



Magna Vitae

Q2 Performance Review

July - September 2022

Magna Vitae is a Registered Charity. Charity Number 1160156.
A Partner to East Lindsey District Council.


MAGNA VITAE
TRUST FOR LEISURE & CULTURE

Introduction

Executive Directors

Aeneas Richardson and James Brindle



As in Q1, Magna Vitae has continued to trade very strongly throughout July, August & September. From a commercial perspective, the past three months have continued to provide positive and highly encouraging social outcomes and revenue. Magna Vitae has produced some excellent financial results and as a direct result the business is very well positioned heading into the Autumn months. We know there are some very tough challenges ahead.

The hot weather and introduction of a new pool programming methodology at Skegness Swimming Pools proved very popular

with both local residents and visitors. The site recorded its highest ever casual swimming income in August.

Fitness membership growth has been very positive during a traditionally quiet period across all four sites. Meridian Leisure Centre reaped the benefits of a recent fitness suite refurbishment. Membership grew by 3% whilst the refurb was taking place and then grew by a further 8% over the Summer. This bodes well for the Winter period and more especially the Golden Quarter in Q4. Horncastle Fitness Suite membership is now also higher than it has been for a considerable number of years. The public has generally continued to embrace the Magna Vitae mantra of being more active.. more often.. feeling great and..... "living a great life". This response is so encouraging and pleasing to see.

As indicated above, the crowds returned to Skegness throughout the Summer period, with many flocking to The Embassy Theatre for a spectacular season of live entertainment. **18,913** patrons attended a wide variety of events which included "Strictly" stars, renowned comedians & numerous live musical performances. We have continued to develop the Culture House concept and look forward to building work commencing in 2023.

SO Festival 2022 provided three full days of free performances by local and international creatives / artistes at Sherwood Fields in Mablethorpe and Tower Gardens in Skegness. 2022 saw the return of the Community Stage in the Activity Zone, produced by local creatives, resulting in 117 community performances over the weekend. As well as providing awe-inspiring street theatre, SO Festival supported and collaborated closely with local businesses and generated **£579,200** in economic activity over the duration of the event.

During the Summer Holidays, the "Schools Out" programme was expanded and delivered in eight (8) inland conurbation towns. This programme provided sport and physical activity opportunities for **806** participants in Alford, Binbrook, Spilsby, Wainfleet, Wragby and three (3) new locations in Conningsby, Horncastle and North Somercotes.

During this quarter SLT has presented on Magna Vitae projects and developments plans to various groups including, national Charity Finance Group, All Parliamentary Party Group (international touring debate), Arts Council England, Lincoln City Football Club and the Helsingør (Denmark) 2032 Capital of Culture Board. Additionally, we have been asked to join the South-East Lincolnshire Partnerships Wellbeing Board, Eastern Power House event (Matt Warman MP – Boston economic activity & future prospects workshop) and also the UK Shared Prosperity Working Groups on Enterprise, Skills and Place.

The Board of Trustees and Senior Leadership Team would like to take this opportunity to recognise and acknowledge all of the incredibly hard work being undertaken by Magna Vitae staff. Our staff team, in all departments, continue to produce excellent levels of customer care, customer satisfaction and quality service provision across all of our business areas. Simultaneously, we offer a similar thank you to all of our customers, patrons and visitors for supporting our charity and in doing so, continuing to improve their own lives, health and wellbeing.

Thank you!

FESTIVAL HIGHLIGHTS

SO Festival 2022

Whimsical wizardry, splashing dancers and Artificial Intelligence dazzled audiences as SO Festival made its hotly anticipated return to the Lincolnshire coast during August 2022.

This year's free, three-day festival, featured an awe-inspiring array of innovative performances from the local and international circuit. The event was delivered in Mablethorpe, Sherwood Fields on Friday 19 August and Skegness, Tower Gardens on Saturday 20 and Sunday 21 August 2022 and entertained thousands of people over the festival weekend.

Of the touring artists, highlights included 'an uplifting dance riot' courtesy of the diverse creative team at Stopgap Dance Company, an emotive exploration of the experiences of new arrivals in the UK in 'The Tide' and LA PARTIDA: a unique blend of dance and football, which conjured up memories of our Lionesses' recent win and captivated even the youngest festivalgoers - who also enjoyed a kick about with the performers after the show.



As well as being entertained by the variety of performances on offer, there was plenty for our local communities and visitors to participate in too! 2022 saw the return of the Community Stage in the Activity zone, produced by local creative, Bruce Knight of Spilsby Theatre. Young minds ignited with inspiration as they took part in aerial workshops with Lincolnshire based artists, Creative Heights. Skegness based dance troupe, Top Limitz, dazzled audiences with their talented young dancers who created bespoke routines, especially for the festival.

Alongside our community programme, jaws hit the floor as Brighton based artist, Jon Hicks, demonstrated his miraculous powers in 'The Visionary' with the help of local community groups, Desperate Men's show 'Generations' was co-created using local peoples stories and audiences were also invited to collaborate with Artificial Intelligence, artist and robot in Kaleider's immersive installation, 'Robot Selfie', funded by and delivered at in partnership with Visit Lincs Coast DBID.

FESTIVAL HIGHLIGHTS

SO Festival 2022

26 SHOWS & WORKSHOPS

74 PROFESSIONAL ARTISTS

6 EUROPEAN COUNTRIES

4 INDUSTRY TALKS INC. INTERNATIONAL



13 COMMUNITY GROUPS

117 COMMUNITY PERFORMERS

2 SHOWS CO-CREATED WITH LOCALS

Approx. **380** WORKSHOP PARTICIPANTS

31 PRE-FESTIVAL WORKSHOP PARTICIPANTS

Local Economic Impact



£579,200

Economic Activity generated over the event.



£2.7k on Taxis

Local taxi firms used for airport transfers for international artists



£19k on Hotels

In Mablethorpe & Skegness accommodation with 218 overnight stays for artists & staff



£2.7k for Per Diems

Given to performers to spend at local food outlets



Local Venue Hire

Local venues used in Mablethorpe & Skegness for artist rehearsals and workshops



Supporting Local Business

Local printers used for marketing materials e.g. programme boards



Collaboration

Shared marketing resource with local companies and in-kind support



2022 Partners and Supporters

Creative & Cultural Opportunities

Embassy Theatre

The crowds returned to Skegness this summer for a spectacular season of live entertainment courtesy of the Embassy Experience team. With Strictly stars and top drawer comedians, there was something for everyone even before the summer holidays had begun!

The relentless pace of August kept everyone on their toes with near daily activity – Megaslam Wrestling, a fantastic summer season spectacular courtesy of Stage Struck from the Janice Sutton Theatre School and screenings too, ensuring that every taste and budget was covered.

The weekends were pretty special too, with magnificent live shows paying tribute to iconic performers – from the nostalgic homage to The Hollies and The Searchers, to the blockbuster moves of Michael Jackson, Freddie Mercury and Tina Turner. Where else would you get all of this under one roof!

37 Live Performances

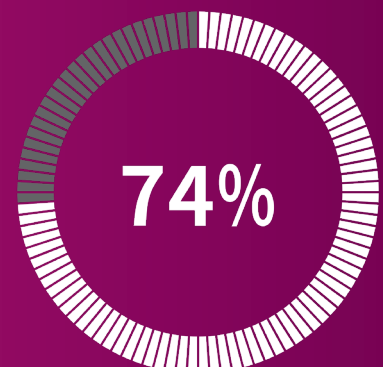
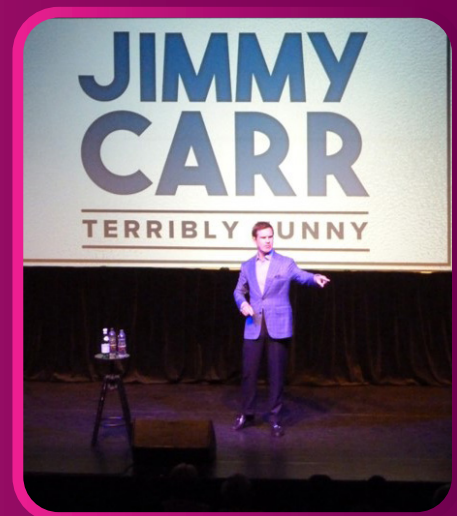
12 Screened Events

25 VIP Experience Events

21 Other Events

£3.94 Average Secondary Spend per person during their visit

17,565 Attended



Percentage of sales online vs phone and counter sales

Participation

In-Venue

Meridian Leisure Centre

1653 Fitness Members which continues to grow.

1116 children enrolled on our Learn to Swim Programme.

267 children enrolled on our Gymnastics Programme.

We taught **83** children to swim through our Crash Course Swimming Lessons in the Summer Holidays.

630 spaces were filled on our Holiday Activity and Food Programme during the Summer Holidays.

Girls Active Inspiration day saw over **160** girls take part in activities.

Throughout the Summer an NPLQ* was delivered with **8** successfully completing the course.

104 competition leads from National Fitness Day in September.**



Station Sports Centre

357 Fitness Members which continues to grow.

25 competition leads from National Fitness Day in September.

**NATIONAL
FITNESS
DAY**

*NPLQ - National Pool Lifeguard Qualification - a course to qualify individuals to become lifeguards.

**National Fitness Day - Wednesday 21st September - A day for raising awareness of the importance to lead healthier lifestyles through being physically active.

Skegness Pool & Fitness Suite

555 Fitness Members which continues to grow.

456 children enrolled on our Learn to Swim Programme.



Outdoor Pool was open throughout the Summer, seeing over **£83,442** from casual swims - seeing the highest income generated to date.

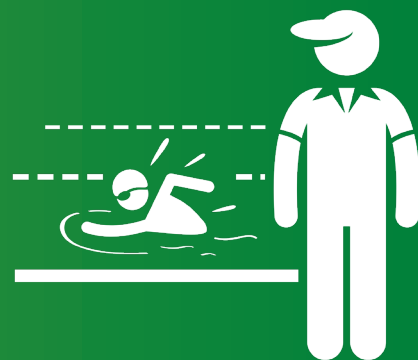
We taught **27** children to swim through our Crash Course Swimming Lessons and workshops in the Summer Holidays.

75 competition leads from National Fitness Day in September.

Horncastle Pool & Fitness Suite

648 Fitness Members which continues to grow.

415 children enrolled on our Learn to Swim Programme.



We taught **31** children to swim through our Crash Course Swimming Lessons in the Summer Holidays.

51 competition leads from National Fitness Day in September.

One You Lincolnshire

165 individuals were assessed on the One You Lincolnshire Exercise on Prescription programme as part of the "Move More" pathway commissioned through the Lincolnshire County Council Integrated Lifestyle Service.

The annual target for referrals has been increased by One You Lincolnshire from 400 to

625 per annum as a result of improved performance.

Altitude44, Skegness

Altitude44 saw **1063** climbs between July and September.



In-Community

The Community Holiday Activity Programme

During the Summer, the 'Schools Out' programme delivered activities across East Lindsey in Alford, Binbrook, Spilsby, Wainfleet and Wragby. Additional sessions were requested in Coningsby, Horncastle and North Somercotes as part of growing programme.

Children experienced different sports and activities during the Summer, which included Football, Multi Skills, Cricket, Dodgeball, Athletics or other non-sport related games such as Bulldog or Tag. Delivery of these sports has proved very popular across all areas. A small group of children were taken on day trips to Ascend Climbing in Louth and on Altitude44 in Skegness.



8 Locations

351 Participants (229 Boys & 122 Girls)

In addition, we delivered two successful days of fairy doors in Louth and Wainfleet in partnership with Grubby Knees Ltd.

2 Locations

455 Participants (65 Wainfleet & 390 Louth)

Ageless & Agile

We now deliver 'Ageless & Agile' which offers weekly drop in sessions for members and non-members. It aims to provide the opportunity for people to meet up and support them in addressing lifestyle issues around topics such as food/nutrition, mental wellbeing, I.T, as well as providing different types of physical exercise which may better suit some individuals more than using the gym.

4 Locations

39 Participants

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 3 months

£2,146,929

This includes:

£559,286 - Physical & Mental Health

£1,083,714 - Subjective Wellbeing

£496,709 - Social & Community Development

£9,216 - Individual Development

Participation within our Leisure Venues

Over the last quarter the venues have seen a total participation of **167,534**

Holiday Activities and food programme (HAF)

The Holiday Activities and Food programme (HAF) is a Government funded programme that provides school children who receive benefits-related free school meals in Lincolnshire access to free healthy meals and activities over the Summer, Christmas and Easter holidays. The HAF programme is designed to ensure children and young people are reaching physical activity guidelines, developing and consolidating new and existing skills and knowledge, have access to nutritious food and to improve their understanding and awareness of food and nutrition education with their families.

In the Summer holidays, Meridian Leisure Centre organised and delivered the HAF programme for 16 days between the dates of 1st – 25th August 2022. Each day ran for four hours, which consisted of enrichment activities, physical activities, nutritional education, a warm lunch, and food education for families and parents.

The community team helped to support the nutritional element of the programme, helping children to use their sense to try new foods, telling them that they don't have to like it and that they don't have to try it. This helped to encourage children to try new foods. Children were able to take home new recipes of foods that they had tried to share with their families.

630 children attended

Digital Engagement

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 for Facebook, Instagram & Twitter:

- **Followers** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **58,632**
- **Engagement** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **13,964**
- **Reach** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **1,118,155**

Website Analytics Summary

Over the last quarter there has been an increase in the visits to the websites (*magnavitae.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 **578,601**
- Total number of unique users **153,353**
- Average length of time on a page **1min 55secs**



Mobile App Analytics Summary

We have seen a consistent increase in the number of people viewing the app regularly and downloading the app to their phones.

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

- **4,218** downloads of the Magna Vitae app within the last three months, taking the total to **14,842** - with an average of **46** downloads per day

Percentage number of users per venue within the app

- 51%** - Meridian Leisure Centre
- 33%** - Skegness Pool & Fitness Suite
- 14%** - Horncastle Pool & Fitness Suite
- 2%** - Station Sports Centre

Testimonials & Reviews

Leisure Venues

Meridian Leisure Centre

'Staff brilliant, helpful, pleasant, nothing too much trouble. New facilities & equipment amazing.'

'Like booking in and choice of things to use very good price on membership.'

'We've recently moved from Surrey to this area and I'm impressed with the excellent facilities, it's spotlessly clean and the staff are always polite and helpful.'

Horncastle Pool & Fitness Suite

'Friendly helpful staff. Safe environment. Relaxed atmosphere. Good price for membership. Parking next to venue. Easy booking on line. Just brilliant.'

'Friendly staff and clean facilities. Nothing is too much trouble, keep it up...'

Station Sports Centre

'The staff are nice and helpful friendly and always there to help if you need it.'

'It is a very friendly place to go to and meet people it is very clean and hygienic I enjoy going to the gym there is also other activities you can do too I would recommend giving the sports centre a visit'

Skegness Pool & Fitness Suite

'It's helped me a lot with confidence and over come my fear of water and my fitness level with a nice atmosphere and friendly staff.'

'Friendly staff, great value for money, lots of different classes, great pool.'



School's Out Programme

'Kids have had great fun over the holidays, it has helped them settle in so much!!'

'Boys had a fantastic day today in Alford, Thank you!!'

'My kids loved the activities over the summer. A big thank you to everyone involved!'



Embassy Theatre

'Easy access and excellent seat layout for brilliant viewing.'

'We love our nights out here, never disappointed, excellent venue as every seat has a good view.'

'The show was excellent, lots of laughs with Jimmy Carr, friendly staff, plenty of choice for drinks n snacks, overall excellent experience.'



Magna Vitae's DNA



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.

Lincoln City Foundation – Lincoln Half Marathon

On the 18th September 2022, runners took on the challenge of the Lincoln Half Marathon, in conjunction with Lincoln City Foundation. These runners included eight members of Magna Vitae, who were given funded spaces due to the partnership that has been developed between the two organisations. A specific shout out to Adam Dalton, who came in 1st position in 1 hour 16 minutes.



Boston College – Development of The Embassy Theatre Pantomime Programme

The Embassy Theatre has teamed up with the Creative Arts department at Boston College in order to give their students the opportunity to work on this year's pantomime programme, Beauty and the Beast. With an initial design brief from the venue, the students are able to use their creative flair in order to enhance their learning and also, gain valuable experience as they build their careers for the future. The programme will be sold to Embassy Theatre patrons and it therefore, allows the students to understand how a commercial entity operates.

The advertising within, will be sold to local businesses to enhance the commercial offering and also, the income gained will assist with the printing cost of the document. The venue is so pleased to have been able to work with the team at Boston College and allow them the opportunity to work on the annual pantomime and also, offer this experience. It is also, a welcome chance for the creatives behind the pantomime to see their vision delivered by a fresh set of eyes, all being well, enhancing the quality of the production for all concerned.

Army – Leadership Course

On the 14th July, Magna Vitae resigned the Armed Forces Covenant Declaration to commit to honor the Armed Forces Covenant and support the Armed Forces community. The Armed Forces Covenant is a promise by the nation ensuring that those who serve or have served in the Armed Forces, and their family, are treated fairly. The covenant was signed by Aeneas Richardson (Executive Director, Magna Vitae), James Brindle (Executive Director, Magna Vitae) and Major Pegg representing the Armed Forces. As part of this ongoing partnership we joined with East Lindsey District Council and the 3rd Battalion Royal Anglian Regiment (Grimsby) for employees to attend a Leadership Workshop as part of the Future Leaders Program which took place on the 15th September.

