

# ACTIVE NATION

South Derbyshire Leisure Contract Meeting  
Etwall – February 2023

# Active Nation – Etwall

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

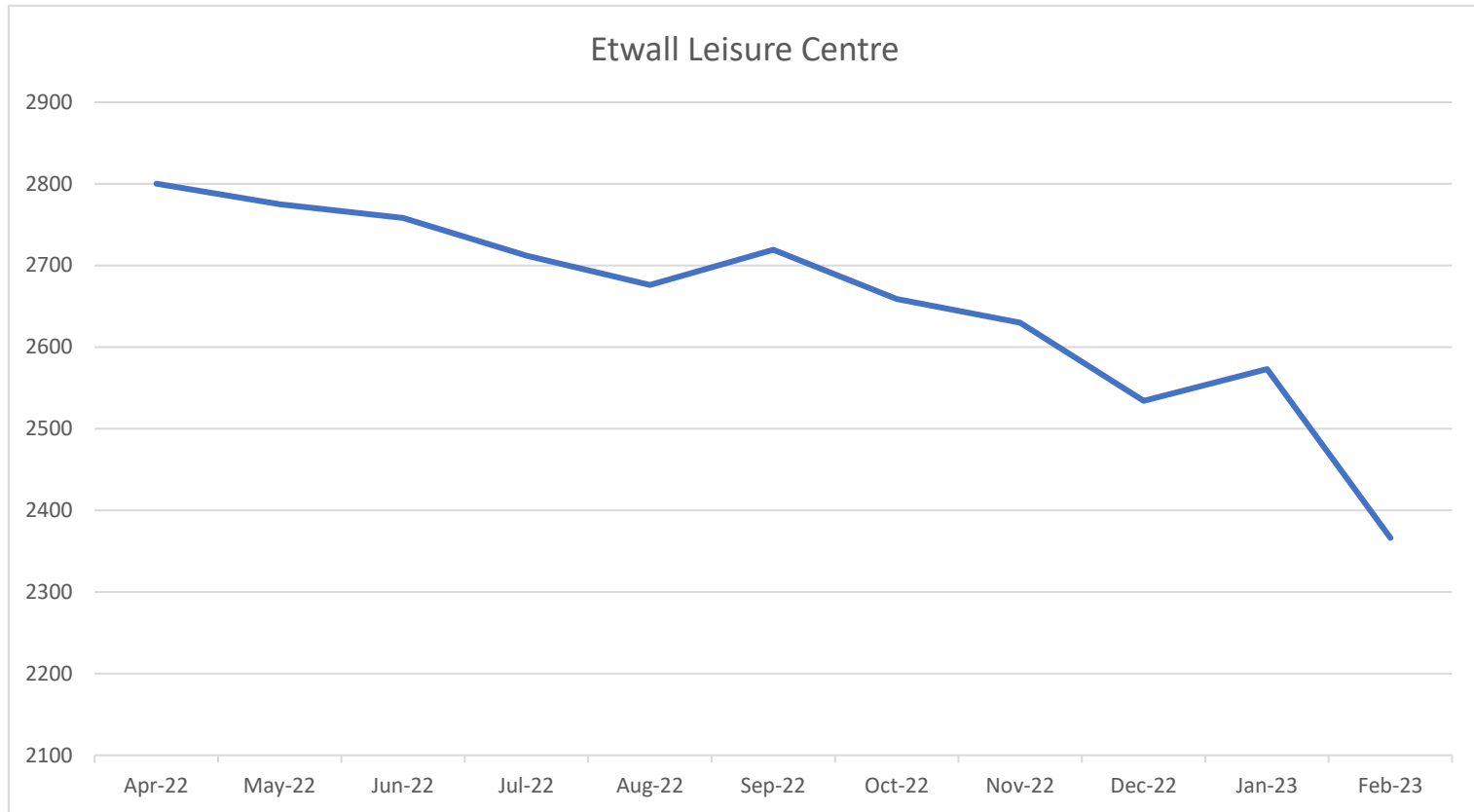
# Active Nation – Etwall

Activity	November 2022	December 2022	January 2023	February 2023
Gym	3,347	2,563	3,378	3,317
Classes	2,918	2,175	3,388	2,839
Swimming	2,872	2,216	3,157	3,089
Swimming Lessons	5,306	2,714	5,183	4,544
Sports Hall	502	386	498	462
Outdoor Activities	2,004	1,528	1,945	2,031
Other	2,193	1,924	2,117	2,025
Total	19,142	13,506	19,666	18,307

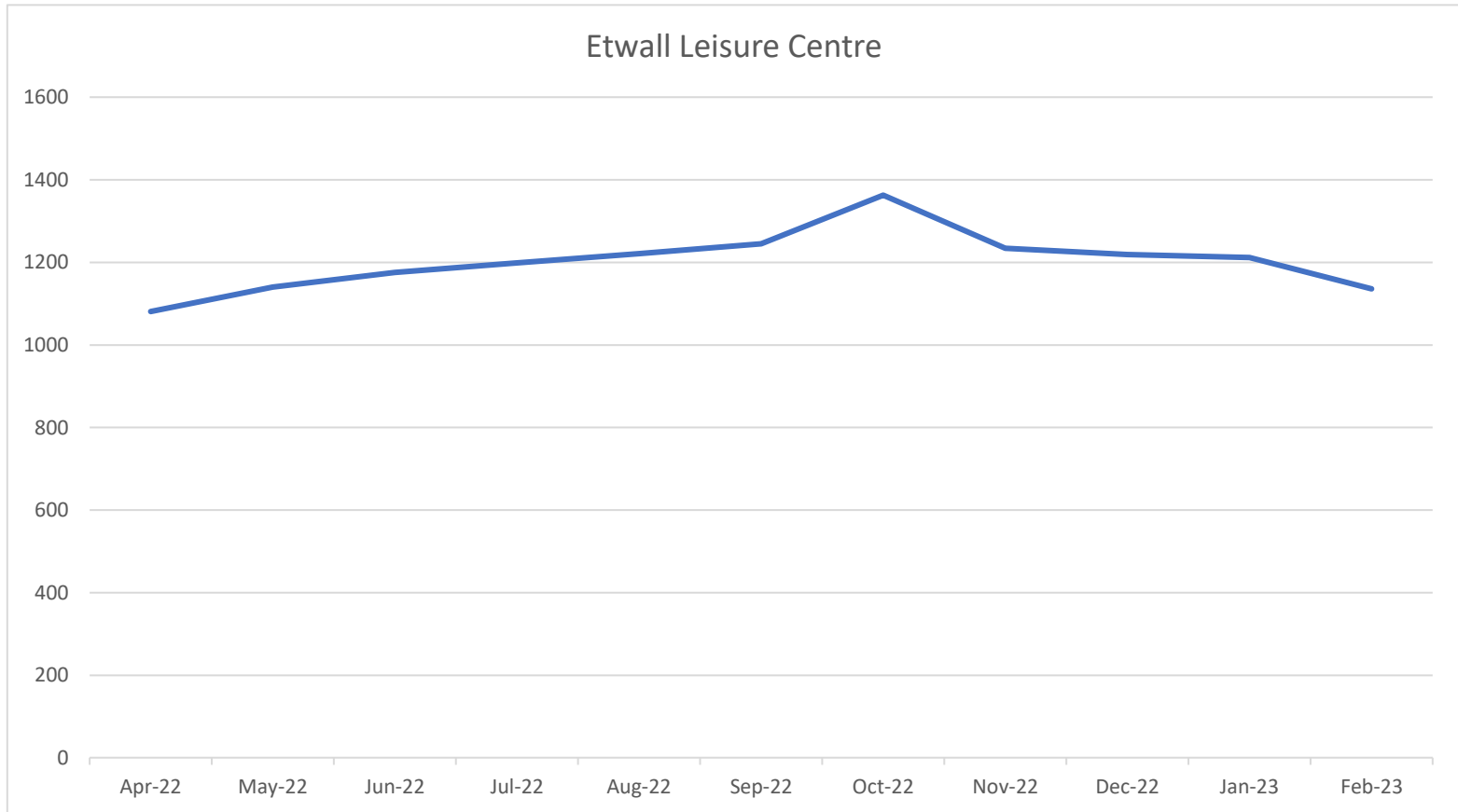
# Active Nation – Etwall

	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

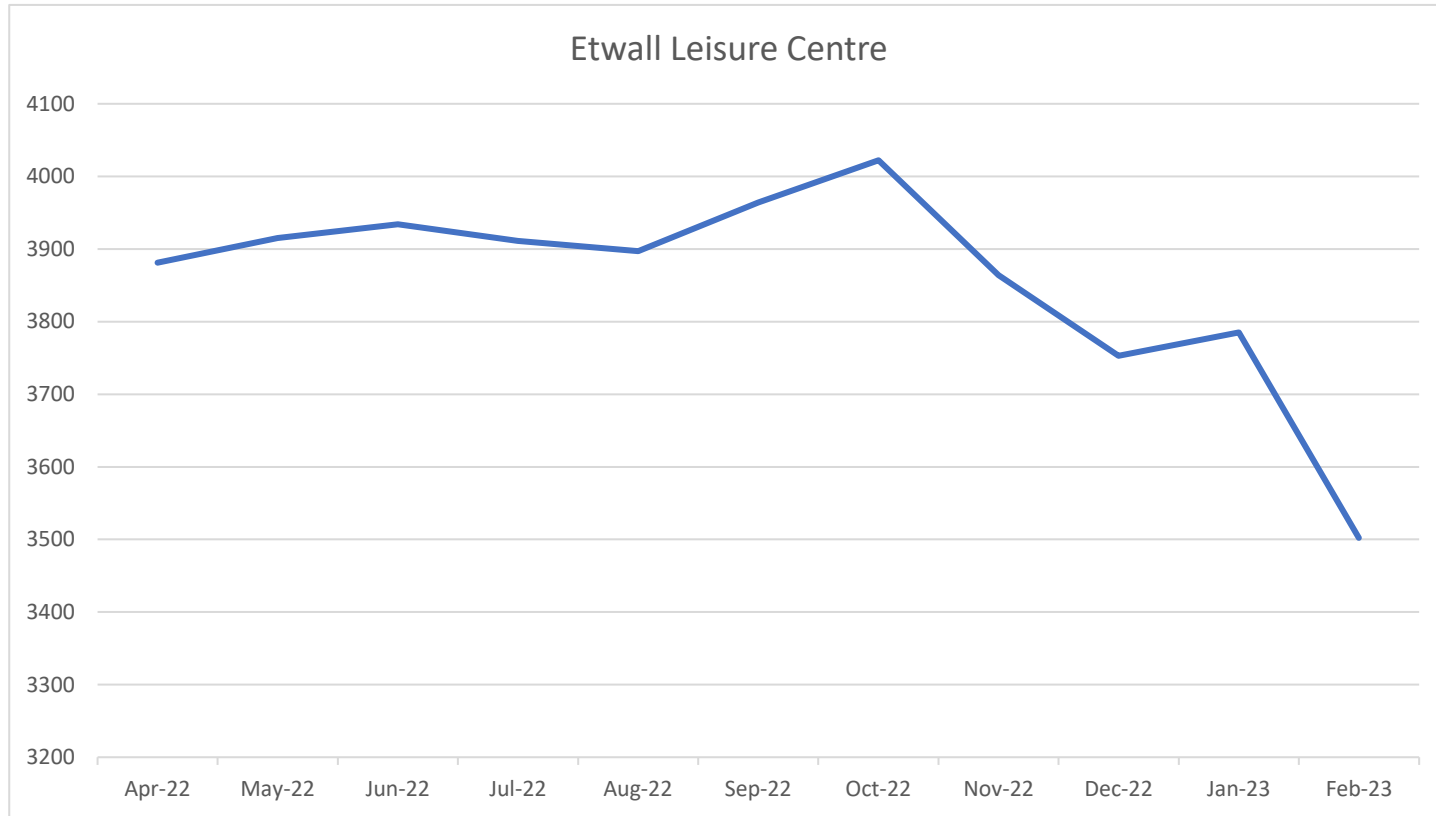
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## NET PROMOTER SCORE – February 2023

- |   |     |
|---|-----|
| • National Benchmark Score  | 27  |
| • Active Nation Target score  | 30  |
| • Active Nation Average score   | 41  |
| • Active Nation Etwall Average Score  | 8   |
|   |     |
| • Total surveys sent  | 100 |
|   |     |
| • Responses received  | 7   |
| • Promoters   | 3   |
| • Passives  | 0   |
| • Detractors  | 4   |
| • Responded to within 48 hrs  | 7   |
|   |     |
| • <b>Detractors</b> – Priority swimming given to schools/ Insufficient public swimming during the week days |     |
| • <b>Promoters</b> – Staff prepared to listen and helpful / Overall cleanliness                             |     |



# Active Nation – Etwall

## Brand Standards

- Monthly Audits now in place
- New equipment bought
- Maintenance support & recruitment

# Active Nation – Etwall

“GOOD HEALTH IS TRUE WEALTH.”

ACTIVE NATION



WE'LL INVEST IN YOU TO BECOME A SWIM TEACHER.

YOU CAN'T POUR FROM AN EMPTY CUP.  
TAKE CARE OF YOUR MENTAL HEALTH.



ACTIVE NATION

“WELLNESS IS ABOUT MOVING TOWARDS A HEALTHY LIFESTYLE THAT HAS A POSITIVE IMPACT ON YOUR PHYSICAL HEALTH BOTH INSIDE AND OUT”

ACTIVE NATION



Meet the Team

Ben



WHEN I IS REPLACED  
BY we  
EVEN illness  
BECOMES wellness!

ACTIVE NATION

# Active Nation – Etwall

Contract let for external cleaners – start 20 March

Orders issued for disabled showers upgrade

New uniform for staff

2 x new DM's – more consistency

Rota reviews

PIF Promotion

# Active Nation – Etwall

Swim Teacher Recruitment

Price Point variations (SMcB)

Bookings / Hire – new appointment, opportunities

Gym recruitment – enhanced presence, greater offering