

ACTIVE!VE NATION

South Derbyshire Leisure Contract Meeting
Etwall – May 2023

Active Nation – Etwall

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- >> Net Promoter Score
- >> Brand Standards
- >> Marketing & Communications
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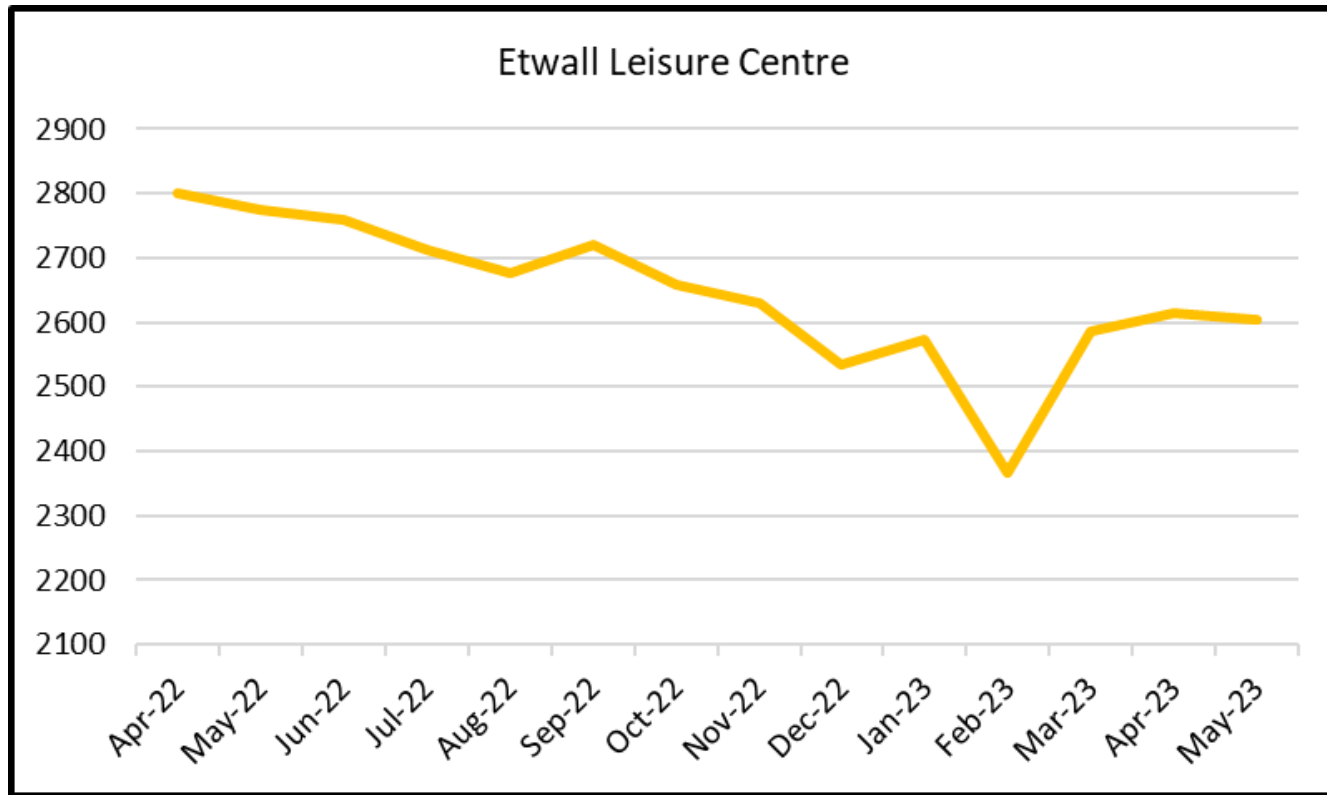
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Activity	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023
Gym	3,347	2,563	3,378	3,317	3,582	3,448	3,511
Classes	2,918	2,175	3,388	2,839	3,367	3,231	3,686
Swimming	2,872	2,216	3,157	3,089	3,226	3,419	3,348
Swimming Lessons	5,306	2,714	5,183	4,544	4,752	4,572	4,784
Sports Hall	502	386	498	462	483	592	471
Outdoor Activities	2,004	1,528	1,945	2,031	2,195	2,057	2,114
Other	2,193	1,924	2,117	2,025	2,243	2,187	2,083
Total	19,142	13,506	19,666	18,307	19,848	19,506	19,997

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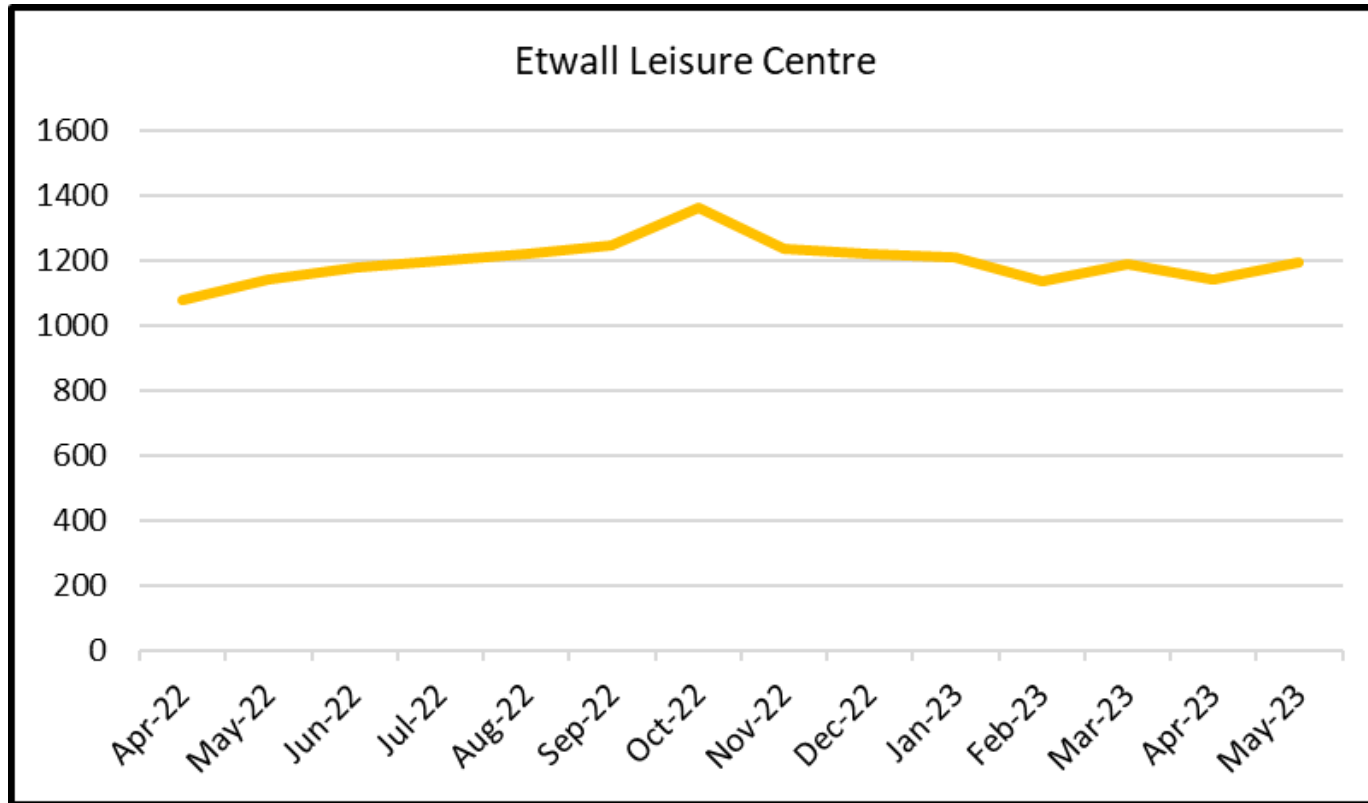
	Venue	DD Supporters	Annual Supporters	Swim Lessons	Totals
Apr-22	Etwall Leisure Centre	80	32	58	170
May-22	Etwall Leisure Centre	64	35	59	158
Jun-22	Etwall Leisure Centre	88	54	36	178
Jul-22	Etwall Leisure Centre	84	29	23	136
Aug-22	Etwall Leisure Centre	94	39	51	184
Sep-22	Etwall Leisure Centre	75	219	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

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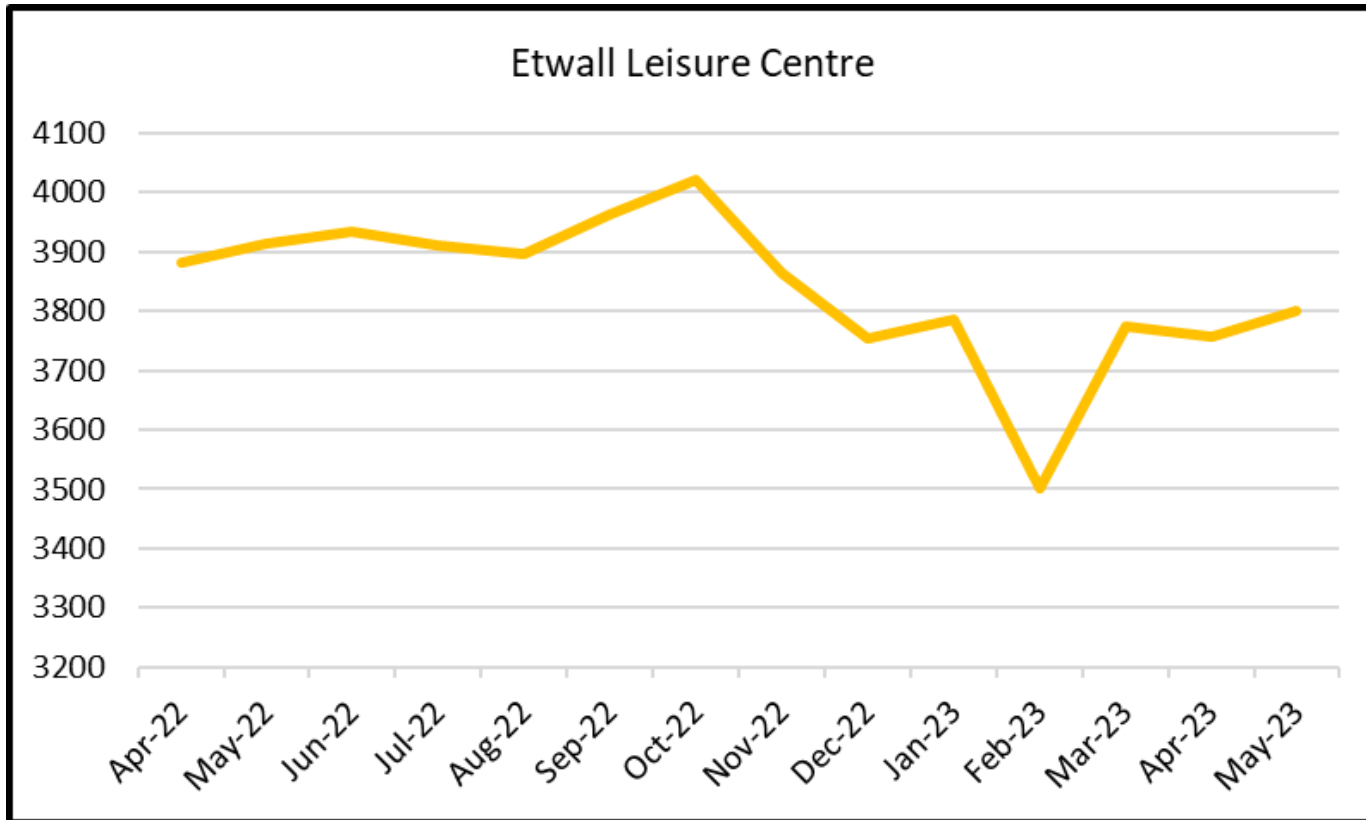
Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23
2800	2775	2758	2712	2676	2719	2659	2630	2534	2573	2366	2585	2613	2605

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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
1081	1140	1176	1199	1221	1245	1363	1234	1219	1212	1136	1188	1143	1196

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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
3881	3915	3934	3911	3897	3964	4022	3864	3753	3785	3502	3773	3756	3801

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NET PROMOTER SCORE – May 2023

• National Benchmark Score – Trusts / Local Authority	26
• Active Nation Target score	30
• Active Nation Average score	26
• Active Nation Etwall Average Score	36
• Total surveys sent	149
• Responses received	15
• Promoters	7
• Passives	4
• Detractors	4
• Responded to within 48 hrs	13
• Detractors – Faulty Soap & Tissue Dispensers / Cleanliness / Spin Bikes / More Gentle Classes	
• Promoters – Swimming Teachers / Opening Hours / Helpful Staff / Class Timetable	

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Brand Standards

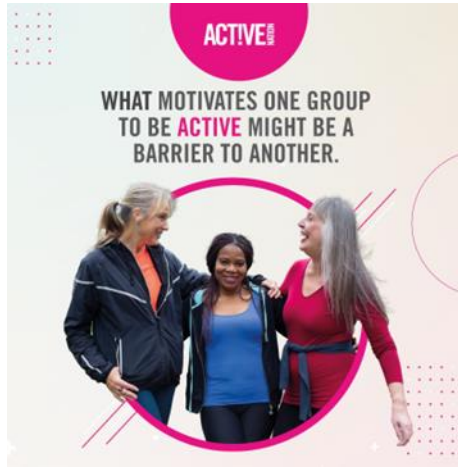
- Contract cleaners now in place and making a difference
- New gym team member enhancing standards
- Weekly walk around full site with Duty management team assessing the venue to compliment the monthly audits and daily venue walks
- Maintenance Issues – Schedule of works in place with many outstanding tasks now completed (updates provided by ST)

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ACTIVE
CHILDREN AND ELDERLY
PEOPLE NEED EXERCISE TO
LEAD A BETTER LIFE

A photograph of a man in a dark blue zip-up jacket and green pants standing next to a young boy in a grey hoodie. The boy is holding a red and white ball. They are both smiling and looking at each other. The background is white with abstract yellow and pink wavy lines.

ACTIVE
WHAT MOTIVATES ONE GROUP
TO BE **ACTIVE** MIGHT BE A
BARRIER TO ANOTHER.

A photograph of three women standing together and talking. One woman is wearing a black jacket, another a blue top, and the third a red top. They are all smiling. The background is light pink with abstract pink and white circular patterns.

ACTIVE
WEEKEND BURST
OF EXERCISE CAN BE
ENOUGH TO STAY FIT

A photograph of a man and a woman standing together. The woman is holding a water bottle and the man is holding a protein shaker. They are both smiling. The background is white with abstract pink and yellow circular patterns.

EXPERTS FIND
PEOPLE WHO WALK
FASTER ARE REAPING
HEALTH BENEFITS

A photograph of four people walking away from the camera on a paved path. They are wearing athletic wear. The background is a bright, sunny outdoor setting. The text is in a pink and yellow graphic overlay.

ACTIVE
WALKING MORE
CAN BOOST
FITNESS
AND MENTAL
HEALTH

A photograph of a woman in a white tank top stretching her arms upwards. She is outdoors on a paved path with trees in the background. The text is in a pink and yellow graphic overlay.

ACTIVE
SHOULD I WORRY ABOUT
HOW LONG I SPEND
SITTING DOWN?

A photograph of a man in a light blue shirt sitting at a desk, stretching his arms upwards. The background is white with abstract pink and yellow circular patterns.

Active Nation – Etwall

- Participation
 - 81% post-pandemic recovery of fitness numbers at Etwall Leisure Centre compared to the national average of 68%. A remarkable 13% improvement over the national average
- Swimming Lessons
 - Holiday Crash Course – Successful delivery of programme with new individuals participating.
 - After a difficult period for recruitment several new and experienced teachers have joined the team, bringing a wealth of knowledge into the team and improving quality. Will aid growth in programme.
 - New Adult coached session to help swimmers who want to get fitter, improve their technique or simply just want to feel more comfortable swimming.

Active Nation – Etwall

- 3G Pitch
 - FA annual registration test non-compliant. Rectification work booked in for July
- Pool Programme
 - Opportunity to open up additional pool space for lane swimming early evening for extra alongside new coached sessions
- People
 - Campaigners recruited with additional skills – opportunity to put on new activities
- Vending
 - Card payments now back online and available for use