



ACTIVE NATION

Etwall January 2022

Key Areas Presented:

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

Our Brand Map



Overview September 2021 – December 2021

>> During Quarter 3 of the financial year we have steadily seen an increase in usage at Etwall Leisure Centre.

>> We have seen good growth in our swimming activities and outdoor pitch whilst also seeing our sports hall bookings nearing 100% capacity.

>> Due to the above we have been working with the De Ferrers trust in terms of letting out sports hall facilities at Granville Academy to host in particular the indoor cricket nets demand, this is currently still work in progress, however we are hopeful that we can successfully launch this. As a charity 'persuading the nation to be active' is the golden thread that runs through the heart of everything we do and we will always look at alternative and innovative ways to make this happen, working collaboratively with our partners to deliver on this vision.

>> The new Omicron strain of the Covid-19 virus will present us with challenges and we wait to see what government restrictions will be put into place, until we know this we carry on as normal. We have seen a decline in supporter numbers particularly during December and we are in no doubt this is due to the new strain and the impact it is having on supporter confidence.

Overview September 2021 – December 2021

>> We continue to adopt our practices to ensure the safety of our campaigners and supporters continuing with the use of hand sanitisers around the facility, increased signage, strongly advising the wearing of face coverings and regular cleaning of high contact areas

>> We are consciously now promoting our 'On Demand' service available to members and non members via our Active Nation App. Encouraging people to engage in physical activity at home.

Participation

Type of Visit	Actual	Actual	Actual
	Sept-21	Oct-21	Nov-21
	Total Visits	Total Visits	Total Visits
	#	#	#
<u>Fitness (Gym) activities</u>	3,091	3,098	3,084
<u>Swimming - lessons</u>	3,001	3,013	3,022
<u>Swimming activities</u>	2,543	2,589	2,573
<u>Sports Hall activities</u>	306	317	329
<u>Outdoor activities</u>	2,136	2,148	2,208
<u>Other</u>	2,178	2,182	2,179
Total	13,255	13,347	13,388

Supporter Numbers

Venue	Fitness DD Feb 20	Fitness DD Nov 21	Variance	Annual Feb 20	Annual Nov 21	Variance	Lessons Feb 20	Lessons Nov 21	Variance
Etwall	1100	1,026	-74	1069	563	-563	1332	1164	-168

Successes - September - December 2021

- >> 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 applicants have applied to work at Active Nation
- >> >> 4 new swimming assistants and 1 swimming assistant recruited during Nov, Level 1 & 2 course being held in Jan 22 to qualify individuals for swimming teaching at Etwall LC.
- >> New swimming coordinator (Leah West) recruited to, specific to Etwall LC. 2 new Duty Managers (Kurtis Edwards and Jack Hollis recruited to at Etwall LC. Maintenance Officer (Adam Bailey) recruited to, covering Etwall LC and Greenbank LC.
- >> 9 new block bookings achieved since Sept 21 at Etwall LC.
- >> Successful Children in Need and National Fitness Day events held at Etwall LC
- >> Achieved in partnership with SDDC ISO14001 accreditation (environmental commitment)
- >> Significant investment in new chlorine dosing system at Etwall LC from SDDC
- >> Quest Prime Recovery Score of 'Good' for Etwall LC

Challenges – September - December 2021

>> Continuous adaptation of facilities and programmes to ensure compliance of all guidelines from UK Active, PHE, Government and all of the different NGB in order to operate facilities securely.

>> Ongoing recruitment challenges within the local area, some positions are vacant and have had little success on filling.

>> Instability of staffing levels due to self-isolation and COVID positive cases, managing close contact tracing through staff and supporters particularly in group activities such as swim lessons

>> Supporter confidence in terms of the new Omicron strain of the Covid-19 virus