



# Magna Vitae

## Q4 Performance Review

### January-March 2023

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 continues to provide outstanding service to our continually growing numbers of customers and members throughout East Lindsey and the surrounding areas, during the traditionally busy golden quarter (January – March). From a business perspective, quarter 4 has continued to produce positive and highly encouraging outcomes for us allowing Magna Vitae to end the financial year in a very strong position.



The Embassy Theatre, once again practically demonstrated it's desire to proactively innovate and showcased 6 weeks of InOrbit. This unique, nationally acclaimed, artwork installation from renowned artist Luke Jerram saw all three planet exhibits (Gaia, Museum of the Moon & Mars) visiting one venue consecutively for the very first time in the UK. This attracted 14,790 visitors for reflection, observation and education.

In the leisure venues, public participation continues to surpass expectation in both the fitness suites & swimming pools. In the last quarter, Magna Vitae has welcomed 165,943 visits across it's wide variety of programmes. The most recent round of QUEST (quality) Assessments resulted in all venues receiving "Very Good" accreditations. This further showcases the all-round excellent venues, facilities, activity programmes and customer service provided to our patrons. This is an incredible achievement and continues to demonstrate the hard work and dedication of every single Magna Vitae staff member.

In the February half term, the Schools Out programme delivered its biggest and most successful programme to date. The week included the ever-popular football camps, led by the Lincoln City Foundation, as well as Muti-Skill days and Dance Free by the sea. This provided opportunity to 232 children to enjoy a diverse programme over the five-day holiday period.

As SO Festival begins its third funding cycle as an Arts Council England National Portfolio Organisation (NPO), ambitious plans have begun to democratize the festival in motion by announcing a few crucial changes to this year's event to boost engagement from the local, coastal communities. 2023 will see the festival move from August to June (16th – 18th June 2023) and showcase an extensive growth of the Mablethorpe offering. This will move to a full day on Sunday, with the number of national and international touring artists set to triple and a full schedule of interactive workshop sessions and entertainment from talented local performers planned for the Activity Zone and new, dedicated Community Stage.

Training & Development continues to be at the forefront of Magna Vitae's objectives, with the desire to create careers and not just jobs. During National Apprenticeship Week, Magna Vitae showcased the learning, development and training opportunities at Magna Vitae, spending time at Lincoln College, Grimsby Institute, Lincoln University & a number of secondary schools in East Lindsey. Three new members of staff, aged between 16 and 17, have joined the Community Team to work on the Schools Out programme, all of whom are currently studying sports courses and have expressed a desire to pursue a career in sports coaching going forward. Magna Vitae have also been awarded a further £10,000 from Lincolnshire County Council to encourage and develop the workforce with numeracy skills in their professional & personal capacity. This enables knowledge, learning and sharing from understanding payslips, to using numbers efficiently and effectively in the workplace.

The Board of Trustees and Senior Leadership Team would like to take this opportunity to recognize and acknowledge all of the continuous hard work being undertaken by Magna Vitae staff who continue to produce excellent levels of customer care and satisfaction across our service areas. Simultaneously, we offer a similar thank you to 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



**5564** People visited Gaia

**4893** People visited Museum of the Moon

**4333** People visited Mars

During February and March, The Embassy Theatre showcased 6 weeks of inOrbit, a unique artwork instillation from the renowned artist Luke Jerram made up of Gaia, Museum of the Moon and Mars.

The unique season saw all **3** pieces visiting one venue consecutively for the first time in the UK. In addition, Mars made it's maiden voyage to Lincolnshire and the East Coast. Their six week stay saw the venue transformed from a traditional theatre into a space for reflection, observation and education.

inOrbit drew in a new and diverse audience, showing a **33%** increase in Under 14's attending The Embassy for inOrbit in comparison with previous years venue programme.

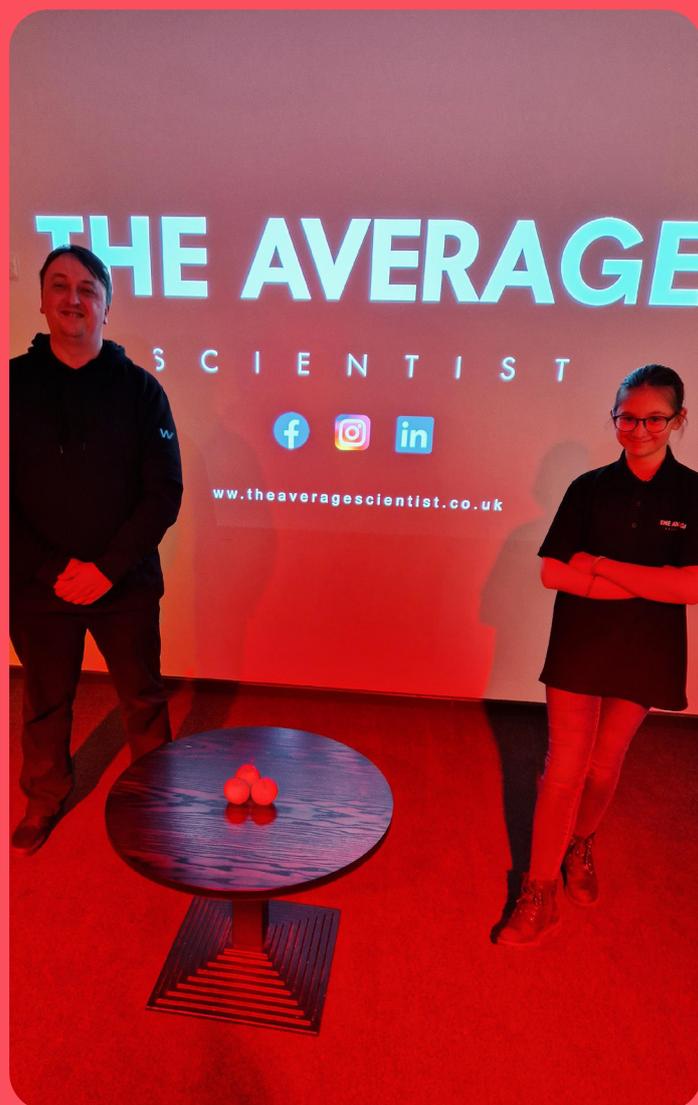


## SO Festival

On 24 March, **30** Lincolnshire based creatives flocked to the Embassy Theatre, Skegness, for the long-awaited return of The Social: SO Festival's free, open, creative networking session, aimed at celebrating the Greater Lincolnshire art scene and providing a platform for local creatives to connect, collaborate and create!

The special return event was hosted 'inOrbit' of MARS - the latest, awe-inspiring art installation by renowned UK artist, Luke Jerram.

On the last day of Jerram's popular exhibition in Skegness, local makers, movers and shakers in the cultural sector met with fellow like-minds, shared ideas and artistic solutions and forged new connections amongst their celestial surroundings.



# Participation

## In-Venue

### Meridian Leisure Centre

**1987** Fitness Members which continues to grow.

**1108** children enrolled on our Learn to Swim Programme.

**265** children enrolled on our Gymnastics Programme.



### Station Sports Centre

**403** Fitness Members which continues to grow.

The new development of the Mablethorpe Leisure & Learning Hub commenced in March, next to the current Centre. The venue remains open whilst this work is undertaken.



### Horncastle Pool & Fitness Suite

**746** Fitness Members which continues to grow.

**406** children enrolled on our Learn to Swim Programme.



### Skegness Pool & Fitness Suite

**569** Fitness Members

**449** children enrolled on our Learn to Swim Programme.

## Age Friendly Training

**16** Magna Vitae staff attended a workshop delivered by YMCA Lincolnshire which aims to assist your organisation and staff to understand what is meant by 'Age-friendly', how ageing impacts on daily life, and equip staff with the skills to communicate effectively and identify accessibility issues.

**2** sessions took place - at the Meridian Leisure Centre in Louth, and The Embassy Theatre, Skegness.



---

## Holiday Activity and Food Programme

Whilst there was no HAF delivery in Quarter 4, the team was still extremely busy planning for the Easter HAF delivery which will take place at the Meridian Leisure Centre, Skegness Tower Garden's and Mablethorpe Station Sports Centre as well as the Teen programme at Louth.

Activities planned for Easter include 'Dance Free' silent disco sessions on Mablethorpe & Skegness beaches, pottery, soft play, bowling, music, various physical activities and arts and crafts.



---

## One You Lincolnshire

**230** individuals were assessed on the One You Lincolnshire Exercise on Prescription programme, making this quarter by far the busiest.

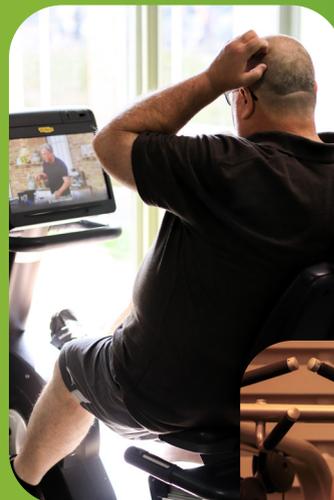
Across all venues:

**26.9%** have achieved the health outcome of

**150** minutes per week physical activity.

**53%** have increased their activity against their baseline information taken when signing up with One You Lincolnshire.

**30.6%** of referrals are continuing with a Magna Vitae membership at our largest venue (Meridian Leisure Centre, Louth)



# In-Community

## School's Out Programme

The team delivered **14** activities in just 5 days, with this programme possibly being our biggest and most successful one to date. Staff & children alike all enjoyed the diverse programme.

The week consisted of the ever-popular Football Camps, led by the Lincoln City Foundation & Multi-Skills Days, as well as Street Dance sessions. We also made a conscious effort to offer some new & different activities to communities to try to engage with the children who we hadn't seen. These new activities included Dance Free by the Sea and Binbrook Family Walking Group.

We introduced **3** new staff members to our programme, aged 16 - 17 years, all of whom are currently studying sports courses and have expressed a desire to pursue a career in sports coaching going forward.

**8** Locations      **232** Participants (167 Boys & 65 Girls)

## Community Activities

In Binbrook & Brookenby the Fitness Circuit and YOGA Sessions have been well supported since they started in January with regular well attended sessions at both Binbrook Village Hall and Brockenby Community Centre.

**5** Magna Vitae Staff went to Sleaford to attend a 'Wellbeing Walks' Training Day working with Lincolnshire Coop. This now allows walks to start in Binbrook and Wragby from April and to re-invigorate walks currently struggling in Horncastle and Louth.



---

## Ageless & Agile

Ageless and Agile sessions provide the opportunity for individuals to meet up and be supported in addressing lifestyle issues around topics such as food/nutrition, mental wellbeing, I.T, as well as providing different types of physical exercise.

Louth Rotary Club made a donation of £500 to the group. They have supported Magna Vitae with their community activities in particular the Sporting memories programme, which was first delivered virtually during lockdown, and now as part of 'Ageless & Agile'.

**4** Locations      **59** 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:

**£5,097,294**

This includes:

**£1,196,142** - Physical & Mental Health;

**£2,442,729** - Subjective Wellbeing;

**£1,115,003** - Social & Community Development;

**£19,405** - Individual Development



# Spotlight

## Quest:

Often described as 'Ofsted for Leisure Centres', Quest is endorsed by Sport England and is an independent quality and benchmarking scheme for the Leisure industry. It measures how effective organisations are at providing customer service.

We are proud to announce that ALL our venues have been awarded 'Very Good'. We received some really great feedback for our most recent assessment at Meridian Leisure Centre. See below:

Cleaning & Housekeeping - Very Good  
Maintenance & Equipment- Very Good  
Customer Experience - Very Good  
Team and Skills Development - Excellent



- "The gym was excellent, with no equipment out of order and generally looking sparkly and new"
- "Staff were professional in their duties and looked motivated. I thought staff were very engaging with customers, providing a welcoming, friendly atmosphere".
- "The centre has an NPS score of 60%. This is significantly above industry standards"

---

# Training & Development

## National Apprenticeship Week & Careers Week 2023

The teams were busy engaging with local education providers across East Lindsey & Lincolnshire during National Apprenticeship (6-12 February) & Careers Week (6-11 March), showcasing the learning, training & employment opportunities at Magna Vitae. Members of the team spent the time with students at Lincoln College, Grimsby Institute, Lincoln University & a number of the secondary schools in East Lindsey, this has led to a number of employment & volunteer opportunities with us.



## £10,000 awarded for Multiply Project from Lincolnshire County Council

**10** champions across the business will be working together to encourage and develop the workforce & their families/friends with numeracy in their professional & personal capacity. Enabling the knowledge, experience and training of individuals to be learnt and shared, this can be anything from, as an example, understanding your payslip, using numbers in your work efficiently and effectively and sharing good practice.



# 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*): **59,563**
- **Engagement** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **12,136**
- **Reach** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **542,907**

---

## 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 **388,785**
- Total number of unique users **119,141**
- Average length of time on a page **1min 47secs**

---

## 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:

- **1,999** downloads of the Magna Vitae app within the last three months, taking the total to **18,498** - with an average of **22** downloads per day

Percentage number of users per venue within the app

- 53%** - Meridian Leisure Centre
- 30%** - Skegness Pool & Fitness Suite
- 14%** - Horncastle Pool & Fitness Suite
- 3%** - Station Sports Centre

# Testimonials & Reviews

## Leisure Venues

### **Meridian Leisure Centre**

*"The facilities are always well kept and easily accessed, with staff available and keen to both engage and help when needed. This is a first class facility for the whole district and appears to be well used and appreciated - especially by me!" Kenneth 90*

*"It covers all my exercise needs. Staff are brilliant and always helpful and friendly"*  
Linda 65

*"Staff are friendly, there's a range of classes and gym equipment and plenty of pool swim slots. Facilities are clean and it's an affordable monthly fee."* Emma 33

### **Horncastle Pool & Fitness Suite**

*"The staff are very helpful, the equipment is always workable and the place whether the gym or pool is always very clean ,"* Richard 68

*"Staff - Amazing Facilities - outstanding Atmosphere - perrfect"* Marc 31

### **Station Sports Centre**

*"Nice and friendly and staff are great at remembering everyone by their first name"* Karen 55

*"Good facilities. Friendly staff. Clean and welcoming. Cheap membership"*  
Hannah 25

### **Skegness Pool & Fitness Suite**

*"I love going to the gym and swimming at Skegness. The staff and lifeguards are friendly, and they are always there to help and advise."* Susan 73

*"Magna vitae is very good place Everyone are very friendly and helpful."* Lilla 35

## School's Out Programme

*"I just wanted to say that my boys had a great time on the Jump Warriors trip yesterday. They thought the staff taking care of them were great and really enjoyed themselves. The youngest was 5 and had never been to a trampoline park before and wanted me to tell you "it was actually so amazing!"*

*"Thank you for organising such great activities, they are already looking forward to the football activity day on Friday!"*

## Embassy Theatre - inOrbit Special

*"So honored and grateful to have been asked to participate in this program I will never forget our time under Gaia, the Moon and powerful Mars!" Immersive Yoga*

*"Well organised & educational, great way to spend time in the half term! Staff very helpful and welcoming."* Art Workshops inOrbit - with a Splash of Gold

*"Our students had a great time inOrbit of the Moon this fitted in nicely with our previous terms topic of Space Above and Beyond. The children really enjoyed it, especially the drama, as it supported their learning in English."*  
Drama Workshops for KS1 & KS2 with Starlight Academy



# Magna Vitae's DNA



## 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.

As SO Festival begins its third funding cycle as an Arts Council England National Portfolio Organisation (NPO), and we set our ambitious plans to democratise the festival in motion, Magna Vitae have announced a few crucial changes that will be taking place at this year's event, in order to boost engagement from the local, coastal communities.

2023 will see the renowned, annual, street theatre festival move from August to June, away from the busy, summer holiday season and into a month when it is hoped local businesses and residents will have more freedom and ability to engage with, and enjoy, the weekend event. During visits to the local area, we have already received greatly positive feedback about this change from business owners and the community as a whole are excited by the premise of an event of this scale livening up their coastal resorts in the lead up to summer.

This year, another evident change will be the extensive growth of SO Festival's Mablethorpe chapter.

Since moving the Mablethorpe element of SO from the seafront to Sherwood Fields back in 2019, Magna Vitae's cultural team have been working hard to foster a real community festival feel, trialling various artforms, working with coastal artists and community groups and listening to audience feedback along the way, in order to slowly build upon the strong foundations the festival has forged in the town and drive the community's ownership of the event.

On the back of this feedback, we will be increasing Mablethorpe's offering from a half day on Friday to a full day on Sunday, enabling local families to enjoy a full day of accessible arts and culture together, outside of school and work hours. This year's SO Festival will also see the Mablethorpe programme grow astronomically, with the number of performances from national and international touring artists set to triple and an equally jam-packed schedule of interactive workshop sessions and entertainment from talented local performers planned for the Activity Zone and new, dedicated Community Stage.

