



ACTIVE NATION

Etwall Quarter 1 Apr - Jun 2022

Key Areas Presented:

- >> Brand Map
- >> Overview
- >> Contract successes
- >> Reopening challenges

Our Brand Map



Overview April 2022 – June 2022

- >> During Quarter 1 of the financial year we have steadily seen an increase in usage at Etwell Leisure Centre.
- >> We have seen good growth in our subscriptions and have seen us surpass the subscription levels for our direct debits as that of Feb 20 prior to the Covid 19 pandemic.
- >> Working in partnership with JPSA and SDDC we have seen the completion of the changing rooms and toilets in the squash courts
- >> Q1 Les Mills launch and new group exercise timetable launched
- >> Ongoing swim time table challenges, balancing the need for community use, swim lessons and JPSA usage. Impacting on supporter experience and feedback.
- >> Working with the police, SDDC safeguarding team, JPSA to address safeguarding concerns regarding access from the public and school usage. The need for further access control investment is required. Awaiting quotes for work required.
- >> Sept will see the launch of our new hybrid offer to further compliment our offer and react to the upcoming economical challenges 'Active Nation Anywhere' app. Allowing campaigners to access anytime and anywhere. Competitively priced at £3.99 per month for new supporters and £2.99 per month for existing supporters. Les Mills classes being incorporated into this package.
- >> Working in partnership with Swim England in terms of their newly launched recruitment academy to support our swimming teacher recruitment issues

Participation

Type of Visit	Actual	Actual	Actual
	Apr-22	May-22	Jun-22
	Total Visits	Total Visits	Total Visits
	#	#	#
<u>Fitness (Gym) activities</u>	3,146	3,201	3,218
<u>Swimming - lessons</u>	2,981	3,006	2,991
<u>Swimming activities</u>	2,623	2,589	2,599
<u>Sports Hall activities</u>	409	428	442
<u>Outdoor activities</u>	1,987	1,972	1,936
<u>Other</u>	2,138	2,162	2,171
Total	13,284	13,358	13,357

Supporter Numbers

Venue	Fitness DD Feb 20	Fitness DD Jun 22	Variance	Annual Feb 20	Annual Jun 22	Variance	Lessons Feb 20	Lessons Jun 22	Variance
Etwall	1100	1,128	+28	1069	666	-409	1332	1220	-112

Successes - April 2022 – June 2022

- >> Feedback both in venue and via social media from supporters who have confidence to use the venues, general feeling that the centre is clean and covid-secure as many cleaning schedules and protocols have remained in place
- >> 3 kick start applicant individuals working at Active Nation
- >> Successful swimming crash course held at Etwall over the half term week
- >> Appointments of 2 new Duty Managers – Jordan Campbell and Lewis Richardson
- >> Appointment of a new Swim Coordinator – Hannah Stockley
- >> 5 new block bookings achieved since Sept 21 at Etwall LC.
- >> Achieved in partnership with SDDC ISO14001 accreditation (environmental commitment)
- >> Significant investment in new chlorine dosing system at Etwall LC from SDDC

Challenges – April 2022 - June 2022

- >> Loss of commercial manager Chris Wood and temporary appointment into post – Sarah Howlett
- >> Swim teacher and lifeguard recruitment issues due to a number leaving to work at Moorways Sports Village
- >> Drainage issues in the village change, investigations taken place and issue partially sorted
- >> Pool timetable issues
- >> Safeguarding concerns – working with partners and issue resolved