



# Magna Vitae

Annual Report  
April 2023-March 2024

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# Introduction

Executive Directors

[Aeneas Richardson](#) & [James Brindle](#)



From April 2023 to March 2024, Magna Vitae continued to provide outstanding service to our members, partners and communities throughout East Lindsey and the surrounding area.

From a business perspective, 2023-24 has delivered very positive performance for the charity, further cementing our foundations of continued success. Whilst the cost-of-living crisis continues to pose challenges for our operations and customers going forward, the Trust finished the year very strongly and presently finds itself in a significantly 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. Out of venue, the “Schools Out” and “Holiday Activity & Food (HAF)” programme continue to offer an array of physical activity, nutritional information and healthy food to children in the school holidays. For adults, the Community Team continue to offer “Wellbeing Walks” and “Ageless & Agile” sessions across four (4) sites in East Lindsey.



Our Leisure operations have seen continued growth throughout the year with record breaking business performance regards our fitness membership and gymnastic club. Our venue staff have continued to excel during recent QUEST audits; demonstrating their hard work, dedication and commitment to providing quality wellbeing services at all of our leisure venues. Horncastle Fitness Suite & Swimming Pool maintained its accreditation of “Very Good” and achieved “The Exercise Referral Standard”, confirming consistent delivery of our high-quality operating standard. 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 venues’ 14-year history that this banding has been awarded.

The Embassy Theatre has had an extraordinary year, with eight sell-out shows of the West End production SIX the Musical. This touring show encompassed the largest technical build in the buildings’ history and also delivered the highest ever recorded box office receipts and customer satisfaction. Excitement continues to build with regard to the proposed £1.4 million “Town Fund” Culture House Development, with completion now anticipated in May 2025.

SO Festival 2023 embraced its new community centered, democratic focus, with the event moving from its traditional slot in August to June, to accommodate and benefit the local residential community. Highlights included some excellent, strategic cultural workshops, mesmerizing performances, captivating music and breathtaking art installations.

2023 brought exciting cultural news for Skegness as Magna Vitae partnered with the Royal Shakespeare Company (RSC). The partnership will benefit our local communities for generations, by using arts and culture as a positive tool to boost health and well-being, alongside learning and employment opportunities within the district.

People Power Partnership (PPP), the international street theatre project, headed to Grimsby in July. Magna Vitae is the only UK partner, in this European collaboration of 11 countries where young people develop performances that are unique to each place. Magna Vitae partnered with the North East Lincolnshire, as part of their Cultural Development Fund, and performances took place in the heart of Grimsby's East Marsh, to 2 sold out nights of extraordinary, bespoke and accessible cultural entertainment.

The long-awaited development of the new Station Leisure & Learning Centre in Mablethorpe is now nearing practical completion, with doors expected to open to the general public in mid-July 2024. Excitement is building in the town, a local catering partner has now been confirmed and activities/training is underway in readiness for opening day!

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 what the next 12 months brings. We all continue to 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 **2367** with an increase of 13% over the year.

The Learn to Swim programme remains strong with **1074** people learning to swim with us.

The Gymnastics programme grows to **300** with an increase of 13% over the year.

A free water safety campaign took place during Drowning Prevention Week in June.

Over **100** children took part in gymnastics based workshops and sessions during the Easter Holidays and May Half Term.



## Skegness Pool & Fitness Suite

Fitness member numbers reach a high of **801** with an increase of 33% over the year.

The Learn to Swim programme remains strong at **382** people learning to swim with us.

New poolside vinyl windows were fitted across the inside and outside windows surrounding the indoor pool.

Minor refurbishment work took place before the outdoor pool reopened in May for the Summer season.



# Horncastle Pool & Fitness Suite

Fitness member numbers reach a high of **856** with an increase of 12% over the year.

The Learn to Swim programme remains strong at **410** people learning to swim with us.



# Station Sports Centre

Fitness member numbers reach a high of **458**, an increase of 9% over the year.

The new Station Leisure & Learning Centre started development, with a predicted opening date for mid July 2024. The current venue will close 12<sup>th</sup> April to allow completion of the new build.



# Altitude44, Skegness

Altitude44 saw **954** climbs during the Summer season.

## Magna Vitae Gymnastics are finalists!

Magna Vitae Gymnastics' team enjoyed an evening out for Active Lincolnshire's 'Lincolnshire Sport & Physical Activity Awards' in November 2023. We were honoured to be recognised as finalists in the 'Positive Experiences for Children and Young People' category.

Although we didn't win, it was rewarding to know that our efforts are making a meaningful impact across our community. Our gymnastics programme continues to grow and develop, providing an inclusive learning environment for young children.



## Holiday Activity and Food Programme

The Holiday Activity & Food (HAF) programme, funded by the government, aims to provide opportunities for children to learn, be active, and socialise.

Taking place during the Easter, Summer, and Christmas holidays, all three venues offered a main programme and a teenager programme for ages 4-16. The Meridian Leisure Centre introduced a third programme, the first-ever SEND Stay and Play HAF session, specifically designed for children and young people with complex, additional, or medical needs.

As part of the programme, all children are also offered a hot meal. Each venue was registered as a new food business and achieved a 5\* Food Safety rating from East Lindsey District Council.

The HAF programme continues to make a positive impact by providing inclusive, safe, and engaging environments for children in need.

**2,647** Children Participated

**3** Locations

**124** days of delivery

# Headline Marketing Campaigns



## National Fitness Day Campaign...

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.



## Black Friday Campaign...

Our annual fitness campaign around Black Friday saw the offer of reduced annual memberships across our venues including single venue and multi venue usage. The campaign ran for the whole of November, welcoming new and returning members to join.

## Open the Door Campaign...

Our New Year Fitness Campaign "Open the Door to a New You!", helped motivate our existing members whilst inspiring our community to take their first steps on their health and wellbeing journey. We were proud to have used real customers of our venue for the campaign.



The campaign was a **Magna...ificent** success!

Supporting the campaign was a competition 'The Gym Bag Drop', where each week a branded gym bag with a free 3-month membership and water bottle was delivered to someone living in either Horncastle, Louth, Mablethorpe or Skegness.

Gym Bag Drop generated **696** leads





# Health Improvement

## One You Lincolnshire

**682** individuals were assessed on the One You Lincolnshire Exercise on Prescription programme, across the year, which is an increase of 9.1%.

In the last 12 months there was an increase of **137,261** minutes of physical activity with our programme participants.

An average of **33%** of referrals are continuing with a Magna Vitae membership, with **43%** stemming directly from Station Sports Centre, Mablethorpe.

## Ageless & Agile

Ageless & Agile is a community group funded by the Mental Health and Wellbeing Community Investment Fund and Shine Lincolnshire, offering sessions at all our venues. It provides a friendly environment for those looking to get out more, socialise, and stay active.

**3** years funding:

**2023/24 - £25,000 | 2024/25 - £18,750 | 2025/26 - £12,500 | = £56,250**

Activities include nostalgia, quizzes, activities (both seated exercise and games like bocchia), health awareness topics like diabetes, dementia, etc, opportunity to try some new crafts, have a chat, and also some days where we all come together like a sports day.

It has been highly effective in helping individuals who have been struggling with isolation and loneliness feel like they are part of a community.

**4** Locations

**85** Participants



## Get Active More Everyday (GAME)

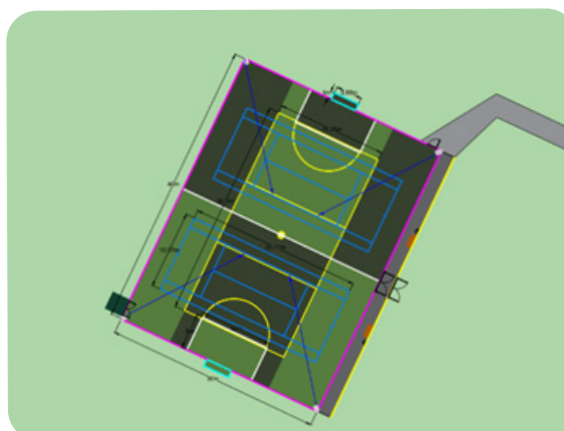
GAME (Get Active Move Every day) was a funded group for young people aged 13-17. Participants enjoyed inclusive sessions across various activities aimed at boosting confidence and increasing social and physical participation. The project collaborated with statutory and community partners, including local schools, home-schooled children, and the Lincolnshire Partnership NHS Foundation Trust (LPFT). It was inspiring to see many of the young people's confidence grow throughout the project, positively impacting their mental and physical health.



## Sport and Physical Activity Development

We have supported local clubs and community organisations in a variety of ways based on individual need. This support has ranged from coach development, governance, development plans and funding.

Two large scale facility developments have been supported at Queen Elizabeth Grammar School (QEGS), Horncastle and Spilsby Recreation Ground. Combined, both projects total £1.5m of investment, with a 3G proposed at QEGS, and Playzone, Skatepark at Spilsby. Both projects are underpinned by development plans to create sustainable models.



## Community Activities

Community engagement continued to flourish with the development of several targeted sports participation programmes throughout the year. One highlight was the introduction of 'Pickleball' to East Lindsey at the Meridian Leisure Centre, which quickly became a hit. Additionally, a successful 'Walking Rugby' programme was launched at Sutton-on-Sea Playing Fields with popularity increasing.



In collaboration with Lincolnshire Cricket Ltd, weekly 'Street Cricket' sessions were introduced in Skegness, focusing on engaging teenagers in the community. We also partnered with Lincolnshire Cricket Ltd to expand the Lords Taverners 'Table Cricket' competition, catering to individuals with SEN and physical disabilities, hosted at the Meridian Leisure Centre for the past two years.

Magna Vitae teamed up with Lincolnshire Coop to participate in 'Wellbeing Walks' training for our Community Activities team. This initiative revitalised the 'Wellbeing Walks' in Louth, Horncastle, and Wragby, and enabled us to introduce a new Wellbeing Walk in Binbrook.

Additionally, we delivered fitness sessions in Binbrook and a Yoga session in Brookenby, facilitated by two local qualified instructors. In Wragby, we successfully launched 'Body Conditioning' and 'Core & Stretch' classes in collaboration with a local self-employed tutor.

**352** Sessions Delivered

**2,954** Participants

**18** New Activities

## School's Out Programme

The 'Schools Out' programme now has an identity and place in several communities across the district. Each holiday sessions are delivered in the eight community locations with no two weeks ever the same. Activities included Dodgeball, Rounders, Golf, Gymnastics, Street Dance, Multi-Skills, Dance and Cricket along with other sporting activities.



Several 'away day' trips were delivered as part of the programme to provide children with activities away from the communities that they live in. This included Kenwick Park Golf Club, Lincoln City FC, Meridian Leisure Centre and Xsite Skate Park.

**85** Sessions Delivered

**1,543** Participants

# Creative & Cultural Opportunities

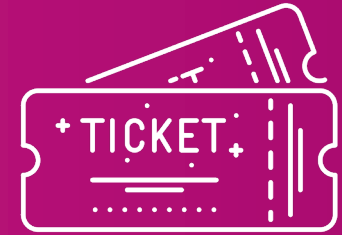
## Embassy Theatre

**137** Number of Live Performances

**60** VIP Experience Events

**12** Screened Events

**79** Other Events



**68,212** Attended

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

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

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



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 in-house pantomime, Snow White, reinvented itself in 2023 to revisit a more traditional style of presentation... This years 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!

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.



The Embassy Theatre kicked off their **NEW** season with the Comedy Network on 7th March. The Embassy Theatre team celebrated their fastest on sale in recent memory with Alfie Boe selling out in just 13 minutes on 29th March! Alfie will perform live at the Embassy Theatre on Sunday 30th June to a sold out crowd. The system coped with sales topping £3,000 per minute too – that’s a lot of money!



**£4.27** Average Secondary Spend per person during their visit

# SO Festival 2023

SO Festival is an ambitious, international outdoor arts festival which took place on June 16, 17 and 18 in the coastal towns of Skegness and Mablethorpe, Lincolnshire.

The exhilarating three-day festival of theatre, puppetry, dance, comedy, music, acrobatics and immersive installations from local, UK and international artists is set in the scenic outdoor spaces and designed to take audiences away from the everyday, and on a journey of discovery to experience unique and inspirational performances.

In an area of the UK that has historically few opportunities to engage with diverse arts and culture, Danish Artistic Director, Jens Frimann Hansen brings a continental direction to the programming that elevates ambition and aspiration.

Throughout the year the team worked with local partners (both cultural and non-cultural) to support local creatives and communities with a programme of workshops, masterclasses, locally based projects and network developments.

Collaboration and community engagement are key principles and in 2022 SO started on a journey to 'democratise' the festival, through co-curation and co-creation. The aim of this approach is to upskill local communities and see the voice of local people reflected in the programming of the festival, making it more relevant and impactful.

SO Festival became an Arts Council England, National Portfolio Organisation in 2023, receiving £962,000 over three years. Match funding is provided by Magna Vitae and East Lindsey District Council.



# 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

**2,000** Tickets issued to the live event

**494** Overnight stays in Grimsby



# Highlights

## Royal Shakespeare Company Partnership

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

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

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



## Holiday Activity and Food Programme

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



## QUEST Assessments

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:*



The Meridian Leisure Centre team achieved '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.

Horncastle Pool & Fitness Suite maintained their 'Very Good' branding. The venue also came away with achieving 'The Exercise Referral Standard' - confirming the high quality of operating standards and consistency to scheme delivery.

Skegness Pool & Fitness Suite maintained their 'Very Good' branding.



## Our Green Journey!

Magna Vitae is committed to minimising its impact on the environment. Our objective is to minimise waste, promote recycling, reduce energy consumption, reduce harmful emissions and where possible, work with suppliers who themselves have sound environmental policies.

Over the past year, Magna Vitae has been working hard to **lower** their Carbon Footprint across the whole organisation. And we have been SUCCESSFUL!

*As an organisation, Magna Vitae lowered its Carbon footprint by 40 Tonnes of CO<sub>2</sub>e Annually! That is the equivalent of 40 transatlantic flights! And this is just the beginning of our journey.*

In addition, Magna Vitae developed a bid with ELDC to Sport Englands Swimming Pool Recovery Fund. The successful bid enabled facility investment to help our venues become more energy efficient and sustainable, by reducing future operational costs.

CO<sub>2</sub>



# Testimonials

## Leisure Venues

### **Meridian Leisure Centre**

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

*"It offers so many activities under one roof. The gym is really well equipped, the staff are helpful and the clubs are great. What more could you ask for?"*

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

*"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."*

*"All of the staff are friendly, welcoming, knowledgeable & professional. The facilities, equipment & pool are always maintained to an extremely high standard. Three employees that have really stood out are Claire, Adam & Ryan for their commitment to making using the gym & classes enjoyable, varied and fully inclusive."*

### **Station Sports Centre**

*"This place is a lifeline for me. [the new venue] will be a lovely facility for Mablethorpe. We need it. People need to get out and support it. Use it or lose it!"*

*"It has been a pleasure coming to this facility. With fantastic staff and it is much appreciated by an older member of the community."*

### **Skegness Pool & Fitness Suite**

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

*"I've been attending different classes such as Aqua & Kettlebells and love the effects it is having on my physical and mental health."*

### **Embassy Theatre**

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

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

### **School's Out Programme**

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

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



# Good News Stories



## 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!"*



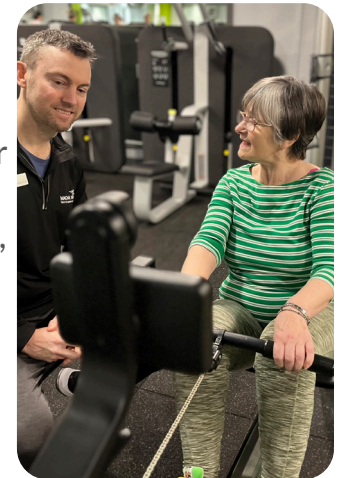
Tim, **70**, had started to feel the effects of 48 years' service as a postman, when he hit retirement back in 2017. It was only when he bumped into an old colleague, who had suggested that he started swimming after hearing of his back problems, that he looked to joining Magna Vitae's Meridian Leisure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

## 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..."*

# 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.

**£6,552,605**



This includes:

**£1,135,269** - Physical & Mental Health;

**£3,661,896** - Subjective Wellbeing;

**£1,674,087** - Social & Community Development;

**£79,701** - Individual Development

## Participation within our Leisure Venues

Over the last year the participation in all our venues totals **654,393**.

**64%** of people booked online vs **36%** of people booked directly at the venue.

# 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: **65,140**

Facebook, Instagram & Twitter Engagement: **53,254**

Facebook, Instagram & Twitter Reach: **3,001,475**



Our Grinch videos received over

**46,000**

views across our social media channels

## 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 **1,418,859**

Total number of unique users **305,167**

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:

**8,393** downloads of the app in the last 12 months, taking the total to **26,882**. An average of **23** downloads per day.

# Additionality & Impact

Magna Vitae's long-term contracted partnership with East Lindsey District Council (ELDC) delivers significant 'additional' 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:

£1.50m 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  |
| 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 |
| Multiply                                | Lincolnshire County Council | £5,000   |

**£1,517,237**

\*£1.50m includes all live revenue projects and capital funding secured over the last 12 months.



# Impact:



Each of these projects contributes positively to the local community by addressing various needs from physical health and wellbeing to education, culture, and community engagement.

## Multiply

Provides adults with the opportunity to enhance their math skills, which is crucial for daily life and career advancement. Formal qualifications obtained through Multiply can open doors to better job prospects and opportunities for further education.

## Ageless & Agile

Sessions across Louth, Mablethorpe, Skegness, and Horncastle cater to older adults, helping them maintain fitness levels and discover new hobbies. Activities like local walks, sporting memories, and seated exercises promote physical and mental well-being, fostering social connections through the simplicity of a “cuppa and a chat”.

## GAME (Get Active Move Everyday)

Supports young people in East Lindsey experiencing poor mental health through physical activity. It provides a supportive environment for young individuals to cope with mental health challenges whilst encouraging them to stay active.

## Aspire to Be

A skill-building initiative aimed at enhancing employability post-COVID by providing access to skills-based learning. It equips residents with valuable skills and qualifications, preparing them for better job opportunities and career progression.

## MUGA (Multi Use Games Area), Louth

Refurbishing the MUGA provides local residents with an improved recreational facility. This project enhances community sports activities, promoting physical activity and social interaction among residents of all ages.

## Exercise on Prescription

Funding for personalised exercise programs benefits 600 local residents annually, particularly those with medical conditions. It promotes a more active lifestyle, improving physical health and overall wellbeing.

## Holiday Activities and Food Programme (HAF)

Government-funded program offering opportunities for children to stay active, socialize, and learn about food education. Providing a free meal at each session ensures children from disadvantaged backgrounds receive nutritious meals while participating in fun activities during school holidays.

## SO Festival

An accessible outdoor arts festival that enriches the cultural life of Mablethorpe, Skegness, and surrounding communities. Designated as part of Arts Council England’s national portfolio, it brings international quality culture to the local community, fostering creativity and community spirit.

## International People’s College (IPC)

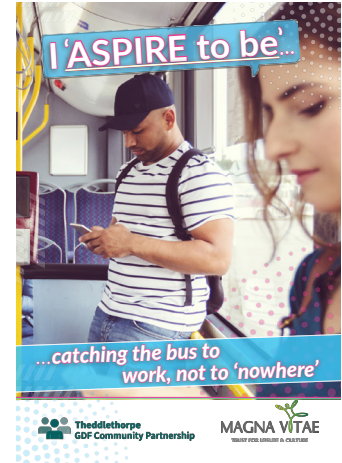
Offers personal growth and skill development through Danish Folk High School education. IPC provides a unique educational experience focused on life goals, enhancing personal and professional development for participants.



# Employment, Training & Development

## Aspire to be...

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.



## Young People & Skills Engagement

Magna Vitae's HR Team engaged with Secondary Education and Higher Education providers in East Lindsey and the wider county. The team provided young people with an insight in to employment opportunities in the local community, employment skills workshops and further training and development. They provided opportunities such as, Career advice, Mock Interviews and attended careers days at local schools.



## Work Experience

Students from local schools completed their Year 10 Work Experience in 2023 at Meridian Leisure Centre. They gained experience in a variety of leisure roles, as well as finance, marketing, community and HR.



Magna Vitae and building contractor ISG have engaged with primary school students in regard to the new leisure facility currently being built in Mablethorpe.

## Apprenticeship Week

During Apprenticeship Week, we put a spotlight on our current Apprentices within Magna Vitae. Holly Donnelly, based at Meridian Leisure Centre, Heidi Hickson at Horncastle Pool & Fitness Suite and Jess Wheaton at Skegness Pool & Fitness Suite started their apprenticeship within the last year. Throughout their Apprenticeships they have gained valueable qualifications such as their National Pool Lifeguard Qualification, First Aid at Work qualifications and working towards Swim Teacher Assistant Level 1.





# 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.