



Magna Vitae

Q3 Performance Review

October-December 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

Magna Vitae has continued to provide an outstanding / quality service to a growing number of customers throughout East Lindsey and the surrounding area during the third quarter (October – December) of 2022/2023. From a business perspective, Q3 has produced further positive and encouraging outcomes continuing in the same vein as previously reported in Q1 and Q2. Financially we finished the calendar year in a very strong position.



The crowds returned to The Embassy Theatre over the Christmas period to see the pantomime, Beauty and the Beast, with a record 9,572 tickets sold. The show saw 22 students from 3 local Performing Arts Schools rehearsing and performing set choreography, further nurturing growth, education and development of creative talent in the local community.

Magna Vitae's flagship cultural event, SO Festival, has been awarded Arts Council England funding and secured its place as a National Portfolio Organisation (NPO) for the third application round running with a significant funding increase from £450,000 (2018-2022) to an incredible £962,388 for 2023-2026. This significant increase in funding will enable us to develop and expand our support for the sector as well as delivering ambitious and accessible arts and cultural activities for the patrons of East Lindsey. SO Festival will take place from the 16th to the 18th June 2023 so watch out for our exciting programming announcements in future weeks!

In the leisure venues, public participation continues to surpass expectation in both fitness suite & swimming pool activity. Recent Quest assessments have confirmed the buildings to be clean and well maintained with excellent customer service which continues to evidence the hard work and dedication of every single Magna Vitae staff member. In the same vein, we are extremely proud of Horncastle Pool & Fitness Suite which has won the "best swimming pool member experience" award 2022! This award is not just based on public Net Promotor Scores, but also on how we have improved over the last year. This is an incredible achievement and we are so pleased to be continually improving our customer service – facilitating more of our custom to live a great life. A big well done & shout out to all concerned!

The Holiday Activity and Food Programme (HAF) expanded and took place in Louth, Mablethorpe and Skegness as part of the Christmas 2022 delivery. Children were offered a hot meal as well as the opportunity to take part in a variety of activities including nutritional education, physical activity and enrichment. For the very first time, a "teenage" offer was trialled at Meridian Leisure Centre where young people could access the fitness suite and the pool independently. This worked well with 348 children between the ages of 4 and 16 years old taking part.

Out in the wider community, the "Schools Out" programme continued to deliver in the eight target areas in East Lindsey during the October Half Term. 5 activity filled days were undertaken by the Sports Development Team allowing 180 children (aged 5-14 years) to access activities such as Multi-Skills, Football and Dance. This programme continues to allow children in areas outside of our venue locations to be able to access our health & wellbeing services.

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

Thank you!

Creative & Cultural Opportunities

Embassy Theatre



The Magna Vitae Productions Pantomime, Beauty and the Beast, drew in crowds over the Christmas period with 9,572 patrons attending throughout the production period.

Santa and his elves made a special stop Upstairs at The Embassy for Afternoon Tea. Believers enjoyed an afternoon experience alongside their family pantomime visit.

4 Occasions

140 Believers

The Embassy Theatre continued its Golden Ticket scheme for East Lindsey's Young Carers. This Christmas our audiences' donations enabled Young Carers to enjoy a visit to the pantomime - a treat just for them!

35 Young Carers attended

Outside of the Pantomime, **49** diverse live shows took place including Al Murray, the Ukulele Orchestra, Legends of Darts and An Evening of Burlesque.



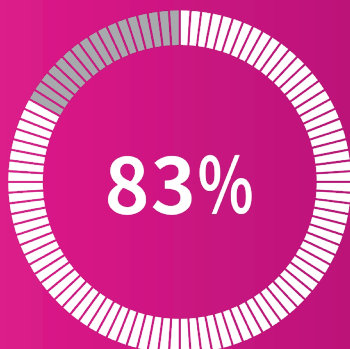
21,260 Attended

49 Live Performances

2 Screened Events

12 VIP Experience Events

18 Other Events



Percentage of sales online vs phone and counter sales - an increase of 9% since last quarter



£3.59 Average Secondary Spend per person during their visit

SO Festival 2023

NPO SUCCESS & A NEW APPROACH TO PROGRAMMING



Our flagship cultural event, SO Festival, has been awarded Arts Council England funding and secured its place as a National Portfolio Organisation (NPO) for the third time running.

Having been established by East Lindsey District Council in 2009, and run by Magna Vitae Trust for Leisure and Culture for the past 8 years, SO Festival has built up a rich legacy as one of the most exciting events in our region's cultural calendar. This strong legacy has now earned the event a significant uplift in funding, rising from £450,000 for the 2018 - 2022 cycle, to an incredible £962,388 over three years, 2023 - 2026.

This crucial funding and uplift will not only allow us to continue to deliver ambitious, accessible, arts and cultural activities, increase team capacity and increase our programme, but also to set the cogs in motion to democratise SO Festival, collaborating closely with the coastal communities we are privileged to work amongst & alongside, taking their steer at every stage in the creative process.

In order to do this, we will follow a similar programming structure to PASSAGE Festival, working across the following three levels to collaboratively create & curate the programme.

1

Lincolnshire Festival
Programming
Consortium

2

Community
Programming
Team

3

Co-Creation
Hubs

1 Lincolnshire Festival Programming Consortium

The Lincolnshire Festival Programming Consortium will build skills & capacity in festivals and events and it will programme international content relevant to each festival consortium member & enable block-booking of international talent. This will achieve 4 things. First, it will make more viable the booking of a wider range of world-class performers to perform in the county, facilitating greater programming ambition. Second, it will create financial efficiencies in booking performers for multiple events. Third, it will have a positive environmental impact as we drive more performances from the international travel. Fourth, through go-sees (across Europe to see new programme and help decision making), development & training, exchange we will build the long-term festivals & events capacity in Lincolnshire for the longer term.

Staff from The Hub in Sleaford, and West Lindsey District Council, who are part of our Lincolnshire Festival Programme Consortium (LFPC) visited the Mirabilia Festival in Italy and Out There Festival in Great Yarmouth.

Cara Markham, Commercial Manager at WLDC said: 'The Go-see trip to the Mirabilia Festival was extremely insightful. We had the opportunity to appreciate new street theatre and different cultural opportunities, giving us a rounded yet relatable understanding of what could be programmed in partnership with SO Festival in 2023 and helps develop our events in West Lindsey.'



NPO SUCCESS & A NEW APPROACH TO PROGRAMMING

2 Community Programming Team

Consisting of a diverse range of individual community members from East Lindsey, the Community Programme Team will be a mechanism for local individuals to be involved in choosing the programme of SO Festival 2023 onwards. The group's remit will be to work with the festival programming team to co-programme the very best British acts for SO Festival.

Placing ownership back with the community, the CPT will see local decision making driving the festival programme. Participants will take part in Go-sees to a variety of high-quality UK events, to expand their knowledge of the possibilities, as well as be offered a variety of learning and development opportunities, around programming, producing and fundraising building their participation, skills, capacity and love of culture.

Supported by two East Lindsey based freelance creatives our new Community Programme Team visited various festivals across the UK; Stockton International Riverside Festival, Greenwich and Docklands Festival and Out There Festival in Great Yarmouth. Feedback is extremely positive, for example;

'[My son] Evan, aged 10, who I have only ever known to be very difficult to engage, [and] here he is, watching a performance (standing on a bench) and chatting to international performers who are also at the festival. We were all watching him, jaws dropped, as he discussed the work he was watching and participated fully in the conversation.' His mum can't get over how he responded to the whole experience.

3 Co-Creation Hubs

Our third level of democratising the festival will connect us deeper to our communities, develop partnerships and support our communities to design, develop and participate in new, relevant, community inspired work.

Local communities will be supported by professional creatives to co-create and co-produce relevant high-quality work that they will own and that captures their imagination, inspiring and motivating them, and creating an impact on the individuals and the area. The Visionary, Generations and The Community Stage were all small steps towards this area of work.

SUPPORTING THE SECTOR

The significant increase in funding will also enable us to develop and expand our support for the sector, via increased hours and upskilling for our existing staff, job opportunities for new team members, as well as increased networking, conferences and learning for the sector.

The first steps on this exciting sector journey took place at SO Festival 2022, as likeminded creatives from across the globe met to exchange fresh perspectives and discuss creative change at the new 'SO, Let's Talk' series of discussions. This programme featured 'SO Many Roads' - an International Discussion uniting several European countries - and an OutdoorArtsUK hosted conversation about SO Festival's innovative new approach to democratise the programming process.

As well as thought-provoking conversations, we shifted from volunteers to employment, providing invaluable employment for 3 local creatives during the festival, offering vital experience for those who are just setting out on a career in the creative sector.



Participation

In-Venue

Meridian Leisure Centre

1744 Fitness Members which continues to grow.

1105 children enrolled on our Learn to Swim Programme.

256 children enrolled on our Gymnastics Programme.



Renovation of the Sauna and Steam rooms was completed - **£65K** investment

October half term saw **49** children attend Crash Course swimming lessons & workshops.

Annual maintenance and top up training was delivered in December to all staff.

100's of children participated in the County Championship Gala in October, a joint Gala with Louth Swimming Club and Lincoln Vulcans.

Station Sports Centre

363 Fitness Members which continues to grow.



Horncastle Pool & Fitness Suite

717 Fitness Members which continues to grow.

415 children enrolled on our Learn to Swim Programme.

QUEST* and Health and Safety Audit provided a **"Very Good"** score.

October half term saw **4** children attend Crash Course swimming lessons.

Annual maintenance and top up training was delivered in December to all staff.

*QUEST is the Sport England recommended Continuous Improvement Tool for leisure facilities (OFSTED for leisure centres) and sports development teams, designed to measure how effective organisations are at providing customer service.

Skegness Pool & Fitness Suite

522 Fitness Members

429 children enrolled on our Learn to Swim Programme.

QUEST* and Health and Safety Audit provided a **"Very Good"** score.

October half term saw **18** children attend Crash Course swimming lessons.

Annual maintenance and top up training was delivered in December to all staff.

Holiday Activity and Food Programme

The HAF programme took place at Station Sports Centre, Meridian Leisure Centre and in Skegness where sessions took place at Tower Gardens Pavilion for the first time.

A 'Teen' offer, was trialed where eligible teenagers were offered a slightly different programme where they could access the gym and pool at the Meridian Leisure Centre independently rather than the more structured sessions offered to younger participants.

All children were offered a hot meal and were able to take part in a variety of activities which included nutritional education, physical activity and enrichment.

348 Children Participated

3 Locations

10 days of delivery



One You Lincolnshire

140 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 in the last quarter.

Bringing the total from April - December 2022 to **376** referrals.

24.5% of members from the One You Lincolnshire programme are now being retained and continuing their membership after the initial 3-month period.

In-Community

School's Out Programme

The 'Schools Out' programme delivered activities across the eight areas within the community. These areas are Alford, Binbrook, Coningsby, Horncastle, North Somercotes, Spilsby, Wainfleet and Wragby. This proved to be challenging as some schools had 2 weeks holidays and others, just one week.

Delivered sessions ranged from Football to Multi Skills. even down to street dance classes (which were delivered externally). This enabled us to increase the variety of sessions & activities on offer to the community.

Another highlight of the programme was taking 2 groups of children, via the Wolds Community Minibus, from Wragby and Binbrook to Jump Warriors in Ingoldmells. These trips included hot food, an activity pack & Jump Warriors socks, as well as the chance to experience their fantastic facilities.

8

Locations

180

Participants (118 Boys & 62 Girls)

Community Activities

Walking Cricket and the two Pickleball sessions continue to be well attended at the Meridian Leisure Centre.

We delivered taster days in Louth Academy and Somercotes Academy, which have been very well received by the pupils and staff. These sessions are being used to promote community sessions in these areas in the near future.

A number of Bikes have been relocated to Binbrook Primary School, in partnership with Active Lincolnshire, which have been allocated to children in most need, so that they cycle to school.



Ageless & Agile

The programme received a small donation from Louth Rotary Club for the Sporting Memories element of the activities. With this we were able to provide a Christmas party for the participants. The party gave the opportunity for the facilitators to conduct a small piece of evaluation to look at the outcomes and impact of the sessions on the health and wellbeing of those who attend on a regular basis.

4

Locations

36

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 over the last 12 months*

£5,055,080

This includes:

£1,279,096 - Physical & Mental Health

£2,579,788 - Subjective Wellbeing

£1,177,640 - Social & Community Development

£18,541 - Individual Development



Participation within our Leisure Venues

Over the last quarter the venues have seen a total participation of **126,458**

*Data pulled in December 2022.

Spotlight

182 children enjoy FREE swimming lessons

All primary schools in Skegness and Horncastle, part of the David Ross Education Trust, are eligible to apply for places for Year 6 students who cannot swim 25m. Over 180 children are expected to benefit by September 2023.

The Free-School swimming initiative available in Skegness and Horncastle over the next 12 months represents a partnership between the Magna Vitae Community Trust for Leisure & Culture and David Ross Education Trust.



Five local schools signed up when the scheme launched this summer, enabling **77** eligible Year 6 children from local primary schools to dive straight in. The programme has now been extended, and an additional 105 places will be available in 2023.

All participants will receive a Free-Swimming membership in addition to an intensive 6-week course of lessons. The membership bolt-on will allow children to develop their skills outside of their lessons in their local Magna Vitae pool.

Magna Vitae will also provide all children with family swim vouchers to encourage families to swim together. The vouchers, which come at a time when families feel the rising cost of living, will allow quality family time and give children a further opportunity develop their water confidence.

Employability Programme to grow

After the recent success of Magna Vitae's Skill Builder programme, Coastal Communities have provided additional funding, of £15K, to support Magna Vitae to continue to help more participants build their skills.

Challenged with recruiting new team members post-Covid lockdown, Magna Vitae, with support from local partners, took a proactive approach, designing a Skill Builder Programme to improve physical and mental wellbeing and to upskill and support participants into full-time employment post-Covid on the coast.



The programme, which commenced just over a year ago, has seen 12 participants improve and develop their skills over a 12-week period, leading to 8 now being in full time employment. The programme supports people with mental health challenges, social anxiety, or those out of work, who are looking to develop skill sets. Our employees keep in contact with the participants throughout their journey and offering support and help when required. The team help participants complete application forms and prepare for interviews as part of the programme.

You can read more about Magna Vitae's Best Practice [here](#).

Digital Engagement



Social Media Analytics Summary

We continue to generate strong 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*): **58,973**
- **Engagement** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **12,671**
- **Reach** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **924,908**

Website Analytics Summary

A summary of the engagement of our communities and customers with our 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 **346,792**
- Total number of unique users **107,268**
- Average length of time on a page **2min 2secs**



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:

- **1,609** downloads of the Magna Vitae app within the last three months, taking the total to **16,476** - with an average of **17** downloads per day

Percentage number of users per venue within the app

- 51%** - Meridian Leisure Centre
- 31%** - Skegness Pool & Fitness Suite
- 15%** - Horncastle Pool & Fitness Suite
- 3%** - Station Sports Centre

Testimonials & Reviews

Leisure Venues

Meridian Leisure Centre

"Nice equipment and facilities. Friendly staff. Reasonably priced membership." Paul 35

"I only use the centre for swimming, once a week, the changing area is clean, the pool is excellent and the water in the showers always hot." Charlotte 50

"Friendly staff, great facilities, good price for memberships, plenty variety of classes for different people, nice environment to be in and positive." Charlotte 30

Horncastle Pool & Fitness Suite

"Because the staff are so friendly and make you welcome . They also do everything to make sure you can get in and out safely of the pool with health issues ." Mark 55

"Always happy and friendly and very helpful" Heather 31

Station Sports Centre

"Equipment is good and suitable for a variety of needs. The staff are friendly and helpful and I enjoy my experience at the centre" Nev 66

"Small friendly gym. Staff are helpful and always cheerful. Greet members by name and have time for a brief chat." Jane 70

Skegness Pool & Fitness Suite

"Because it is easy to get to and all the staff are friendly and if you need anything they will try their best to help you" Glenn 53

"It has a range of fitness classes and pool sessions to suit everyone, the staff are very friendly and helpful." Mary 71

School's Out Programme

This was our first trip with Magna Vitae, and it was run so smoothly and a very enjoyable evening. Thank you so much for the opportunity - Lincoln City FC Trip 01/11/22

My son has had a fantastic day at Allan Barker in Coningsby! What a brilliant way to keep kids busy during the half term - Coningsby 28/10/22'

Embassy Theatre

"Easy to follow for the youngest who's 3yrs old but also kept my eldest at 16yrs entertained too!"

"Staff and volunteers are always so helpful and prompt offering any sort of guidance or information we asked."

"I'm a lover of theatre and have seen many pantomimes - this was the best by far - funny and meaningful moments, incredible cast and vocal abilities, costumes too. Will absolutely visit next year."



Magna Vitae's DNA



Celebrating 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.

In November 2022, Horncastle Pool and Fitness Suite received the Best Swimming Pool Member Experience Award at the Fitronics Member Experience Awards (MEA).

The prestigious MEA Awards were hosted at the Double Tree by Hilton Hotel, Nottingham Gateway, on 17th November. They celebrated the best fitness clubs, leisure centres, gyms, and golf clubs worldwide. The much sought-after MEAs are the health and fitness industry's only awards programme based solely on Net Promoter Score (NPS), a globally recognised measure of customer loyalty and satisfaction.



Horncastle Pool received the highest NPS of all leisure centres from 1st October 2021 to 31st October 2022 for Best Swimming Pool Member Experience. Some of the member feedback shared with judges included:

"Everyone is so friendly and helpful. Aquacise is brilliant fun and is definitely good for physical and mental health." Jacqueline

"The staff are friendly and supportive. They treat you like friends, not just customers." Rita

"It's beautifully clean, the staff are welcoming and friendly, and the water is always a good temperature. I come over from Lincoln regularly. I love it! Deborah

The MEA Awards was open to all leisure centres that use the TRP customer engagement software to gather feedback from their members to guide improvements in member experience.

As well as this award on the night, Magna Vitae received a total of four awards for the excellent member experience including a Platinum Medal Award for Horncastle Pool and Fitness Suite and Silver Medals for Skegness Pool & Fitness Suite and Meridian Leisure Centre Louth.

Since COVID all leisure venues at Magna Vitae have had to undergo drastic change to help survive through some of the toughest times seen in the industry. The diversity of the employees and the ability to work collectively as a team across all areas has been key in this.