



# Magna Vitae

## Q2 Performance Review

### July - September 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 strong Summer season from July – September 2023, with some inspiring cultural events and partnerships, successful funding bids to develop our “employability” programme as well as the biggest and most ambitious “Schools Out” and HAF programme over the six week summer holiday period. The quarter has ended strongly across all sectors, putting Magna Vitae in a better financial position than budgeted.

The “Schools Out” sport and physical activity team delivered 43 activity sessions across 39 days in the Summer Holidays. Magna Vitae partnered with Kenwick Park Golf Club, Xsite Skatepark and Spilsby Town FC to create a fun and diverse programme for 886 participants across 8 locations in East Lindsey.

Holiday Activity & Food Programme (HAF) also expanded its programme ready for the Summer Holidays to become the biggest HAF programme to date with 60 days of delivery across three locations, providing funded activity days, a free healthy hot meal and fruit snacks alongside enriching activities (physical and cultural) to children in East Lindsey.



In the Leisure venues, health & fitness memberships continue to rise despite the ‘cost of living’ issues. Magna Vitae has 961 more members than this time last year in WaterWise, Gymnastics & Fitness. What an amazing achievement! On top of all that, all Leisure venues have improved on their Health & Safety audit scores from last year. Our staff truly are incredible at what they do.

In the same vein, Skegness swimming pool hosted its first Gala in several years on the 27 July. This was attended by 65 children from 3 schools, taking part in traditional and non-traditional races as well as undertaking in life-saving water safety skills including how to perform CPR! In other exciting news, Magna Vitae Gymnastics is a finalist in the ‘Positive Experiences for Children & Young People Awards’ 2023! The winner will be announced on the 9 November so we are keeping everything crossed!!

People Power Partnership headed to Garibaldi Street Car Park in Grimsby, chosen for its location in the heart of the community, for two SOLD OUT nights of extraordinary free entertainment. It is important to remember that Magna Vitae are the only UK partners for this international tour. Audiences were captivated by 32 dancers who interacted with stunning projections to a hypnotic soundscape underneath a giant floating mirror. The pride in the community was felt throughout every aspect of the weekend.

The Embassy Theatre continued performing strongly over the Summer season providing entertainment for 19,357 patrons showcasing both live and screened events. Alongside the shows, as part of the partnership with the Royal Shakespeare Company, 20 children were given the opportunity to be tutored by a West End leading lady, before performing in front of proud parents, gushing grandparents and Skegness’s MP! In addition, five individual summer scholarships were issued free of charge to local schools to “reward” selected pupil premium students.

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 our service areas. Simultaneously, we offer a similar thank you to all our customers for supporting us and in doing so, continuing to improve their own lives, health and wellbeing.

*Thank you!*

# Participation

## In-Venue

### Meridian Leisure Centre

2190 Fitness Members

1164 children enrolled on our Learn to Swim Programme.

299 children enrolled on our Gymnastics Programme.

*"They invested in the gym and you can tell. Good array of machines. On par with a city gym. Also good in person spin classes with Sammy."* Kay 38



## Magna Vitae Gymnastics are finalists!!

We are delighted to inform you that 'Magna Vitae Gymnastics' are finalists in the 'Positive Experiences for Children and Young People Award' category for the 'Lincolnshire Sport & Physical Activity Awards' 2023!

The Award has the following criteria:

- Making an outstanding contribution to providing opportunities for children and young people who have a positive experience of physical activity.
- The way in which they have made a positive impact on children and young people within the session and/or on their wider lives.
- Opening opportunities up, especially for those who are currently less active and facing barriers to participating in physical activity.

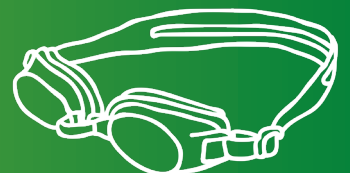
We are so proud to be part of this list alongside some phenomenal finalists. The winner will be announced on the 9 November 2023.

### Horncastle Pool & Fitness Suite

804 Fitness Members

421 children enrolled on our Learn to Swim Programme.

*"Good local facilities, easy access to booking via the app, staff always very friendly and have resolved any issues on the one occasion I needed."* Graham 55



## Station Sports Centre

**414** Fitness Members

*"Station sports is a friendly gym. There are a few exercise classes and the equipment is good. The upstairs gym has air conditioning and is not too busy in the daytime. Other gym goers are friendly too."* Jane, 71



## Skegness Pool & Fitness Suite

**689** Fitness Members

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

# Skegness Swimming Gala

On the 27th July, **65** children from **3** schools attended the Swimming Gala hosted at Skegness Pool & Fitness Suite. All children were able to take part in traditional and non-traditional races. The firm favourite was the duck release relay, which watched children "travel" through the water with a jug of water and emptying it into the buckets to release the patiently awaiting ducks!



Not only did they take part in the gala but all children took part in life saving water safety skills including how to perform CPR, delivered by our in house team and RNLI representatives. The jolly fisherman even found time on his 115th birthday to drop in and watch some of the fun!

We have already had confirmation from **5** schools saying they would like to join in on the bigger and better event next year so watch this space!

*"Great staff , good booking system, good variety of exercise classes, excellent value."* Sheila 69

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## One You Lincolnshire

**174** individuals were assessed on the One You Lincolnshire Exercise on Prescription programme.

**27%** of referrals are continuing with a Magna Vitae membership.





## 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 (managed by Shine).

Ageless and Agile sessions include a wide variety of activities which this quarter have included physical activity such as Tai Chi, badminton, table tennis and boccia; wellbeing advice and support from partners which include First, Wellbeing Lincs and St Barnabas; Nostalgia and reminiscence through the Sporting Memories resources; and Nutrition advice looking at the management of blood sugars and ultra processed foods.

*"I really enjoy the mix of physical activity, wellbeing advice and chatting about memories, I get so much out of this group."* Participant from Skegness.



4 Locations

60 Participants

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## National Fitness Day

National Fitness Day was on Wednesday 20 September, and the theme was 'Your Health is for Life'. This aimed to encourage people of all ages, abilities and backgrounds to recognise and celebrate the life-long physical and mental benefits of being active. At Magna Vitae, we chose to extend National Fitness Day out across the week (18th-24th September) by offering the following free activities across our four leisure venues:

- \*Bring a friend for free to the gym on National Fitness Day
- \*Free Classes to non-members
- \*A chance to win a free months membership
- \*Free Health checks for both members and non-members

**NATIONAL  
FITNESS  
DAY**

We gave both members and non-members an opportunity to get active, try something new and to promote health. This campaign ran alongside our larger September campaign 'Find time for #metime', which also championed prioritising time for activity, not only for physical but mental health benefits as well.

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## Get Active More Everyday (GAME)

The GAME project has continued to impact positively on the mental and physical health of the participants who are aged 13 – 17 years. Participants have enjoyed inclusive sessions across a variety of activities aimed at improving confidence and increasing social and physical participation.

The project has linked in with statutory and community partners which include local schools, home schooled children and LPFT (Lincolnshire Partnership NHS Foundation Trust).

*"I have just moved to the area so don't know many people and today at this session it is the first time I have spoken to someone outside of my family"*

# In-Community

## School's Out Programme

The team have delivered over **43** activity sessions across **39** days in the Summer Holidays. The coaches delivered a variety of sport activities including Dance, Golf, Football, Cricket, Rounders and Netball.

Golf was the sport of the Summer, as Magna Vitae worked with Kenwick Park Golf Club to take children from North Somercotes, Binbrook, Wragby and Alford to take part in skill-based games. These sessions were enjoyed by both the children who attended, as well as coaches! At the end of the Summer, the Magna Vitae Coaches attended an England Golf Activator Course. 12 of the Coaches have now gained this qualification, which will enable the team to deliver more fun golf sessions across the district.

A group of children from Spilsby and Binbrook went to Xsite Skatepark in Skegness, giving the children opportunities to try skateboarding and scootering in a fun and safe environment.

8

Locations

886

Participants (584 Boys & 302 Girls)



*"I really enjoyed today. I loved rounders and dodgeball, because it's my favourite sport."* Abigail, 9

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## Community Activities

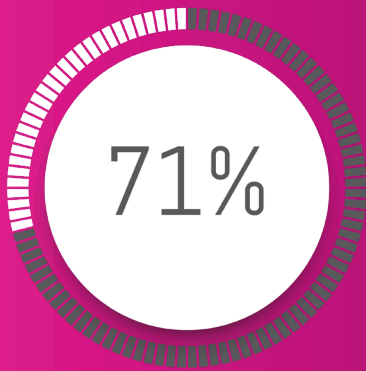
Walking Rugby has started at Sutton Rovers FC (Sutton on Sea) with numbers growing to 18 individuals. Sutton-on-Sea Playing Fields Association have been very supportive of the delivery and development of this group and which will move indoors during the winter months!

Wellbeing Walks, in partnership with Lincolnshire Co-op, continue in Louth, Binbrook and Wragby. The walks are designed for people of all ages (and dogs!) and finish with a hot drink & cake! These sessions support the local community to complete training so they are able to facilitate their own walks in their local area. Internal conversations continue about the next priority areas for Wellbeing walks to take place.



## Embassy Theatre

The Embassy Theatre continued with a strong Summer season with shows such as Him & Me, That'll Be The Day & The ELO Experience drawing in audiences for electrifying dancing and live music. The Embassy also welcomed comedians such as Joe Pasquale, Roy Chubby Brown & Gary Delany.



Percentage of sales online vs phone and counter sales

19,357 Attended

37 Live Performances

6 Screened Events

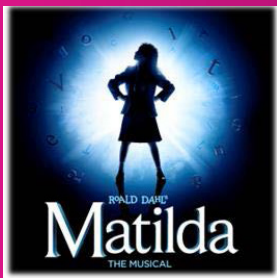
15 VIP Experience Events

41 Other Events



£4.22

Average Secondary Spend per person during their visit



A hugely successful Summer season concluded at the Embassy Theatre with a wonderful performance from those who attended our weekly Matilda workshops throughout August.

Over 20 children, tutored by West End leading lady Sharon Sexton supported by our very own Alisha Browne, performed excerpts they had learnt throughout the weeks in a showcase Upstairs at the Embassy. There were proud parents, gushing grandparents and our own MP in attendance too!

In addition, there were **5** individual Summer scholarships issued free of charge to local schools to "reward" pupil premium students who they feel deserve the opportunity.



# Creative & Cultural Opportunities

## People, Power, Partnership

On the 21 and 22 July, two sold out audiences witnessed People Power Partnerships UK Premiere of FACE T(W)O, an international dance project, in Grimsby. Local and international artists, partners and young people came together to provide two nights of extraordinary free entertainment, escapism and reflection.

As the sun set over Grimsby, audiences of all ages flocked to Garibaldi Street Car Park, chosen for its location in the heart of the local community, to be immersed in a spellbinding and striking visual adventure. Audiences were captivated as 32 dancers interacted with stunning projections to a hypnotic soundscape underneath a giant floating mirror, creating a thought provoking and highly relevant reflection of the world we live in today.

*"Amazing atmospheric show, loved it. Quite surreal in the Garibaldi Street Car Park but I can't think of a better location!"*

The pride in the community can be felt throughout every aspect of the weekend. It is important to remember that Grimsby is the only UK partner for this international performance.

*"That was absolutely amazing for Grimsby, I could feel my heart going, I have never seen anything like that before."*



**54** Local creatives & community groups engaged

**109** Participants

**5596** Audience members online

**1091** Audience members in person

**494** Overnight stays in Grimsby



## SO Festival

The Summer of 2023 was a busy time for the SO Festival team, International Programme Consortium (IPC) and the Community Programme Team (CPT), with a total of six Go-See trips. The IPC is composed of partner festivals Newark Creates, Revive Festival, and RiverLight Festival, all of which aim to increase the international programme in their festivals and develop their programming skills and opportunities. As part of our new democratic approach to programming SO Festival and supporting the local creative sector, we are supporting staff members from the festivals to attend a variety of Go-Sees at other festivals. IPC members attended four festivals this Summer: PASSAGE Festival in Denmark, SPOFFIN Festival in Holland, Freedom Festival in Hull, and Out There Festival in Great Yarmouth.



The CPT also went on two Go-Sees this Summer. Comprising 12 community members who want to help us connect with our communities and ensure that a community voice and representation are having an input into the festival program, they visited Stockton International Riverside Festival in Stockton and Freedom Festival in Hull.

# Training & Development

As part of the Community Investment Funding from the Theddlethorpe GDF Community Partnership, £230,000 has been awarded to Magna Vitae for a two-year project to provide an employability programme in Mablethorpe and surrounding villages of Theddlethorpe and Withern. This programme will provide a personal tailored training & development programme to individuals that are currently unemployed, providing training, mentoring and personal coaching to get the individual physically and mentally prepared for employment, supporting the individual through their programme. The project will establish key relationships with businesses in those areas to assist in the employment stages of the programme.

Lindsay Barrett (HR Manager) is now an Enterprise Advisor for Greater Lincolnshire Enterprise Partnership (connecting businesses to improve lives of the communities in Lincolnshire & Rutland), supporting King Edwards VI Grammar School and St Bernards Special Education School, both in Louth. Working with the careers lead at both schools providing general careers advice with specialism in Leisure & culture, providing students with awareness and opportunities locally.

# Additionality & Impact

Magna Vitae's long-term contracted partnership with East Lindsey District Council (ELDC) delivers significant 'additional' impact through delivery of a range of targeted interventions that meet the needs of local residents.

This 'additionality' is made possible through two key areas of work:

- Development of collaborative partnerships and networks
- External fundraising leveraging external investment into the district from a diverse portfolio of funders.

**Service Fee: £1.64m (23/24)**

*including additional contract delivery SO Festival, Sport and Physical Activity and Inland Conurbations*

## Partnerships:

Partnerships and collaboration with local, national and international stakeholders.



## Funding Investment:

£1.43m of additional funding and investment, secured from 8 different funders, to deliver programmes to support the health & wellbeing needs of our communities.

| <u>Confirmed:</u>                       | <u>Funder:</u>              | <u>Amount:</u> |
|---|-----------------------------|----------------|
| SO Festival NPO                         | Arts Council England        | £962,000       |
| Multiply                                | Lincolnshire County Council | £10,000        |
| inOrbit                                 | UK Shared Prosperity Fund   | £49,500        |
| Ageless & Agile                         | Shine                       | £56,250        |
| Together Fund                           | Active Lincs                | £4,063         |
| Employability Expansion                 | Theddlethorpe GDF           | £230,000       |
| MUGA (match)                            | TNL                         | £10,000        |
| Exercise Referral                       | OneYou                      | £25,552        |
| Holiday Activity & Food Programme (HAF) | LCC                         | £84,000        |

**£1,431,365**

*\*£1.43m includes all live revenue projects and capital funding secured over the last 12 months.*



## Impact:

### SO Festival

Accessible, annual, outdoor arts festival, recently designated as part of Arts Council England's national portfolio. SO Festival brings international high quality culture together in Mablethorpe, Skegness and surrounding communities.

### Multiply

Provides opportunity for adults to boost their ability to use maths in their daily life, at home and work. It enables adults to achieve formal qualification that can open doors for them (such as into a job, progression in a job, or progression to further study).

### inOrbit

A unique artwork installation from the renowned artist Luke Jerram, transformed the Embassy Theatre into a space for reflection, observation and education. Gaia (Earth) was followed by the Museum of the Moon with Mars concluding the season, the first time all three have visited one venue consecutively in the UK. Over 14,000 people attended the installations, drawing a diverse audience to the venue, including a 33% increase in attendance by those aged under 14.



### Ageless & Agile

Sessions run each week in Louth, Mablethorpe, Skegness and Horncastle and are catered towards older people that may want to keep their fitness levels up while finding a new hobby! Activities include local walking routes, sporting memories sessions, walking cricket, a range of seated exercises and a simple "cuppa and a chat".

### GAME (Get Active Move Everyday)

A programme supporting young people's mental health through physical activity. Working with children and young people in the East Lindsey area who are experiencing poor mental health.

### Employability Programme

A skill building programme developed to bolster access to skills-based learning to enhance employability for residents post-covid.

### MUGA (Multi Use Games Area), Louth

A project to refurbish the existing Multi Use Games Area on Wood Lane playing field, Louth. The MUGA was originally built in 2005 and has approached the end of its programmed lifespan.

### Exercise Referral

Funding to provide a personal exercise programme for anyone with a medical condition who would benefit from a more active lifestyle. 600 local residents currently benefit annually.

### Holiday Activities and Food Programme (HAF)

Government funding to provide opportunities to be active, socialise and provide fun ways to learn about food education as well as a free meal at every session.

# 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 participants  
over the last 12 months:

**£4,078,189**

This includes:

**£887,237** - Physical & Mental Health;

**£2,175,754** - Subjective Wellbeing;

**£30,609** - Individual Development

**£994,581** - Social & Community  
Development;



## Participation within our Leisure Venues

Over the last quarter the venues have seen a total participation of **176,422**



# Spotlight On...

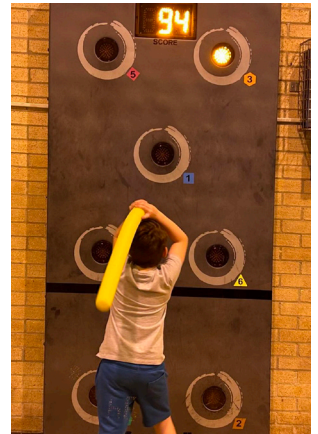
## Holiday Activity & Food Programme (HAF)

Summer 2023 has been Magna Vitae's biggest HAF delivery to date! We have achieved so much across all the venues providing funded activity days, a free healthy hot meal and fruit snacks every day as well as enriching activities. We have had children enter a swimming pool for the first time, gym memberships for teens, Embassy theatre tickets, cinema tickets, gymnastics, first aid, Makaton, police visits and so much more! Magna Vitae has been more than free childcare over the summer, we have promoted healthy eating, worked with children excluded from schools, supported families to have a great summer outside of the delivery hours and most importantly we had many children try so many new activities!

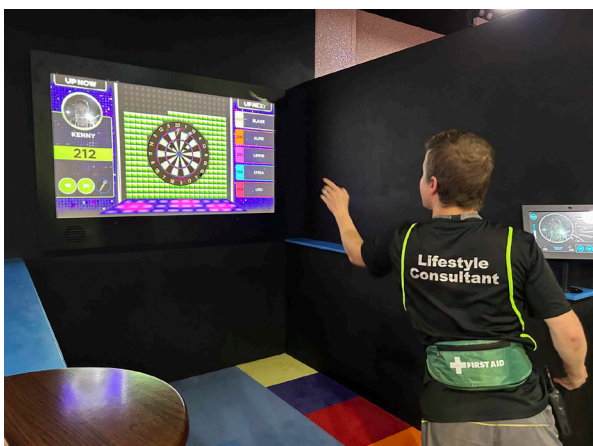
**60** delivery days across 3 venues

**240** hours of delivery time with children and young people across the Summer

**25%** of all places attended at Magna Vitae HAF programmes were attended by children and young people with identified additional needs



Thank you to everyone for helping us to make a difference to these families this summer!



# 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*): **63,126**
- **Engagement** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **7,135**
- **Reach** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **1,024,662**

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## 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 page views **388,748**
- Total number of unique users **81,148**
- Average length of time on a page **1min 21secs**

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## 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:

- **3,323** downloads of the Magna Vitae app within the last three months, taking the total to **23,946** - with an average of **36** downloads per day

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**62%** of leisure bookings taken online, up from **51%** pre Gladstone (CRM system) upgrades.



# Tim's Magna Moment

*"There is a team here who has really boosted my energy levels, and WOW I feel like a little superman...it's only the landing bit I need to work on!"*

Tim, 70, had started to feel the effects of 48 years' service as a postman, when he hit retirement back in 2017. It was only when he bumped into an old colleague, who had suggested that he started swimming after hearing of his back problems, that he looked to joining Magna Vitae's Meridian Leisure Centre in Louth.

Despite being petrified of the deep end, Tim put on a brave face and hit the swimming pool. On seeing positive results, he had committed to coming twice a week and made two friends at the pool, who helped him to overcome his fear and build up the courage to swim to the deep end. Improvements to both his physical back problems, but also his mental well-being kept Tim on his fitness journey at Magna Vitae.

*'When you walk through those automatic doors, you're starting a new you, a new self, a new life and when you do it, how far you go depends on you. I want to go as far as possible and if Magna Vitae want to help me, I'm all for it.'*



Tim's fitness journey developed further in early 2023 when chatting to Sammy, a Magna Vitae Lifestyle Consultant, who suggested using the gym to build up strength in his shoulder and back muscles too. Despite initial apprehensions, Tim now has a specially made work-out programme that enables him to confidently use the gym equipment correctly and to his benefit. Tim said that Sammy has "helped him out immensely".

He went to say that his time spent at Magna Vitae, the friends he has made and the help of the staff has him to feel "younger". To top it all off, he has also joined a pilates classes, where he comes with his friends from the pool and has a laugh with the instructors and says 'it's fun, and that's how exercise should be!'

*Thank you Tim for sharing your story!*

# 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.

Upon reviewing the previous programmes for Schools Out, we noticed there was a significant difference in the number of boys attending sessions to girls. It highlighted an opportunity to capitalise on the excitement of girls in sport this Summer by delivering new, sport specific camps with the intention of enticing more girls to attend and inspire them to take up a new sport or become more physically active.

As a result of the Netball World Cup taking place in South Africa, we held our very first Netball Camps in both Wragby and Alford making better use of the facilities and equipment that these venues made available to us. The camps were also an opportunity to let some of the new coaches lead. This meant that they were able to gain more experience under the supervision of a more experienced coach. The children who attended took part in some fun activities such as passing and catching games, shooting drills and finished the day playing in a match. The four coaches did an excellent job! This is something we will certainly look to deliver again in future programmes.

Halfway through the programme, following the excitement of the Womens World Cup in Australia, we made the decision to add a Girls ONLY Football Camp in Spilsby, which saw 24 girls aged between 5-14yrs attend. To try and entice more girls to attend the event, during one of the other football camps, we allowed the children to watch the Womens World Cup Semi-Final during their lunch break. The Girls ONLY Football Camp was ran and supported by the female coaches in the Community team. The girls took part in a mixture of fun skill-based games, drills and matches, culminating in a tournament and finally a presentation in which every girl who attended received a trophy, certificate and a Magna Vitae Goodie Bag.

Prior to the day, we worked with Spilsby Town FC, who provided a female coach, with the aim of inspiring the girls to play more and ultimately join the Girls team at the club.

