



Magna Vitae

Q4 Performance Review January - March 2025

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



Magna Vitae is continuing to provide an outstanding service to our community across East Lindsey and the surrounding areas, with a fantastic total participation of **190,482** in recent months. This impressive figure highlights the growing engagement with our programmes and facilities, and is a true reflection of the hard work, passion and dedication shown by our teams across the organisation.

A major highlight has been the completion of the redevelopment works at the Embassy Theatre, bringing to life the exciting new Culture House. This multi-million-pound investment not only enhances the theatre itself but also strengthens the wider Magna Vitae Trust. The re-opening marks a new era for the venue, positioning it as a central hub for culture and creativity within East Lindsey. We're thrilled about the impact this will have on our communities and look forward to seeing it continue to grow and evolve in the months and years ahead. Our thanks go out to the Embassy Theatre team, who have shown incredible commitment and resilience while the venue was closed. The SO Festival team have also been busy attending creative conferences and industry meet-ups, laying the foundations for what promises to be an inspiring and inclusive SO Festival 2025...

Across our leisure venues, we're equally pleased to report continued momentum. Our latest fitness campaigns have resonated deeply, celebrating real customer stories that inspire everything we do. It's been fantastic to see our numbers continue to rise, with customers engaging more than ever in activities that support their health and wellbeing.

Meanwhile, our community activities continue to shine. The award-winning Ageless & Agile sessions are exceeding expectations, and participation in Aspire to Be and School's Out continues to grow steadily—*reflecting the incredible energy and passion of our teams.*

As we look ahead, we remain excited about the future. Together with our dedicated staff, supportive partners and loyal customers, we are creating spaces & opportunities that truly make a difference. On behalf of the Board of Trustees and Senior Leadership Team, thank you—for your continued support, your engagement, and for being a part of our journey to improve lives through culture, leisure and community...

Thank you!

Contents Page

- **Page 2:** Introduction from our Executive Directors
- **Page 3:** Contents page
- **Page 4-5:** Embassy Theatre *and* The Culture House project
- **Page 6-7:** SO Festival *and* The IPC (International People's College)
- **Page 8:** Participation in venue
- **Page 9:** Testimonials
- **Page 10:** Ageless & Agile *and* Exercise on Prescription
- **Page 11:** Dementia-Friendly Communities *and* Aspire to Be
- **Page 12:** School's Out Programme *and* Community Activities
- **Page 13:** Exciting announcements and nominations
- **Page 14-15:** Additionality and impact
- **Page 16:** Moving communities & Social value
- **Page 17:** Marketing Campaign (Golden Quarter)
- **Page 18:** Digital engagement
- **Page 19:** Magna Vitae's DNA (In This Together) *and* Customer Stories

Starting with THE EMBASSY THEATRE

This Culture House project represents a multi-million pound investment in the Embassy Theatre and also the wider Magna Vitae Trust for Leisure and Culture. A huge £14,000,000 has already been invested into Mablethorpe, where a brand new leisure complex recently opened. The Embassy Theatre will be extensively renovated throughout this nine month project and here's our at a glance guide to the work in quarter four...

- 30th December 2024 & Into Q4 | the auditorium is stripped of technical kit ready for building works to commence in the New Year.
- 6th January 2025 | building work in the auditorium is scheduled to begin.
- 7th January 2025 | the process of removing the auditorium seating begins. The venue is carefully protected to ensure that equipment and surfaces are not damaged during the works.
- 10th January 2025 | the lower foyer bar is completely removed and demolition of the exterior wall begins. All of the auditorium seating has been removed from the stalls and upper circle.
- 13th January 2025 | the auditorium seating framework is removed.
- 20th January 2025 | the auditorium handrails are removed for powder coating and preparations begin, prior to decorating the space. The lower foyer bar walls are all removed, bringing the ground floor extension and the existing space together.
- 27th January 2025 | the dressing rooms and backstage toilets are all painted following completion of the electrical works. Painting also begins in the auditorium with the entire room being achieved.
- 3rd February 2025 | painting continues in the auditorium and the backstage toilets are now ready for new fixtures and fittings. New interior walls are constructed in the ground floor entrance/extension. A new office space is installed on the Grand Parade level to include the new Box Office.
- 10th February 2025 | the new extension is plaster boarded following the installation of rolls and rolls of insulation. The venue's new fire curtain is due to be commissioned for use.
- 17th February 2025 | plastering begins in the new extension and framework for the brand new seating is unloaded into the auditorium.
- 24th February 2025 | the new seating framework continues to be installed and the ground floor entrance/extension continues to be plastered. The lower foyer is ready for a new (and fresh) coat of paint with the plastering completed. The installation of over 1,000 brand new seats begins.
- 3rd March 2025 | the seating continues to be installed and the ground floor extension continues to be painted!
- 10th March 2025 | the installation of the seating continues with the majority of the seats due to be numbered.
- 17th March 2025 | the auditorium is really beginning to take shape with the seating in the upper circle also now installed with new carpets fitted throughout. The lower foyer extension continues to change with installation of the new bar taking place this week.
- 24th March 2025 | the final week of work before the venue gets the keys back (we hope)! The auditorium seating is fully installed with only the glass panels to now fit. A team of "deep cleaners" are welcomed onto site to start the big clean up – there's plenty to polish.
- 28th March 2025 | the backstage team begin re-installing all of the technical kit required to run our shows – from lighting, to sound, steps, trusses and so much more. The decorators continue their own finishing touches.
- 31st March 2025 | a recent furniture delivery is unpacked and this is stored until the decorators have finished. The installation of the new bar commences in the lower foyer.
- 1st April 2025 | the auditorium is deep cleaned, ready for the first live audience on 3rd April.
- 2nd April 2025 | the auditorium seating is checked – every seat number is ticked off to ensure it is correctly fitted. The carpets across the building are hoovered and a team of cleaners tackle all of the metalwork and glasswork. The Front of House team return for a final briefing and also, assist with a quantity of finishing touches.
- 3rd April 2025 | we open to the street for the first time since 29th December 2024. Welcome back!
- 7th April 2025 | the installation of the lower foyer bar continues. We receive final plans for the new Embassy Treats bar in the lower foyer.

Stay tuned for more project updates. It is going to be a hugely exciting new season and a wonderful quarter one to come!



OUT WITH THE OLD... AND IN WITH THE NEW!

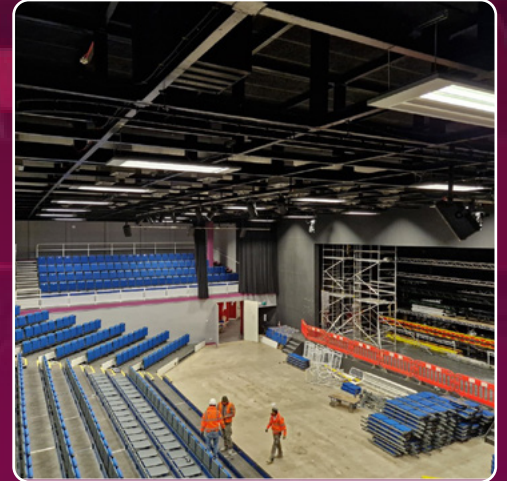
Proudly hanging above our main entrance for nearly a decade, our identity, our symbol, our name, our brand, our very venue lies in the compound - a little damaged perhaps but it tells you all you need to know, you could even say to a "T"...

We have had the most remarkable quarter - bringing everything together for you, finalising those all important plans, before we opened to the public for the first time, following our revamp on Thursday 3rd April.

There's still some work to do but we are so close and we wanted to say, after our first three live shows, that we are so grateful to our project partners, customers, supporters and touring crews for their understanding, whilst the enhanced Embassy Experience is built for the next generation.. Our team have also discovered too, that the Embassy Theatre means so much to all of you...

Thank you. We're delighted to be back with you!

#EmbassyExperience #NewSeason #Revamp #CultureHouse
embassytheatre.co.uk | 01754 474100



SO Festival

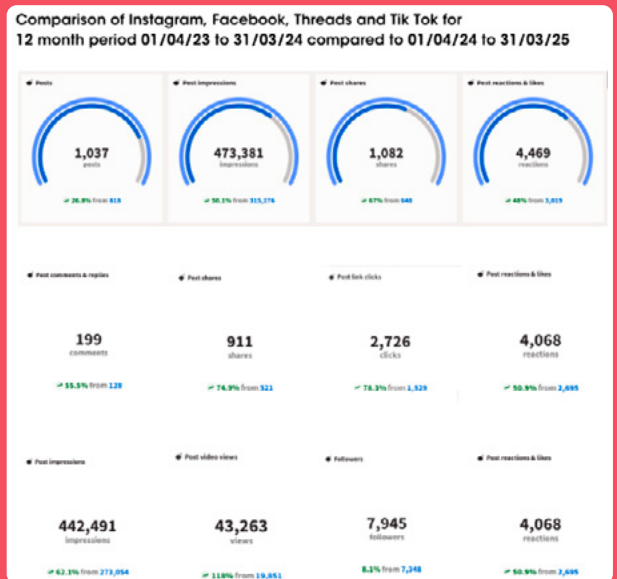
The SO Festival Marketing Assistant Internship

We're pleased to have Josh Hurt join us for six months as an Intern, jointly funded by the University of Lincoln and Magna Vitae. Josh is currently studying for an MSc in Marketing at UoL and aims to work in arts marketing when he graduates. We have created a programme of work for him that will ensure he gains experience of marketing across the board, with the opportunity to focus on areas he's particularly interested in.

SO Festival Social Media

Over the past 12 months we've seen dramatic growth in followers and interaction on our social media accounts, however with the blanket decline across the platform in use of X, we needed an alternative to reach stakeholders and arts professionals, so we created a new account on LinkedIn along with a new group for Lincolnshire Creatives.

The group is managed not only by SO Festival, but also our partners to increase usage and following, creating a useful community for all Lincolnshire-based arts organisations and arts professionals. The group was created in February of 2025, and it has **869** active members. The LinkedIn account, *also created in February*, is for The Embassy Theatre, SO Festival and any other Magna Vitae cultural activity. (It now has almost **140** followers!)



Creative Meetup

On 1st March we hosted our first Creative Meetup of the year as part of Newark Ignite: Fire, Flame and Frenzy. As always it was an informal networking event aimed at bringing together artists, producers, and creatives in an informal setting to engage, share opportunities and connect. Six of the seven creatives attending had not been to Creative Meetup before and had not previously engaged with SO Festival. The Meet-Ups provide an opportunity to engage with local creatives and to highlight and champion the work and activities of our local partners.

Outdoor Arts Development Scheme

We have been hard at work developing our first Outdoor Arts Development Scheme. This is a brand-new scheme at supporting artists living and/or working in Lincolnshire who are engaged or interested in outdoor arts. This is the first of its kind in the region and will be tailored to the needs of the individual Supported Artists. We have appointed three Supported Artists who are all Lincolnshire-based:

- Ryan Gilmartin: [Click here for information about Ryan Gilmartin](#)
- Samuel Pearson: [Click here for information about Samuel Pearson](#) | Actor, Performer & Puppeteer
- Barmpot Theatre: [Click here for information about Barmpot Theatre](#) | Theatre Company

We will be working with these artists over the course of a year to develop their skills through training opportunities, go-sees and potential showcase opportunities to present their ideas.

Touring Work Beyond Your Home

We hosted our first online talk of the year, aimed at upskilling and connecting us with the challenges and opportunities faced by creatives in our sector. Delivered by Natalie Richardson and Dom Kippin., it focused on International Touring for UK artists. There were over 35 attendees from across the UK, all working in Outdoor Arts. The response from attendees was very positive.

Outdoor Arts UK Conference

Kieran, Hannah, Scarlet and Maria all attended the Outdoor Arts UK Conference in Stoke On Trent. This National Conference focused on Equity In Action: The Power of Diverse Narratives brought together outdoor artists, creatives and producers together to network, share ideas and come together to discuss challenges faced by individuals & the sector.

The conference enabled us to represent SO Festival and Magna Vitae & engage with national partners from all across the UK. We were joined at the conference by many of our Lincolnshire friends and colleagues from Sleaford Hub, West Lindsey, Sessions House. We all attended and found value in the following sessions:

- Bringing Communities Back Together After Unrest
- Diverse Narratives Unlocking New Income Streams
- Let's Talk About Care
- Festivals & Artists Working Together For Disability Access

More information about the day and what happened can be found by clicking here: [National Conference OutdoorArtsUK](#)

SO Festival



IPC Cultural Exchange Programme



This quarter, Magna Vitae proudly supported three more individuals in taking part in the IPC (International People's College) cultural exchange programme in Denmark. This funded enriching initiative offers a unique three-month learning experience focused on personal development and cultural exploration.

Among the latest participants is Louise, a swim teacher at our Louth venue, who shared: "It's been a great experience in a great place. I've walked miles exploring Denmark at every opportunity. The highlight was the cultural evening. Our Northern European, Russia and Australia group did an excellent job with an International Women's Day themed presentation!"

Programmes like this are helping shape a more connected, confident and skilled community...

Ready to contribute to the future of our cultural and creative sectors.



Participation

In-Venue

Meridian Leisure Centre

2505

Fitness Members.

989

Children enrolled on our Learn to Swim Programme.

281

Children enrolled on our Gymnastics Programme.



Skegness Pool & Fitness Suite

767

Fitness Members.

342

Children enrolled on our Learn to Swim Programme.



Horncastle Pool & Fitness Suite

836

Fitness Members.

345

Children enrolled on our Learn to Swim Programme.



Station Leisure & Learning Centre

1564

Fitness Members

145

Children enrolled on our Learn to Swim Programme.

One You Lincolnshire



204

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

68

of referrals are continuing with & making the most of, the marvellous Magna Vitae membership.

Our NPS Score

A Net Promoter Score, or 'NPS' score, measures customer loyalty by looking at their likelihood of recommending a business. An NPS score is measured with a single-question survey, 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 service-user-satisfaction.

- General Average NPS Score: 34

- Our NPS Score: 60

Testimonials

Meridian Leisure Centre:

- It is a very clean and inviting place and the staff are very friendly and welcoming. The booking system is excellent with no overcrowding. The shower and toilet facilities are also exceptional." - Malcolm
- "Friendly and inspiring place to help us all find something to do that improves our wellness and health, everyone going through the doors can try something even if it's meeting other people and making new friends too along the way. Worth a visit to find all sorts of opportunities or help." - Dawn
- "Everyone is so welcoming - staff & class instructors. So professional. Never been to a gym before and I'm 70 years old - loving every minute of gym and classes. New to area so great place to meet others. Looking forward to better health with improved fitness & even after a short time I feel the benefits. Thank you." - Barbara
- "Meridian has a relaxed feel with a broad age range and abilities, everyone is made to feel welcome. The equipment is easy and straightforward to use." - Diane



Skegness Pool & Fitness Suite:

- "...My usually quite capable son got himself into a bit of difficulty in the deep end after swallowing some water. Both myself and my partner were in the shallow end with our other children who are unable to swim. The lifeguard on duty handled this with such incredible professionalism. He was cool, calm and collected. All the things you need a lifeguard to be and naturally the guy just 'doing his job'... But to my AuADHD son who was having a massive anxiety attack afterwards and felt a bit of a fool and like everyone was staring at him (they wasn't. But was when he threw a strop after, which was also handled very professionally) his calmness helped ground my son. I know it's your job. But please can you make sure the lifeguard on duty knows how eternally grateful we are. In the moment of me making sure he was okay & trying to stop my son having a meltdown, I completely forgot to." - Emily
- "I love swimming and all my grandchildren are water babies so often use local swimming pools wherever we go. I moved to Skegness last year and was delighted to find a swimming pool so close to home! The kids went crazy when they saw the outdoor pool and the slide and deep end in the inside pool. For the adults in our family they love having the outside cafe so they can chill and watch me and my grandchildren playing in the water." - Jacki



Horncastle Pool & Fitness Suite:

- "Tracey was fantastic setting us up with our membership via One You Lincolnshire. She made us feel really comfortable and looked after through the induction. All the staff gave been welcoming, friendly and helpful. We haven't used the pool yet but very impressed with the equipment in the gym." - Janice
- "Friendly kind staff that make you feel comfortable with your anxieties of over coming going swimming in public. Disabled friendly. Friendly members. Non judgmental." - Samantha



Station Leisure & Learning Centre:

- "It has made such a difference to the community. Very good meeting place for catching up with friends and family." - Chris
- "Clean, so clean. Modern with great facilities especially for disabled. A varied programme including the pool. The cafe is lovely - but the main thing is all the staff at Station Leisure & Learning Centre, so friendly and welcoming. Thanks to all the staff." - Sara
- "It's really great to have a top class leisure centre in the town for all to use, and having a swimming pool as well is something I did not think i would ever see, well done to all concerned for making this happen." - Ian



Ageless & Agile

Ageless and Agile has now successfully completed its second funded year of delivery. During Quarter 4 there were the following outcomes:

20 new beneficiaries joined the project bringing the total to **107** (annual target = 70)

- The weekly sessions continue to take place at the Meridian Leisure Centre and Station Leisure & Learning Centre - And in community venues in Skegness (Barratt Court) and Horncastle (Ancaster Court) in agreement with Platform Housing where residents are encouraged to join the sessions.
- Ageless & agile is developed around the NHS's 5 Pillars of Wellbeing, and these pillars weave their way through the interactive sessions:

1. Connect with other people
2. Be physically active
3. Learn new skills
4. Give to others
5. Pay attention to the present moment (mindfulness)



Sessions this quarter have incorporated a wide range of health & wellbeing related topics including:

- RSPB annual birdwatch, encouraging participants to take part and engage with nature
- The creation of a 'book box' which is taken around each group on the last session of the month to encourage the sharing of interests and generates discussion.
- Each group now has a mascot which is taken around activities outside of the sessions to again generate conversation and encourage participants to share what they do outside of the sessions.
- Service users from County Care, Skegness regularly attend the Skegness session with support workers. This led to the Ageless & Agile facilitators going over to County care and being interviewed on their radio station
- The team's involvement in the Steady Steps event at the Meridan Leisure Centre resulted in one person (who is living with dementia) and his wife becoming regular attendees of weekly sessions.
- Each session includes inclusive physical activity, and elements of nutrition, Sporting Memories and other topics.

Exercise on Prescription

Individuals referred to the One You Lincolnshire 12-week programme:

52 at Skegness (Skegness Pool & Fitness Suite) **42** at Horncastle (Horncastle Pool & Fitness Suite)

32 at Mablethorpe (Station Leisure & Learning Centre) **78** at Louth (Meridian Leisure Centre)

Target referrals for Quarter 4: **156** Actual referrals for this Quarter 4: **204**

Referrals have continued to come through as a steady flow but to manage waiting lists, all Magna Vitae leisure venues accept Health care Professional referrals only, rather than self-referral. The programme is currently under an Integrated Lifestyle Service tender process (with outcome to be announced in May).

Dementia Friendly Communities

Work this quarter in relation to Dementia Friendly Communities has mainly involved maintaining the connection with the steering group, which aims to continue with improving the experiences of those individuals and families impacted by dementia. Planning has started for the activities in next quarter around 'Dementia Action Week' which takes place in May.

'Aspire to Be'



Theddlethorpe
GDF Community Partnership

Aspire to be activities this quarter have included:

- Attended DWP Job centre Plus 2 jobs Fayres in Skegness & Mablethorpe
- Provided 2 x introductory workshops at Station Leisure & Learning Centre on 11th & 14th February.
- Army Recruitment Event at Station Leisure & Learning Centre, and attended the launch of 'Campa Connect,' Mablethorpe Community Centre.
- Attended regular drop in sessions at the Coastal Centre, Mablethorpe and Marisco Medical Practice.

The facilitator also attends the monthly East Lindsey partnership Collective (Community Connectors/Social Prescribers) and Quality of life meeting to ensure that the project is communicated to other professionals such as Community Connectors & Social Prescribing Link Workers.

- **68** individuals have now engaged in Aspire to Be
- **63** individuals have attended a training course, either online or face to face
- **27** individuals have gained employment
- **27** individuals who have accessed the programme are now working either full time, part time or zero hour contract at our leisure centre in Mablethorpe. All have accessed qualifications both online and in person, including customer service and other transferable skills
- **10** individuals have completed their NPLQ (National Pool Lifeguard Qualification) or are booked onto an upcoming course
- **9** individuals have their level 1 swim teacher qualification or are booked onto an upcoming course
- **1** individual has taken their Level 2 Fitness Qualification with plans for others to attend a course early 2025/26
- **1** individual has completed their Aquacise course
- **2** individuals have completed their Level 2 Food Safety
- **7** individuals have completed their Emergency First Aid and are booked on their Mental Health awareness in April 2025

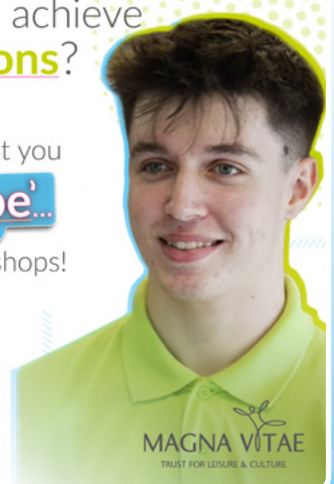
Do you want to achieve
your aspirations?

Come and discuss what you

'ASPIRE to be'...

at our upcoming workshops!

See how Magna Vitae
can help and support
you and your future!



'School's Out!' Programme

Despite the unpredictable British weather, the February half-term School's Out Programme once again provided children with engaging and inclusive sports and activity sessions across multiple locations.

Expanding Access & Engagement

Sessions ran in Alford, Binbrook, Wragby, Spilsby, Horncastle, North Somercotes and Wainfleet, ensuring accessibility for children in rural areas.

165 children participated throughout the week, highlighting sustained demand for holiday activities.

Spilsby recorded the highest attendance with **33** participants!



Diverse Activities Delivered

- Football & Netball Coaching Camps – *Developing skills and teamwork.*
- Multi-Sports Sessions - *Featuring golf, dodgeball and team-building games to enhance communication and problem-solving.*
- Dance Sessions – *Encouraging creativity and movement.*
- Trip to Station Leisure & Learning Centre, Mablethorpe – *Including swimming and MagnaTag.*
- New Partnership with Boston United FC – *A football camp was delivered in collaboration with Boston United FC in Wainfleet, marking the start of an exciting partnership with great potential for the future.*

The programme continues to provide **accessible, high-quality activities** that keep children active and engaged during the school holidays.



Community Activities – Adapting for the Future

Changes in external funding have brought significant shifts to our community work. Over the past quarter, we have focused on establishing sustainable exit routes, ensuring that the progress made over the past few years is not lost and that these groups continue to thrive.

Looking ahead, our focus will shift towards children's activities and strengthening partnerships with schools and other groups, reinforcing our commitment to tackling inactivity among young people in East Lindsey.

Exciting Announcements

James Brindle joins Community Leisure UK Board

Our Executive Director, James Brindle, joins the Community Leisure UK's Board as their new Cultural Director. (You can view the full article on our website by [clicking here.](#))

As we all know, James has spent decades supporting and developing the our country's cultural offering including his work with us, from developing the SO Festival programme to partnering with the Royal Shakespeare Company, allowing the local community to engage with some of the country's finest cultural content!

James said, "Latest research shows that cultural consumption is good for your health & wellbeing. It has the power to alleviate pain, frailty, depression, and dependence on medication. And that is something I believe our sector has a huge role to play through the development of more cultural health programmes & the shift in people's perception that culture is purely about entertainment."



Nominated as Finalists for British Gymnastics

'OFFICIAL DELIVERY PARTNER VENUE OF THE YEAR'!

This Quarter, Magna Vitae Gymnastics were named finalists for The Official Delivery Partner Venue of the Year at the 2025 British Gymnastics Awards!

These prestigious awards celebrate the incredible achievements of individuals and organisations within the gymnastics community across the UK. They honour those who go above and beyond to ensure gymnastics remains safe, inclusive and enjoyable for everyone, while making a positive impact on local communities and society as a whole. Being recognised as finalists is a huge honour, as it highlights our commitment to delivering high-quality gymnastics opportunities and creating uplifting experiences for all.

As an official delivery partner, we're proud to champion the Rise Gymnastics programme, working to expand our reach and provide even more opportunities for under-represented groups to get involved in this fantastic sport. We are grateful for the recognition of our efforts to grow and enhance our programmes while continuing to align with British Gymnastics' values of inclusivity, aspiration and support. (A huge congratulations to GLL on their win!)



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
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

£2,309,911

**£2.3m 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:

£4,164,263

The breakdown of figures that make up our total social value are:

Physical & Mental Health = £981,791

Subjective Wellbeing = £2,163,866

Individual Development = £30,246

Social & Community Development = £988,327

Participation within our Leisure Venues

Over the last quarter the venues have seen a total participation of **190,482**



Marketing Campaign

OUR GOLDEN
QUARTER
CAMPAIGN!



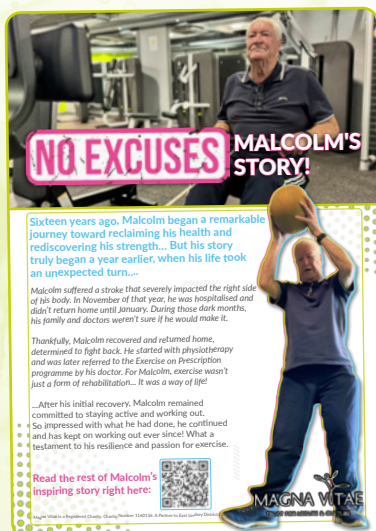
This quarter is often referred to as the 'Golden Quarter', so we always strive to deliver a campaign that's bold, thought-provoking and truly grabs attention. This year, we went all in with our 'No Excuses' campaign—designed to challenge people to prioritise their health and wellbeing. Too busy? Too cold? Too tired? We've all heard (and used) those excuses before. But we wanted to highlight that now is the time to shift that mindset and start making real, lasting changes. #EmbraceChange.

We know the day-to-day grind can leave you feeling tired and a little sluggish. But here's the truth: there's no better time than NOW to prioritise your health and wellbeing and get back to feeling your best. We've all heard those 'regular excuses' before, so we made it our mission to bust those excuses we hear from the people within the East Lindsey District, and leave our customers (current and potential new ones) with no excuses left to not prioritise their health and wellbeing! **Too busy? Too cold? Too tired?** Our Lifestyle Consultants provided us with their top tips to bust some of our customer's excuses... Find out what they suggest, online **by clicking here**.

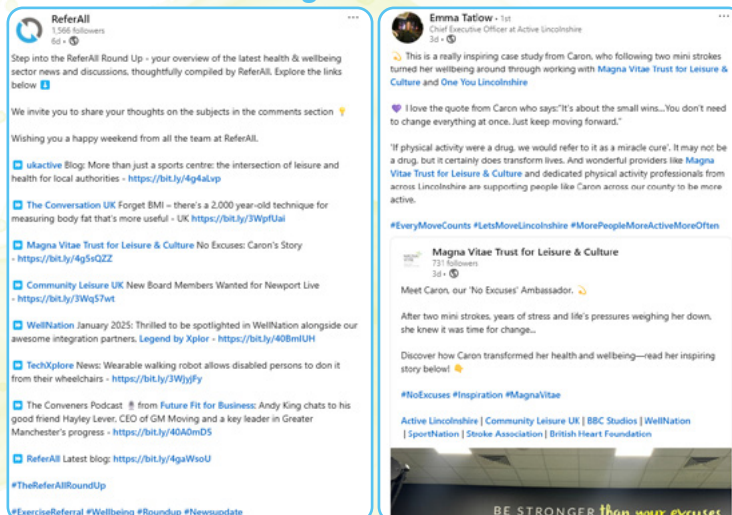
To bring the message to life, we featured two incredibly inspiring customer stories—our real-life No Excuses Ambassadors, Caron & Malcolm. Their journeys embody the spirit of the campaign and have helped us connect with audiences in a powerful way. Whilst this campaign had a grittier, more direct tone than some of our previous ones, the response and engagement we've seen prove that stepping outside the box can really pay off. The impact didn't just resonate with our audience—it reached our stakeholders too, who were genuinely blown away by the authenticity & power of these stories, further proving just how influential real voices can be in driving meaningful change.



Click on Caron or Malcolm's story to read them online!



Networking/shares on LinkedIn:



Digital Engagement

Social Media Analytics Summary

We continue to generate strong engagement across our social media channels this quarter! Here's a summary of some of the analytics we monitor regularly for Facebook & Instagram:

- Followers: **60,272**
- Engagement: **25,797**
- Reach: **1,144,958**



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 **385,453**
- Total number of unique users **73,544**

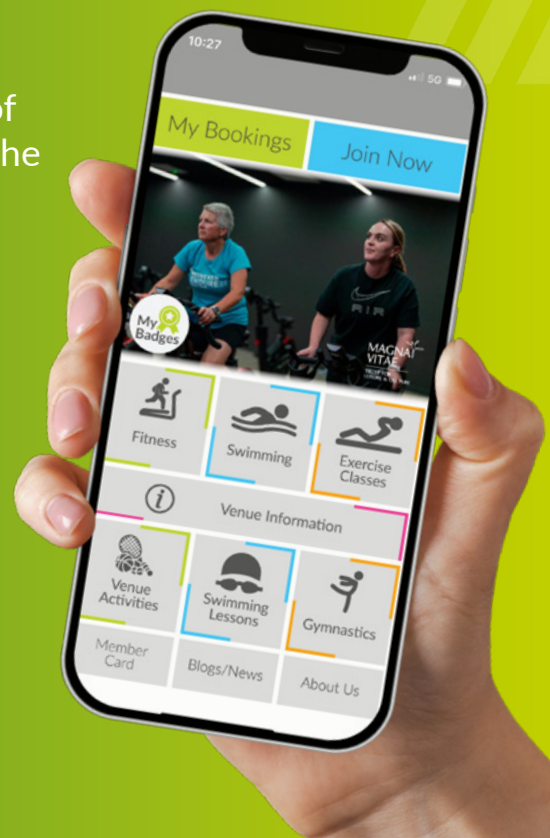
Mobile App Analytics Summary

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:

2,420 downloads of the Magna Vitae app within the last three months, taking the total to

36,258 users!

(6,773 active users on average per month)



Magna Vitae's DNA

and Corporate Strategy



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."



Ron & Jane

As dedicated members of Magna Vitae, they've made fitness a key part of their lives, training at our Louth venue for the past two years. While they don't necessarily train together, they support each other in their individual goals, making exercise an integral part of their lifestyle!

"I had never tried Zumba or Latin Fit. I gave it a go. I thought... 'I've got two left feet' but now I love it... Although I've still got two left feet." Jane laughs.

Ron tells us, "At the end of the day, as you get older, you can either go two ways - don't do anything and everything starts to fall apart, or, what a lot of people do in here, keep working at it!" Ron jokes, "Yeah, she drags me out of bed but in truth, we are always together. Where Jane is, I am, where I am, Jane is." Even though they follow their own fitness routines, they always arrive **together**. Perhaps that's the secret - Supporting each other but also allowing independence.

[Read their full story by clicking here!](#)

Katie & Toni

Katie and Toni have found the perfect place to stay active, motivated and connected at Magna Vitae's brand new venue in Mablethorpe. "Get up out of bed, come to the gym, come swimming, have a chat and have a coffee!" – Toni

"There is no one judging you, I thought everyone would be. We are all here for the same reasons, to benefit and better ourselves." – Katie

For Katie and Toni, fitness is not just about exercise. It's about sharing a positive experience **together**. Instead of going out for meals, they now choose activities that improve their overall wellbeing - both physically and mentally.

[Read their full story by clicking here!](#)





MAGNA VITAE

TRUST FOR LEISURE & CULTURE