



Magna Vitae

Q1 Performance Review

April - June 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 has had a fantastic quarter 1 from April – June 2023, with some impactful cultural events and connections, successful funding bids developing our lifestyle programmes and many engaging community programmes throughout East Lindsey. The quarter ended strongly from a leisure perspective, putting Magna Vitae in a stronger financial position than originally budgeted.



SO Festival returned on June 16, 17 in Skegness and 18 in Mablethorpe. Embracing its new community centred focus, the festival was moved from its usual spot in August, to accommodate and benefit the local residential communities. Highlights included some excellent, strategic cultural workshops, mesmerizing performances, captivating music, and breathtaking art installations. Thanks to talented artists, amazing staff, and an enthusiastic audience, this year's festival was extraordinary and very well received.

As well as the SO Festival, there has been more exciting cultural news for Skegness as The Embassy Theatre and the wider Magna Vitae team are delighted to announce that we have recently entered into a working partnership with the Royal Shakespeare Company (RSC). The partnership aims to benefit our local communities for generations, by using arts and culture as a positive tool to boost health and well-being alongside learning and employment opportunities for young people within the district.

There has also been positive news for our community and lifestyle teams, with Magna Vitae being awarded **£56,250** over three years from the Mental Health & Well-being Investment Fund, administered by Shine Lincolnshire. Magna Vitae's funding gives a much-welcomed boost to Ageless and Agile, a community programme that provides weekly physical and social activities for adults. The funding was celebrated at a launch event of the 'Ageless and Agile' programme in Skegness which took place on Tuesday 27th June at The Embassy Theatre, where partners and participants alike joined in with the physical and social activities, as a taster of the programme.

Alongside this funding, Magna Vitae has been awarded £4,000 for a Youth Programme GAME, funded by Sport England (Together Fund) and administered by Active Lincolnshire. The free sessions are intended for 13-17 year olds and aim to promote emotional health and wellbeing by offering a space for young people to be active and meet other people their own age. There has been a positive uptake on this with 18 of 25 available spaces already filled. The school holidays saw a busy "School's Out" and HAF programme. The 'School's Out' programme ran throughout Easter and May holidays, which were 4 and 8 days respectively. Whilst the HAF programme ran throughout Easter and saw **199** children booked across three venues, alongside a teen programme at Meridian Leisure Centre which had 14 young people participating. Alongside an action-packed programme, the provision also received a 5* rating for Food Safety from ELDC at all three venues.

The Leisure Centre venues performed consistently strongly throughout the Quarter 1 period, recording **444** fitness members and **85** WaterWise members above target. All four venues were recently audited regards their Health and Safety practices with outstanding results. The average results came out at 88%, with Horncastle coming out on top at **92%**. Health and Safety continues to be of the upmost importance, with the customers' safety always at the heart of what we do.

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

Thank you!

Creative & Cultural Opportunities

SO Festival



The curtains have drawn on yet another extraordinary edition of SO Festival, Lincolnshire's premier outdoor arts extravaganza. From mesmerizing performances to captivating installations, the festival provided a 3-day celebration of creativity, leaving audiences inspired and enthralled. As the festival site is dismantled and packed away for another year, we reflect on the remarkable success and the profound impact it has had on both the local community and visitors from near and far.

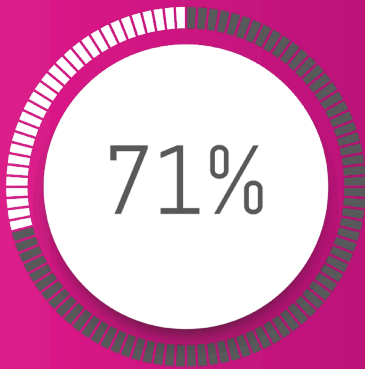
This year's SO Festival, held from 16-18th of June, showcased a carefully curated programme of innovative art and entertainment that pushed boundaries, embraced diversity, and celebrated the transformative power of the arts. The festival spread its magic across the picturesque towns of Skegness and Mablethorpe, where locals and tourists gathered to witness the marvels of street theatre, dance, music, and visual arts.



Audiences were enchanted by the unique blend of local and international talent on display, with performances that ranged from breathtaking acrobatics to thought-provoking theatrical experiences. The festival not only brought world-class artists to Lincolnshire but also provided a platform for talented local performers to showcase their skills, fostering a sense of pride and artistic appreciation within the community.

Embassy Theatre

The Embassy Theatre 2023 season kicked off with Lipstick on your Collar, a popular performance at the beginning of April. Shows such as The Greatest Hits of Motown and That'll be the Day continue to return for busy live performances on stage.



Percentage of sales online vs phone and counter sales

17,565 Attended

38 Live Performances

4 Screened Events

27 VIP Experience Events

15 Other Events



£3.81

Average Secondary Spend per person during their visit

RSC
ROYAL
SHAKESPEARE
COMPANY

June saw the national launch of **5** new Associate venue partnerships for the Royal Shakespeare Company hosted Upstairs at The Embassy.



Covered in depth by national media; local government officials and representatives from the DCMS spoke with rigor and pride for the area and their unswerving belief in MAGNA VITAE as the company of choice to deliver on such an ambitious project for our people!

Participation

In-Venue

Meridian Leisure Centre

2128 Fitness Members

1177 children enrolled on our Learn to Swim Programme.

298 children enrolled on our Gymnastics Programme.

Over **40** children took part in crash course swimming lessons and workshops during the Easter holidays and May half term.

Over **100** children took part in Gymnastic based workshops and sessions during the Easter holidays and May half term.

A FREE water safety session took part where **8** families took part during Drowning Prevention Week in June. The event saw local police and fire services attend and provide a safety talk around water safety.



Skegness Pool & Fitness Suite

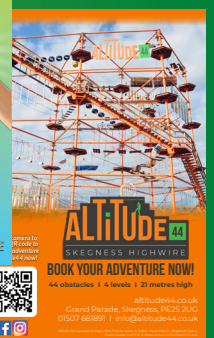
685 Fitness Members

461 children enrolled on our Learn to Swim Programme.

The Outdoor Swimming Pool reopened in May, allowing the venue to offer indoor and outdoor swimming for members and users.

New Poolside Vinyl Windows were fitted across the inside and outside windows surrounding the indoor pool. These showcase what offerings Magna Vitae have to the local community.

The marketing team visited local businesses, b&bs and caravan parks distributing leaflets around the opening of the outdoor swimming pool and Altitude44.



Horncastle Pool & Fitness Suite

723 Fitness Members

414 children enrolled on our Learn to Swim Programme.

The Exercise Class Programme has seen new additional sessions been added including Circuits and Boxercise.



Station Sports Centre

404 Fitness Members which continues to grow.

Altitude44

Altitude44 has reopened, allowing climbers to experience the the UK's tallest Urban Highwire course.



Health & Safety Audits

During Quarter 1, external independent Health and Safety Audits were carried out across all venues.



Horncastle Pool & Fitness Suite - **92%** | Meridian Leisure Centre - **89%**

Skegness Pool & Fitness Suite - **81%** | Station Sports Centre - **90%**

Embassy Theatre, Skegness - **76%**

GAME (Get Active Move Everyday)

The GAME project is funded by the Sport England Together Fund which is administered by Active Lincolnshire.

Currently **2** sessions per week take place at the Meridian Leisure Centre, so far **18** young people have accessed the sessions taking part in activities which include swimming, gym plus a variety of other activity sessions aimed at supporting mental & physical wellbeing. Next steps for the project are to roll out at another Magna Vitae venue and to explore funding opportunities to extend the programme beyond the current end date of 30th September.

Holiday Activity and Food Programme

The Easter programme was delivered at Meridian Leisure Centre, Skegness Tower Gardens and Station Sports Centre alongside a teen programme at the Meridian Leisure Centre. This programme saw some new activities including two 'Dance Free' silent disco sessions on Mablethorpe & Skegness beaches.

Each venue was registered as a new food business prior to Easter and all achieved the 5* rating for Food Safety from ELDC across all three sites.

3 Locations

199 Participants



Ageless & Agile

The Ageless & Agile programme continues in Louth (Meridian Leisure Centre), Skegness (Embassy Theatre), Mablethorpe (Station Sports Centre) and Horncastle (Horncastle Pool & Fitness Suite), funded now through the Mental Health and Wellbeing Community Investment Fund.

3 years funding:

Year 1 - £25,000 | Year 2 -£18,750 | Year 3 - £12,500 | = £56,250

A launch event was held at Embassy Theatre and was well attended with 26 participants which included members of the public who were interested in taking part in the programme alongside representatives from ELDC, Shine, One You Lincolnshire, the NHS, Platform Housing, Age UK Lindsey and LCVS Social Prescribing Link workers.

Ageless and Agile sessions include a wide variety of activities which this quarter have included physical activity, a digital workshop, food waste awareness, health walks, dementia awareness and other activities.

4 Locations

40 Participants

One You Lincolnshire

170 individuals were assessed on the One You Lincolnshire Exercise on Prescription programme. Across all venues:

28.7% of referrals are continuing with a Magna Vitae membership.



In-Community

School's Out Programme

The team have delivered over **25** activity sessions across **12** days in Easter Half Term and May Half Term.

The team came together and supported each other brilliantly, with the younger coaches taking on more responsibility & showing their individual development, progression and ability as they aim to become better coaches.

We had a diverse range of activities throughout the weeks, including things such as Tennis & Football through to Orienteering and Treasure Hunts! We also saw a big increase in participation at our sports day event in North Somercotes!

The coaching team expanded as we brought in **2** more young coaches. These two, along with our previous 3 who joined us back in February, mean we now have a great development team.

8 Locations

352 Participants (258 Boys & 94 Girls)



Community Activities

Walking Cricket and Pickleball are now being delivered by Meridian Leisure Centre, along with Fitness Circuits and YOGA sessions now being run by the instructors.

The Street Cricket sessions continues in Skegness. The sessions are about community engagement for local teenagers, giving youngsters a chance to experience cricket in a fun, enjoyable and relaxed way. Steve Crossley and Liam Fay normally deliver these sessions.

Marko continues to oversee and develop the Wellbeing Walks in partnership with Lincolnshire Co-op across East Lindsey. He takes the walks in Louth (2pm Tuesday), Binbrook and Wragby (10am and 1pm on Wednesdays).

We are now part of the Street Tag Programme. Street Tag is a family friendly initiative that rewards families and individuals for their physical activities such as Walking, Running, Cycling, among a host of other fitness activities.

Spotlight

SKEGNESS JOINS FORCES WITH THE ROYAL SHAKESPEARE COMPANY
ONE OF FIVE NEW PARTNER TOWNS.



Corby, Coventry, Hartlepool, Peterborough and Skegness join **26** existing areas in long-term partnership with the RSC. The RSC pledges to increase touring activity by 50% by 2026 to areas of structural disadvantage.

Skegness is one of five towns entering a new partnership with the Royal Shakespeare Company (RSC) aimed at raising the aspirations of young people and having a positive impact on their learning, employment opportunities and wellbeing.

Magna Vitae, and schools from the Greenwood Academies Trust will work with the RSC in an expansion of activity made possible by an Arts Council England touring grant, Esmee Fairbairn Foundation award and Nesta – a foundation which supports a fairer start, healthy lives and sustainable futures. Other partners announced today include Coventry – The Belgrade Theatre; Peterborough – Ormiston Bushfield Academy; Corby – Corby Cube; Hartlepool – St. Cuthbert's Catholic Primary School.

Skegness has one of the lowest national health outcomes and nearly half the town's working age population are economically inactive due to poor health. The RSC partnership feeds into local plans to use arts and culture as a tool for regeneration and boosting health, well-being and opportunities for young people.



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*): **61,223**
- **Engagement** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **22,583**
- **Reach** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **822,348**

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 **343,563**
- Total number of unique users **93,616**
- Average length of time on a page **2min 29secs**

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:

- **2,125** downloads of the Magna Vitae app within the last three months, taking the total to **20,623** - with an average of **23** downloads per day

Percentage number of users per venue within the app

- 52%** - Meridian Leisure Centre
- 29%** - Skegness Pool & Fitness Suite
- 15%** - Horncastle Pool & Fitness Suite
- 4%** - Station Sports Centre

Testimonials & Reviews

Leisure Venues

Meridian Leisure Centre

"Love the classes, staff are efficient and friendly." Becky

"Great facilities, excellent value and staff are amazing, friendly, knowledgeable and great with my children. We use swim, gymnastics, cafe and dance facilities." Fran

"Polite friendly and helpful staff. Good selection of activities available and great parking" Dianne

Horncastle Pool & Fitness Suite

"Friendly helpful staff. Variety of activities to suit all levels of health and fitness." Royston

"Friendly and helpful staff and members, nice environment to train and work out in." Pamela

Station Sports Centre

"Nice friendly atmosphere and doesn't get overcrowded." Karen

"Staff are exceptionally nice and clearly care about people." Darren

Skegness Pool & Fitness Suite

"I really enjoy going to the gym and swimming, the staff and lifeguards are very helpful and friendly" Susan

"I find all staff very helpful and friendly and your timetable is layed out brilliant on the website you also have a lot of activities for all ages and disabilities." Michelle

School's Out Programme

"My Son attended the Football camp today. He is quite shy and has never been to something like this before, but the coaches soon overcame this with him. He came home very happy & can't wait for the next one! Thank you."

"The half term sports camps are brilliant. There were lots of different activities for the children, the staff are all friendly and welcoming. My Kids thoroughly enjoy coming."

Embassy Theatre

"Multi talented artists. Let's have some more high quality performances!"

"Love Embassy theatre loads as they have fab shows."

"We love coming to see the shows and the staff are always helpful and friendly."

"Some of the best shows we have seen."



Magna Vitae's DNA



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.

Megan Rice-Mundy, Ben Green and Luke Blanchard embarked on a trip of a lifetime to Romania, where through a Magna Vitae funded partnership, they participated in the leading arts festival in Europe, Sibiu International Theatre Festival (FITS). The festival takes place in the city of Sibiu, Romania, in June/ July every year and lasts for ten days. Founded in 1993 the programme features a variety of art forms including; theatre, dance, circus, film, musical, opera, music and street shows.

Alongside these incredible performances, the festival offers a Volunteer Programme, where 500 volunteers from all over the world can experience different aspects of the event, of which Magna Vitae received two places. These two voluntary roles, were an opportunity for the candidates to develop, flourish and grow professionally and personally, in an international setting.

Megan and Ben were the two successful candidates for the volunteer programme. On asking why she applied for the position, Megan had said that she had wanted to push herself out of her comfort zone. Despite being nervous before she left, Megan said "I have learnt to be more independent and to have more confidence in myself". Whilst Ben, a student at Boston College (a partner of Magna Vitae), fed back that he is already planning to go back again next year. Megan and Ben clearly made a positive impression on the Festival Organiser Dan Bartha, who sent glowing feedback of the pair. He concluded "We miss Megan's songs and her contagious good energy and Ben's maturity, dancing and acting skills".

Luke was offered a funded trip through Magna Vitae to experience the festival. He elaborated that his favourite part of the experience was "Seeing the architecture and the way people live in the city - there were some stunning performances and sights which gave me insight into the history of the city". Luke then further explained that the "trip has given me more confidence in my abilities, as it's the first time being in an environment that felt unfamiliar to me".

