



Magna Vitae

Q3 Performance Review

October-December 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

& James Brindle

Happy New Year everybody...

And best wishes for 2024!



Magna Vitae has continued its positive performance in Quarter 3 (October-December) continuing to provide an outstanding service to our community's growing number of customers and members, throughout the entirety of East Lindsey and its surrounding areas. A few of this Quarter's highlights are mentioned below!

As well as the delivery of a superb, traditional pantomime production, The Embassy Theatre welcomed the outstanding West End touring show, SIX, to its auditorium in October. The show, which is the largest technical build in the buildings history, delivered the highest levels of box office receipts and customer satisfaction during its eight SELL OUT shows! Last and by no means least our partnership with the Royal Shakespeare Company is now operating within the schools of Skegness and we will see our 'production' in the Embassy Theatre in April of this year! A huge thank you to all of the Theatre staff who worked on this production and made it such a huge success.

Our leisure venue staff have continued to excel during recent QUEST audits; demonstrating their hard work, dedication and commitment to providing quality cultural and wellbeing services at all of our leisure venues. **Horncastle Fitness Suite & Swimming Pool** maintained its accreditation status of "Very Good" and achieved "The Exercise Referral Standard", confirming consistent delivery of our high-quality operating standards... **Meridian Leisure Centre, Louth** received a QUEST accreditation banding of "Excellent". This is the highest level achievable! This is actually the first time in the venue's 13-year history that this banding has been awarded. A massive well done and thank you to the whole team across all sites for their contribution to this truly outstanding achievement. We should all be very, very proud of this award.

The Community Teams continue to deliver impactful, inspiring work across the district of East Lindsey - in-venue, online, and of course, in our communities. *Read more about their incredible work on pages 8 & 9.*

The Board of Trustees and Senior Leadership Team would like to once again recognize and acknowledge the exceptional hard work from all of the staff to produce an exemplary level of service provision, customer care and satisfaction across all of our venues, service areas and projects. A massive thank you to you all!

Thank you!

Embassy Theatre

The Embassy Theatre kicked off October with it's biggest technical build in the buildings history, with SIX, the West End touring show, being welcomed into the auditorium. This production SOLD OUT and delivered the highest levels of box office receipts and customer satisfaction.

8

Live Performances

9,344

Attended



The Embassy Theatre continued into winter with an exciting programme, featuring shows such as... Queenz, Daniel O'Donnell, One Night of Burlesque, Sarah Millican, Mamma Mia Party Night & Snow White The Pantomime!

26,856

Attended

50

Live Performances

2

Screened Events

14

VIP Experience Events

17

Other Events

£4.12

Average Secondary Spend per person during their visit



EMBASSY
THEATRE
Skegness 

Christmas at The Embassy Theatre

The in-house pantomime, Snow White, reinvented itself in 2023 to revisit a more traditional style of presentation... This year's intent was around strength of cast and creation of Company. The casting of individuals over effect has, this year, been pivotal in achieving this. This year saw teams from 3 local Performance Schools (21 students) rehearsing set choreography with their teachers from October to their first site rehearsal in December to then take on additional character roles... as puppeteers!



Santa (& his Elves!) made his much-anticipated return this year Upstairs at The Embassy!

26 believers were treated to a little extra long Christmas magic alongside their Panto visit. Activities this year included story corner, carols around the piano, Gingerbread decorating, face painting, a delicious festive tea and of course the gift of the Traditional Embassy Christmas Teddy Bear for each youngster.

Customers of The Embassy Theatre Skegness give to a discreet bucket collection at the end of every performance, this loose change becomes a GOLDEN TICKET experience for nominated members of our local community. This Christmas audience donations enabled:

16 deserving Young Carers to enjoy a visit to our Pantomime.

121 students & carers from Eresby school to attend - *transport costs due to specialised requirements would have made the annual trip otherwise cost prohibitive.*

18 members of Ageless & Agile welcomed on concession tickets.

24 children on the HAF scheme welcomed on concession tickets.



Participation In-Venue

The 'Quest UK Quality Scheme' continues to be the Sport England recommended 'Continuous Improvement Tool' for leisure facilities and sports development teams, designed to measure how effective organisations are at providing customer service. It has been running for over 20 years now and continues to evolve with the changes within the industry. We are extremely proud to be a part of this UK Quality Scheme. *Here's our latest results:*



Meridian Leisure Centre... ...gets rated **EXCELLENT** in it's most recent **QUEST** assessment!

2175 Fitness Members.

1093 children enrolled on our Learn to Swim Programme.

292 children enrolled on our Gymnastics Programme.



What a great start to 2024! Congratulations to the Meridian Leisure Centre Team for achieving the highest banding available, 'EXCELLENT', in its most recent audit! This is the *first ever* full excellent banding for a Magna Vitae venue! The double bonus - Meridian Leisure Centre also achieved "The Tackling Inequalities in Leisure" Standard. Well done to our Louth venue!

Skegness Pool & Fitness Suite... ...gets rated **VERY GOOD** in it's most recent **QUEST** assessment!

667 Fitness Members.

387 children enrolled on our Learn to Swim Programme.



Skegness maintained a 'very good' banding! The assessor commented,

"Management spoke of how staff involvement and development were in the 'DNA' of the organisation and this was clear from both 'visions' in the business plan, of 'we are in this together' and 'we are always learning', and the commitment from the Board of Directors to have a 'buddy' scheme where a trustee is allocated to a site, visiting regularly to engage with staff and be a conduit for feedback for them.

During discussions with the management at the facility it was clear that there was a strong focus on building relationships with external organisations that have influence and a deeper reach, into the local community and a commitment to help deliver both their own and others' strategic plans around inequalities and inclusion in the area...

...I was given a great impression for the facility through my various interactions with the team, both on-site and through my enquiries. I felt that the team genuinely cared about giving a great service!"

This is a true reflection of the hard work of all the staff at Magna Vitae and all of the developments taking place at the site.

Station Sports Centre...

417 Fitness Members.

Horncastle Pool & Fitness Suite... ...gets **rated VERY GOOD** in it's most recent **QUEST** assessment!

784 Fitness Members.

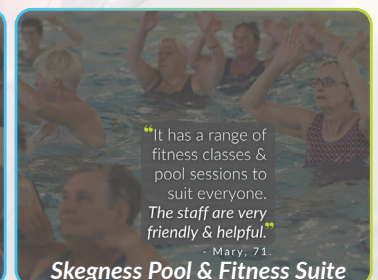
378 children enrolled on our Learn to Swim Programme.

The good news keeps coming! Congratulations to the Horncastle Team for maintaining "VERY GOOD" in their most recent audit. The venue also came away with achieving "The Exercise Referral Standard", confirming the high quality of operating standards and consistency to scheme delivery.

The assessor said... *"I would suggest that you would need a pair of snooker referee gloves and a magnifying glass to find any cleanliness issues at this facility. From the moment I left my car to the point when I returned, I saw no areas in need of attention. A great team effort!"*

This is a great result and really pleasing that both the auditor and assessor commented on the amazing team dynamics and level of customer care that is provide to the community.

Testimonials



Our NPS Score

The Net Promoter Score, or 'NPS' score, measures customer loyalty by looking at their likelihood of recommending a given business. The NPS score is measured with a single-question survey and reported with a number ranging from -100 to +100, where a higher score is desirable. Leisure Services use this internationally recognised system for proactively measuring satisfaction amongst service users.

The National Average NPS Score: **25** Our NPS Score: **57!**

One You Lincolnshire

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

25% of referrals are continuing with, and making the most of, the marvellous Magna Vitae membership.



Ageless & Agile

The Ageless & Agile programme continues to offer a variety of activities across 4 locations. The group enjoyed a trip to 'Chocolate Drop Box' to learn about chocolate making and the opportunity to try different types. In venue activities include cooking demonstrations, bocchia, curling, resistance bands and balance bars. *To round off 2023, participants from the four Ageless & Agile groups came together to visit the Embassy Theatre in Skegness to see the popular Snow White Pantomime.*

36

Sessions

68

Participants



Dementia Friends & Age Friendly Communities

As part of the ongoing involvement with the East Lindsey Age Friendly & Dementia Friendly Communities, the Lifestyle Partnership Manager delivered Dementia Friends sessions to 45 Magna Vitae staff in December with other sessions planned for January (Q4) in other venues to support the Tackling Inequalities initiatives in Magna Vitae venues. The Dementia Friends programme is the biggest ever initiative to change people's perceptions of dementia. It aims to transform the way the nation thinks, acts and talks about the condition.



Magna Vitae's Aspire to Be...

Magna Vitae's Aspire to Be is a programme that is aimed to motivate, support, develop and provide training for individuals whilst also providing support for physical and mental wellbeing with a view to the individuals *being ready* to join the wider workforce. This exclusive programme is available to those living in Theddlethorpe, Withern and Mablethorpe, who are currently unemployed. It is funded through the Theddlethorpe GDF Community Partnership.

Quarter 3 has been spent promoting the project to partners, including Department of Work & Pension - and 2 drop-in sessions have taken place at Station Sports Centre, which attracted 11 individuals to the project.



Theddlethorpe
GDF Community Partnership

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In-Community

School's Out Programme

7 activity sessions across

8 days in the October Half Term!



The coaches delivered a variety of sport activities including Football, Multi-Sport Camps and our very first Gymnastic session!

In partnership with Lincoln City Foundation and Lincoln City Football Club, children from Wragby were offered the opportunity to visit the LNER Football Stadium to attend Lincoln City FC play Charlton Athletic FC in an EFL League 1 fixture. To ensure families would be able to travel to the game, Magna Vitae hired a coach from Grayscroft Coaches to collect the families from Wragby Primary School. 44 tickets were provided in the Rilmac Stand, which provided a safe and family friendly area of the stadium. The children also had the opportunity to meet the players at the end of the match!

6 Areas

152 Participants (48 Girls & 104 Boys)

Community Activities

The walking rugby group who are known as the 'Sutton Sea Dogs' have moved indoors to Springwell Academy, Mablethorpe with 12 attending each week. They played their first ever game on Saturday 14th October against a team from Leeds and have a second game planned for Saturday 23rd March in Bracebridge Heath, Lincoln. The aim is that this will be a stand alone club in the future.

Pickleball continues to thrive at Meridian Leisure Centre with an average of 19 attending each session. Further sessions are being developed in Alford, with 8 attending the last session.

The wellbeing walks continue in partnership with Lincolnshire Co-op in Louth, Binbrook and Wragby.



In the last quarter, **662** participants have taken part in community activities!

Holiday Activity & Food (HAF) Programme

Magna Vitae's HAF programme delivered again in December 2023 and early January 2024 for the HAF winter 2023 delivery period. This was our 8th HAF delivery period!

429 places booked **3** venues

All three of the venues involved with delivering HAF, delivered a main programme AND a teenager programme, (covering ages 4yrs-16yrs/Reception year right up to year 11)!

Meridian Leisure Centre also delivered a third programme with our first ever SEND Stay and Play HAF sessions! These sessions have been specifically designed for children and young people with more complex, additional or medical needs. Our sessions enabled the children to still enjoy and experience the sensory, craft and enrichment activities that our main/teenager HAF programme offers, but with smaller group sizes, higher staffing ratios and their parents or guardians staying alongside them.

WHAT WE'VE BEEN PROUD OF THIS QUARTER:

- Our first ever 'SEND Stay and Play' sessions at Meridian Leisure Centre;
- Golf delivery continuing (and expanding!) into sticky golf at Meridian Leisure Centre;
- HAF staff have started to complete the training and delivery for 'Unleash Your Drive', a golf initiative, supporting resilience and mental health in children and young people;
- The teen programme continued to offer free gym & swim membership passes across our various venues;
- Teen swimming lessons offered at Meridian Leisure Centre;
- First aid sessions at every venue;
- Soft play, bowling and pottery at Mablethorpe;
- Skegness Aquarium trip;
- Reading books given to children to take home at Mablethorpe HAF & 'SEND Stay and Play' sessions;
- Free panto tickets offered to the Louth main programme families from Lincolnshire County Council!



Holiday Activities & Food Programme
December 2023



Holiday Activities & Food Programme
December 2023
for **TEENAGERS!**



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:

£1.57m of additional funding and investment, secured from 9 different funders, to deliver programmes to support the health and wellbeing needs of our communities.

Confirmed	Funder	Amount
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
Employability Expansion	Theddlethorpe GDF	£230,000
MUGA (match)	TNL	£10,000
Exercise Referral	OneYou	£25,552
Holiday Activity & Food (HAF) programme	LCC	£84,000
On behalf of Skegness SA	GRASSroots (LCF)	£24,999
International People's College (IPC)	UK Shared Prosperity Fund	£109,436

£1,561,737

**£1.57m includes all live revenue projects and capital funding secured over the last 12 months.*

Impact:

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).

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.

Aspire to Be

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.

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.

SO Festival

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



Moving Communities and 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:

£5,378,859



This includes:

£887,538 - Physical & Mental Health;

£3,040,156 - Subjective Wellbeing;

£69,512 - Individual Development;

£1,390,053 - Social & Community Development;

Participation within our Leisure Venues

Over the last quarter the venues have seen a total participation of **163,229**





Spotlight On...

Magna Vitae Going Green!

Every year, the Leisure Industry contributes **60 billion** tonnes of CO₂e to the atmosphere?! Magna Vitae is committed to minimising its impact on the environment.

Our main objectives are to:

- Minimise waste,
- Promote recycling,
- Reduce energy consumption,
- Reduce harmful emissions,
- Work with suppliers who themselves have sound environmental policies (where possible).



In the last quarter, we have focused on **reducing waste** and ensuring our **venues are a hub for recycling**. We encourage our staff and customers to use reusable water bottles by offering **FREE water refill stations**...



If 1-in-10 Brits refilled their water bottle, just once a week...

...We would save **340 million plastic bottles a year!**

Our centres are in partnership with Leisure Loop. Customers can drop their goggles, flip flops, floats, arm bands and swim caps into any site which will be sorted, separated, shredded, cleaned and granulated before creating something new and contributing to a continuous recycling lifecycle! This is all part of what makes Magna Vitae, and guided us to a score of **"EXCELLENT"** for 'Environmental Management' in our recent Quest audit!

Currently in our venues...

You can recycle coffee pods, batteries, goggles, flip-flops, floats, armbands & swim caps!

And this is just the start to living a

green life!



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 and X (formerly known as Twitter):

- **Followers** (Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival): **85,502**
- **Engagement** (Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival): **14,916**
- **Reach** (Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival): **1,107,435**

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 **319,285**
- Total number of unique users **59,782**
- Average length of time on a page **51 seconds**

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:

- **1,250** downloads of the Magna Vitae app within the last three months, taking the total to **25,196** with an average of **14** downloads per day



Blogs & News!

Customer Stories

#magnamoments



Mavis' Journey: Where 'Can't' Does Not Exist!

In the bustling heart of our Skegness Pool & Fitness Suite, there is a remarkable story that goes above and beyond the conventional boundaries between customer and staff. Meet Mavis, whose journey at our venue has transformed her from 'just a customer', to an integral part of our Magna Vitae community.

Mavis' journey began after undergoing a knee replacement operation nine years ago. She was persuaded by one of her GP's, at the doctor's surgery she worked at, to look into being referred to the gym to help improve her strength and mobility. Mavis, had dealt with the GP Exercise on Prescription referrals herself whilst working at the Doctor's surgery, so had seen many people before her move successfully on to Skegness Pool & Fitness Suite and start their fitness journey... Once joined up, Mavis was sadly forced to leave due to issues with her back that stopped her ability to exercise. Mavis then re-joined four years ago and was re-referred on to the **Exercise on Prescription Scheme**.

With the help of David, fully qualified Lifestyle Consultant, and Slimming World, she dropped two dress sizes but, most importantly, she felt more mobile and confident in herself. She comments:

"I wouldn't be walking about if it was not for here..."

In May, Mavis unfortunately had another setback. She had a bad fall at her Granddaughter's wedding where she fractured her kneecap which also caused deep soft tissue damage. *But David was not willing for Mavis to give up!* "I came back to David and said, look, I can't do it! But..."

... "He never lets you say, "I can't do that". He's brilliant."

So, he devised me a rehabilitation programme where everything is **tailored to me**. That's what I like about it. If you can't do something, he will give you *that look*..."

Mavis is described by the team as 'a member of staff that does not get paid!' She is part of the furniture and a much recognised face around the gym for her daily routine. She is also a great advocate for the venue, telling *everyone* about what the facility has to offer - whilst recommending the venue to them, her friends and family!

David who has helped her through her journey, said;

"Over the years we've got to know each other quite well -- although like any partnership, we've had our ups and downs: I increase her weights and she tells me to 'calm down'. That said, if I can be serious just briefly, I find her an inspiration - she's had more challenges than most over the years and never once has she quit or even considered it. **She just doesn't give up and is proof that if you exercise consistently and keep yourself open to trying new things, there isn't much you can't do!**"

Mavis' story is a testament to the profound impact community venues and leisure facilities can have on individuals. From enhancing mobility to fostering a sense of belonging, her journey encapsulates the essence of what makes our venues so much more than

'just a gym'!

Magna Vitae:

Enabling more and more people to 'live a great life'.



Magna Vitae's DNA

and Corporate Strategy

International Peoples College (IPC)

Magna Vitae are very excited to announce a NEW international partnership with International Peoples College (IPC) in Denmark, which allows us to secure fully funded placements from January 2024. This unique, inspiring educational opportunity gives the people of East Lindsey the chance to gain new skills, nurture personal growth and obtain fresh goals.

The International Peoples College is a Danish Folk High School which offers an experience that focuses on personal growth, skill development and a fresh focus on life goals. Magna Vitae's mission as a trust for leisure and culture, is to address social and economic inequality by providing innovative leadership & generating positive change. Our partnership with IPC is based on a shared social purpose.

The first 3 students have been chosen and are ready to set off on their adventure to Helsingor, Denmark. We wish them well and we can't wait to hear about their experience in the next report!



We Celebrate 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 cognitive intelligence of our team. We seek to understand and respect each others perspective, views and opinions, thereby maximising our creative potential.



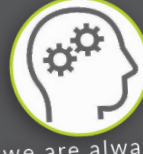
WHO WE ARE AND WHY WE'RE HERE: Magna Vitae's DNA



we are in this together



we embrace change



we are always learning



we celebrate differences

our vision: to improve the wellbeing of our community, enabling people to live great lives.

our mission: to lead positive change in areas of social and economic inequality. Empowering local people by reaching out with humanity & compassion.

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