

# ACTIVE!VE NATION

South Derbyshire Leisure Contract Meeting  
Etwall – August 2023

# Active Nation – Etwall

- >> Participation
- >> Supporter Recruitment
- >> Net Promoter Score
- >> Marketing & Communications
- >> Successes
- >> Challenges

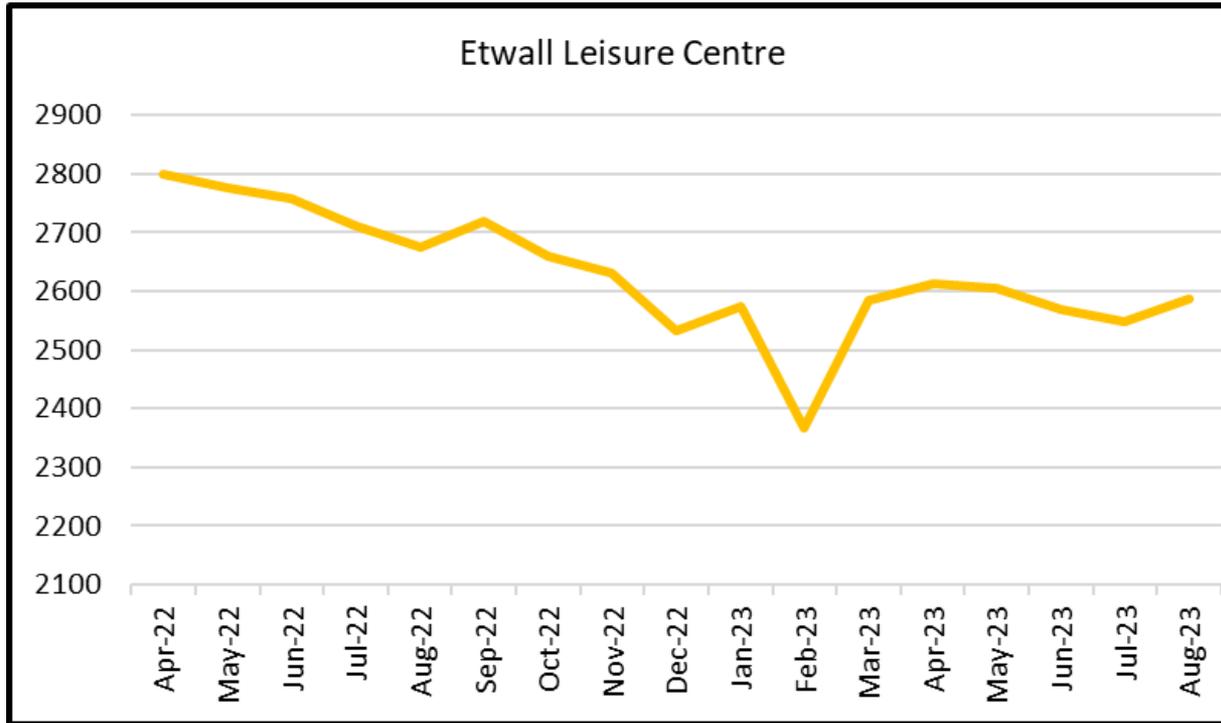
# Active Nation – Etwall

Activity	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	July 2023	August 2023
Gym	3,347	2,563	3,378	3,317	3,582	3,448	3,511	3,864	3,945	3,873
Classes	2,918	2,175	3,388	2,839	3,367	3,231	3,686	3,661	3,570	3,519
Swimming	2,872	2,216	3,157	3,089	3,226	3,419	3,348	3,671	3,934	4,104
Swimming Lessons	5,306	2,714	5,183	4,544	4,752	4,572	4,784	4,628	4,656	4,440
Sports Hall	502	386	498	462	483	592	471	587	602	794
Outdoor Activities	2,004	1,528	1,945	2,031	2,195	2,057	2,114	2,216	1,848	1,639
Other	2,193	1,924	2,117	2,025	2,243	2,187	2,083	2,289	2,215	2,374
<b>Total</b>	<b>19,142</b>	<b>13,506</b>	<b>19,666</b>	<b>18,307</b>	<b>19,848</b>	<b>19,506</b>	<b>19,997</b>	<b>20,916</b>	<b>20,770</b>	<b>20,743</b>

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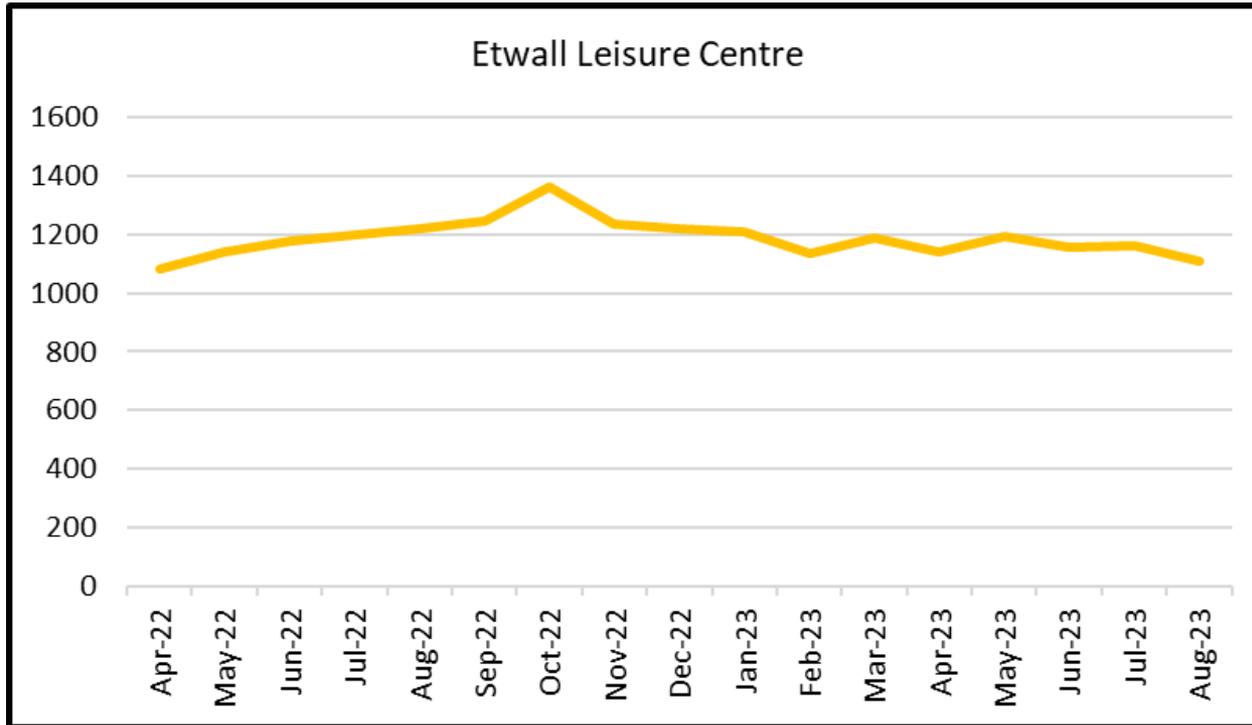
	Venue	DD Supporters	Annual Supporters	Swim Lessons	Totals
Apr-22	Etwall Leisure Centre	80	32	58	170
May-22	Etwall Leisure Centre	64	35	59	158
Jun-22	Etwall Leisure Centre	88	54	36	178
Jul-22	Etwall Leisure Centre	84	29	23	136
Aug-22	Etwall Leisure Centre	94	39	51	184
Sep-22	Etwall Leisure Centre	75	219	59	353
Oct-22	Etwall Leisure Centre	65	22	29	116
Nov-22	Etwall Leisure Centre	67	22	32	121
Dec-22	Etwall Leisure Centre	33	6	9	48
Jan-23	Etwall Leisure Centre	102	56	34	192
Feb-23	Etwall Leisure Centre	38	280	25	343
Mar-23	Etwall Leisure Centre	76	132	26	234
Apr-23	Etwall Leisure Centre	48	51	31	130
May-23	Etwall Leisure Centre	46	63	30	139
Jun-23	Etwall Leisure Centre	41	73	33	147
Jul-23	Etwall Leisure Centre	37	83	26	146
Aug-23	Etwall Leisure Centre	16	166	52	234

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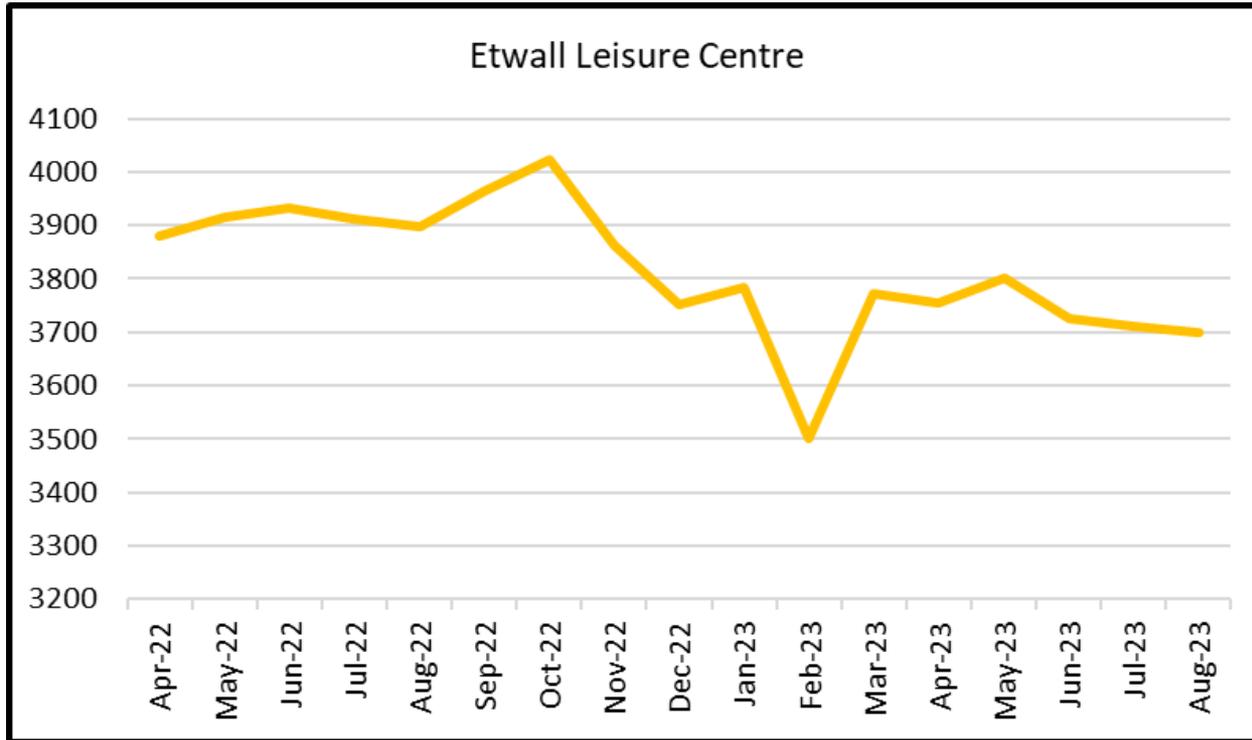
Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
2800	2775	2758	2712	2676	2719	2659	2630	2534	2573	2366	2585	2613	2605	2568	2548	2588

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Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
1081	1140	1176	1199	1221	1245	1363	1234	1219	1212	1136	1188	1143	1196	1157	1164	1110

# Active Nation – Etwall



Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23
3881	3915	3934	3911	3897	3964	4022	3864	3753	3785	3502	3773	3756	3801	3725	3712	3698

# Active Nation – Etwall

## NET PROMOTER SCORE – August 2023

# Active Nation – Etwall

## Promoters / Passives / Detractors

- Very easy! Every aspect
- Brilliant facilities and excellent staff

# Active Nation – Etwall

Promoters / **Passives** / Detractors

- Changing rooms and toilets are not very clean especially the toilets. More choice of exercise classes

# Active Nation – Etwall

## Promoters / Passives / **Detractors**

- The gym is terrible . It's costly for the size of the gym . The pool has had issues recently . The showers have been broken. I couldn't use the equipment I wanted last weekend as water was coming through the ceiling . The gym reminds me of a youth centre there's far too many groups of kids and then I can guarantee the day after equipment is put of use
- When you say active nation, what does that mean? The overall company or the actual facilities etc ? What is your clear vision? What do you want to achieve?

# Active Nation – Etwall



# Active Nation – Etwall

- Successful HAF club well received by parents and attendees
- 3g works completed and we are now officially back on the FA Register
- Added an additional public lane swim to the timetable at the request of many lane swimmers
- Supporter left us a lovely story on how we helped shape their life and helped her get back on track and fit again –  
Hi, my name is Monika and I won a year of free membership at Active Nation Etwall Leisure Centre. I used to have normal membership however, due to the rising cost of living I had to cancel it.

It's been an immersive help with my wellbeing and my half marathon training. My HM time last year was at 2h 38 minutes. I used the gym and swimming pool facilities and attended a few classes too. My goal was to get stronger and feel better with myself. If you saw a girl on a treadmill running for over an hour, that was me, doing incline and speed intervals. I became much better runner with your equipment, and almost maxed out the leg press machine (only 2 plates were left).

The swimming pool was also a treat on a Saturday morning or Tuesday evening. I even was lucky a few times to have the entire lane for myself.

Long story short, I lost half a stone in a year, which might not be that much but I definitely gained more muscle mass. I can easily swim 1250m in 25min and run a half marathon under 2h and 15min. Even though my under 2h goal on HM is still ahead, I'm happy with what I achieved.

Thank you for choosing me last year and I hope I will see you in the future.

Kind regards,  
Monika

# Active Nation – Etwall

- Bad weather has been very off putting to outdoor facility users which has seen us have limited outdoor attendees
- Drainage issues causing some areas to be blocked off temporarily
- Gym equipment causing disruption in lay out of the gym – layout altered to create more space and make it more inviting
- Pool timetabling – aiming to keep both the public and school happy, managed to get a good balance and has been well received so far