



# Magna Vitae Annual Report

April 2024 - March 2025

  
**MAGNA VITAE**  
TRUST FOR LEISURE & CULTURE



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# Introduction

From Executive Directors

Aeneas Richardson & James Brindle



“Magna Vitae started the financial year in a strong position while providing an outstanding service to our community’s growing number of customers and members, throughout the entirety of East Lindsey and its surrounding areas... And as the year has progressed it has continued to provide an outstanding service to our community. Throughout the year, our impressive quarterly figures highlight the growing engagement with our programmes and facilities and is a reflection of the hard work, passion and dedication shown by all of our teams across the entire organisation.”

“We have witnessed fantastic website and mobile app updates, soaring success from within our teams - As well as the products and services they deliver - Plus, the highlight of 2 brand new venues (Station Leisure & Learning Centre, Mablethorpe, and completion of the redevelopment works at the Embassy Theatre’s Culture House!) These multi-million-pound investments not only enhanced the leisure & culture services we offer, but also strengthened the wider Magna Vitae Trust.

Fitness membership, swimming lesson and gymnastic participation numbers continue to perform strongly. In the last 12 months, Magna Vitae welcomed 698,671 visits across its diverse range of activity programmes alone. This is an incredible achievement and continues to demonstrate the hard work and dedication of every single Magna Vitae staff member across all service areas. 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 overall health and wellbeing.

Our community teams deliver perfect opportunities for Magna Vitae as a whole to fully support local facilities and businesses. Our community activities continue to shine. Ageless & Agile sessions have been exceeding expectations this year, (even winning an ‘Impact on Health’ award), and participation in ‘Aspire to Be’ and ‘School’s Out’ has continued to grow - *Reflecting the incredible energy and passion of our teams*. The ‘Schools Out’ Programme delivered brilliant holiday activities this year, successfully engaging with children and families from over 20 different local communities.

As we look ahead into the next 12 months, we remain incredibly 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 & engagement and for being a part of our journey to improve so many lives through culture, leisure & community.”

Thank you!

# Physical Activity Opportunities

The fitness membership, swimming lesson and gymnastics participation continue to perform strongly.

- **In Quarter 1** (April-June 2024), Magna Vitae welcomed **162,672 visits** across its diverse activity programmes.
- **In Quarter 2** (July-September 2024), Magna Vitae welcomed a **record-breaking 200,280 visits** across its activity programmes.
- **In Quarter 3** (October-December 2024), the venues saw a total participation of **160,465**.
- **In Quarter 4** (January-March 2025), venues had a total participation of **190,482**.
- **Over the last year** (April 2024-March 2025), the total participation in our leisure venues stands at **713,899!**

## Within Our Venues:

- Station Leisure & Learning Centre:

In Mablethorpe - as of March 2025, the Station Leisure & Learning Centre venue has **1,564 fitness members** and **145 learners** enrolled on WaterWise's Learn to Swim Programme. *(Health and fitness memberships have surpassed expectations in Mablethorpe, with the **new** Station Leisure & Learning Centre seeing an impressive increase of 1,000+ members compared to the membership figures recorded at the previous Mablethorpe venue, Station Sports Centre.)*

- Skegness Pool & Fitness Suite:

Our Skegness Pool & Fitness Suite venue - as of March 2025, hosts **767 fitness members** - Plus, **342 learners** enrolled on WaterWise's Learn to Swim Programme. *(The seasonal outdoor pool in Skegness also exceeded its general swimming targets during the summer season!)*

- Horncastle Pool & Fitness Suite:

Our Horncastle Pool & Fitness Suite venue - as of March 2025, has a total of **836 fitness members** and **345 children** enrolled in WaterWise's Learn to Swim Programme. *(Particularly impressive considering that Horncastle is our smallest venue... Credit to the team!)*

- Meridian Leisure Centre:

Our Louth venue, Meridian Leisure Centre - as of March 2025, boasts a fantastic **2,505 fitness members**, **989 learners** enrolled on WaterWise's Learn to Swim Programme, and **281 gymnasts** enrolled on the Magna Vitae Gymnastics Programme (exclusive to Louth!)

## Magna Vitae also reported a consistently positive Net Promoter Score (NPS)...

- In Quarter 1, the NPS score was 61 *(higher than the national average NPS score which sat at 47)*
- In Quarter 2, the NPS score hit 69 *(significantly higher than the national average which was 45)*
- In Quarter 3, the NPS score was 64 *(higher than the national average NPS score which sat at 44)*
- In Quarter 4, the NPS score was 60 *(higher than the national average NPS score which was 34)*

**Net Promoter Score (NPS):** 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.





## Community Teams:

### ● School's Out! Programme:

Our community teams deliver opportunities to support local facilities and businesses. During the April (Easter) and May Half-Term holidays, The Sports and Physical Activity Development coaches behind the "School's Out" Programme delivered holiday activities for **13 days** to **265 children**. The programme engages with children and families from over **40** different communities around the East Lindsey district.

During the Summer Holidays, the School's Out Sport & Physical Activity team delivered **39 sessions** across **23 days**, with an incredible **583 young people participating** at **8** East Lindsey locations. During the October Half-Term, the programme engaged **164 participants** from East Lindsey - plus, last but certainly not least... February half-term! **165 children** participated throughout the week in February, with Spilsby recording the highest attendance: **33!**

*Activities included various sports camps such as Football, Netball, Multi-Sports, and Dance, along with trips to the Station Leisure & Learning Centre. We also partnered with Kenwick Park Golf Club, XSite Skatepark, and Boston United FC to deliver fun and educational experiences. So many children have access to fun, free activities - And the opportunity to make friends & socialise every school holiday!*

### ● Other Activities within the Community:

Community engagement continued to flourish with the development of several targeted sports participation programmes throughout the year. New introductions included 'Pickleball' and 'Walking Rugby'. We partnered with Lincolnshire Cricket Ltd to introduce weekly 'Street Cricket' sessions for teenagers and expanded the Lords Taverners 'Table Cricket' competition for individuals with special educational needs (SEN) and physical disabilities.

Additionally, Magna Vitae teamed up with Lincolnshire Coop for 'Wellbeing Walks' training, revitalising walks in Louth, Horncastle, and Wragby, and introducing a new walk in Binbrook. Fitness and Yoga sessions were also delivered in Binbrook and Brookenby... And 'Body Conditioning' and 'Core & Stretch' classes were launched in Wragby. **This resulted overall in 352 sessions delivered, 2,954 participants, and 18 new activities!**

### ● The Holiday Activity and Food Programme (HAF)

The HAF Programme saw its 9<sup>th</sup> delivery in Quarter 1, reaching **158 participants** across all venues over **19 delivery dates!** In Quarter 2, the HAF programme expanded to include Station Leisure & Learning Centre, offering over **78 days of delivery** with **1,556** spaces utilised, incorporating SEND Stay and Play and Teen programmes. In Quarter 3, **376** spaces were utilised across **12 delivery days**. The programme provides healthy meals and enriching activities during the Easter, Summer, and Christmas holidays.

All three venues were registered as new food businesses and achieved a **5\* Food Safety rating** from East Lindsey District Council. The Summer 2024 HAF delivery provided funded activity days and healthy hot meals, and encouraged participation in new activities (with **25% of all places** attended by children with identified additional needs.) Overall, **2,647 children participated** across **3 locations** over **124 days** of delivery.



# Health Improvement



## The Ageless & Agile programme:

This programme, funded by the **Mental Health and Wellbeing Community Investment Fund** and **Shine Lincolnshire**, offers sessions in all of our local venue and areas. This community group provides a friendly environment for those who are looking to get out more, socialise, and stay active. **Ageless & Agile** was awarded £56,250 in funding over three years (2023/24: £25,000; 2024/25: £18,750; 2025/26: £12,500). Activities include various nostalgic games, quizzes, seated exercises, and even discussing health awareness topics. It has been highly effective in helping individuals struggling with isolation and loneliness. The programme continues to grow, with **87** people attending since April 1<sup>st</sup>, 2024, exceeding the annual target of 70 set by the funder, Shine. In Quarter 4 alone, 20 new beneficiaries joined, bringing the **total to 107**. The programme is developed around the NHS's 5 Pillars of Wellbeing, incorporating diverse health and wellbeing topics and inclusive physical activities such as archery, tennis, and bowls. **Ageless & Agile** proudly won the 'Impact on Health' award at the **Active Lincolnshire Physical Activity Awards** in November!

## The One You Lincolnshire Exercise on Prescription programme:



The EOP (*Exercise On Prescription*) Programme continues to benefit residents, providing a personal exercise plan for those with medical conditions who would benefit from a more active lifestyle. In Quarter 1, **204 individuals** were assessed, and **23%** of referrals continued with a Magna Vitae membership after their programme. In Quarter 2, **188 individuals** were assessed, **33%** of which continued a Magna Vitae membership afterwards. In Quarter 3, **166 individuals** were assessed on the **One You Lincolnshire Exercise on Prescription programme**, with **29%** of referrals continuing... And finally, Quarter 4 saw **204 individuals** assessed (*exceeding the target of 156*). In order to manage waiting lists, referrals are now only being accepted from Healthcare Professionals rather than self-referral. The programme is currently under an Integrated Lifestyle Service tender process.

During **Dementia Action Week** (May 13<sup>th</sup>-19<sup>th</sup>), the community team hosted the 'Spring Games,' a dementia-friendly sports day at Meridian Leisure Centre. This event featured simple, inclusive games designed by Magna Vitae and was attended by various activity groups, local dementia cafes, and children from local primary schools. This event was a **finalist** for the 'Active Event Award' at the **Active Lincolnshire Awards**. The effort related to Dementia Friendly Communities also included maintaining connections with the steering group to improve experiences for those impacted by dementia.

From June 15<sup>th</sup> to 22<sup>nd</sup>, Magna Vitae participated in **Drowning Prevention Week**, an initiative by the **Royal Life Saving Society (RLSS)**, creating a water safety code video that continues to be spread far and wide both locally and nationally.



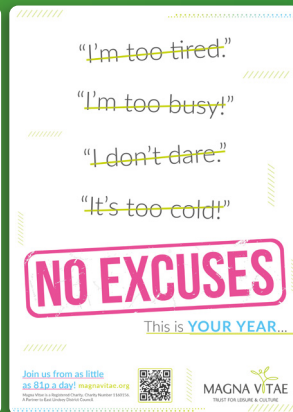
# Headline Marketing Campaigns

September marked our second-largest membership period. We launched “**Every Moment Matters**”, which is a campaign designed to reinforce the value of our offering. This campaign focused on positive affirmation, using a video that showcased the lives of four customers facing real-life challenges to inspire others.

Our annual fitness campaign, held around **Black Friday** in November, featured reduced annual memberships across our venues. This promotion, running throughout November, offered significant savings, with multi-venue memberships at £360 (down from £375) and single-venue memberships at £284 (down from £295), attracting both new and returning members.

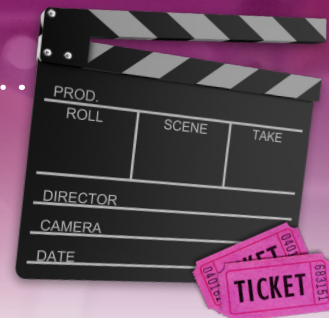
In Quarter 4, we delivered our ‘Golden Quarter’ campaign, “**No Excuses**”, designed to challenge people to prioritise their health and wellbeing. This campaign highlighted that now is the time to shift mindset and make lasting changes, featuring two inspiring customer stories as ‘No Excuses Ambassadors’: Caron and Malcolm. The direct tone of this campaign resonated powerfully with both audiences & stakeholders alike.

As we head into the next quarter and beyond, stay tuned for ‘Phase 2’ of **No Excuses: Price Comparisons...** Our Superhero “**Pool Power**” campaign - And how we plan to reutilise our **Drowning Prevention** Water Safety Video!





# Creative & Cultural Opportunities



## The Embassy Theatre

The **Embassy Theatre**, in partnership with **The Royal Shakespeare Company (RSC)**, held its inaugural “First Encounters” performance of *Romeo & Juliet*, welcoming children from **five local schools** to experience Theatre. The Theatre also hosted the RSC’s national celebration of Shakespeare’s birthday. In Quarter 2 (July-September 2024), live performances included “Blood Brothers” and “Jimmy Carr”. Auditions for the Annual Pantomime attracted over 60 highly enthusiastic local performers.



Phase one of the **Culture House** concept construction project began in early September 2024. This extensive renovation and extension of The Embassy Theatre was scheduled to take place between September 2024 and April 2025. Key works in Quarter 4 (January-March 2025) included stripping the auditorium, removing all seating, demolition of exterior walls for new extensions, painting the entire building, installing new interior walls, a new office space, a new fire curtain, and the installation of over 1,000 brand new seats. The venue was proud to reopen to the public on April 3<sup>rd</sup>, 2025.



**Quarter 1: 16,474 patrons | 49 live performances | £4.24 average spend** per person.

**Quarter 2: 22,718 patrons | 46 live performances | £3.59 average spend** per person

**Quarter 3: 19,851 patrons\* | 49 live performances | £4.20 average spend** per person.

**Quarter 4:** *Closed whilst extensive renovations are made*

- The Annual Pantomime performed in Quarter 3, Dick Whittington, had an audience of 8,362 patrons!
- \*Audience donations in this quarter enabled 140 students & young carers to enjoy the performance!





# SO Festival 2024

**SO Festival 2024** (June 14th-16th) was a great success despite the weather, which did not dampen the spirits of artists, staff, and the community. The full programme for Skegness dates was moved indoors to The Embassy Theatre to ensure performances could proceed. In Mablethorpe, the programme was tailored to the weather, with activities taking place in Queen's Park Car Park, along The Promenade, and in Beach Huts.

This year's festival included **seven UK premiers** and a programme of performances from **local, UK-wide, and European** artists.

Visitors had opportunities for aerial acrobatics workshops, custom-written poems, and contributing to street art. The **SO 'Talks' programme** is an increasingly important part of the Festival, featuring national and international speakers.



Overall, the Festival featured **17 performances and presentations** from **artists across five countries**, engaging **45 individuals** showcasing their creativity... There were also **three talks** from industry specialists, with a total of **100 attendees**.

- The Festival supported three companies touring to consortium partners (Newark, Sleaford, Gainsborough) and four community-based projects.
- Ten Festival Assistants were employed, including local freelancers, University of Lincoln students, and Magna Vitae staff.
- The team is also collaborating with Passage Festival in Denmark to bring innovative artists to SO Festival weekend in June 2025.
- In November, the SO Festival team hosted their first Creative Careers Week event at The Embassy Theatre, attended by over 60 participants from local schools and creative freelancers aged 16-25, providing opportunities for networking and collaboration.
- The Community Programming Team also provides valuable input into shortlisting artists for the festival programme.
- In February 2025, a new LinkedIn account and group were created for Lincolnshire Creatives, which has grown to 869 active members in the group and almost 140 followers on the account.
- The first Creative Meetup of the year was hosted in March as part of Newark Ignite. Magna Vitae has also been developing its first Outdoor Arts Development Scheme to support Lincolnshire artists engaged in outdoor arts, appointing 3 Supported Artists.
- The SO Festival team attended the Outdoor Arts UK Conference, engaging with national partners and discussing challenges in the sector.



# Cultural Collaborations



Magna Vitae has been asked to 'Chair' the National Coastal Cultural Network (CCN): A legacy project from the 'Opera for All' programme, aiming to develop an advocacy platform and potentially access additional Arts Council England funds. Magna Vitae's international cultural relationships enabled local young people to participate in the FITS (Festival International de Teatru de la Sibiu) Volunteer Programme in Romania, through a funding collaboration.



In Quarter 4, Magna Vitae proudly supported three more individuals in taking part in the International People's College (IPC) cultural exchange programme in Denmark. This is an enriching 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.



Magna Vitae's Executive Director, James Brindle, joined Community Leisure UK's Board as their new Cultural Director. He emphasizes that cultural consumption improves health and wellbeing, with the power to alleviate pain, frailty, depression, and medication dependence, underscoring the sector's crucial role in developing cultural health programmes.

## Highlights & Awards

Magna Vitae has **significantly lowered its Carbon Footprint** by 40 Tonnes of CO<sub>2</sub>e annually, *which is equivalent to 40 transatlantic flights!* This is just the beginning of our **green journey**...



Magna Vitae was proud to announce a number of nominated finalists for the Active Lincolnshire Awards. Our **Ageless & Agile programme** was nominated for the '**Impact on Health Award**', and our Spring Games – Dementia Friendly Sports Day for the '**Active Event Award**'.



In November 2024, **Ageless & Agile was recognised as a winner** of the '**Impact on Health**' award. **Ruby Fox**, a dedicated young coach, was acknowledged for the 'Active Achievement Award' due to her contributions to the Magna Vitae Gymnastics Programme, the School's Out Holiday Activity Programme, and her impact as the UK's youngest Community Golf Instructor.



**Nik Fox**, who has supported Magna Vitae's Sport & Development team, was a **finalist** for the '**Outstanding Service to Sport & Physical Activity Award**' for enhancing golf opportunities in the community.

**Lindsay Linder**, a swimming teacher, was a **finalist** for the '**Active Youth Champion Award**' for inspiring young people in swimming.

**Debbie Prince**, a long-standing member, was a **finalist** for the '**Unsung Hero Award**' for encouraging physical activity.

**Magna Vitae Gymnastics** was nominated as a **finalist** for British Gymnastics '**OFFICIAL DELIVERY PARTNER VENUE OF THE YEAR**' for their commitment to providing high-quality, inclusive, and enjoyable gymnastics opportunities.

The **Meridian Leisure Centre** team achieved '**EXCELLENT**' in its most recent **Quest audit**, marking the first time a Magna Vitae venue has achieved a full excellent banding.



Additionally, the Meridian Leisure Centre also received "**The Tackling Inequalities in Leisure**" **Standard**.

At the **East Lindsey Community Ambassador Awards 2024**, Magna Vitae sponsored the Youth Champion Award, which the inspirational Summer Willetts won.

Magna Vitae was also shortlisted for the "**People Above Profit**" category at the inaugural **Community Leisure UK Seriously Social Awards 2024**, recognising the inspiring journey of Paul, a long-standing member of **Skegness Pool & Fitness Suite**.



# Additionality & Impact

Magna Vitae's long-term 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 residents.

This 'additionality' is made possible through two key areas of work:

- Development of collaborative partnerships and networks
- Fundraising that leverages external investment into the district from a diverse portfolio of funders.
- **Service Fee: £1.74m (24/25)** including additional contract delivery for SO Festival, Sport & Physical Activity, and Inland Conurbations.
- **Partnerships: Local, national, and international partnerships** and collaborations with stakeholders.
- **Funding Investment: £2.31m of additional funding and investment** from 11 different funders to deliver programmes to support the health and wellbeing needs of our communities.

## Confirmed Funder & Amount:

**£2,309,911** \*£2.3m includes all live revenue projects & capital funding secured over the last 12 months.

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

## 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 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 distinctive educational experience that focuses on achieving life goals,thereby 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 27<sup>th</sup>.

### Wolds Community Activity Group (WCAG)

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

### Multiply Grant

To create opportunities for adults to develop numeracy skills, improving their employment prospects and life chances.

## Moving Communities

**The Social Value Calculator (SVC):** Gives leisure operators the ability to accurately measure and value the impacts of sport & physical activity. It uses evidence based academic research funded by Digital, Culture, Media & Sport 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 is: **£4,164,263**

- Physical & Mental Health: **£981,791**
- Subjective Wellbeing: **£2,163,866**
- Individual Development: **£30,246**
- Social & Community Development: **£988,327**

# ASPIRE TO BE

The Aspire to Be programme continues to motivate, support, and provide training for individuals, improving physical and mental wellbeing to prepare them for the wider workforce. This two-year project, funded by Theddlethorpe GDF Community Partnership with £230,000, focuses on Mablethorpe and surrounding villages. Magna Vitae's HR Team engaged with Secondary Education and Higher Education providers across East Lindsey, offering career advice, mock interviews and employment skills workshops to young people.

Students from local schools completed their Year 10 Work Experience at Meridian Leisure Centre, gaining experience in leisure roles, finance, marketing, community, and HR. During Apprenticeship Week, Magna Vitae highlighted current apprentices who have gained valuable qualifications such as their National Pool Lifeguard Qualification and First Aid at Work.

- **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 full time/part time or zero-hour contracts at our leisure centre in Mablethorpe. All have accessed qualifications online and in person, including customer service and transferable skills
- **10** individuals have completed their National Pool Lifeguard Qualification, *or are booked on 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

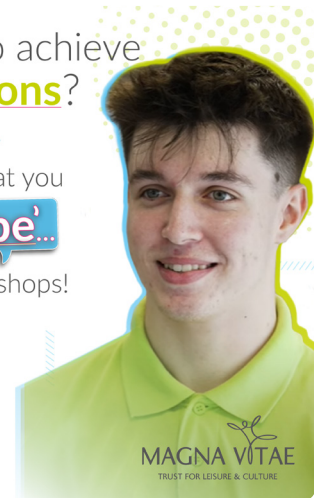
Do you want to achieve  
**your aspirations?**

Come and discuss what you

**'ASPIRE to be'...**

at our upcoming workshops!

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



# WORK PLACEMENTS & SKILLS DEVELOPMENT

Over the past year, 19 work placements have been successfully delivered across our teams and venues, providing valuable hands-on experience to students from a range of local schools and colleges. Participants included students from Lincoln College, Somercotes Academy, Louth King Edward VI Grammar School, Louth Academy, Queen Elizabeth Grammar School in Alford, Linkage, and St Bernard's SEND School in Louth.

These placements offer students the opportunity to experience a real working environment, engage with colleagues and customers, and gain practical insight into the operations of our business. This exposure not only helps students build confidence and communication skills but also supports them in identifying



and pursuing future career pathways. Notably, 7 students who took part in these placements have since gone on to qualify as Lifeguards, securing employment that fits around their ongoing studies—a testament to the positive and lasting impact of the programme.



# ANALYTICS

## Digital Analytics Summary (Websites, Mobile App, Social Media)

Magna Vitae continues to see consistent increases in digital engagement. Over the last year, visits to our websites (*magnavitae.org*, *sofestival.org*, *embassytheatre.co.uk* and *altitude44.co.uk*) have seen significant activity:

- Total number of **page views**: 1,564,101
- Total number of **unique users**: 304,282
- Average length of **time on a page**: 2min 5secs

We have seen a consistent increase in the number of people viewing and downloading the **Magna Vitae app**:

- **11,062 downloads** of the app in the last 12 months
- **36,258 total users** now on the app!

We continue to generate strong engagement across our **social media channels** (Facebook, Instagram, X/Twitter):

- **Followers** (Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival): **60,272**
- **Engagement** (Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival): **25,797**
- **Reach** (Leisure Venues, Corporate, Community, Altitude44, Embassy Theatre & SO Festival): **1,144,958**

## SO Festival's New Social Media Channels

Over the past 12 months we've seen dramatic growth in followers and interaction on SO Festival's 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 a new account was created on LinkedIn along with a new group for Lincolnshire Creatives.

The group is managed not only by SO Festival, but also by 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**!)

**LinkedIn:** @magna-vitae-culture



# Testimonials

Magna Vitae is proud to have received **consistently positive feedback** throughout the year... Here are some of our favourite **comments and quotes from our customers** & service-users!

- **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.” “Friendly, kind staff that make you feel comfortable with your anxieties of overcoming going swimming in public. Disabled friendly. Friendly members. Non-judgmental.”

- **Station Leisure & Learning Centre:**

“It has made such a difference to the community. A very good meeting place for catching up with friends and family.” “Clean, so clean. Modern with great facilities especially for those with disabilities. A varied programme including the pool. The cafe is lovely - but the main thing is all the staff at Station Leisure & Learning Centre are so friendly and welcoming. Thanks to all the staff.”

- **Skegness Pool & Fitness Suite:**

“I really enjoy going to the gym and swimming. The staff and lifeguards are very helpful and friendly.” “... The lifeguard on duty handled this with such incredible professionalism. He was cool, calm and collected.” “I love swimming, and all my grandchildren are water babies, so we often use local pools wherever we go. I moved to Skegness last year and was delighted to find a swimming pool so close to home!”

- **Meridian Leisure Centre:**

“The staff are super friendly! It’s a really welcoming environment with great facilities - it’s great to have a swimming pool locally!” “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.”

- **Embassy Theatre:**

“We love coming to see the shows, and the staff are always helpful and friendly.” “The grandchildren loved it, Great Grandad loved it, we all loved it and thought it was brilliant. I loved the dancers from local dance schools. Great that the young students are getting a fantastic opportunity for their portfolios.”

- **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.”





# Good News Stories

## ● Caron's Story:

Caron, a 59-year-old secondary school teacher, experienced two mini-strokes due to work-related stress. After her second stroke, she re-evaluated her life and, through working with Magna Vitae, has transformed her health and wellbeing. Her story was featured in the "No Excuses" campaign.

## ● Malcolm's Story:

Sixteen years ago, Malcolm suffered a severe stroke. After his recovery, he was referred to the Exercise on Prescription programme by his doctor and has remained committed to staying active ever since, embodying resilience & a passion for exercise. *Malcolm's story was also part of the "No Excuses" campaign.*

## ● Ron & Jane:

This couple trains at Magna Vitae's Louth venue and support each other in their individual fitness goals, making exercise an integral part of their lifestyle.

## ● Katie & Toni:

These two have found the new Station Leisure & Learning Centre in Mablethorpe to be the perfect place to stay active, motivated, and connected. They highlight the non-judgmental environment and shared positive experiences, choosing activities that improve their overall physical and mental wellbeing.

You can read all of our good news stories (in full) at [magnavitae.org](https://magnavitae.org)



# 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; 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, thereby maximising our creative potential.





BE STRONGER *than your excuses*



[magnavitae.org](https://magnavitae.org)

Magna Vitae is a Registered Charity. Charity Number 1160156 A Partner to East Lindsey District Council.

  
**MAGNA VITAE**  
TRUST FOR LEISURE & CULTURE