance & Finance.

3.0 Performance against business plan actions

3.1 Each year the company sets out within its business plan, the key activities it will deliver alongside its standard memberships. These activities are approved by the Committee and reflect the council's priorities around engagement, health improvement through tackling physical inactivity and addressing the needs of different population groups including older persons, younger persons or those with a disability. These additional activities are often delivered outside the standard leisure centre provision, making physical activity accessible to a much wider participation base.

3.2 At Period 10 Active4Today has delivered activities and interventions to support the wider community who typically may not access one of the Council's leisure centres and such initiatives are outlined below:

- i. During the Christmas holidays 109 people accessed free swims and dry-side activities at Newark and Dukeries Leisure Centres including badminton, squash and racket ball.
- ii. A further 12 bursaries were awarded to young people experiencing mental health difficulties from September and 7 young people have already been inducted and are accessing the free offer so far with 2 more progressing through the induction.
- iii. Community Alcohol Partnership (CAP) has been secured to deliver accessible and supportive football sessions for young people living in the Devon Ward.
- iv. 45 GP Referrals were received in January with 26 taking up the offer, a conversion rate of 58% which is a 53% increase on referrals in January 24.
- v. Completed the installation of new fitness equipment at Newark, Blidworth and Ollerton Centres.

- vi. Completed the installation of the Changing Places accessible changing facility at the Dukeries Leisure Centre to improve the Centre's accessibility for people with severe physical challenges.
- vii. 520 members were in receipt of a concessionary membership as at January 2025 an increase of 18% on January 2024.
- viii. 156 community groups were supported by Sports Development by January 2025 and increase of 18% on January 2024.

4.0 Draft Business Plan 2025-26

- 4.1 Appendix 4 presets the Draft Business Plan for 2025-26 as was approved by the Active4Today Board on 15th January 2025. The Draft Business Plan sets out the activities the company propose to undertake in 2025-26.
- 4.2 At section 12 within Appendix 1 (the update report from the Managing Director for Active4Today) the projected budget for 2025-26 is set out with proposed cost increases including for utilities, salaries, National Insurance. Income is projected to increase by £175,290 across all sites due to the increase in membership fees proposed (please see pages 8-9 Appendix 4, Draft Business Plan).
- 4.3 The projected Management Fee for 2025-26 is £109,390.
- 4.4 In approving the draft Business Plan, Shareholder Committee is also approving the Management Fee for 2025-26 and associated fees and charges.

5.0 Recommendation

- 5.1 That the performance of the company outlined in this report and detailed in the associated **Appendices 1, 2, and 3** are noted and **Appendix 4** the Business Plan 2025-2026 be approved.

6.0 Implications

In writing this report and in putting forward recommendations, officers have considered the following implications: Data Protection, Digital and Cyber Security, Equality and Diversity, Financial, Human Resources, Human Rights, Legal, Safeguarding and Sustainability, and where appropriate they have made reference to these implications and added suitable expert comment where appropriate.

6.1 Financial Implications – FIN24-25/5316

- 6.2 The current budgeted management fee payment to Active4today within the Council's financial system is £749,100 for financial year 2024/25. As per paragraph 2.3, the current revised forecast value of the management fee is £100,260, which is a forecast favourable variance of £648,840. This forecast is an increase of £19,060 compared to the forecast at Q3 budget monitoring.

6.3 The capital spend described at paragraph 2.6, has been approved by the Portfolio Holder for Strategy, Performance & Finance and has been added into the capital programme.

6.4 As per paragraph 4.3, the proposed management fee of £109,390 for the 2025/26 financial year has been included in the proposed budget being presented to Council on 06/03/2025 for approval.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

None