



Year 11 Review

December 2024-November 2025

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 OPERATIONAL REPORT DECEMBER 24-NOVEMBER 25

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Everyone Active – Oadby & Wigston Contract

Contract Year 11 Operational Report (December 2024-November 2025)

1. Executive Summary

This report provides a comprehensive overview of operational performance across the Oadby and Wigston Leisure Contract for Contract Year 11, covering Parklands Leisure Centre and Wigston Pool & Fitness Centre.

Over the year, 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 previous years levels (a marginal variance of – 0.8%), this stability reflects strong local engagement against the backdrop of national leisure industry challenges. Importantly, participation quality Social Value and community reach have strengthened across key programmes, underscoring the contract's continued social value impact.

Highlights:

- **Membership stability:** Over 7,000 active members maintained across both sites, with gym membership growth slightly offsetting national trends of reduced swimming lesson participation.
- **Community engagement:** A 52% 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 72 hours (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.
 - Social value impact up 10% Year on Year and sitting in the upper quartile for nationwide leisure providers
- **Workforce development:** Continued investment in local employment and skills through active apprenticeships and structured staff development programmes.

- Operational excellence: All planned preventative maintenance (PPM) completed on schedule with 100% statutory compliance with only minor short-term closures required for essential works, with no service delivery failures.
- Marketing reach: Integrated campaigns achieved over 2 million 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 the new year, the focus will be on building 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 Year 11 of the Contract between Sports and Leisure (Everyone Active) and Oadby and Wigston Borough Council.

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 year, 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 **Contract Year 11 (December 2024 – November 2025)** has remained stable when compared with the previous contract year.

Despite continued economic pressures on household expenditure and increasing competition from low-cost operators, both centres have sustained strong levels of usage. Total attendances for the year reached **839,099**, representing a marginal year-on-year decrease of **0.8%**.

Participation trends across the year demonstrate a positive shift in the *type* of engagement taking place. **Sports and Activities** recorded significant growth, increasing by **32,499 visits (+52%)** compared with the previous year. This reflects growing demand for structured, social and community-based activity, much of which is delivered through the Active Communities programme and directly supports the Council's physical activity and wellbeing priorities.

Gym and Fitness Classes performance remained robust, with a modest increase of **2,089 visits (+1%)**, underpinned by consistent membership retention and sustained interest in group exercise provision.

Swimming experienced a reduction of **32,966 visits (-10%)** over the year. This trend reflects a combination of national participation patterns, changes in swimming lesson demand, and reduced competitive and event-based usage, rather than any decline in core customer engagement.

Spectator attendances also reduced slightly year-on-year, in line with changes particularly in relation to Swimming Lessons.

Contract Year 11 Usage Summary (Dec 2024 – Nov 2025)

Description	CY11 Total	Previous Year	Variance
Swimming	307,463	340,429	-32,966
Gym / Fitness Classes	307,206	305,117	+2,089
Sports / Activities	94,964	62,465	+32,499
Activity Total	709,633	708,011	+1,622
Spectators	129,466	137,537	-8,071
Grand Total	839,099	845,548	-6,449

While overall attendance shows a small year-on-year reduction, this is more than offset by the **quality, purpose and community impact of participation**, particularly within health-led, inclusive and community-focused activities. These outcomes continue to support the Council’s wider objectives around physical activity, wellbeing and social inclusion

3.2 Targeted Participation Groups

Targeted participation remains a fundamental element of contract delivery, ensuring services are inclusive and directly support the health and wellbeing of residents across Oadby and Wigston. Throughout **Contract Year 11**, a clear focus has been maintained on engaging priority groups and reducing barriers to participation.

Performance across targeted participation categories shows **strong year-on-year growth**, with overall participation increasing by **7%** compared with Contract Year 10. Positive trends were recorded across all active targeted groups, demonstrating the effectiveness of community outreach, partnership working and accessible programme design.

Exercise Referral activity increased by **19%**, reflecting the continued success of the revised self-referral pathway. This approach has improved accessibility for residents, reduced traditional entry barriers, and enabled earlier intervention for individuals seeking support to improve their health. Ongoing collaboration with GP practices, community health partners and the Active Together programme has been central to sustaining this growth.

Participation among **Children and Young People** rose by **5%**, supported by structured activities, holiday provision and partnerships with schools and community organisations. This growth reinforces the role of leisure services in promoting positive activity habits from an early age.

The **Community** participation category recorded the largest proportional increase, rising by **46%** year-on-year. This reflects the expansion of community-led sessions, inclusive activity offers and

targeted engagement within local neighbourhoods, particularly among residents who may not traditionally access leisure facilities.

Engagement with **Older Adults** remained strong, increasing by **2%** over the year. This stability highlights the continued demand for age-appropriate, social and wellbeing-focused activity, supporting independence, mobility and social connection.

Activity aligned to **Reducing Health Inequalities** is embedded across multiple programmes rather than captured as a standalone category, ensuring targeted support is integrated within wider delivery and reflected across participation outcomes.

Contract Year 11 Targeted Participation Summary

Targeted Group	CY10	CY11	Variance	% Variance
Exercise Referral	8,646	10,248	+1,602	+19%
Children & Young People	66,107	69,171	+3,064	+5%
Community	2,871	4,191	+1,320	+46%
Older Adults	9,001	9,223	+222	+2%
Total	86,625	92,833	+6,208	+7%

Overall, Contract Year 11 demonstrates sustained and meaningful growth in targeted participation, reinforcing the contract’s contribution to preventative health, community wellbeing and the Council’s wider public health objectives

4. Membership

Membership performance across the contract has remained stable during **Contract Year 11**. Overall membership levels remain resilient, supported by targeted retention activity, localised marketing and continued investment in the customer experience.

As at **November 2025**, total membership across both Parklands Leisure Centre and Wigston Pool & Fitness Centre stood at **7,084**, representing a modest year-on-year decrease of **258 members** compared with the same point in the previous year. This is largely due to the reduction in swimming lesson users reflecting national trends in this area.

Membership Breakdown

Membership Type	Parklands	Wigston	Total	Previous Year Total	Variance
Gym	2,866	1,647	4,512	4,426	+86

Membership Type	Parklands	Wigston	Total	Previous Year Total	Variance
Swim Lessons	1,643	928	2,572	2,916	-344
Total	4,509	2,575	7,084	7,342	-258

At **Parklands Leisure Centre**, membership levels have largely plateaued. Key barriers to further growth include the additional cost associated with car parking and increased competition from nearby operators. However, customer feedback and sentiment have improved during the year, particularly following upgrades to the free weights area and enhancements to the group exercise programme with additions such as Sound Bath. These improvements have contributed positively to member satisfaction and retention.

At **Wigston Pool & Fitness Centre**, gym membership has continued to grow steadily, supported by accessible pricing, improved facility availability and a strong value proposition for local residents.

Swimming lesson memberships have reduced across both sites, reflecting wider national participation trends. Despite this, continuation rates among older children remain relatively strong, with performance tracking only marginally below expected levels. Targeted work is ongoing to improve lesson retention and support long-term participant progression.

Overall, membership performance during Contract Year 11 demonstrates a stable and resilient position. Continued focus on customer experience, retention initiatives and facility enhancements will support sustainable growth moving into the next contract year.

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 the year 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 South Leicestershire Schools Partnerships *Lads & Gals Days*, OWBC Jobs Fair and Easter and Christmas Craft Fayres.
- **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 £8,000 through the year 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 significant community benefit through a comprehensive programme of free and subsidised access initiatives across Parklands Leisure Centre and Wigston Pool & Fitness Centre. Throughout Contract Year 11, these initiatives have played a key role in reducing barriers to participation, supporting health equality and widening access to physical activity for local residents.

Over the year, thousands of free and discounted visits, passes and memberships were provided, representing a substantial investment in community wellbeing and inclusive access. Support has been targeted towards children and young people, residents with additional needs, vulnerable groups and those who may not otherwise be able to access leisure facilities.

Children in the Community

During the school summer holidays, 1,831 free swims were delivered for under-16s. This initiative provided safe, accessible and affordable opportunities for children and young people to remain active during the holiday period, supporting both physical wellbeing and positive use of leisure time.

Inclusive Access

To ensure facilities remain accessible to all, free swimming opportunities continued to be provided for less-abled residents. Across the year, over 4,000 supported swimming sessions were delivered, promoting inclusion, confidence and improved wellbeing for participants with additional needs.

Local Community Passes and Trial Access

A range of free and discounted passes and memberships were offered to encourage first-time use and ongoing engagement. This included day passes, family swim passes and short-term memberships, enabling residents to experience facilities and activities in a supported and low-risk way before committing longer term.

Targeted Support for Vulnerable Groups

Everyone Active maintained strong partnership working with local organisations and support groups, including Supporting Leicestershire Families, Parkinson's groups and Ukrainian residents. As part of this targeted approach, a significant number of 12-month memberships were allocated during the year, providing long-term access to physical activity and wellbeing support for individuals most in need.

Collectively, these initiatives represent a considerable community investment and demonstrate Everyone Active's ongoing commitment to social value, preventative health and inclusive leisure

provision. The continued delivery and expansion of free and supported access schemes ensures that leisure facilities remain welcoming, accessible and relevant to all sections of the community

Organisation	Description	Total	Cost per unit	Total Cost	Annual Cost
Children in the community	Free Swimming in the School Summer Holidays for under 16's	1,831	£3.50	£6,409	£59,811
Local community	Family Swim Pass	240	£15.00	£3,600	
	Free swimming session for less abled	4,175	£3.50	£14,613	
Local community	Day Passes	485	£6.00	£2,910	
	1 week membership	112	£10.00	£1,120	
	1 month membership	3	£40.00	£120	
	3 month membership	14	£120.00	£1,680	
	6 month membership	5	£240.00	£1,200	
	12 month membership	11	£440.00	£4,840	
Ukranian / Parkinsons	12 month membership	52	£440.00	£22,880	

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, Two Senior Managers left the contract with the Operations Manager at Parklands and General Manager at Wigston leaving for improved roles within Everyone Active locally, whilst this resulted in the appointment of a new operations Manager at Parklands from internal promotion. 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 four 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. The company saw a major change in our apprenticeship delivery with the previous deliverer moving out of the leisure market, however a new contractor was appointed towards the end of the year and a new program of recruitment is being developed for the 2026 contract year.
- **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.

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 the year, 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 the year reaffirmed our 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 Quarterly</i>	<i>Client Inspection Quarterly</i>
Local Authority Food Hygiene Inspection	<i>5 Star</i>	<i>N/A</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 Parklands Leisure Centre and Wigston Pool & Fitness Centre has remained at an **exceptionally high standard throughout Contract Year 11**. Robust safety management systems, proactive supervision and a strong safety culture continue to underpin operational delivery across both sites.

Across the full contract year, **no RIDDOR-reportable incidents** were recorded, demonstrating effective risk management and compliance with statutory health and safety requirements.

During the year, a total of **95 minor accidents** were recorded from **839,099 attendances**, resulting in an overall accident rate of **1.13 per 10,000 visits**. This performance remains **significantly below the leisure industry benchmark** of approximately 4 accidents per 10,000 visits and reflects consistent operational control across all activity areas.

Accidents and Incidents – Contract Year 11

Measure	Parklands (PKL)	Wigston (WIG)	Total
Site Attendance	550,106	288,993	839,099
Number of Accidents	40	55	95
RIDDOR Incidents	0	0	0
Accidents per 10,000 Visits	0.73	1.90	1.13

Both centres continue to operate with **robust safety controls**, supported by comprehensive staff training, daily operational and plant checks, and a programme of regular internal audits.

Accident investigation, near-miss reporting and continuous learning remain embedded within the management culture, ensuring that any issues are addressed promptly and that preventative measures continue to evolve. This approach supports the ongoing delivery of safe, well-managed and welcoming facilities for all users

8. Cleaning and Presentation

High standards of cleanliness and presentation have been consistently maintained across Parklands Leisure Centre and Wigston Pool & Fitness Centre throughout **Contract Year 11**. A strong focus on dedicated in-house cleaning teams, supported by specialist external contractors, has ensured facilities remain clean, safe and welcoming for all users.

Cleaning delivery is underpinned by a structured and proactive regime, with comprehensive **daily, weekly and monthly schedules** in place at both sites. These are supplemented by responsive cleaning activity aligned to operational demand, ensuring that hygiene standards are maintained throughout peak and off-peak periods.

In addition to routine cleaning, a programme of **planned out-of-service deep cleans** has been delivered across the year. These works have allowed areas to be cleaned thoroughly without impacting customer experience, while supporting long-term asset care and presentation standards. External contractors have been engaged where specialist equipment or expertise is required, ensuring consistent quality and compliance.

At **Wigston Pool & Fitness Centre**, annual deep-cleaning activity included comprehensive cleaning beneath gym equipment, full clearance and reorganisation of outdoor areas and car parks, along with

professional drain clearance works delivered by external contractors. Dryside floors and poolside spectator areas were a maintained focus throughout the year with specialist equipment purchased to help maintain standards. The introduction and continued enforcement of the “No Shoes” poolside policy has had a positive and sustained impact on cleanliness levels. Changing room showers and dryside drainage systems were also subject to planned deep cleaning including Contractor led chemical cleaning to ceilings and high level areas.

At **Parklands Leisure Centre**, cleaning and presentation works focused on both internal areas and external surroundings. Contractor Deep cleaning was completed in dryside changing rooms, Wetside Changing Village, Sports Hall, Soft Play, back-of-house corridors and service areas. External presentation improvements included management of the building frontage, clearance and reorganisation of bin storage areas, and removal of redundant structures to improve overall site appearance and support future works. The climbing wall received a comprehensive maintenance and high level clean by the instructor team, ensuring equipment and surfaces remain safe, presentable and well maintained.

Collectively, these activities demonstrate a sustained commitment to high presentation standards, effective asset care and a positive customer environment, supported by well-trained teams and structured oversight.

8.1 Cleanliness Audit Performance

Cleanliness standards across both centres have continued to perform strongly against internal quality benchmarks throughout Contract Year 11. Everyone Active Quality Audits consistently recorded **scores above 90%**, reflecting the effectiveness of the cleaning regimes, team accountability and management oversight.

Customer feedback throughout the year further reinforces this performance, with cleanliness regularly identified as one of the highest-rated aspects of the service through customer comments and Net Promoter Score (NPS) feedback. Particular positive feedback has been received in relation to changing areas, gym floors and high-use public spaces, all of which have benefited from the enhanced deep-cleaning programme. Occasional complaints are received however these are primarily based upon reactive issues due to the high footfall received on both sites and these are dealt with immediately to ensure continued high service level delivery.

The continued focus on inspection, quality assurance and staff ownership ensures that facilities remain clean, safe and well presented, aligning closely with the Council’s service expectations and community standards.

9. Safeguarding

No safeguarding incidents were recorded during the year, which is especially pleasing to report.

Previously reported issues at Wigston to manage and monitor site access challenges linked to local traveller community visits, have improved somewhat however this still does occasionally cause minor issues. The team continues to liaise closely as required with the local police to ensure an appropriate balance of inclusion and safety for all users.

10. Maintenance and Facility Management

Throughout **Contract Year 11**, maintenance and facility management arrangements across Parklands Leisure Centre and Wigston Pool & Fitness Centre have remained robust, with **all statutory compliance requirements achieved satisfactorily throughout the year**. A structured and well-governed approach to planned and reactive maintenance has ensured both facilities continue to operate safely, efficiently and in full accordance with legislative and industry standards.

All **Planned Preventative Maintenance (PPM)** activity has remained fully up to date across both sites and is aligned to Everyone Active's national compliance framework. This includes full compliance with key statutory and high-risk areas such as **Legionella management, electrical testing, gas safety, fire safety systems, pool plant operation, and building fabric maintenance**. Regular inspections, testing and servicing have ensured that critical systems remain safe, reliable and fit for purpose throughout the year.

The PPM programme is supported by the **Everyone Active Quality Management System (EQMS)**, providing comprehensive scheduling, tracking and verification of all statutory checks and maintenance activity. This ensures that compliance is not only achieved but continually monitored, reviewed and auditable, supporting both operational assurance and transparency for the Council.

In addition to planned works, **reactive maintenance** has been delivered promptly across the year to address operational issues and minimise disruption to customers. All reactive tasks have been logged, monitored and closed through the central maintenance system, ensuring full traceability and accountability. This responsive approach has supported service continuity while protecting the condition of the buildings and plant.

Maintenance delivery during the year has been further strengthened by the **Council's asset management investment at Parklands Leisure Centre**, which has enabled a number of internal and external building enhancements. These improvements have supported compliance, improved presentation and enhanced the long-term sustainability of the asset, reinforcing the Council's commitment to maintaining high-quality leisure infrastructure for the community.

Overall, Contract Year 11 has demonstrated strong and consistent performance in both preventative and reactive maintenance, with statutory compliance achieved throughout the year and effective stewardship of Council assets. This approach continues to underpin the safe operation of both facilities, a positive customer experience and the protection of long-term asset value.

11. Customer Feedback and Satisfaction

Customer satisfaction across Parklands Leisure Centre and Wigston Pool & Fitness Centre has remained **consistently strong throughout Contract Year 11**, reflecting high standards of service delivery, staff professionalism and a continued focus on customer experience.

Across the year, **customer satisfaction ratings remained above 70% at all times**, with an **average satisfaction score of 81% across both sites**. This sustained performance demonstrates consistent service quality and aligns positively with both contract expectations and sector benchmarks.

Customer complaints continue to remain exceptionally low. Across the full year, complaints represented **less than 0.01% of total visits**, highlighting the effectiveness of frontline service delivery, proactive issue resolution and positive customer engagement.

Both sites maintained a **100% response rate to customer feedback and complaints within 72 hours** throughout the year. In practice, response times were significantly better than the contractual requirement, with the **majority of customer correspondence responded to within 24 hours**, reinforcing a customer-focused and responsive management culture.

Feedback themes across the year included routine operational matters such as car parking pressures, class availability and short-term facility access issues. These were balanced by a high volume of positive feedback recognising the **quality of programmes, improvements to facilities and the approachability and professionalism of staff**.

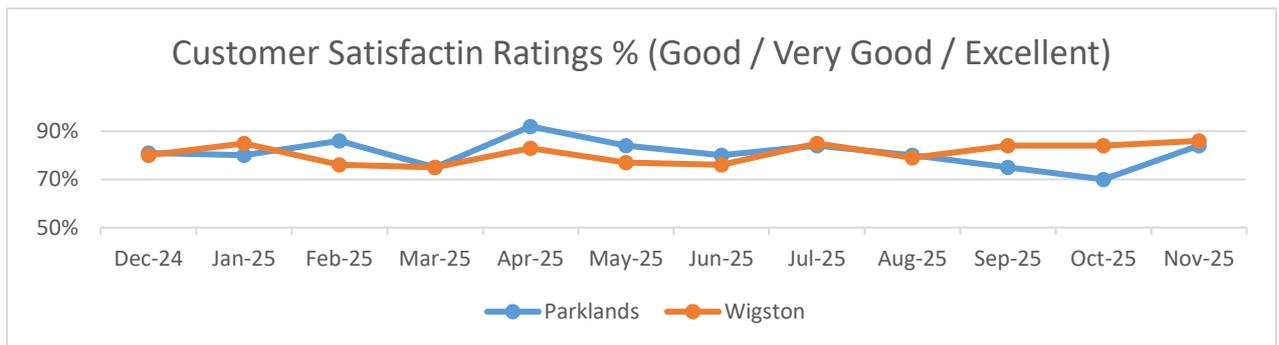
Customers regularly praised individual team members for their friendliness, expertise and willingness to go above and beyond, particularly within swimming lessons, group exercise, personal training and community-facing services such as the café.

Where feedback highlighted challenges — including temporary pool closures, car parking availability, or isolated site-specific issues — these were addressed promptly through local management action and, where appropriate, liaison with Council officers and external partners. This ensured that issues were resolved quickly and customer confidence maintained.

Overall, customer feedback during Contract Year 11 demonstrates **high and sustained satisfaction**, exceptionally low complaint levels and strong confidence in service delivery. Customers consistently value the welcoming atmosphere, staff engagement and ongoing investment in facilities, reinforcing the positive reputation of both centres within the community

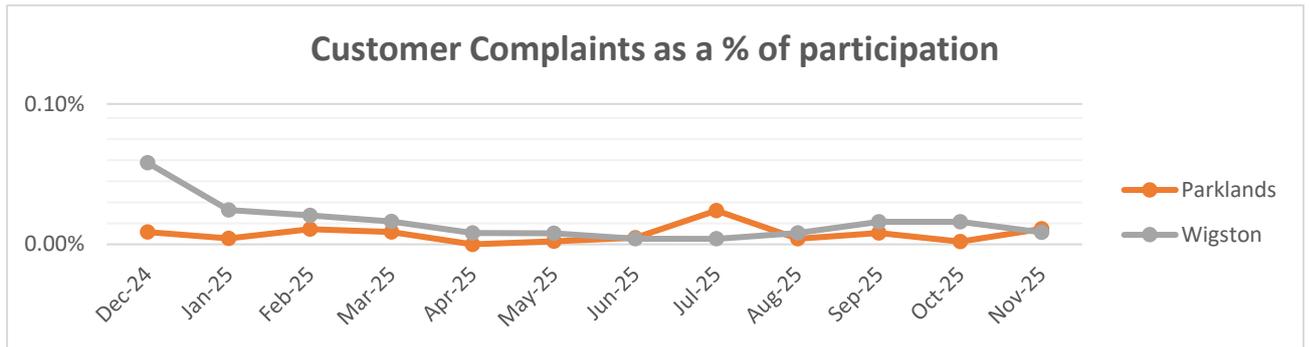
Customer Satisfaction Ratings

CY11	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Average
Parklands	81%	80%	86%	75%	92%	84%	80%	84%	80%	75%	70%	84%	83%
Wigston	80%	85%	76%	75%	83%	77%	76%	85%	79%	84%	84%	86%	79%



Customer Complaints

CY11	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Average
Parklands	0.01%	0.00%	0.01%	0.01%	0.00%	0.00%	0.00%	0.02%	0.00%	0.01%	0.00%	0.01%	0.00
Wigston	0.06%	0.02%	0.02%	0.02%	0.01%	0.01%	0.00%	0.00%	0.01%	0.02%	0.02%	0.01%	0.00



12. Marketing and Promotions

Marketing and promotional activity throughout **Contract Year 11** has focused on increasing awareness of leisure provision across the borough, driving participation in priority programmes and supporting sustained membership engagement at both Parklands Leisure Centre and Wigston Pool & Fitness Centre.

A **strategic, multi-channel marketing approach** has been delivered across the year, ensuring consistent visibility and engagement with a broad range of audiences. Campaigns have placed particular emphasis on family activity, swimming participation, soft play and inclusive community programmes, aligned to seasonal demand and local priorities.

Marketing delivery has combined **digital, broadcast, print and out-of-home advertising**, alongside direct community engagement, ensuring strong coverage across Oadby and Wigston and surrounding areas. This coordinated approach has maximised reach while reinforcing brand familiarity and accessibility across multiple touchpoints.

Key marketing activity delivered during the year included:

Transport Advertising

External advertising campaigns across Arriva buses and centre-operated vehicles promoted soft play, swimming and family activity offers. These campaigns provided high-frequency exposure along key commuter routes and within residential areas, supporting consistent brand recognition throughout the year.

Broadcast Media

Targeted regional radio advertising through Capital East Midlands and Hits Radio East Midlands was delivered during peak campaign periods. These campaigns promoted health, fitness and family-focused activities, reaching large audiences and supporting short-term programme uptake alongside longer-term awareness.

Out-of-Home Advertising

High-impact out-of-home campaigns included mobile advertising vans positioned at community hotspots, alongside digital advertising placements at Fosse Park Digital Six Sheets and Highcross Shopping Centre Panvision Screens. These locations provided high footfall exposure and strong visibility among leisure and family audiences.

Print and Community Publications

Regular features and advertising placements were included in family-focused publications such as *Lots for Tots Leicestershire* and *Primary Times*, alongside inclusion in school newsletters and

community bulletins. This ensured targeted engagement with parents, carers and schools across the borough.

Digital and Online Promotion

Ongoing digital promotion through website content, online event listings, community directories and local platforms ensured consistent online visibility throughout the year. This activity supported programme discovery, seasonal promotions and search accessibility.

12.1 Marketing Performance – Contract Year 11

Marketing performance across the year demonstrates **strong reach and engagement**, particularly through family-led campaigns and high-visibility outdoor and broadcast activity.

Channel / Campaign Type	Annual Activity Summary	Estimated Reach / Engagement	Key Outcomes
Transport Advertising	Bus and vehicle campaigns promoting family activities and soft play	>800,000 impressions	High-frequency exposure across key routes and residential areas
Broadcast Media	Capital & Hits Radio East Midlands campaigns	~150,000 listeners per week during campaign periods	Reinforced brand awareness and seasonal programme uptake
Out-of-Home Advertising	Ad vans, Fosse Park Digital Screens, Highcross Panvision	>1 million footfall exposures	Strong visual presence at high-footfall retail and leisure destinations
Print & Community Media	Lots for Tots, Primary Times, school newsletters	~60,000 annual circulation	Targeted engagement with families and school networks
Digital & Online Listings	Website, event listings, community directories	Ongoing engagement throughout the year	Continuous visibility supporting participation and enquiries

Estimated Total Annual Marketing Reach: In excess of 2 million local impressions across all combined channels.

Overall, the integrated marketing approach delivered throughout Contract Year 11 has strengthened brand awareness, increased engagement with priority audiences and supported sustained participation across programmes and memberships. The continued balance between traditional media, digital platforms and community outreach ensures leisure services remain visible, accessible and relevant to local residents.

12.2 Community Outreach and Engagement

Alongside formal marketing activity, **team-led community outreach** has played a key role in extending the reach and impact of leisure services throughout **Contract Year 11**. Teams have maintained a strong presence across **schools, sports clubs and community organisations**, ensuring direct engagement with residents and strengthening local relationships.

Centre teams regularly attended and supported **prominent community events**, including local festivals and **Christmas light switch-on events**, providing high-visibility promotion of leisure services while reinforcing Everyone Active's role as an active and engaged community partner. These events have helped raise awareness of facilities and programmes among residents who may not traditionally engage through digital or paid advertising channels.

A key strand of outreach activity has been the continued delivery of the **Adopt a School campaign**, which remains highly popular and well received. Through this initiative, local schools are partnered with leisure centres to provide **free access opportunities for children, school staff and parents**, supporting physical activity, wellbeing and positive relationships with leisure facilities from an early age.

The Adopt a School programme has supported:

- Free or supported access to swimming and physical activity for pupils
- Engagement opportunities for teachers and school staff
- Increased confidence and familiarity for parents accessing facilities
- Stronger links between schools, centres and the wider community

In addition, outreach work with local clubs and community groups has helped promote inclusive activity opportunities, signpost targeted programmes and encourage sustained participation beyond initial engagement.

Overall, community outreach activity throughout the year has **complemented wider marketing campaigns**, increased local visibility and strengthened trust and connection within the community. This direct, people-focused approach continues to play an important role in widening access, supporting participation growth and reinforcing the social value of the contract.

13. Physical Activity and Sports Development

The **Active Communities Team** continues to deliver a broad, inclusive and impactful programme of physical activity, sport, health and wellbeing initiatives across Parklands Leisure Centre and Wigston Pool & Fitness Centre. Throughout **Contract Year 11**, this work has played a central role in supporting the Council's public health priorities by promoting active lifestyles, improving wellbeing and strengthening community connections.

Delivery has focused on reducing barriers to participation, supporting priority groups and providing accessible opportunities for residents of all ages and abilities to engage in regular physical activity.

Funding and Programme Development

Across the year, the team successfully secured £14,531 in external funding to support the development and delivery of community and family-based activity programmes across Oadby and Wigston.

This funding enabled the delivery of a parent-led Holiday Activities and Food (HAF) programme at Parklands Leisure Centre, combining swimming, soft play and healthy eating. Delivered over school holiday periods, the programme supported young people across many activity places, receiving high positive feedback from both participants and families.

Further funding supported a Junior Gym HAF programme for young people aged 11–16, engaging with children and providing structured, supervised access to fitness facilities during the school holiday period's.

Funding was also achieved to help run pilot sessions for walking sports looking to help active ageing participants in improving health and wellbeing.

Children and Young People

Engagement with children and young people continued to grow throughout the year, supported by targeted initiatives, free access schemes and school partnerships.

- **Free access for care-experienced children and young people** who currently access free gym memberships across both sites, supporting confidence, wellbeing and long-term engagement with physical activity.
- The **Adopt a School initiative** was launched, partnering with schools such as St John Fisher Catholic Voluntary Academy, St Thomas More Catholic Voluntary Academy and Parkland Primary School. The programme provided free access and activity opportunities to nominated pupils, strengthening links between schools and leisure facilities.
- The **Free Summer Swimming Programme** supported **1,831 children** during the school holidays, providing safe, accessible and affordable opportunities to stay active.

Collectively, these initiatives support the development of healthy habits, improved confidence and positive engagement from an early age.

Healthy Lives and Community Health

The **Healthy Lives programme** continued to support residents referred for physical activity and lifestyle improvement throughout Contract Year 11, with over 10,000 visits catered for throughout the year.

- **Exercise referral pathways** remained effective, with new referrals progressing into structured activity programmes.
- The **Parkinson's membership offer** remained strong, supporting **members** through tailored sessions.
- The **HeartSmart cardiac rehabilitation programme** recorded **record attendances**, delivered across four weekly sessions.
- **Steady Steps Maintainers** classes supported post-rehabilitation participants, delivering **sessions** promoting balance, mobility and independence.
- **Registered carers** provided with free access to support participants to access activities safely and confidently.

These programmes continue to contribute to preventative health outcomes and improved quality of life for participants.

Healthy Ageing

Participation among older adults remained strong across the year, with **9,223 attendances** recorded across a range of age-appropriate and socially focused activities, including Active Life sessions, Walking Football, Senior Kurling and Senior Badminton.

These sessions provide important opportunities for gentle exercise, social interaction and confidence building, supporting both physical and mental wellbeing among older residents.

Healthy Workplaces

Wellbeing promotion extended beyond customers, with Everyone Active staff encouraged to engage in healthy workplace activity initiatives throughout the year.

Highlights included:

- Community Football Matches
 - Canoeing sessions at Kilby Bridge
 - Charity Challenges.
-

Healthy Communities

Community engagement continued to strengthen through partnership working and outreach activity across the year.

- Support was provided to **Fosse Park's "Try Something New" campaign**, delivering four full-day taster events featuring Pickleball, Soft Archery and dance activities. The campaign engaged **over 1,870 people**, distributed **100 free day passes**, and shared **more than 1,000 promotional items**.
 - **Pickleball sessions, Ladies No Strings Badminton, walking football, Soft Ball Walking Cricket** were all delivered with session's launched through the Community Champions initiative, supported by **three months of free sports hall hire**. Participation continues to grow as awareness increases.
-

Overall, delivery throughout Contract Year 11 demonstrates a **strong and sustained contribution to physical activity participation, health improvement and community wellbeing**. Through targeted programmes, partnership working and inclusive delivery, the Active Communities Team continues to generate measurable social value and support residents of all ages to lead more active, healthier and more connected lives.

14. Social Value and Community Impact

Social value sits at the heart of leisure service delivery across Parklands Leisure Centre and Wigston Pool & Fitness Centre. It represents the **wider benefits created for individuals, communities and**

the local economy beyond traditional service outputs — including improvements to physical and mental health, wellbeing, social connection, skills development and community resilience.

Throughout **Contract Year 11**, the contract has delivered a **significant and measurable social value impact** for residents across the Oadby and Wigston borough, reinforcing the role of leisure centres as key community assets and preventative health partners.

Social Value Performance and Growth

Total social value generated during **2024–25** reached **£3,439,910**, representing a strong year-on-year increase from **£3,142,505 in 2023–24**. This reflects a **9.24% increase** in social value delivery across the contract, with an average site contribution of **£1,719,995**.

Both sites continue to perform exceptionally well at a national level, sitting within the **top quartile of leisure operators for social value delivery**, achieving a **score of 90 out of 100**. Notably, **Wigston Pool & Fitness Centre** recorded the strongest year-on-year growth, with an increase of **over 10%**, highlighting the continued impact of targeted community and health-focused interventions.

Breakdown of Social Value Impact

The social value generated across the year reflects a broad range of positive outcomes for local residents:

- **Physical and Mental Health: £679,722**
Improved health outcomes through regular physical activity, exercise referral, rehabilitation programmes and inclusive access.
- **Subjective Wellbeing: £1,881,383**
Enhanced happiness, confidence and quality of life through social connection, participation, enjoyment and reduced isolation.
- **Individual Development: £19,308**
Skills development, confidence building and personal progression through volunteering, training and supported participation.
- **Social and Community Development: £859,487**
Stronger community networks, inclusion, volunteering and engagement through outreach, partnerships and accessible provision.

Reach and Community Benefit

Over **23,000 people** across the Oadby and Wigston borough have been positively impacted by the social value delivered through the leisure centres during the year. This includes children and young

people, older adults, individuals managing long-term health conditions, carers and residents who may otherwise face barriers to participation.

The scale and consistency of this impact demonstrates how leisure services contribute directly to **preventative health, reduced demand on public services and stronger, more connected communities.**

Overall, social value delivery during Contract Year 11 highlights the **broader role of leisure services beyond activity provision alone.** Through targeted programmes, inclusive access, partnership working and community engagement, the contract continues to deliver meaningful outcomes that align closely with the Council's health, wellbeing and social inclusion priorities.

15. Service Delivery Exceptions

Service delivery standards across Parklands Leisure Centre and Wigston Pool & Fitness Centre remained **consistently strong throughout Contract Year 11**, with **all contractual service obligations met** and only a small number of short-term operational interruptions recorded.

Where service interruptions were required, these were **planned or unavoidable in nature**, managed efficiently and resolved within agreed timescales. Clear and timely communication was provided to customers, and no extended closures or breaches of contractual performance standards occurred during the year.

Parklands Leisure Centre

During the year, minor and **planned service interruptions** were recorded to enable essential maintenance and protect long-term facility quality:

- **Soft Play Area** – A short-term closure was required to facilitate scheduled maintenance and safety inspections. The area was reopened promptly following completion, with no ongoing impact on service delivery.
- **Sports Hall / Function Room** – Temporary closure took place to allow planned floor resurfacing works to be completed. The works were delivered within the planned programme, and the facility returned to full operational use without disruption to scheduled activities.
- **Soft Play and Climbing Annual Maintenance** – temporary closures to allow for contractor access to review facilities and complete minor remedial works along with programmed deep cleans.

These closures were proactively planned to minimise customer impact and ensure facilities continued to meet required safety and quality standards.

Wigston Pool & Fitness Centre

Two **short-duration pool closures** occurred during the year through maintenance issues:

- **Water Quality Management** – A temporary closure was implemented following a chlorine imbalance alert. Corrective action was taken immediately, with the pool reopened the same day following rebalancing and retesting.
- **Technical Plant Issue** – A filtration system fault required a brief pool closure. Repairs were completed within 24 hours, enabling swimming sessions to resume the following day.

Both incidents were managed in line with operational and quality management procedures, ensuring customer safety remained the priority and disruption was kept to an absolute minimum.

Preventative Actions and Continuous Improvement

To further strengthen operational resilience and minimise future disruption, a number of **preventative and improvement measures** have been embedded across the year:

- **Enhanced plant and water quality monitoring**, including increased inspection frequency and early-warning alerts
- **Refined Planned Preventative Maintenance scheduling**, aligned to avoid peak usage periods wherever possible
- **Improved contractor coordination and oversight**, enabling faster response times and assured quality delivery
- **Enhanced customer communications**, using on-site messaging and digital channels to provide timely updates during planned or reactive works
- **Continuous improvement reviews**, ensuring lessons learned from any service interruption are captured and applied through regular operational review meetings

Overall, Contract Year 11 demonstrates a strong and reliable service delivery position, with minimal disruption, effective management of unavoidable interruptions and a clear commitment to continuous improvement. This approach continues to support the delivery of safe, dependable and high-quality leisure services for the local community.

Review and Forward Look: 2025–26

The Contract Year continued to demonstrate a **stable, high-performing leisure contract**, underpinned by strong operational delivery, positive customer engagement and a mature, collaborative partnership between Everyone Active and Oadby & Wigston Borough Council.

Against a challenging national backdrop for the leisure sector, both **Parklands Leisure Centre** and **Wigston Pool & Fitness Centre** have sustained healthy participation levels and strong community engagement. This has been supported by consistently high standards of safety, compliance and customer satisfaction, alongside positive independent audit outcomes.

Performance across the quarter — including record levels of Exercise Referral participation, resilient membership figures and strong social value delivery — reflects a **well-managed, resilient service** that continues to deliver tangible benefits for residents across the borough.

Investment and Service Development: 2025–26

Looking ahead to **2025–26**, Everyone Active is committed to **continued investment in both facilities**, with a clear focus on enhancing the customer experience, modernising fitness provision and expanding targeted community activity programmes.

Planned investment priorities include:

- **Proposed gym improvements** across both sites, focused on refreshing and enhancing fitness equipment, improving gym layouts and ensuring facilities remain contemporary, inclusive and aligned to changing customer needs.
- **Targeted community programme development**, building on the success of existing health, wellbeing and inclusion initiatives. This includes further expansion of referral-based activity, programmes for older adults, children and young people, and tailored sessions for under-represented groups.
- Continued support for **preventative health and wellbeing pathways**, ensuring leisure provision plays a central role in supporting the Council’s public health objectives and long-term health outcomes.

These planned investments reflect a shared commitment to **future-proofing the leisure offer**, maintaining high levels of satisfaction and ensuring facilities continue to meet the needs of a growing and diverse community.

Key Priorities for the Remainder of 2025 and Into 2026

Sustaining Membership and Participation

Maintaining strong retention while driving sustainable growth through targeted campaigns, seasonal programming and community-led engagement, particularly through winter and New Year periods.

Strengthening Community Impact

Further development of inclusive, accessible activity programmes for older adults, young people and those accessing health referral pathways, building on the success of Active Communities and HAF delivery.

Operational Excellence and Reliability

Continued focus on preventative maintenance, plant monitoring and operational planning to maximise facility uptime and minimise disruption.

Customer Experience and Quality

Ongoing investment in cleanliness, presentation, staff development and service culture, ensuring consistently high standards across all customer touchpoints.

Partnership and Strategic Alignment

Close collaboration with Oadby & Wigston Borough Council to ensure delivery remains aligned with borough-wide health, wellbeing and inequality reduction priorities.

Outlook

As the contract moves into **2025–26**, the service is well positioned to build on its strong foundations. With planned investment in facilities, enhanced fitness provision and an expanding programme of targeted community activity, Everyone Active remains fully committed to delivering a **high-quality, inclusive and sustainable leisure service** that continues to support the health, wellbeing and vibrancy of communities across Oadby and Wigston.