



Year 11 Quarter 3 Review

Parklands Leisure Centre

Wigston Pool and Fitness Centre

Managed by Everyone Active in partnership
with Oadby and Wigston Borough Council



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YEAR 11 QUARTER 3 OPERATIONAL REPORT JUNE 2025-AUG 2025

Contents

1. Executive Summary.....	Page 3
2. Overview.....	Page 4
3. Operational Reporting.....	Page 4
3.1 Usage and Attendance	
3.2 Targeted Groups	
4. Membership.....	Page 5
5. Events and Community Engagement.....	Page 6
6. Site Management and Staffing.....	Page 8
7. Health and Safety.....	Page 8
7.1 Audit Performance	
7.2 Accidents and Incidents	
8. Cleaning and Presentation.....	Page 10
8.1 Cleaning Audit Performance	
9. Safeguarding.....	Page 11
10. Maintenance.....	Page 11
11. Customer Feedback.....	Page 12
12. Marketing and Promotions.....	Page 14
12.1 Marketing Snapshot	
12.2 Next Quarter Focus – Quarter 4 (September - November 2025)	
13. Physical Activity and Sports Development.....	Page 16
14. Service Delivery Exceptions.....	Page 18
15. Review and Forward Look.....	Page 20

Everyone Active – Oadby & Wigston Contract

Quarter 3 Operational Report (June – August 2025)

1. Executive Summary

This report provides a comprehensive overview of operational performance across the Oadby and Wigston Leisure Contract for Quarter 3 (June–August 2025), covering Parklands Leisure Centre and Wigston Pool & Fitness Centre.

Over the period, the partnership between Everyone Active and Oadby & Wigston Borough Council has continued to deliver a high-quality, safe, and community-centred leisure service that supports the borough’s wider health and wellbeing priorities.

While overall usage remained broadly consistent with 2024 levels (a marginal variance of –0.9%), this stability reflects strong local engagement against the backdrop of national leisure industry challenges. Importantly, participation quality and community reach have strengthened across key programmes, underscoring the contract’s continued social value impact.

Quarter 3 Highlights:

- **Membership stability:** Over 7,000 active members maintained across both sites, with gym membership growth offsetting national trends of reduced swimming lesson participation.
- **Community engagement:** A 12% year-on-year increase in participation among targeted groups, including Exercise Referral, children and young people, older adults, and community cohorts.
- **Health and Safety excellence:** No RIDDOR incidents recorded and internal audit scores of 95.9% and 96.2%, confirming consistently high compliance and operational standards.
- **Customer satisfaction:** Complaints accounted for less than 0.01% of attendances per 10,000 visits, with all correspondence acknowledged within 10 working days (average response under 4 hours). Feedback remains overwhelmingly positive, particularly recognising staff helpfulness, class delivery, and facility presentation.
- **Community and social impact:** Strong programme delivery through initiatives such as Exercise Referral, Heartsmart, Steady Steps, and HAF-funded projects, alongside inclusive access for care-experienced young people and volunteer carers.
- **Workforce development:** Continued investment in local employment and skills through six active apprenticeships and structured staff development programmes.
- **Operational excellence:** All planned preventative maintenance (PPM) completed on schedule; only minor short-term closures required for essential works, with no service delivery failures.

- Marketing reach: Integrated campaigns achieved over 650,000 impressions, reinforcing visibility and engagement across the borough.

The contract continues to demonstrate robust operational performance, a strong safety culture, and meaningful community outcomes. As the service moves into Quarter 4, the focus will be on building winter participation momentum, enhancing family and community engagement, and supporting sustained membership growth through targeted marketing and value-led programming

2. Overview

The purpose of this report is to provide a summary of operational performance across the Oadby and Wigston leisure contract for Quarter 3 (June–August 2025).

Everyone Active recognises the importance of its role in delivering a high-quality, inclusive, and community-focused leisure service on behalf of the Council. The partnership between Everyone Active and the Authority continues to be built on transparency, shared objectives, and a commitment to supporting the health and wellbeing of local residents.

During this period, our focus has remained on maintaining service quality, sustaining participation and ensuring the Centres remain safe, clean, and welcoming spaces for all. Community engagement and participation remain at the heart of the contract, with particular emphasis on targeted groups who may otherwise face barriers to accessing leisure opportunities.

3. Operational Reporting

3.1 Usage and Attendance

Overall participation across the Oadby and Wigston contract during Quarter 3 (June–August 2025) has remained broadly consistent with the same period in 2024.

Despite ongoing economic pressures on household spending and increased competition from budget operators, both centres have maintained strong usage, recording a combined total of 214,390 attendances — representing a marginal decrease of just 0.9% year-on-year.

There has been encouraging growth across several participation areas, most notably Sports and Activities, which increased by over 8,000 visits (+51%) compared with the same quarter in 2024. This reflects a clear rise in demand for structured and social activity sessions, many of which are delivered through the Active Communities programme.

While Swimming experienced a modest reduction of 9,627 visits (-11%), this aligns with national seasonal trends particularly on swimming lessons and reduced competitive event usage over the summer period. Gym and Fitness Classes remain stable, showing a small increase of 1,768 visits (+2%), supported by sustained interest in group exercise and consistent membership engagement.

Description	Jun-25	Jul-25	Aug-25	Total	Jun-24	Jul-24	Aug-24	Total	Variance
Swimming	26,395	27,603	27,658	81,656	30,265	30,798	30,220	91,283	-9,627
Gym/Fitness Classes	23,999	25,581	25,725	75,305	26,141	24,094	23,302	73,537	1,768
Sports/Activities	6,890	6,978	10,107	23,975	4,692	5,136	6,013	15,841	8,134
Activity Total	57,284	60,162	63,490	180,936	61,098	60,028	59,535	180,661	275
Spectators	11,046	11,226	11,182	33,454	11,847	12,018	11,881	35,746	-2,292
Grand Total	68,330	71,388	74,672	214,390	72,945	72,046	71,416	216,407	-2,017

The marginal decline in total usage is more than offset by the quality of engagement achieved across community-led and health-related participation, supporting the Council's wider wellbeing objectives.

Targeted Groups

Community participation continues to be a core element of contract delivery, driving inclusivity and supporting the health and wellbeing of residents across Oadby and Wigston.

Performance against targeted participation categories demonstrates strong growth, with an overall increase of 12% year-on-year and positive trends across all key groups.

	Jun-Aug	Jun-Aug		
Targeted Groups	2024-25	2023-24	Variance	% Variance
Exercise Referral	2,563	2,245	318	12%
Children and Young People	19,200	16,962	2,238	12%
Community	1,079	863	216	20%
Older Adults	2,212	2,023	189	9%
Total	25,054	22,093	2,961	12%

The continued growth in Exercise Referral highlights the success of the revised self-referral pathway, making participation more accessible to residents and reducing barriers to entry. Close collaboration with GP practices, community health partners, and Active Together initiatives remains a key driver of this progress.

4. Membership

Membership levels across the contract have stabilised and shown early signs of growth, following a period of fluctuation in the previous year.

As of August 2025, total membership across both sites stood at 7,185, representing a slight increase compared with the same period in 2024 (+32 members overall).

Membership	Jun-25	Jul-25	Aug-25	Jun-24	Jul-24	Aug-24	Variance
Gym	4,527	4,527	4,614	4,324	4,316	4,392	222
Swim Lessons	2,545	2,538	2,571	2,800	2,769	2,761	-190
Total	7,072	7,065	7,185	7,124	7,085	7,153	32

At Parklands Leisure Centre, membership has plateaued with one of the major barriers to joining being the additional cost for car parking and the impact of nearby competition. However, customer sentiment has improved, particularly following recent upgrades to the free weights area and enhanced group exercise provision, which have positively supported retention.

At Wigston Pool & Fitness Centre, gym membership has grown steadily, driven by accessible pricing and increased facility availability. Swimming lesson membership has reduced across both sites, which follows national trends however though continuation among older children and looking to drive longevity we are only tracking slightly below where we would expect to be.

Overall, membership performance remains strong and resilient, supported by effective local marketing, retention incentives, and a customer-centric operational approach.

5. Events and Community Engagement

While the wider events market remains relatively subdued, both Parklands Leisure Centre and Wigston Pool & Fitness Centre continue to play an important role as accessible and valued community venues. A diverse range of initiatives during Quarter 3 have strengthened local engagement, supported charitable causes, and enhanced community wellbeing.

Key highlights include:

- School and Partnership Events: Continued hosting of key local partnership activities, including *Lads & Gals Days* and the *Annual Sports Awards*, celebrating youth participation and achievement across the district.
- Charitable Fundraising: A series of fundraising events — including bake sales, book sales, group exercise sessions, and family fun days in the soft play and swimming pool areas — have collectively raised over £7,000 year-to-date for various charities, including Breast Cancer Now. These events have not only generated significant funds but also fostered strong community spirit and inclusivity.
- Community Hub Activities: The Parklands Café continues to operate as a vibrant community hub, hosting Police Drop-ins, Wildlife Trust sessions, Community Safety information stalls, and the VASL Carers initiative, which provides free refreshments and social connection for volunteer carers.
- Wigston Community Café: The creation and delivery of the Wigston Community Café has provided a welcoming space for residents to meet, socialise, and engage in informal activities

such as coffee mornings and games sessions. This initiative has helped to reduce social isolation and promote positive interaction between staff and users in a safe and friendly setting.

Together, these activities highlight the centres' ongoing commitment to social value, community cohesion, and supporting the Council's wider wellbeing objectives.

Free and Supported Community Access

Everyone Active continues to deliver strong community benefit through an extensive range of free and subsidised access initiatives. During the quarter, more than **3,000 individual free or discounted visits** were provided across both Wigston and Parklands Leisure Centres, representing a total community investment of **£11,625**.

Key areas of support included:

- **Children in the Community**
A total of **1,831 free swims** were delivered during the school summer holidays for under-16s, providing affordable and safe opportunities for young people to stay active and engaged throughout the break.
- **Inclusive Access**
To support residents with additional needs, **1,079 free swimming sessions** were provided for less able participants, promoting inclusion and wellbeing for all members of the community.
- **Local Community Passes**
A range of free and trial memberships were offered to encourage wider participation. This included **140 day passes** and **20 family swim passes**, helping local residents to engage with centre facilities and activities.
- **Targeted Support for Vulnerable Groups**
Everyone Active also continued its partnership work to support priority community groups, including **Supporting Leicestershire Families, Parkinson's, and Ukrainian/Parkinson's** members. During the quarter, **eight 12-month memberships** were allocated, providing long-term access to physical activity and wellbeing support, equivalent to an additional **£3,520** in community value.

Overall, the continued delivery of these initiatives demonstrates Everyone Active's commitment to reducing barriers to participation, supporting health equality, and strengthening local connections through accessible and inclusive leisure provision.

Organisation	Description	Jun-25	Jul-25	Aug-25	Total	Cost per unit	Total Cost	Combined Cost
Children in the community	Free Swimming in the School Summer Holidays for under 16's		984	847	1,831	£3.50	£6,409	£11,625
Local community	Family Swim Pass	20	0	0	20	£15.00	£300	
	Free swimming session for less abled	333	374	372	1,079	£3.50	£3,777	
Local community	Day Passes	40	50	50	140	£6.00	£840	
	3 month membership	2	0	0	2	£120.00	£240	
Ukranian / Parkinsons	12 month membership	1	4	3	8	£440.00	£3,520	

6. Site Management and Staffing

Both sites continue to operate efficiently, supported by strong management continuity, high levels of staff retention, and a stable workforce.

- Workforce Profile: Parklands Leisure Centre employs approximately 100 staff, and Wigston Pool & Fitness Centre around 40, equating to a combined total of approximately 50 full-time equivalents (FTEs) across the contract.
- Recruitment and Stability: Staffing levels remain stable, with only minor managerial changes during the reporting period. Recruitment continues to be well-managed, with good local response rates to vacancies.
- Apprenticeships and Development: Apprenticeship development continues to thrive, with three apprentices currently progressing at Parklands and three at Wigston. This ongoing investment in training underlines the contract's role in supporting local employment pathways and developing future talent within the leisure sector.
- Training and Competency: A structured training and development programme is maintained across both sites. All Lifeguards complete monthly in-service training and competency assessments, while all team members participate in a rolling programme of face-to-face and online training covering areas such as COSHH, Health & Safety updates, Customer Care, and Counter Terrorism awareness.
- Management Changes: During this quarter, Georgina, General Manager at Wigston Pool & Fitness Centre, departed to take up a new role within Everyone Active's Northamptonshire contract at Moulton Leisure Centre. Her leadership and contribution to the site are acknowledged with thanks, and interim management arrangements have ensured smooth operational continuity.

Overall, the contract continues to demonstrate strong workforce stability, effective succession planning, and a proactive approach to staff development.

7. Health and Safety

7.1 Audit Performance

During Quarter 3, both sites underwent a series of scheduled internal audits as part of Everyone Active's comprehensive compliance and assurance programme.

Utilising the Everyone Quality Management System (EQMS), operational checks are undertaken daily, weekly, monthly, quarterly, and annually to ensure that service delivery consistently meets the highest standards of safety, quality, and customer experience.

The audit outcomes for this period reaffirmed a strong commitment to maintaining safe, well-managed, and high-performing facilities. Both Parklands Leisure Centre and Wigston Pool & Fitness Centre achieved excellent results, reflecting robust operational practices, effective management oversight, and a positive safety culture embedded across all teams.

Audit Type	Parklands Leisure Centre	Wigston Pool & Fitness Centre
Internal Health & Safety Audit	96.2%	95.9%
H & S External / Council Audits	<i>Client Inspection July 25</i>	<i>Client Inspection July 25</i>
Statutory Inspections	<i>Fully compliant across all areas</i>	<i>Fully compliant across all areas</i>

The audits highlighted strong procedural adherence, effective maintenance regimes, and well-documented risk assessments. Minor advisory actions identified during internal reviews were promptly addressed through local action plans.

Everyone Active continues to embed a proactive safety culture, with ongoing refresher training, daily operational checks, and monthly safety briefings ensuring continued awareness and accountability at all levels.

7.2 Accidents and Incidents

Health and safety performance across both centres continues to be of an exceptionally high standard. During the Quarter 3 reporting period (June–August 2025), no RIDDOR-reportable incidents were recorded across the contract.

A total of 22 minor accidents occurred from 214,390 attendances, resulting in an overall accident rate of 1.03 per 10,000 visits — significantly below the leisure industry benchmark of 4 per 10,000 visits.

This continues to demonstrate the effectiveness of local safety management systems, proactive staff training, and strong operational supervision across all activity areas.

Accidents	PKL	WIG	TOTAL	YTD
Site attendance	139,079	75,311	214,390	214,390
# Accidents	10	12	22	22
# of RIDDOR	0	0	0	0
Accidents per 10,000 visits	0.72	1.59	1.03	1.03

Both sites continue to maintain robust safety practices, supported by comprehensive staff training, daily operational checks, and regular internal audits.

Incident investigations and near-miss reporting are embedded within the management culture, ensuring lessons learned are shared promptly and preventive measures remain effective.

8. Cleaning and Presentation

High standards of cleanliness continue to be maintained across both sites through a structured and proactive cleaning regime.

Comprehensive daily, weekly, and monthly cleaning schedules are in place, supported by reactive cleaning to address specific operational needs and ensure facilities remain safe, hygienic, and welcoming for all users.

During Quarter 3, a number of major deep cleaning and improvement tasks were completed across both centres as part of planned maintenance and enhanced presentation works.

At Wigston Pool & Fitness Centre:

A series of targeted deep cleans were undertaken to enhance hygiene standards and improve the customer environment. These included thorough cleaning beneath gym equipment, complete clearance of the bin store, and professional drain clearance by an external contractor.

Further works included deep scrubbing of dryside floors and the poolside spectator zone — all of which were jet-washed, including the pool step safety strips. The “No Shoes” signage area is working extremely well and is improving cleanliness all the time.

Both male and female changing room showers also received a full deep clean, while drains in the male dryside area were fully cleared to improve drainage and reduce odour risk.

At Parklands Leisure Centre:

Cleaning works focused on both internal and external presentation. Deep cleaning was completed in the men’s and women’s dryside changing rooms, as well as in back corridors and the area outside the

electrical store. The front of the building was de-weeded to improve external appearance, and the main bin storage area was fully cleared and reorganised.

Additional improvements included the removal of an old shed and tidying of the rear service area to prepare for solar access installation. The climbing wall also underwent a comprehensive clean carried out by the instructor team, ensuring the surface and holds remain safe and well maintained.

These combined activities demonstrate continued commitment to delivering clean, well-presented, and operationally efficient environments that support positive customer experience and uphold Everyone Active's standards of quality and safety.

8.1 Cleanliness Audit Performance

Cleanliness standards across both sites continue to perform strongly against internal benchmarks. Quarterly Everyone Active Quality Audits recorded compliance scores consistently above 90%, reflecting the effectiveness of the structured cleaning schedules and staff diligence.

Customer feedback also supports these findings, with cleanliness remaining one of the highest-rated aspects of the service in both customer comment's and monthly Net Promoter Score (NPS) responses. Particular praise was received for the presentation of changing areas, gym floors, and public spaces, all of which have benefited from the enhanced deep cleaning programme.

The continued emphasis on quality assurance, regular inspection, and staff ownership ensures that facilities remain clean, safe, and welcoming, aligning closely with the Council's expectations for service delivery and community standards.

9. Safeguarding

No safeguarding incidents were recorded during this period.

Ongoing work continues at Wigston to manage and monitor site access challenges linked to local traveller community visits, although in the last quarter this has reduced a little. The team continues to liaise closely as required with the Council and local police to ensure an appropriate balance of inclusion and safety for all users.

10. Maintenance and Facility Management

All Planned Preventative Maintenance (PPM) activities remain fully up to date across both Parklands Leisure Centre and Wigston Pool & Fitness Centre. The PPM schedule is strategically aligned to Everyone Active's national compliance framework, ensuring that all statutory inspections, plant servicing, and lifecycle maintenance activities are delivered to the highest standards.

This includes regular testing and servicing of electrical systems, pool plant, fire safety equipment, air handling units, and gym machinery — supporting the safe and reliable operation of both facilities.

The PPM programme is further supported by the EQMS (Everyone Quality Management System), which provides robust tracking of all scheduled works and ensures that statutory checks are not only completed but also reviewed for quality and compliance. This structured approach maintains operational resilience, extends asset life, and reinforces the council's investment in the long-term sustainability of the sites.

In addition to the planned schedule, a range of reactive maintenance tasks were completed promptly during the quarter to uphold operational standards and minimise disruption to customers.

Wigston Pool & Fitness Centre:

- Pipework repairs completed in the male wetside changing area.
- Strainer basket replacement in the plant room.
- Pool platforms repaired to ensure continued safety and accessibility.
- Replacement of hairdryers in changing areas.
- Gym doors fitted with new automatic closers to improve safety and usability.

Parklands Leisure Centre:

- Drain clearance works completed in key back-of-house areas.
- Lighting replaced in both Reception and the Sports Hall.
- Back corridor drains unblocked following heavy rainfall.
- Repair of poolside shutter mechanism.
- Adjustment to front automatic doors to resolve sticking issue.
- Blocked dryside toilet cleared.
- Replacement of cracked wetside tile to maintain hygiene and presentation standards.

All works were logged and closed through the central maintenance system, ensuring full auditability and traceability of each task.

Overall, this quarter demonstrated strong performance in both preventative and reactive maintenance delivery, supporting the continued safe, efficient, and customer-ready operation of both facilities.

11. Customer Feedback and Satisfaction

Customer satisfaction across both Parklands Leisure Centre and Wigston Pool & Fitness Centre remains consistently high, with feedback continuing to highlight excellent service standards, engaging programmes, and the professionalism of staff.

All customer correspondence during the reporting period was acknowledged and responded to within the required 10-day timeframe, with an average response time of under three hours. Complaint

volumes remain extremely low — representing less than 0.01% of all attendances — and were swiftly and courteously resolved.

Recurring feedback themes during the quarter reflected typical operational matters such as car parking pressures, class bookings, and facility access, alongside a wealth of positive comments recognising staff excellence, programme quality, and facility improvements.

Highlights from customer feedback this quarter include:

Wigston Pool & Fitness Centre

- “The pool is a lovely temperature.”
- “Loving Aqua with Curtis — he’s brilliant!”
- “Emily’s small group training sessions have been fantastic.”
- “Hannah is so helpful, and Derri is always smiling.”
- “Callum is amazing at the Community Café — he really makes time for everyone.”
- “Freya loves her swimming lessons with Shivani, thank you!”
- “Really pleased with my PT session with Emily, she really drives me.”

A small number of comments referenced operational challenges including car park availability and charges, short-term pool closure, and isolated concerns regarding traveller presence on site. Each issue was handled promptly, with appropriate liaison between management and relevant partners to ensure a safe and positive experience for all customers.

Parklands Leisure Centre

- “We love the new sports hall floor — it looks great!”
- “I’m loving the new virtual players and content in the gym.”
- “Could we have electric vehicle charging points in the car park?”
- “The smell from floor works was temporary but noticeable.”
- “Roof works are taking up some parking spaces, but good to see improvements happening.”
- “The HAF programme has been excellent — thank you for the information.”

Minor facility-related comments, such as the need for a deeper clean in the men’s dryside showers or clarifications on concession proof, were swiftly actioned.

Overall, the quarter’s feedback demonstrates strong satisfaction levels, particularly around staff engagement, class delivery, and continued investment in facility improvements. Customers clearly value the welcoming atmosphere and high-quality service provided by both centres.

All Sites	June	July	August
Combined Complaints	3	12	4
Combined Attendance	68,330	71,388	74,672
% Complaints /10000	0.00%	0.02%	0.01%

12. Marketing and Promotions

Marketing activity during Quarter 3 focused on increasing local awareness, driving participation in key programmes, and supporting sustained membership engagement across both Parklands Leisure Centre and Wigston Pool & Fitness Centre.

A multi-channel approach was adopted to maximise reach across different audience segments — with strong emphasis on family activities, soft play, and swimming participation. Campaigns were coordinated through both digital and traditional media, ensuring wide visibility across the Oadby and Wigston area and surrounding communities.

Key marketing activity delivered this quarter included:

- Transport Advertising
 - *Arriva Bus* and *Centre Bus* external advertising campaigns promoting Soft Play and Family Activities, positioned across high-traffic commuter routes to increase daily brand exposure.
- Broadcast Media
 - Regional radio campaigns with Capital East Midlands and Hits Radio East Midlands, featuring targeted promotional spots highlighting health, fitness, and family participation offers.
- Out-of-Home Campaigns
 - Mobile Ad Vans deployed at various key community locations, providing high-impact visual presence and direct call-to-action messaging.
 - Digital advertising placements across Fosse Park Digital Six Sheets and Highcross Shopping Centre Panvision Screens, ensuring high footfall visibility and brand awareness among family and leisure audiences.
- Print and Community Publications
 - Features and placements in *Lots for Tots* Leicestershire and *Primary Times*, reaching parents and carers across local schools and family networks.
 - Inclusion in local school newsletters and community bulletins, promoting seasonal programmes, soft play sessions, and membership offers.

- Digital and Online Listings
 - Updated online event listings, community directories, and website promotions to maintain consistent visibility and search accessibility for upcoming programmes and offers.

These coordinated marketing efforts have provided comprehensive coverage across multiple touchpoints — ensuring strong local engagement and continued awareness of Everyone Active facilities and services within the borough.

12.1 Marketing Performance Snapshot – Quarter 3 (June–August 2025)

Marketing performance across the quarter demonstrated strong reach and engagement, particularly through family-focused and digital-led campaigns.

The combined use of outdoor, radio, and community media channels has significantly strengthened brand visibility and contributed to sustained footfall across both Parklands and Wigston sites.

Channel / Campaign Type	Activity Summary	Estimated Reach / Engagement	Key Outcomes
Transport Advertising	Arriva Bus Soft Play campaigns	>200,000 impressions (combined)	High daily visibility across key commuter routes and residential areas.
Broadcast Media	Capital FM & Hits Radio East Midlands campaigns	~150,000 listeners per week	Reinforced brand awareness and promoted key seasonal activities.
Out-of-Home Advertising	Ad Vans, Fosse Park Digital Screens, Highcross Panvision	~300,000 footfall exposures	Strong visual impact across major retail and leisure destinations.
Print & Community Media	Lots for Tots, Primary Times, School Newsletters	~20,000 circulation	Direct engagement with parents, schools, and local families.
Digital & Online Listings	Web promotions, event listings, online directories	N/A (Ongoing visibility)	Continuous online presence supporting programme awareness and SEO.

Overall Marketing Reach: Estimated >650,000 local impressions across all combined channels during Quarter 3.

The integrated approach — combining traditional advertising with targeted community outreach — continues to deliver strong local awareness, supporting programme participation, family activity attendance, and long-term membership retention.

12.2 Next Quarter Focus – Quarter 4 (September - November 2025)

Building on the strong reach achieved in Quarter 3, marketing activity over the coming months will pivot towards seasonal engagement and member retention.

Key priorities will include:

- Winter Membership Campaigns – targeted digital and outdoor advertising to drive new memberships ahead of the New Year fitness peak.
- Festive Family Promotions – highlighting value-led soft play, swim, and school holiday offers to support families during the Christmas period.
- Community Visibility – increased collaboration with schools, local newsletters, and community networks to reinforce Everyone Active’s presence across Oadby & Wigston.
- Digital Growth – further use of social media, online listings, and geo-targeted adverts to maintain strong awareness and support online conversions.

These campaigns will ensure that both Parklands Leisure Centre and Wigston Pool & Fitness continue to attract a broad audience, balancing family participation, community health engagement, and sustainable membership growth through the winter season.

13. Physical Activity and Sports Development

The Active Communities Team continues to deliver a wide-ranging and inclusive programme of physical activity, health, and wellbeing initiatives across both Parklands Leisure Centre and Wigston Pool & Fitness Centre. These programmes play a central role in supporting the Council’s wider public health priorities — promoting active lifestyles, social inclusion, and community wellbeing.

Funding and Programme Development

During Quarter 3, the team secured a total of £6,630 in external funding to support new community and family-based activities across Oadby and Wigston.

This funding has been used to pilot a parent-led Holiday Activities and Food (HAF) programme combining *swimming, soft play, and healthy eating* at Parklands Leisure Centre. Over the 16-week summer period, the project supported 62 young people across 320 places, with highly positive feedback from participants and families.

A further element of this funding supported the Junior Gym HAF programme, providing access for 11–16-year-olds and engaging 30 participants at Parklands during the summer holidays.

Children and Young People

Engagement among children and young people continues to grow, supported through targeted initiatives and free access schemes.

- A total of 26 care-experienced young people and 22 children in care currently access free gym memberships across both sites (21 at Parklands, 27 at Wigston).
- The Adopt a School initiative launched this quarter, partnering with St John Fisher Catholic Voluntary Academy, St Thomas More Catholic Voluntary Academy, and Parkland Primary School to offer free two-week access and activity opportunities to nominated pupils.
- 1831 Children accessed the Free Swimming Programme that we operate throughout the summer holiday period.

These initiatives provide valuable opportunities for young people to build confidence, develop healthy habits, and engage in positive, structured activity.

Healthy Lives and Community Health

The Healthy Lives programme continues to support residents referred for physical activity and lifestyle improvement.

- This quarter saw nine new referrals, with four individuals progressing to full exercise referral memberships.
- The Parkinson's membership offer remains strong, with 85 members actively participating in tailored sessions.
- The Heartsmart cardiac rehabilitation programme recorded 962 attendances across four weekly sessions.
- Steady Steps Maintainers (post-rehabilitation balance and mobility classes) delivered 83 attendances, helping older adults remain active and independent.
- Seven carers are currently registered to support participants in accessing leisure centre activities.

Healthy Ageing

Older adult participation continues to thrive, with 7813 attendances recorded across a range of senior sessions including Active Life, *Walking Football*, *Senior Kurling*, and *Senior Badminton*.

These activities provide valuable opportunities for social connection and gentle exercise, contributing to both physical and mental wellbeing among older residents.

Healthy Workplaces

Everyone Active staff continue to promote wellbeing through workplace activity initiatives. Highlights this quarter included:

- A friendly 11-a-side football match between the Everyone Active team and *Leicester City in the Community*, resulting in a 4–1 victory for Everyone Active.

- A staff canoeing session at Kilby Bridge in partnership with the *Canal & River Trust*, providing an opportunity for colleagues across South Leicestershire sites to connect, be active, and try something new.

Healthy Communities

Community engagement continues to strengthen through partnership and outreach activity:

- The team supported Fosse Park's "Try Something New" campaign, delivering four full-day taster sessions featuring *Pickleball, Soft Archery, and dance activities with the Bee Active mascot*. Over 1,870 people engaged with the campaign, 100 day passes were distributed, and more than 1,000 promotional items shared.
- The Pickleball programme at Parklands recorded 98 attendances, while Ladies No Strings Badminton attracted 92 attendances.
- A new Soft Ball Walking Cricket session has launched through the *Community Champions* initiative, providing three months of free sports hall hire to support a new community group. Attendance is steadily increasing as awareness grows.

Together, these programmes demonstrate a strong and sustained contribution to community wellbeing, delivering measurable social value, supporting inclusion, and helping residents of all ages to lead more active, connected, and healthy lives.



14. Service Delivery Exceptions

Service delivery standards across both sites remained strong throughout Quarter 3, with all contractual obligations met in full and only minimal operational interruptions recorded. Where short-term closures were required, these were managed efficiently, communicated promptly, and resolved within agreed timescales.

Parklands Leisure Centre

Two minor, planned service interruptions were recorded during July:

- **Soft Play Closure (July 2025):** A short-term closure was required to facilitate essential maintenance and safety checks. The area was reopened promptly following inspection, ensuring no ongoing impact to service delivery.

- Sports Hall / Function Room Closure (July 2025): Temporary closure took place to accommodate scheduled maintenance works resurfacing the floors. The facility was returned to full operational use within the planned timeframe, with no disruption to programmed activities.

Wigston Pool & Fitness Centre

Two short pool closures occurred during the reporting period:

- 31 July 2025 – Chlorine Imbalance: The pool was closed temporarily following a water quality alert. The issue was resolved and the pool reopened the same day after rebalancing and retesting.
- 8 August 2025 – Technical Plant Issue: A filtration system fault required a temporary pool closure. Repairs were completed within 24 hours, allowing swimming sessions to resume the following day.

All interruptions were handled in accordance with Everyone Active's operational procedures and quality management framework. No extended service failures or breaches of contractual performance standards were recorded during the quarter.

Preventative Actions

To minimise future disruption and strengthen operational reliability, the following preventative measures have been introduced:

- Enhanced plant monitoring: Increased frequency of system checks and early warning alerts to identify technical anomalies before they affect service delivery.
- Refined preventative maintenance (PPM) scheduling: Strategic alignment of PPM cycles to reduce overlap with high-demand periods and ensure maximum uptime.
- Improved contractor oversight: Strengthened coordination between on-site teams and specialist contractors to accelerate response times and ensure quality assurance.
- Customer communication enhancements: Streamlined digital and on-site communication protocols to provide real-time updates during any planned or reactive maintenance.
- Continuous improvement reviews: Lessons learned from each interruption are now integrated into quarterly operational review meetings, reinforcing a culture of proactive management and service excellence.

These actions continue to support the delivery of safe, reliable, and high-quality leisure environments for all users across the contract.

15. Review and Forward Look

Quarter 3 has been characterised by operational consistency, positive customer engagement, and a continued strengthening of the partnership between Everyone Active and Oadby & Wigston Borough Council.

Despite challenging economic and competitive conditions within the wider leisure industry, both Parklands Leisure Centre and Wigston Pool & Fitness Centre have maintained strong participation and community engagement, underpinned by high safety, compliance, and customer satisfaction scores.

The quarter's achievements — from record Exercise Referral participation and stable membership levels to excellent audit outcomes — reflect a well-managed and resilient contract delivering measurable value for local residents.

Key Priorities for Quarter 4 (September–November 2025):

1. Sustaining Membership Growth
Continued focus on retention and acquisition through the *Winter Fitness* and *Festive Family* campaigns, combining digital advertising with community outreach to maximise engagement ahead of the New Year peak.
2. Strengthening Community Impact
Further expansion of inclusive programmes for older adults, young people, and those referred through health pathways — building on the success of the HAF initiative and Active Communities work.
3. Operational Excellence and Reliability
Ongoing enhancement of preventative maintenance scheduling and plant monitoring to ensure maximum facility uptime and reduce unplanned closures.
4. Customer Experience and Satisfaction
Maintaining high standards of cleanliness, presentation, and staff engagement, responding swiftly to feedback, and embedding a culture of service excellence across all touchpoints.
5. Partnership and Strategic Alignment
Continued collaboration with the Council to align delivery with borough health and wellbeing objectives, ensuring Every Move Counts contributes to the community's physical and mental health outcomes.

Outlook

As the contract progresses into the final quarter of 2025, the service is well positioned to sustain its strong performance trajectory. With stable membership foundations, deepening community engagement, and a proactive operational framework, Everyone Active remains fully committed to

delivering an inclusive, safe, and high-quality leisure offer that supports the health, wellbeing, and vibrancy of the Oadby and Wigston community.