

# Magna Vitae

## Annual Report

### April 2022-March 2023

  
**MAGNA VITAE**  
TRUST FOR LEISURE & CULTURE



# Introduction

## Executive Directors Aeneas Richardson and James Brindle



April 2022 to March 2023 marked a first full year free from COVID 19 disruption, a welcome milestone, as Magna Vitae continues to build back stronger, providing outstanding service to our customers, patrons and members throughout East Lindsey and the surrounding area.

From a business performance perspective, 2022 – 2023 has delivered very positive performance for the company, further re-cementing our foundation for continued success. Whilst the cost-of-living crisis poses huge challenges for our operations and customers going forward, the Trust finished the year very strongly and presently finds itself in a better position than originally estimated at the start of the year.

Our work continues to focus on serving communities through our diverse portfolio of facilities, programmes and events, something that caught national interest in the Summer 2022 when we were asked to present to the national Charity Finance Group as well as an All Party Parliamentary Group on Cultural Rural Touring. It is always a great pleasure to share our innovations and experiences with other operational partners and politicians.

Our leisure operations have witnessed extraordinary growth throughout the year, with record breaking performances in our fitness memberships, WaterWise swimming programme and Gymnastics club. Fitness membership growth has been spearheaded following our £300,000 investment to refurbish the fitness suite at Meridian Leisure Centre in June 2022.

Our WaterWise swimming programme continues to grow, with over 2,000 children learning to swim in our swimming pools every week. During the Summer, the hot weather and introduction of a new pool programming methodology at Skegness Outdoor Swimming Pool, saw the site record its highest ever attendances and casual swimming income in August.

The Gymnastics club also continues to grow at the Meridian Leisure Centre, hitting over 260 members. The club was nominated and shortlisted for “Community Club of the Year” by British Gymnastics in March, a fantastic accolade and testament to the enthusiasm and hard work put in by the team.

Ongoing, external QUEST assessment has confirmed that all of our leisure venues exhibit high levels of cleanliness, are very well maintained and regularly demonstrate excellent customer service and value for money. All of our venues have now received “VERY GOOD” QUEST accreditation status. Testament to this was Horncastle Pool and Fitness Suite winning a national “best swimming pool member experience” award in November 2022!

The Embassy Theatre has had an extraordinary year, from sell-out shows with Strictly Come Dancing champion Giovanni Pernice, staging a leg of the Elvis World Tour, hosting Arts Council England's National Conference through to its record breaking Beauty and the Beast pantomime. In February it showcased the nationally acclaimed, artwork installation InOrbit by renowned artist Luke Jerram, seeing all three planets (Gaia, Museum of the Moon & Mars), visiting one venue consecutively for the first time attracting 14,790 visitors. Huge excitement continues to build with regards to the proposed £1.4M "Town Fund" Culture House development, with works now currently scheduled to commence in January 2024 and be completed by the end of March 2025.

SO Festival 2022 saw the return of the Community Stage as it once again provided three full days of awe-inspiring street theatre by local and international artists in Skegness and Mablethorpe. Later in the year SO Festival secured its place as a National Portfolio Organisation (NPO) for the third time running, along with a significant funding increase. This will enable us to further democratize the festival through developing and expanding our support for the sector, and delivering ambitious and accessible arts and cultural activities for East Lindsey.

The Community and Lifestyle teams continue to grow and offer successful free programmes for our communities to engage with and enjoy. Our 'School's Out' programme saw 1,700 children in the school holidays participate in a variety of activities across 8 locations in the district. Whilst our Holiday Activity & Food (HAF) programme enabled 1,000 young people to have access to free hot meals and join in with physical activities, across 3 locations (Louth, Skegness and Mablethorpe). Alongside this, our Ageless and Agile participant numbers continued to grow to 143 participants, whilst our Community Team offered an increasingly wide-ranging variety of free activities within some of the more rural / isolated communities that do not routinely have access to any leisure facilities.

Our employees continue to figure at the heart of Magna Vitae as we strive for personal and professional growth, with many exciting opportunities arising over the year enabling development for both staff and our wider community partners. In the spirit of our DNA and 'Always Learning' we have offered placements for work experience across the company and apprenticeship opportunities in Leisure and Hospitality through our blossoming partnership with Lincoln College. There has also been an array of training opportunities offered within Magna Vitae including the 'Skill Builder Programme' funded by Coastal Communities, that resulted in 9 of the 35 enrolled students gaining employment with Magna Vitae. Furthermore, the successful application for "Multiply" funding (£10,000) from Lincolnshire County Council will be used to enrol 'Multiply Champions' within the workforce to assist colleagues and wider family/friends with mathematical needs that apply to daily life. Professional CPD Masterclasses also took place on all four themes connected to our core corporate values; on the theme of 'In this Together' a Masterclass was held by International Rugby Union player, Chris Wyles, on his career and learnings regards the importance of teamwork.

The success over the last 12 months has been an incredible achievement and continues to demonstrate the hard work, dedication and commitment of every single Magna Vitae staff member, as well as the extraordinary support from our ever-growing number of loyal customers. We are all in this together, and look forward to embracing the constant change and exciting developments planned for the next 12 months and beyond as we all contribute and strive to enable as many people as possible to *"live great lives"*.

Thank you!

# Physical Activity Opportunities

## Meridian Leisure Centre

Fitness member numbers reach a high of **2092**, an increase of 43% over the year.

The Learn to Swim programme continues to grow ending at **1124**, an increase of 13% over the year.

The Gymnastics programme grows to **265**, an increase of 28% over the year.

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

Magna Vitae Gymnastics Club were named Club of the Year finalist in the British Gymnastics Awards 2023 for the under 250 members category.

Girls Active Inspiration day saw over **160** girls take part in activities.



## Skegness Pool & Fitness Suite

Fitness member numbers reach a high of **603**, an increase of 18% over the year.

The Learn to Swim programme continues to grow ending at **450**, an increase of 4% over the year.

Outdoor Pool was open throughout the Summer, seeing over **£83,442** from casual swims - seeing the highest income generated to date.





## Horncastle Pool & Fitness Suite

Fitness member numbers reach a high of **764**, an increase of 34% over the year.

The Learn to Swim programme continues to grow ending at **410**, an increase of 10% over the year.

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



## Station Sports Centre

Fitness member numbers reach a high of **420**, an increase of 34% over the year.

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.



## Altitude44, Skegness

Altitude44 saw **1063** climbs between July and September.

## London Road Pavilion

The Pavilion saw over 50 teams, leagues and organisations train and participate in competitive football, cricket and hockey on a weekly basis throughout the year. The site also hosted a number of multi-school sport competitions across the academic year. Furthermore 2022 was the 200th anniversary of Louth Cricket Club, and the venue played host to a week-long cricket festival as well as the now annual Outfields Festival.

## 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**'.



## Booster Swimming Lessons

**Over 410** children took part in Booster Swimming Lessons during half terms and holidays, with **89** taking part in additional workshops across the year.

---

## National Pool Lifeguard Qualification

**20** candidates took part and passed their NPLQ\* course with Magna Vitae this year.

---



## National Fitness Day

National Fitness Day saw the launch of our September Fitness Campaign - a sales and retention campaign

**255** competition leads from National Fitness Day in September.\*\*

---

**NATIONAL  
FITNESS  
DAY**

## Holiday Activity and Food Programme

Our Holiday Activity and Food Programme took place over the Easter Holidays, Summer Holidays and Christmas Holidays through the year. All children were offered a hot meal.

**1,194** Children Participated

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

**3** Locations

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

**34** days of delivery

\*NPLQ - National Pool Lifeguard Qualification - a course to qualify individuals to become lifeguards.

\*\*National Fitness Day - Wednesday 21st September - A day for raising awareness of the importance to lead healthier lifestyles through being physically active.



# Health Improvement

## One You Lincolnshire

**603** individuals were assessed on the One You Lincolnshire Exercise on Prescription programme, across the year. Across all venues:

**26.9%** have achieved the health outcome of **150** minutes per week of 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*)

-----

## Ageless & Agile

To further support those on Exercise on Prescription, we now deliver 'Ageless & Agile' which offers weekly drop in sessions for members and those on the Exercise on Prescription programme.

Participants are able to access health walks, nutritional advice, social coffee and natter and information on many other health & wellbeing topics, which is available at the Magna Vitae leisure venues. The Ageless and Agile sessions started week commencing 20th June and have been running weekly at our leisure venues.

**4**

Locations

**143**

Participants

In Louth, the Louth Rotary Club donated £500 to help keep the Sporting Memories programme running.

Magna Vitae have also been successful in securing funding from the Mental Health and Wellbeing Community Investment Sustainability Fund to further support the development of the Ageless and Agile project. This will provide £56,000 funding over 3 years securing the project until 31st March 2026.

## Warm Spaces

To support our residents **8** Warm Spaces were created across the Magna Vitae leisure venues, providing a safe spaces with respect, dignity and warmth.

The spaces offered places where local residents can come together to stay warm and enjoy a cup of tea and a biscuit.



---

## 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.

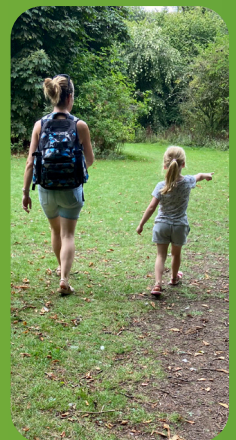


---

## 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.





## School's Out Programme

Throughout the year the team delivered numerous programmes across Alford, Binbrook, Coningsby, Horncastle, North Somercotes, Spilsby, Wainfleet and Wragby.

Delivery included Football, Multi Skills, Dance, Sports Day, Street Dance, Athletics, Dodgeball, Cricket and other non-sport related games such as Bulldog and Tag. As well as the activities, there were day trips out to ventures like Ascend Climbing, Jump Warriors and Altitude44 in Skegness.

The activity programme saw more family orientated activities like Fairy Doors, Dance Free and Family Walking Groups added over the course of the year.



8 Locations

1,682 Participants



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.

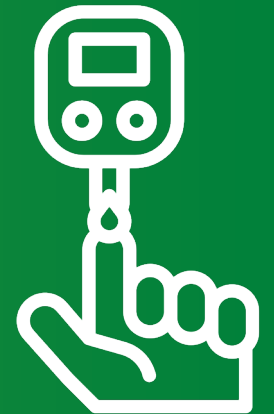
---

## Diabetes Drop Ins

In June 2022, the team delivered on Diabetes drop in sessions during Diabetes Awareness Week. Some of these were brief chats but each still had the engagement and raised the awareness.

4 Sessions

45 Participants



# Creative & Cultural Opportunities

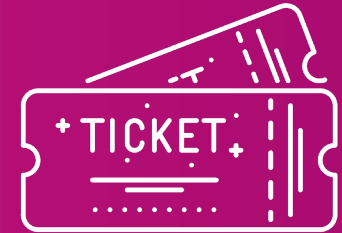
## Embassy Theatre

**112** Number of Live Performances

**54** VIP Experience Events

**22** Screened Events

**58** Other Events



**66,281** Attended

A sold-out crowd for the much anticipated performance of Strictly Come Dancing champion Giovanni Pernice.

The opportunity to showcase our magnificent venue to delegates from Arts Council England as well as provide them with a taste of the East Coast was also delivered with very positive feedback received.

The Elvis World Tour was a wonderful coup, as the Embassy was one of only eight to be selected for a UK tour.

The relentless pace of August kept everyone on their toes with near daily activity – Megalam Wrestling, a fantastic summer season spectacular courtesy of Stage Struck from the Janice Sutton Theatre School and screenings too, ensuring that every taste and budget was covered.

The weekends were pretty special too, with magnificent live shows paying tribute to iconic performers – from the nostalgic homage to The Hollies and The Searchers, to the blockbuster moves of Michael Jackson, Freddie Mercury and Tina Turner.







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

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



During February and March, The Embassy Theatre showcased 6 weeks of inOrbit, a unique artwork installation 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.

**5564** People visited Gaia

**4893** People visited Museum of the moon

**4333** People visited Mars

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 2022



## FESTIVAL HIGHLIGHTS



### Local Economic Impact



£579,200

Economic Activity generated over the event.



£19k on Hotels

In Mablethorpe & Skegness accommodation with 218 overnight stays for artists & staff



Local Venue Hire

Local venues used in Mablethorpe & Skegness for artist rehearsals and workshops



Collaboration

Shared marketing resource with local companies and in-kind support



£2.7k on Taxis

Local taxi firms used for airport transfers for international artists



Supporting Local Business

Local printers used for marketing materials e.g. programme boards



£2.7k for Per Diems

Given to performers to spend at local food outlets

### 2022 Partners and Supporters



# SO Festival 2023

## National Portfolio Organisation (NPO)

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

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

---

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.



---

## Audio Tales

An immersive audio trail around East Lindsey, inviting audiences to explore the county, scanning QR codes to discover original pieces of writing about the district. Audio Tales launched in April 2022, and has a positive response since. We have recently collaborated with the Lincolnshire Libraries network who have taken the maps out on their mobile deliveries.

Skegness Standard attend the launch event and have published an article about the project.



# Highlights

## Meridian Leisure Centre Gym Refurbishment:



In May 2022, Meridian Leisure Centre underwent a **£300,000** refurbishment investment in the fitness suite, now hosting state-of-the-art 'Life Fitness' equipment across the two-floor space, with a new functional area.

The new equipment includes the world's best treadmills, upright bikes, and power mill climbers with 25 different speeds for those who prefer a more intense workout. New 'Life Fitness' and 'Jordan Fitness' resistance and free weight items, as well as a signature multi jungle series and synergy unit, allowing individuals to customise workouts like never before.

The state-of-the-art cardio equipment boosts vivid high-defined screens with tv, streaming and internet capability, allowing you to watch the latest interactive apps like 'Netflix' and 'YouTube'. You can also keep track of your progress and workouts by downloading the 'LFConnect' app and scanning the QR codes during your sessions.

The much-anticipated works saw new flooring, mirrors, and improved decoration to enhance the entire fitness experience.

---

## Sauna & Steam Room Refurbishment:

In December 2022, Meridian Leisure Centre's Sauna and Steam Room underwent a **£65,000** transformation, which saw a complete redesign of the area. The latest investment saw new flooring, tiling, benches and paintwork to the current sauna and steam room facility – helping to improve the ability to retain heat, providing a positive efficiency saving to the venue.





## Holiday Activity & Food Programme:



The Holiday Activities and Food programme (HAF) is a Government funded programme that provides school children who receive benefits-related free school meals in Lincolnshire access to free healthy meals and activities over the Summer, Christmas and Easter holidays. The HAF programme is designed to ensure children and young people are reaching physical activity guidelines, developing and consolidating new and existing skills and knowledge, have access to nutritious food and to improve their understanding and awareness of food and nutrition education with their families.

In the Summer holidays, Meridian Leisure Centre organised and delivered the HAF programme for 16 days between the dates of 1st – 25th August 2022. Each day ran for four hours, which consisted of enrichment activities, physical activities, nutritional education, a warm lunch, and food education for families and parents.

The community team helped to support the nutritional element of the programme, helping children to use their sense to try new foods, telling them that they don't have to like it and that they don't have to try it. This helped to encourage children to try new foods. Children were able to take home new recipes of foods that they had tried to share with their families.

**630** children attended

---

## 182 children enjoy FREE swimming lessons

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

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



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

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

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

# Testimonials & Reviews

## Leisure Venues

### **Meridian Leisure Centre**

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

*"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!"*

*"Not only has the money been reinvested in updated new machines.. but on a recent survey the feedback and time taken to reply was better than any other gym I have been with. Shows the feedback care to the customer and is not treat as a tick box exercise. Credit all round to magna vitae staff and management."*

*"Very friendly staff, who are extremely knowledgeable, patient and understanding. Lots of different activities available for all ages and abilities."*

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

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

*"Friendly helpful staff. Safe environment. Relaxed atmosphere. Good price for membership. Parking next to venue. Easy booking on line. Just brilliant."*

*"Friendly helpful staff. Safe environment. Relaxed atmosphere. Good price for membership. Parking next to venue. Easy booking on line. Just brilliant."*

### **Station Sports Centre**

*"It is a very friendly place to go to and meet people it is very clean and hygienic I enjoy going to the gym there is also other activities you can do too I would recommend giving the sports centre a visit"*

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

*"The staff are nice and helpful friendly and always there to help if you need it."*



# Testimonials & Reviews

## **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."*

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

*"Friendly staff, great value for money, lots of different classes, great pool."*

## **Embassy Theatre**

*"I come on numerous visits and enjoy it every time. I live 50 miles away but it's well worth the journey."*

*"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*

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

*"The show was excellent, lots of laughs with Jimmy Carr, friendly staff, plenty of choice for drinks n snacks, overall excellent experience."*

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

## **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!'"*

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

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





# 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 in 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

## Participation within our Leisure Venues

Over the last year the participation of all our venues including Meridian Leisure Centre, Station Sports Centre, Horncastle Pool &

Fitness Suite, Skegness Pool & Fitness Suite and London Road Pavilion totals **601,779**.

# Digital Analytics Summary



## Social Media Analytics Summary

We have seen some great improvements with engagement across our social media channels over the year! Here is a summary of some of the analytics we monitor regularly (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*):

Facebook, Instagram & Twitter Followers: **60,114**

Facebook, Instagram & Twitter Engagement: **51,958**

Facebook, Instagram & Twitter Reach: **3,574,085**

## Website Analytics Summary

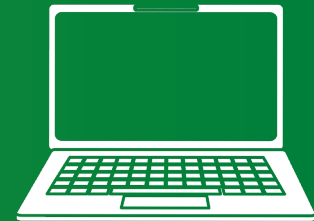
Over the last year there has been an increase in the visits to the websites (*magnavitae.org, sofestival.org, embassytheatre.co.uk and altitude44.co.uk*)

Here is a summary of some of the analytics we monitor regularly:

Total number of unique page views **1,686,996**

Total number of unique users **485,057**

Average length of time on a page **2min 5secs**



## Mobile App Analytics Summary

We have seen a constant increase in the number of people viewing the Magna Vitae app regularly and downloading the app to their phone. Here is a summary of some of the analytics we monitor regularly:

**9,828** downloads of the app in the last 12 months, taking the total to **18,498**. An average of **27** 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

# Employment, Training & Development

## Employability Programme to grow

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

The programme, which commenced just over a year ago, has seen 35 participants improve and develop their skills over a 12-week period, leading to 9 being in full time employment. The programme supports people with mental health challenges, social anxiety, or those out of work, who are looking to develop skill sets. Our employees keep in contact with the participants throughout their journey and offering support and help when required. The team help participants complete application forms and prepare for interviews as part of the programme.



---

## 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.





# finance

The table below shows the headline income and expenditure for 2022/23 compared to 2021/22 – excluding the pension liability.

	31 March 2023	31 March 2022
<b>Income</b>		
Service Fee (ELDC)	1,523,308	1,527,732
Fees & Charges	410,269	257,575
Grant Income	250,525	1,013,725
Gym Membership	1,075,096	704,162
Hire Fees	261,847	234,769
Other Income	577,612	352,647
Pool Admissions	429,281	315,637
Rental Income	57,265	17,097
Show Income	972,124	535,026
Swimming Lessons	680,254	492,236
<b>Total Income</b>	<b>6,237,581</b>	<b>5,450,606</b>
<b>Expenditure</b>		
Depreciation	-53,731	-67,643
Employees	-2,877,502	-2,542,949
Premises	-855,693	-638,646
Supplies & Services	-1,983,994	-1,548,339
Transport	-35,034	-41,814
Support Services	-39,493	-34,550
<b>Total Expenditure</b>	<b>-5,845,447</b>	<b>-4,873,941</b>
<b>Surplus</b>	<b>392,134</b>	<b>576,665</b>

# Magna Vitae's DNA

Our Vision is to improve the wellbeing of our community, enabling people to live great lives.

Our Mission is to clearly demonstrate proactive and innovative leadership, that will generate positive changes in the areas of social and economic inequality. We are committed to empower local people by reaching out with humanity and compassion.

Our Values - We are in this *together*; we embrace *change*; we are *always learning* and we *celebrate difference*.



## In This Together

The team comes first. Everyone in our team has a voice and a place. We are a truly cohesive unit that routinely shows togetherness, has a positive drive, ambition and holds each other accountable. We believe that we are stronger together and that together, we can lead the way.



## 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.



## 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.



## 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 collective intelligence of our team. We seek to understand and respect each other's perspective, views and opinions and thereby maximise our creative potential.