



Magna Vitae

Annual Report

April 2021-March 2022


MAGNA VITAE
TRUST FOR LEISURE & CULTURE

Introduction

Executive Directors
Aeneas Richardson and James Brindle



April 2021 to March 2022 marked a second successive year of service / business significantly disrupted by COVID 19. Lockdown 3 came to a welcome end on April 12th 2021 for our leisure venues, albeit for a number of the following months access restrictions and regulations negatively affected business performance. The Embassy Theatre felt the effects for longer, not re-opening to the public until mid-May 2021, a significant closure period of 17 months.

The long-awaited lifting of all COVID restrictions paved the way for Magna Vitae to begin to re-build our business and once again start to provide outstanding service to our customers, patrons and members throughout East Lindsey and the surrounding area.

From a business performance perspective, given the continually challenging operating circumstances, 2021 - 2022 has produced extremely positive and highly encouraging outcomes for the company. The Trust finished the year very strongly indeed and presently finds itself in a better position than originally estimated at the start of the year.

The complexion of our programme of use has changed beyond recognition in the past 12 months. Customer return regards health & fitness memberships continually rose throughout the year and performed strongly during the traditional "Golden Quarter" New Year period. Swimming lessons growth has exceeded all expectations and we finished the year with over 1,800 learners accessing the WaterWise programme. Across all five leisure sites, the public gradually continued to increase their frequency of use, still utilising our innovative virtual provision but responding extremely positively to the site doors being fully open once again.

Introduced in late Spring, our newly commissioned Sport, Activity & Community "Outreach" team has gradually developed its work and in its first part-year has achieved fabulous community activity results in the five market towns of Spilsby, Wragby, Binbrook, Alford and Wainfleet. These are all East Lindsey towns (inland conurbations), that are not served with purpose-built leisure / sports venues. In these locations, Magna Vitae is now delivering significantly more sport and activity in the community during both term time and school holiday periods.

This was a testing year for the Magna Vitae Community Team. Long standing partnerships with Louth and District Hospice and TED (East Lindsey) came to an end and due the COVID grant landscape no alternative funding could be found to continue to maintain these programmes. Sadly, much of this work has now ceased. Magna Vitae are now considering new partnerships and models that will allow these programmes to be rekindled over time. All at Magna Vitae would want to place on record our thanks to the staff that delivered these very valued schemes and resulted in profound community impact.

2022 marks the final year of the current Arts Council England NPO (SO Festival) programme. Again, even in the most difficult of COVID circumstances the

team has continued to innovate and deliver artistic excellence. Magna Vitae has now submitted our application to the 2023-2026 NPO round and we currently await the result of this application.

The Embassy Theatre, having reopened its doors, produced a highly successful pantomime season in December. The post-Christmas season opened in February with "Burn the Floor", which brought with it a diverse audience of theatre lovers. Patrons have since enjoyed a variety of productions including the Circus of Horrors, Comedy Hotspot and Game Show Party Night. The venue staged a busy Easter holiday period. Huge excitement continues to build regards the proposed £1.43M "Town Fund" Culture House development, with work currently scheduled to commence in January 2023.

In 2022 Magna Vitae partnered with Pan Optikum, an international, professional physical theatre company. A collaborative project with 12 other partners taking part from 11 European countries. Magna Vitae was the only UK partner involved. The first performance delivered in the Grimsby Minster brought together 6 creative agencies, 13 dancers and entertained an audience of 120+.

Throughout the year our customer base has returned strongly. Our year end finances are extremely positive. We continue to work with a significantly smaller staff team than was employed pre-pandemic. Staff have worked incredibly hard, they have adapted, continually innovate and employ a flexible team approach. Magna Vitae has continued to invest significantly in the development of its organisational culture (its DNA), alongside the vocational learning and development of its workforce. This will continue to be a priority. Some staff continue to work primarily from home. Given the circumstantial challenges faced by the Charity, the year 2021/22 has been a marked success and the future, going forward, looks a little bit brighter.

Thank you!



Physical Activity Opportunities

Meridian Leisure Centre

Fitness member numbers reach a high of **1461**, an increase of 82% over the year.

The Learn to Swim programme continues to grow ending at **998**, an increase of 38% over the year.

The Gymnastics programme grows to **207**, an increase of 29% over the year.

Charity 24-hour Bikeathon raised over **£4,000** for a local girl with brain tumour.

Hosted County Championship Gala 5th and 6th of February - **7** clubs attended.

Hosted NPLQ course in February half term - **7** candidates all passed.

Magna Vitae Panther's Basketball was launched.

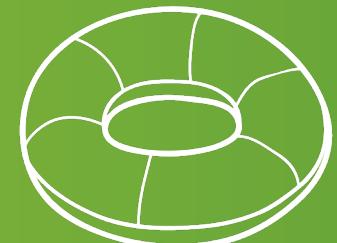
Louth Swimming Club and Lincoln Vulcans delivered **2** days of swimming events in October, first annual swim gala since 2019.



Hornsea Pool & Fitness Suite

Fitness member numbers reach a high of **570**, an increase of 86% over the year.

The Learn to Swim programme continues to grow ending at **373**, an increase of 47% over the year.

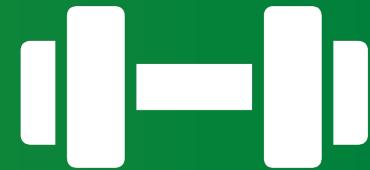


Skegness Pool & Fitness Suite

Fitness member numbers reach a high of **513**, an increase of 83% over the year.

The Learn to Swim programme continues to grow ending at **432**, an increase of 67% over the year.

Hosted NPLQ course in February - **6** candidates all passed.



Station Sports Centre

320 is the end Fitness member number, an increase of 87% over the year.

New classes - delivering Wellbeing Workout Monday & Friday Mornings.

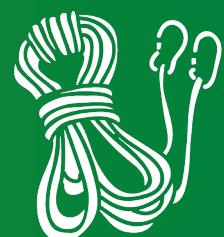
5hr Parkour and Multi Sports Session delivered during February Half Term, in conjunction with Town & District Council, YMCA and Local Church Groups.



Altitude44, Skegness

Altitude44 saw **2,406** climbers throughout the year.

23 Staff members joined a staff climbing event in March.



London Road Pavilion

London Road Pavilion saw the installation of a brand new all-weather playing surface on the Astroturf in June 2021. The site saw over 40 teams train and participate in competitive football, cricket and hockey on a weekly basis throughout the year. The site also hosted a number of multi-school sport competitions across the academic year.



Booster Swimming Lessons

Over 100+ children took part in Booster Swimming Lessons during half terms and holidays.



One You Lincolnshire

The One You Lincolnshire programme recommence in May 2022 with the service being delivered at the Louth, Horncastle and Mablethorpe leisure venues with the service resuming at Skegness in January 2022. Throughout the period from May 21 – March 2022. People were referred or referred themselves to the programme for support from the Lifestyle Consultants within Magna Vitae venues.

435 Participants



Another **25** members accessed the 'Gloji' digital wellbeing and weight loss pilot programme as part of the ongoing partnership with One You Lincolnshire.

Holiday Activity and Food Programme

The Holidays Activities and Food Programme (HAF) is funded by Lincolnshire County Council providing free healthy meals and enriching activities over the holidays for children in receipt of free school meals.

373 children took part in the Holiday Activity and Food Programme at Meridian Leisure Centre, Louth over the Summer and Christmas period, offering a total of 19 days.

25 children took part in the Holiday Activity and Food Programme at Station Sports Centre, Mablethorpe over four days in the Christmas Holidays.

30 individuals took part in the Holiday Activity and Food Programme at Embassy Theatre across two days during the week leading up to Christmas.

Health Improvement

The Community Holiday Activity Programme

'Schools Out' programme delivered across five Market Towns (Alford, Binbrook, Spilsby, Wainfleet and Wragby).

Multi Skills was this time delivered via our partners at Lincoln City Foundation, and we also had Dance, Fitness to music sessions as well as a Healthy Lunch Box morning with Marko.

5 Locations

568

Participants (531 children & 37 adults)

As part of the programme day trips were provided to areas such as Binbrook and Wragby, this included a pick up and drop off service.

2 Asend Climbing in Louth

1 Aqua Park in Mablethorpe



Sporting Memories

The team continued to deliver the 'Sporting Memories' model with the support of some funding through Louth Rotary Club through virtual and online sessions.

Face-to-face sessions commenced at Louth Bowls Club in September 2021 and have supported different individuals through the weekly sessions.

188 Contacts of support for individuals virtually

19 Face-to-face individuals

Still Me

The 'Still Me' project continued to successfully support individuals living with a life limiting illness, including dementia, as well as support for their carers and families. During 2021/22, face to face sessions resumed in Louth at the Meridian Leisure Centre and Skegness Tower gardens with the sessions returning to it's original home of Barratt Court in January 2022.

The project held a 'welcome back' celebration in September 2021 and a Christmas Party at Alford Manor House in December 2021.

'Still Me' has also been part of a research programme undertaken by the University of Lincoln looking into the benefits of organised physical activity on those who live with dementia. The findings of this research is to be presented on the 31st March 2022. The team also chairs the Louth & East Lindsey Dementia Action Alliance which brings together local stakeholders to work together to help build dementia friendly communities.



Fitness, Food and Friends

Magna Vitae continued with one TED (Talk, Eat, Drink in East Lindsey) programme projects which are funded by the National Lottery as part of the Ageing Better programme. Fitness Food and Friends was awarded a further year of funding which allowed sessions to continue through until the end of January 2022.

Activity throughout the year provided contacts of 'blended support' with a mix of wellbeing calls, virtual and email of support and outdoor activities up to August 2021. Sessions returned to village halls and Magna Vitae venues August onwards with different individuals accessing sessions.

258 Participants online

660 Participants face-to-face



312 Contacts

242 Participants

Creative & Cultural Opportunities

Embassy Theatre

May 2021 saw the first pilot event and launch of the STAGE TO SCREEN event Cinema installation take place – this was followed swiftly by a family season of films and in transition “Back to Live!” an in-house production.

Unlike the majority of Theatres in the UK we operated a relatively normal Summer season seeing majority of those twice/three times postponed shows delivering to customers who had kept their tickets and many more who were clearly very ready for a great night out.

During the past 12 months we have welcomed in the region of **32,898** paying customers back through our doors – in reality this number has been achieved with the ability to operate in a relatively normal way for just 6 months.

73 Number of Live Performances

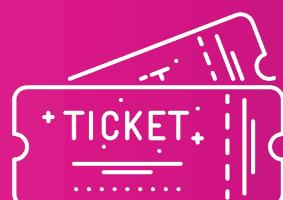
67 VIP Experience Events

65 Screened Events

90 Other Events



Internet sales have seen an increase from 50% of online sales to **78%**, an overall increase of 56% since April 2019-March 2020.



£19.87

Average Ticket Price per Customer

SO Festival

November 2021 saw our Cultural Team, Embassy Theatre staff and Helsingør Teater colleagues collaborating to deliver SOvember Weekender: a weekend of digital arts encounters, experiences and exploration for all!

Film screenings from mixed heritage filmmakers sparked discussion, dancing digital gravity inspired local creatives and the hotly anticipated headline act – The Third Reich by acclaimed Italian Theatre Director, Romeo Castellucci – left audiences astounded and feeling as though they had “travelled to a different dimension.”

4 Artistic Companies from 3 Countries

6 Performances

1 Networking Session

200+ Audience



SOcials

The Craft SOcials were meetings that aimed to celebrate the Greater Lincolnshire art scene and provide a platform for local creatives to connect, collaborate and create! We alternate between open discussions/networking events - where attendees can all share project updates, any commission or work opportunities they know about and generally chat – and workshops, with guest speakers chatting about a specific topic.

We ran events digitally through Zoom once a month. We returned to in person sessions in November, with The SOcial: A Christmas Special forming part of our SOvember Weekender programme.

6 Sessions

67 Attendees

Craft SOcial

Between October 2021 – March 2022, Craft SOcial workshops were delivered on a fortnightly basis at Hope House, Mablethorpe and The Storehouse, Skegness, plus additional family-friendly events. The project was funded by Without Walls and aimed at involving people who were experiencing a range of challenging circumstances.

26 Sessions

73 Attendance

People Power Partnership

November also saw the long-awaited auditions for international dance project, People Power Partnership, take place.

Originally planned for March 2021, but delayed due to travel restrictions, the creative team from professional physical theatre company, Pan Optikum, travelled over to Grimsby to recruit our dance team who will represent Grimsby in the European dance project.

11 Dancers

8 Selected

The creative team from Pan Optikum returned to Grimsby with another dance team from Germany. Together with the Grimsby team, they worked hard over an intense 10-day period to create and perform a bespoke physical theatre piece with the overall theme of dilemma. Drawing inspiration from personal experiences and the current situation in Ukraine, this powerful piece showcased the high skill level of all the young dancers.



6 Creatives

13 Participants

119 Audience



Audio Tales

Audio Tales is an ambitious audio trail, inviting audiences to explore East Lindsey, scan QR codes and listen to the stories of East Lindsey. Following a creative call-out and recruitment process involving Writing East Midlands, writers were commissioned to write original audio pieces inspired by a town, village or location of their choice.

Writing workshops were also delivered at North Sea Observatory and Skegness Academy, providing opportunities for locals of all ages to be involved in the creative process and resulting in two collaboratively written pieces for the trail.

22 Writers

23 Workshops

23 Creatives engaged



Metro Boulot Dodo (MBD)

Metro Boulot Dodo brought two ambitious digital projects to our local communities.

The first project was Paint to Pixel: an innovative Virtual Reality experience that took audiences on an immersive tour of UK graffiti and street art. Comprised of original artworks, interviews and archive materials from prominent graffiti artists, past and present, this interactive exhibition toured East Lindsey, astounding audiences of all ages at venues across the county.

10 Dates

6 Venues

311 Audience

The second project was a series of free, expert-led, Digital Skills workshops, aimed at engaging and inspiring young people aged 8-17 years old. Workshops entitled 'Transport Design in Minecraft' and 'Introduction to 3D Modelling & Animation' were delivered at 3 venues in East Lindsey, providing aspiring digital creatives with valuable hands-on experience with cutting-edge software and technology.

10 Workshops

3 Venues

54 Audience

Lincolnshire County Council Cultural Days

Over 12 weeks, (July – October) members from Skegness Day Opportunities, along with their carers enjoyed a diverse cultural programme, jam packed with different creative workshops. The cultural days' facilitated by the Magna Vitae Community Team, were held at the Embassy Theatre and offered workshops from drumming to dance, drama to music technology and music to magic, along with a cinema screening of some of the members most loved musicals.



18 Days **14** Carers

304 Throughput

Over in Louth, Lizzie supported members of the Lincolnshire County Council Day Opportunities, Blackbird Flies Theatre Group, along with their carers, to devise a play over 6 months (August – March). As well as encouraging and supporting the individuals to learn and develop new skills, confidence and freedom of expression, Lizzie supported the carers to develop their creative practice too.

12 Days **7** Carers **322** Throughput

Eco Centre Programme

In August 2021, as part of SO Festival's Year-round programme, we arranged for 2 Lincolnshire based theatre companies – Tales from the Heartwood and Barmpot Theatre - to provide 3 performances at the Eco Centre in Skegness, as part of their existing Summer Holidays event programme.

2 Theatre Companies **3** Performances **75** Audience



Highlights

QUEST ASSESSMENT

All our leisure venues at Magna Vitae under went a QUEST Assessment. Quest continues to be the Sport England recommended Continuous Improvement Tool for leisure facilities and sports development teams, designed to measure how effective organisations are at providing customer service.

Horncastle Pool & Fitness Suite - Very Good

Meridian Leisure Centre - Very Good

Skegness Pool & Fitness Suite - Good

Station Sports Centre - Very Good



Gymnastics

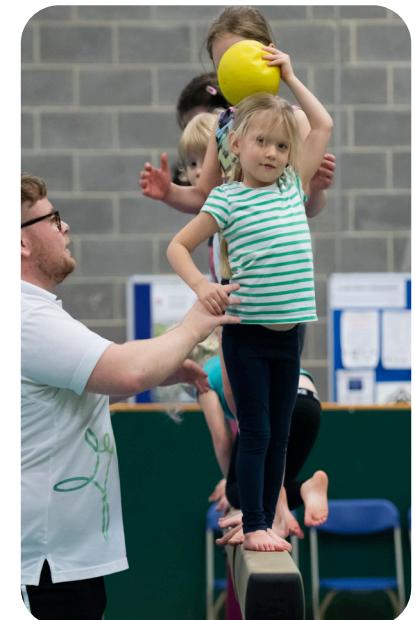
Meridian Leisure Centre hosts a Magna Vitae Gymnastic club which is fully affiliated with British Gymnastics. We have implemented the latest 'Rise Gymnastics' learning criteria to ensure young people around in the community are learning the most up to date gymnastics education. The program is available for those aged 18 months to 16 years, which consists of 3 different programs; 'Pre-School', 'Main' and 'Advanced' programmes.

In February half-term, the gymnastics club did their very first open day which showcased our dynamic coaches and inclusive sessions on offer at Meridian Leisure Centre.

This resulted in a record **28** sign ups, which put the spotlight on our club and everything we do.

207

Gymnasts currently on the programme



International Woman's Day

For International Woman's Day on 8th March 2022, Meridian Leisure Centre celebrated ALL women. Throughout the day they shared some of their very own inspirational female members who visit the venue to use the fitness suite, classes and swimming pool.



Angelika has been a member of the venue since 2012 where she started on the Heelers programme, she attends most days and has made a lot of good friends from attending.

Embassy Theatre, Skegness

The Embassy had 4 x sell out comedian shows in 2021. These were Jimmy Carr, Sarah Millican, Chris Ramsey and Jason Mamford.

In December 2021, Magna Vitae productions held its most popular and most profitable Pantomime to date - Sleeping Beauty.

So Festival

UK Premiere of the latest artistic piece by renowned European director, Romeo Castelluci, was hosted at The Embassy Theatre, Skegness as part of SO Festival's 'SOvember We0ekender' event. This caught the attention of the Chairman of ITV, Sir Peter Bazzellette, who tweeted about Magna Vitae, SO Festival & The Embassy Theatre to his 12.4k followers.

In a year when the arts and culture sector was still recovering from a global pandemic, Magna Vitae's cultural team managed to embrace change, learn, innovate and collaboratively deliver 8 ambitious cultural projects to our local communities. Engaged over 2300 community members and creatives, providing employment for local artists and entertainment for local audiences.

People Power Partnership

Following many delays due to COVID, PPP (People, Power, Partnerships) performed its UK Premiere at Grimsby Minster. This was an international collaboration between Magna Vitae and Pan Optikum.

Testimonials & Reviews

Leisure Venues

Meridian Leisure Centre

"Every part of the building and facilities is spotlessly clean. Staff are courteous and helpful. It's easy to book online. Good size carpark."

"The staff are so nice, and helpful, and throughout covid they have listened to us, how we felt about numbers in pool etc love my swimming and aqua, keeps me happy."



"Took the family for a casual swim. Friendly staff, clean changing rooms and Swimming Pool. Wasn't overcrowded and had a good clear colour band guide to Swimmer's timings. The younger boys (aged 2 and 4) loved the pirate ship. Will hope to return in the future."

Hornastle Pool & Fitness Suite

"Excellent staff, lovely clean pool and changing rooms. My IT skills are not great staff are very supportive helping to book sessions"

"Clean, light and airy, friendly and in a lovely environment."



"Very impressed with all the measures in place for the use of the pool. The staff are very helpful and friendly and adhering to the rules. Thank you."

Station Sports Centre

"I had never been to a gym before but everyone was so welcoming & friendly, I wanted to keep going back. Now I feel so much better in body & mind that I just love going. I've gained confidence, got fitter, lost weight and I'm happier! What more could you ask for?"

"I absolutely love going to Station Sports Centre. The staff go that extra mile in providing a safe and enjoyable environment. The hygiene is of the highest standard. The layout for entry, exit and in the gyms is brilliant. I feel very safe and to anyone feeling reticent about returning to the gym please come and give it a try. While the weather is good you can even work out outside. Thankyou staff."



Skegness Pool & Fitness Suite

"I use MV all the time, especially the pool for lane swimming. I like that I can swim outside work hours. I like the family fun splash on weekends too. I tried Aquacise and I have taken the toddlers to Mablethorpe sports centre before too."

"The site is clean and tidy, the staff are welcoming and friendly. The facilities are brilliant when shown what to do."

"Excellent welcome back. Staff as always helpful and professional."

Testimonials & Reviews

Embassy Theatre

"Everything from staff to facilities, it was great to be back after such a long time away. I can't wait for the live shows to start."

"The show must go on and it most certainly did. What a comeback it was- it made for an entertaining evening."

"Best night ever and I've been here quite often... unbelievable!"

"Fantastic show, helpful friendly staff, perfect setting."

"Great atmosphere. Friendly and helpful staff. Great value for money. Great show."

"Had a great evening, all comedians were excellent, venue brilliant also Thank you Embassy Skegness"

"We have seen plenty of shows here, and the staff are doing a brill job since the theatres have opened back up regarding social distancing etc, they can't do enough for you, well done all."



School's Out Programme

Binbrook Parent

"I just wanted to say thank you & your staff for providing the children with the opportunity to try climbing at the Louth. Leo loved it & now wants us to take him! This is especially good as he was initially a bit concerned re: heights which you now have cured him of!"

Spilsby Parent

"Thank you so much to all that was involved for the day at Ascend climbing wall, my son had the best day and cannot wait to come back." This parent also told us before they day, that she wanted to let her boy go for his confidence.

Wragby Parent

"I just wondered if you could pass on our thanks to the team who delivered the activities at school today. Josh said he has had the best day and loved every minute of it - including his 2 helpings of meatballs at lunchtime! He's also come home covered in mud - another sign of a fantastic day!! Thank you for arranging it."



Moving Communities & Social Value

The Social Value

The Social Value Calculator (SVC), gives leisure operators the ability to accurately measure and value the impacts of sport and physical activity. SVC uses evidence based academic research funded by **Digital, Culture, Media and Sport (DCMS)** and **Sport England** to show in monetary terms the value that physical activity is making to local communities.



The total social value of users in the last 12 months.

£4,671,578

This includes:

£1,154,428 - Physical & Mental Health

£2,402,270 - Subjective Wellbeing

£18,333 - Individual Development

£1,096,536 - Social & Community Development

Participation within our Leisure Venues

Over the last year the participation of all our venues including Meridian Leisure Centre, Station Sports Centre, Horncastle Pool &

Fitness Suite, Skegness Pool & Fitness Suite and London Road Pavilion totals **625,577**.

Social Media Analytics Summary

Social Media Analytics Summary



We have seen some great improvements with engagement across our social media channels this quarter! Here is a summary of some of the analytics we monitor regularly:

- Facebook, Instagram & Twitter **Followers** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **54,270**
- Facebook, Instagram & Twitter **Engagement** (*Leisure Venues, Corporate, Community, Altitude44 & SO Festival*): **42,177**
- Facebook, Instagram & Twitter **Reach** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **3,177,629**

Website Analytics Summary

Over the last quarter there has been an increase in the visits to the websites (*magnavitaе.org, sofestival.org, embassytheatre.co.uk and altitude44.co.uk*)

Here is a summary of some of the analytics we monitor regularly:

- Total number of unique page views **1,328,164**
- Total number of unique users **357,715**
- Average length of time on a page **3min 3secs**



Employment & Education

Magna Vitae's Kickstart

Kickstart is funded by the Government to offer exciting opportunities for young people to gain valuable work experience. Magna Vitae employed 7 young people, aged 16–24yrs, that were claiming Universal Credit and were at risk of long-term unemployment for a period of 6 months. We have worked in partnership with Department of Work & Pensions & Mighty Creatives to manage the Kickstart scheme efficiently and effectively. Following the end of the 6 months. Magna Vitae have decided to continue the employment of 4 of the Kickstarters.

Education Outreach

Magna Vitae staff have engaged with the following local secondary schools and colleges, providing students with an insight into Magna Vitae including employment opportunities such as apprenticeships.

- Lincoln College
 - Louth Academy
 - King Edwards Grammar School, Louth
 - Banovallum School, Horncastle
 - Queen Elizabeth Grammar School, Horncastle
-



Department of Work and Pensions Mentoring Circles

Lindsay, HR Manager, was approached by the DWP to run the Mentoring Circles in Louth and Skegness, which is the first one of its kind in East Lindsey. Mentoring Circles is a series of workshops engaging with the unemployed to gain confidence and the ability to get back into employment.

6 Workshops

26 Individuals

"We have seen a very motivated individual today, singing your praises. He appears to have already benefited greatly from your support" - Employment Advisor, DWP

Magna Vitae's DNA

Our Vision is to improve the wellbeing of our community, enabling people to live great lives.

Our Mission is to clearly demonstrate proactive and innovative leadership, that will generate positive changes in the areas of social and economic inequality. We are committed to empower local people by reaching out with humanity and compassion.

Our Values - We are in this together; we embrace change; we are *always learning* and we *celebrate difference*.



In This Together

The team comes first. Everyone in our team has a voice and a place. We are a truly cohesive unit that routinely shows togetherness, has a positive drive, ambition and holds each other accountable. We believe that we are stronger together and that together, we can lead the way.



Always Learning

We constantly seek to become the best version of ourselves. A team of human beings with a collective desire to flourish in a safe learning environment. We have a growth mindset. We positively blend our professional and personal self. We take responsibility and we do it better every time. Being the best version of ourselves will allow us to better the lives of others.



Embrace change

We innovate. We identify the need to change. We routinely accept change and agree that change is necessary, change is good. We do change well. Our dynamic approach is flexible and adaptable. We embrace change.



Celebrate Differences

We appreciate that we are all different. We capitalise on our cognitive diversity. We are committed to minimising our individual blind spots by tapping into the collective intelligence of our team. We seek to understand and respect each other's perspective, views and opinions and thereby maximise our creative potential.



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