



Magna Vitae

Q3 Performance Review

October - December 2024

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!

Magna Vitae maintained its strong performance in Quarter 3, October to December 2024, consistently delivering exceptional service to our expanding community of customers and members across East Lindsey. Here are some highlights from this quarter!

The Embassy Theatre saw **19,852** patrons attend **49** live performances across the last quarter. The annual Pantomime performance “Dick Whittington” ticket income hit **£102,000** and an increase in secondary spend to **£4.20** per person. It is great to see that the audience donations have once again enabled **140** students and young carers to enjoy the performance.

The development of the Culture House is progressing steadily. The two new extensions (North & South) were built and almost fully watertight at Christmas. The development is on track to be completed in April 2025.

The SO Festival team hosted their first Creative Careers Week event at The Embassy Theatre in November. Over **60** participants from local schools and creative freelancers aged **16-25** attended and the event provided opportunity for them to engage, network, and collaborate.

The Community Team successfully staged the School’s Out programme during October Half Term, engaging **164** participants from the East Lindsey area in local activities. Participants enjoyed trips to the Station Leisure & Learning Centre in Mablethorpe, where they took part in MagnaTag and swimming.

We are winners! Ageless and Agile were recognised as winners of the ‘**Impact on Health**’ award at the Active Lincolnshire Physical Activity Awards 2024 in Lincoln in November. This is another testament to the team’s hard work and dedication. **Well Done!**

Our leisure venues experienced a high volume of visitors in the lead up to Christmas. In December, Meridian Leisure Centre, Skegness Pool & Fitness Suite, and Horncastle Pool & Fitness Suite all had de-stratification fans installed, alongside other planned annual maintenance. While some venues were closed longer than usual, we effectively communicated the reasons for the closures to our users and members, which really helped minimise negative customer feedback.

At the end of December, the marketing team launched the updated and developed Magna Vitae mobile app which provided digital enhancement, the opportunity to link with other members and the opportunity to gain badges – greatly received so far by our customers.

The Board of Trustees and Senior Leadership Team would like to express their sincere appreciation for the outstanding dedication and hard work of all staff in delivering exceptional service, customer care, and satisfaction across our venues, service areas, and projects. A huge thank you to everyone!

Thank you!

Embassy Theatre



Over the last Quarter The Embassy Theatre's annual Pantomime took place throughout December. Other events included Russell Kane, Fairytale of New York, Queenz, and A Star is Born.

This Christmas audience donations enabled the following groups of people to enjoy the Pantomime:

22 Young Carers

76 Students from Skegness Junior Academy

42 Drama Students from Skegness Academy



"The grandchildren loved it, Great Grandad loved it we all loved it and thought it was brilliant. Loved the dancers from local dance schools. Great that the young students are getting a fantastic opportunity for their portfolios."

19,852 Attended

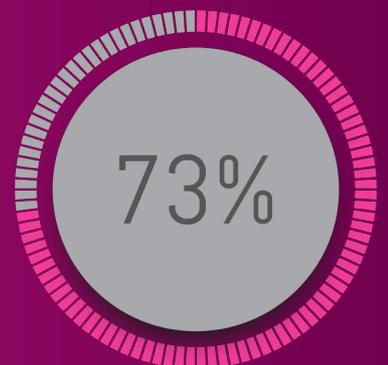
NPS for this Quarter is:

49 Live Performances

9 VIP Experience Events

15 Other Events

£4.20 Average Secondary Spend per person during their visit



SO Festival

Creative Meet-Up for Marketers

The last Creative Meet-Up for Marketers was held in the scenic setting of HUB in Sleaford. The meeting started with a problem-solving session, where members brought their problems and questions, and we aimed to use our experience and knowledge to provide solutions. In this session, we looked at the post-COVID problem of event bookings being left to the last minute, creating websites on a small budget, and the barriers to engaging with hard-to-reach groups of children, young people, and schools. This was followed by a presentation and Q & A session on Digital Accessibility by Roberta Beattie of the Digital Culture Network.



Insights & Bites Networking

Kieran, our Creative Producer, attended the Insights & Bites Networking session led by Identity Agency at the wonderful Think Tank in Lincoln. The event started with three presentations surrounding work-life balance for going into 2025 by Thomas Atkins, Laura Whitehead, and Mark Pitfield. It enabled us to make connections with businesses that are not necessarily connect by the creative ecology for us to increase our profile and our standing.

Hannah and Kieran Visited CLIP, Mablethorpe

SO Festival's Community Producer Hannah, and Kieran met with a group of students at CLIP (Community Learning In Partnership) in Mablethorpe to talk to them about Creative Careers and also to learn what activities take place around Mablethorpe for young people, and what they'd like to see at SO Festival. The meeting was used to discuss what young people would like to see at the festival and to help inform choices for some of the activities in the Activity Zone at SO Festival 2025.

15 Students attended

Community Programming Team input into the SO Festival 2025 programme

In early November, Hannah and Matthew met with five members of the Community Programming Team (CPT) to look through the 'Long List' of artists for SO Festival 2025. They watched videos of the artists and discussed and rated them in relation to SO Festival Programme for 2025. The CPT represents our local communities and provides valuable input into the shortlisting of artists to include the acts they enjoy.

Creative Careers Programme – Creative Careers Week

Scarlet Hall, our Assistant Producer, and Matthew Archer hosted a Creative Careers Week event at The Embassy Theatre. The event welcomed high school students and freelancers aged 16-25 from East Lindsey to join in networking and collaborative workshops, offering valuable advice and insights into creative career pathways.

Participants had the opportunity to participate in an industry speaker panel, where professionals shared their personal journeys and educational experiences within their chosen creative sectors. Attendees formed small groups to ask industry experts direct questions about their fields. This interactive approach provided a deeper understanding of the diverse opportunities within the creative industries.

The event concluded with group discussions where participants were encouraged to map out their career aspirations for the next five years.

The event hosted **61** students, industry professionals and Freelancers in total.

Participation In-Venue

Meridian Leisure Centre...

2542 Fitness Members.

969 Children enrolled on our Learn to Swim Programme.

289 Children enrolled on our Gymnastics Programme.



Skegness Pool & Fitness Suite...

741 Fitness Members.

329 Children enrolled on our Learn to Swim Programme.



Horncastle Pool & Fitness Suite...

856 Fitness Members.

356 Children enrolled on our Learn to Swim Programme.



Station Leisure & Learning Centre...

1508 Fitness Members

133 Children enrolled on our Learn to Swim Programme.

One You Lincolnshire

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

29% of referrals are continuing with, and making the most of, the marvellous Magna Vitae membership.



Testimonials

"The staff are super friendly! It's a really welcoming environment with great facilities - it's great to have a swimming pool locally!" (Station Leisure & Learning Centre)

"Love the Horncastle pool regularly use it for swimming and aquacise. The staff are lovely, friendly and helpful." (Horncastle Pool & Fitness Suite)

"I attend the leisure centre 3- 4 times a week for a swim, I attend as many classes as I can and I've recently started going to the gym. Staff very friendly and helpful and the overall experience is excellent." (Meridian Leisure Centre)

"Easy to book. Gym well equipped. Everywhere clean and great staff." (Skegness Pool & Fitness Suite)

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: **44** Our NPS Score: **64**

Holiday Activity and Food Programme

This quarter saw the Holiday Activity and Food Programme deliver sessions in Mablethorpe, Louth and Skegness. As part of the programme the sessions included children and young people achieving swimming badges and certificates. Sessions included a SEND Stay and Play programme, Teen Programme at Meridian Leisure Centre as well as the normal HAF delivery.

376 Spaces utilised across the programmes

12 Delivery days across all venues

80 Delivery hours

Training and Development

11 employees from across Magna Vitae completed their mental health first aid course, qualifying them to become 'Mental Health First Aiders'. They are now equipped to support customers within our venues and colleagues in the workplace.

6 people passed their National Pool Lifeguard Qualification (NPLQ) in October half term.



Ageless & Agile

Ageless & Agile sessions are accessible for adults who may suffer with health conditions, want advice on improving health and wellbeing, to meet new people and be social or try new hobbies including nostalgic games, quizzes, seated exercises and games like boccia.

The highlight for this quarter for the Ageless & Agile project came through the recognition received from winning the **Active Lincolnshire Physical Activity Awards 2024 Impact on Health Award**. This award recognises a programme or approach to physical activity that has improved the health and wellbeing of participants in Lincolnshire. This includes both physical and mental health. After the event, the trophy was taken around the four Ageless & Agile groups. The participants were really pleased to see it and realised they were all part of the win.



The project continues to grow with **8** new participants joining the groups this quarter.

With the total number of **87** people attending the project since April 1st, 2024.
(annual target for Shine, the funder is 70).

Aspire to be...

The 'Aspire to be' programme continues to motivate, support, and provide training for individuals. It also provides opportunities to improve physical and mental wellbeing with a view to individuals being able and ready to join the wider workforce.

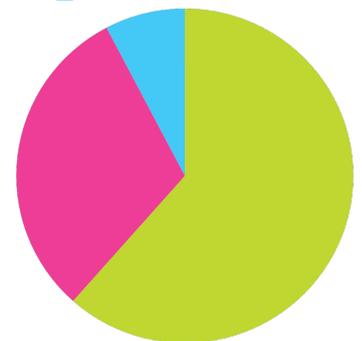
This quarter, the programme has seen an increased uptake due to links with the Department for Working Pensions Job Centre Plus.

56 individuals have now engaged with Aspire to Be...

23 individuals have attended training courses, either online or face-to-face

23 individuals have now gained employment

■ National Pool Lifeguard Qualification (8)
■ Level 1 Swim Teacher Qualification (4)
■ Level 2 Fitness Qualification (1)



In Partnership with:

In-Community

School's Out Programme

13 activity sessions across East Lindsey

5 days

Throughout the October Half Term, Magna Vitae's Community Team delivered free multi-sports camps for children aged 5 to 16 across the East Lindsey District.



The team targeted high-level coaching in Alford, Binbrook, North Somercotes, Spilsby and Wragby. They also organised an exciting trip to Station Leisure & Learning Centre in Mablethorpe for children in Coningsby, Spilsby, and Wainfleet.

Sessions included a Gymnastics Camp, a Futsal Camp, a Football Camp, a Netball Camp, a Multi-Skills Camp, Swimming, and MagnaTag.

164 Participants



Community Activities

The team continues to support the Wellbeing Walks in partnership with Lincolnshire Co-op in Louth on Tuesdays and Binbrook and Wragby on Wednesdays.

BootCamp for 12-16 years has started during this quarter, as has Couch to 5K. The aim of Couch to 5K is to turn into a running club targeted at 16 year old and older. Both sessions take place at Luke Walmsley Pavilion on Monday evenings.

Body Conditioning and Core & Stretch sessions have recommenced this quarter, with good attendance for far.

Magna Vitae: We are Winners!

We are thrilled to celebrate our winners at Active Lincolnshire's Sport & Physical Activity Awards 2024!

On Thursday, November 7th, the Lincolnshire sports community came together at the Engine Shed in Lincoln for a memorable 20th-anniversary ceremony. Around **300** guests gathered to honour **33** incredible finalists who have shown exceptional dedication to promoting physical activity and health in our communities.

This year, we are proud to announce **Ruby Fox**, our dedicated Gymnastics and School's Out coach, as the winner of the **Active Achievement Award**. Ruby's passion for sports and her inspiring work with young athletes have made a lasting impact, and this well deserved recognition celebrates her incredible commitment.



Our **Ageless & Agile** programme also received the **Impact on Health Award**, marking a significant achievement for our team's efforts to support community health and wellbeing. This programme has made a meaningful difference, empowering people of all ages to stay active and engaged.

The evening was expertly hosted by Grantham-born World Champion and Olympic swimmer Freya Colbert alongside BBC Lincolnshire's sports journalist Rob Makepeace. In addition to the inspiring stories of the finalists, guests enjoyed performances from a range of local talents, including Royal Vulcan's Cheer and Dance, Unify Dance group, and the Conroy Irish Dance Academy, adding extra sparkle to this unforgettable celebration.



Congratulations again to all our winners and finalists—your work makes Lincolnshire a stronger, healthier, and more active community! We are proud to be a part of that.

Magna Vitae: Awards Evenings

East Lindsey Community Ambassador Awards 2024

On Thursday 7th November, the East Lindsey community gathered at the Petwood Hotel in Woodhall Spa to celebrate the inaugural Community Ambassador Awards. The inspiring evening recognised individuals and groups making a real difference across the following categories: Outstanding Achievement, Group Champion, Individual Champion, and Youth Champion.

Magna Vitae was proud to **sponsor** the **Youth Champion Award**, which was won by the incredible Summer Willetts—a true inspiration to all! Since the young age of eight, Summer has raised over **£42,000** for charities in her hometown of Skegness. Her dedication to giving back and her passion for making people smile are truly inspiring!



We'd also like to recognise our fantastic School's Out Sports Coaches, **Ella, Libby, and Ruby** (who couldn't attend as she was at the Active Lincolnshire Awards). Their dedication to young athletes is unmatched, and while they didn't take home the award, their commitment to youth sports shined through.

Thank you to everyone involved in making this a remarkable celebration of our community champions.

Seriously Social Awards 2024

Magna Vitae Trust for Leisure & Culture was proud to have been shortlisted for the **People Above Profit** category at the inaugural **Community Leisure UK Seriously Social Awards 2024**. This recognition celebrated the inspiring journey of Paul, a longstanding member of **Skegness Pool & Fitness Suite**, whose story we recently shared across our website and social media channels. Paul's resilience and commitment to personal growth have touched many in our community and highlight the impact of supportive leisure spaces.

The **Seriously Social Awards** honoured the significant social value community leisure trusts like ours. As a Trust, we are fortunate to capture and share stories that showcase the positive changes happening daily in our venues. Paul's story was particularly meaningful to us because he exemplifies what it means to be an active, valued member of our community.



Additionality & Impact

Magna Vitae's long-term contracted partnership with East Lindsey District Council (ELDC) delivers significant 'additional' impact through the 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
- Fundraising leveraging external investment into the district from a diverse portfolio of funders.

Service Fee: £1.74m (24/25)

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:

£2.31m of additional funding and investment, secured from 12 different funders, to deliver programmes to support the health and wellbeing needs of our communities.

Confirmed	Funder	Date	Amount
SO Festival NPO	Arts Council England	November 2022	£962,000
Ageless & Agile	Shine	April 2023	£56,250
Aspire to be...	Theddlethorpe GDF	September 2023	£230,000
Exercise Referral	OneYou	July 2023	£25,552
Holiday Activity & Food (HAF) programme	LCC	December 2024	£84,000
International People's College (IPC)	UK Shared Prosperity Fund	September 2023	£109,436
Swimming Pool Support Fund	Sport England	March 2024	£591,173
Meridian Leisure Centre	National Lottery Community Fund	July 2023	£10,000
Spilsby Recreation Ground & Pavilion	UKSPF Grassroots	May 2024	£24,000
Spilsby Recreation Ground & Pavilion	Football Foundation	June 2024	£214,000
Wolds Community Activity Group	Brookenby Community Land Trust LTD	April 2024	£7,500
Multiply Grant	LCC	November 2024	£6,000

£2,319,911

**£2.31m includes all live revenue projects and capital funding secured over the last 12 months.*

Impact:

Ageless & Agile

Sessions run each week in Louth, Mablethorpe, Skegness and Horncastle and are catered towards older people who 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”.

Aspire to Be

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

Exercise Referral

Funding to provide a personal exercise programme for anyone with a medical condition who would benefit from a more active lifestyle. Six hundred 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. For children aged 5-16 years.

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.

International Peoples College

Offers personal growth and skill development through Danish Folk High School education. IPC provides a unique educational experience focused on life goals, enhancing personal and professional development for participants.

Swimming Pool Support Fund

Funding investment to support Meridian Leisure Centre in implementing sustainable energy efficient infrastructure, reducing operational costs and carbon emissions.

Spilsby Recreation Ground & Pavilion

The Football Foundation has awarded £214,000 towards the PlayZone. The project is due to be installed in early November and due for completion on November 27th.

Wolds Community Activity Group (WCAG)

WCAG is using the funding towards the outdoor gym equipment in Binbrook and Brookenby and to purchase table tennis tables.

Multiply Grant

To create opportunities for adults to develop numeracy skills to improve employment prospects and life chances.

Moving Communities and Social Value

The Social Value

The Social Value Calculator (SVC), allows leisure operators 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:

£6,595,147

This includes:

£1,416,599 - Physical & Mental Health;

£3,516,274 - Subjective Wellbeing;

£55,055 - Individual Development;

£1,606,927 - Social & Community Development;



Participation within our Leisure Venues

Over the last quarter the venues have seen a total participation of **160,465**



Marketing Campaign

November is a crucial month for driving sales in the health and fitness industry, highlighted by Black Friday on the final Friday of the month.

In 2024, we launched a marketing campaign to boost sales by offering discounted annual memberships throughout November. This campaign helps us to maintain and retain our current users as well as attracting new members.

This promotion provided both loyal members and newcomers with an opportunity to secure significant savings.

Our annual membership offers give members full, unlimited access to all our fitness and wellbeing facilities such as unlimited gym access, fitness classes, swimming pool access and much more.



Read more on Black Friday here!

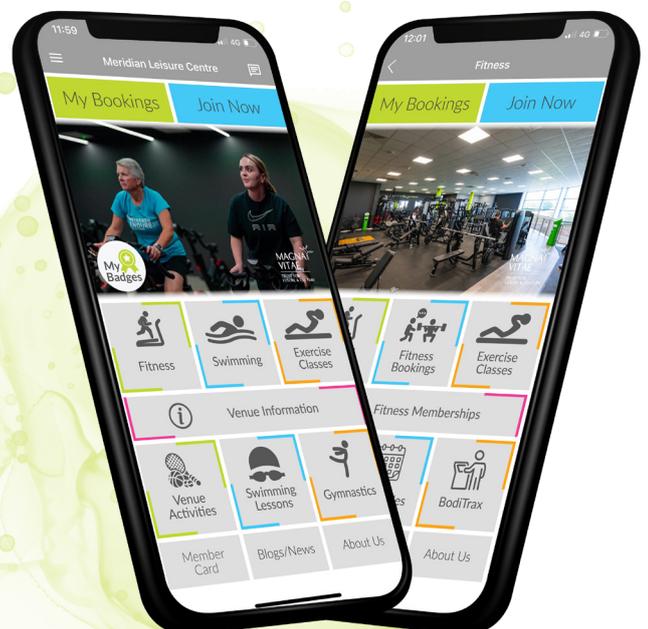
Mobile App Launch

Introducing Our New-Look App!

Alongside our redesigned website, we're thrilled to unveil a refreshed version of our app! We've reimagined every detail, making it easier, more intuitive, and more rewarding to stay connected, engaged, and organised.

Explore the exciting new features designed with you in mind!

- Fresh Look, Easy Navigation
- Booking Reminders
- Booking for Multiply Members
- Gamification & Badges
- Streamlined Experience



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 and Instagram:

- **Followers** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **59,159**
- **Engagement** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **17,480**
- **Reach** (*Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival*): **657,007**

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 **360,908**
- Total number of unique users **67,593**

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:

- **1,602** downloads of the Magna Vitae app within the last three months, taking the total to **33,838** with an average of **18** downloads per day
- **6,001** active users on average per month over the last quarter.



Magna Vitae's DNA

and Corporate Strategy



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.

Ageless & Agile recently organised a unique and engaging archery session with the Louth and District Archery Club, providing a fresh activity we knew participants would enjoy! Rick Smith from the club helped us set up the event, and we decided an indoor session with safe, soft archery would be best for everyone. We could even include some “real” archery, giving participants a taste of traditional archery too!

Initially, we'd thought about hosting it outdoors over the Summer, but we realised an indoor location was a safer, more comfortable option. With everything set up in the sports hall, Rick and his colleague carefully guided the participants through each step: *holding the bow, loading the arrow and aiming safely.*



We had a great group from our Louth Ageless & Agile session, including three participants in their eighties and one in their nineties! Rick and his team were incredibly supportive, ensuring everyone had the help they needed to participate. They provided lightweight bows for those who needed them and made adjustments for wheelchair users, so everyone could join in.

Each person received individual guidance, making the experience fun and approachable. Seeing the group's excitement and focus was wonderful as they practiced aiming and shooting at the targets. The participants surprised themselves—and us—with their accuracy!

Marko Humphreys, Nutrition Consultant at Magna Vitae, who helps deliver the programme comments,

“At our Ageless & Agile sessions, we think it's important that we keep trying new things and learning, especially as this is one of the five areas of mental wellbeing. Having a go at the archery also seemed to boost their confidence and got participants talking to each other more. It showed that whatever our age is, it doesn't matter as we can still take part and have a go and learn something new.”



This archery event joins a list of inclusive, accessible activities we've offered, including tennis and bowls, and we're excited to keep bringing the community more opportunities to stay active, social, and engaged.

At Ageless & Agile, we're here to show that age is never a barrier to learning and having fun together!

