



Annual Impact Report 2024 - 2025



Welcome To Our Annual Impact Report!

“We exist to support the residents of Broxtowe in living healthier & happier lives!”

Daniel Gammons
Business Director



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An introductory message from Sandra Scott



Chair Of The Liberty Leisure Board & Commercial Manager
Broxtowe Borough Council

“
thank you to everyone
at LLeisure for their
commitment
”

Welcome to the first ever Annual Report from LLeisure. We're pleased to share with you the excellent work that the team has undertaken across the Borough.

It's been an eventful 12 to 18 months. **We said goodbye to Chris Laxton Kane as Managing Director and welcomed Dan Gammons as Business Director**, to lead the LLeisure team. Chris was part of LLeisure from the beginning and shaped it into a strong, viable service. Dan is building upon those foundations and developing a variety of services that benefit as many people as possible.

The last year also saw LLeisure lose leisure facilities at Kimberley. However, **it was great to see the team pull together and the business bounce back** by providing new exercise referrals facilities at Greasley.

Due to everyone's hard work, the team ensured that the new services continued to provide fitness facilities for those who most needed them.

In the next 12 months, we expect to see new facilities open at the Stapleford Community Pavilion and look forward to welcoming customers (both new and current) at the centre.

Finally, and probably one of the most important items, is to say **thank you to everyone at LLeisure for their commitment** to providing the best leisure experience possible for residents. The Board and the team look forward to seeing you at a LLeisure site soon.

An introductory message from Daniel Gammons



Business Director
Liberty Leisure Limited

“
due to the outstanding
work of the team, we
exceeded all expectations
”

This year started off with the disappointing **loss of Kimberley Gym & Swim** which brought about a lot of change for the company. As a result of this it was felt that 24/25 would be a year of consolidation and somewhere to then build from.

However, due to the outstanding work of the team we exceeded all expectations by performing significantly better than the original budget. Operating income increased by £134k (5.4%) and expenditure decreased by £111k (3.8%).

The foundation for this was set in early 2024 with the swim team working on migrating as many members as possible from Kimberley to Bramcote. A partnership was also developed with Greasley Sport and Community Centre so that Exercise Referral could continue to be delivered in the north of the Borough.

This ethos of doing everything possible for the customer is where the staff add real value to what we do.

We are excited to be operating the new Stapleford Community Pavilion from October and providing additional opportunities for the community to be active.

Whilst last year was positive, we know there will be challenges in the next 12 months, however I believe we have the staff who are **ready to rise to these challenges to ensure we are performing as well as possible.**

Here's to the previous year and bring on the next!

A Little Bit About Liberty Leisure Limited...

Established on the 1st of October 2016, Liberty Leisure Limited (known as LLeisure) is a wholly owned Local Authority Trading Company of Broxtowe Borough Council.

Currently delivering sports and exercise opportunities across the borough at Bramcote Leisure (1) Centre and Chilwell Olympia (2), we also have a strong partnership with Greasley Sports and Community Centre (3) and will soon commence the management of the brand new Stapleford Community Pavilion (4).

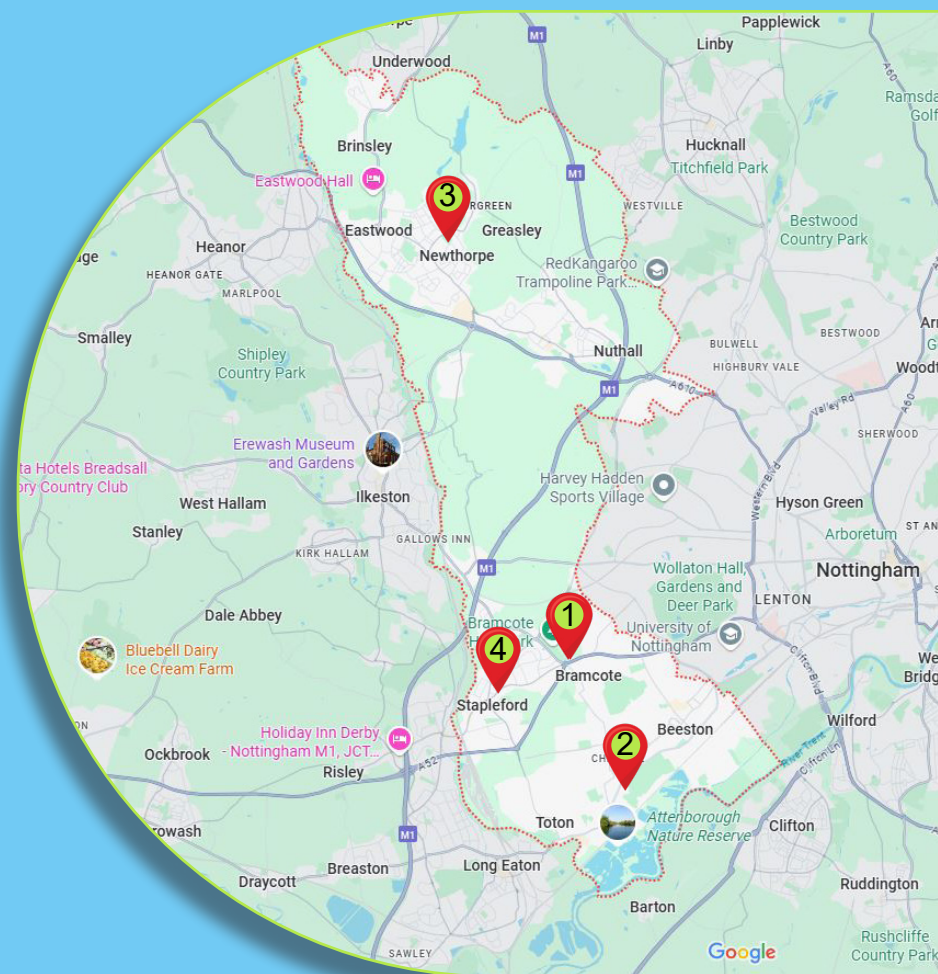
We actively campaign to encourage residents to explore the benefits of regular physical activity through going to the gym, having a swim, trying a group exercise class or joining a group for organised sport.

The role that LLeisure plays in the community is very important and has significant social value since regular participation in exercise is proven

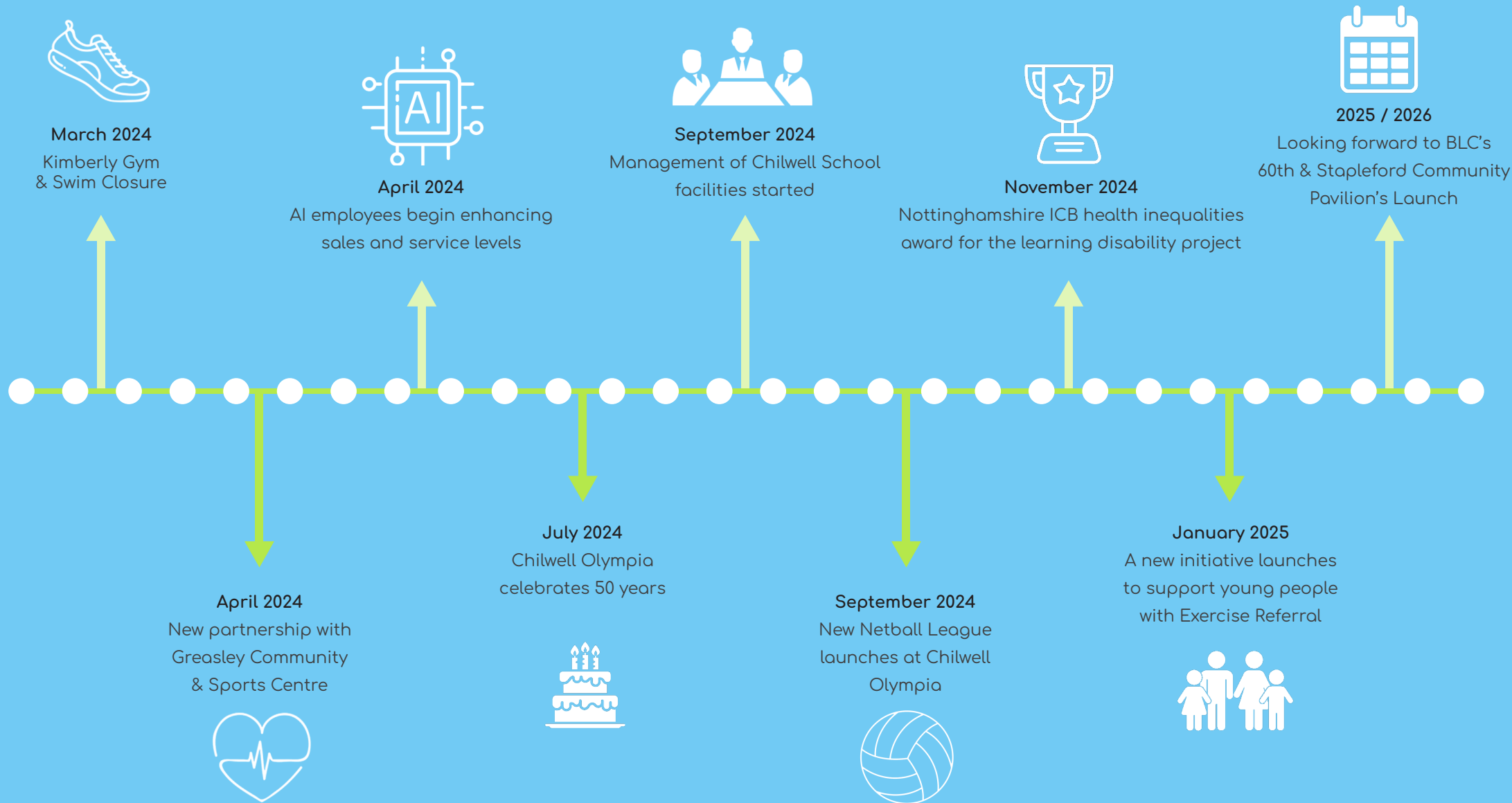
to have an impact on health and happiness.

The World Health Organisation recognises that at least 150 minutes of moderate physical activity is needed per week to sustain a healthy lifestyle. Regular physical activity is proven to reduce or manage the incidences of over 20 chronic diseases such as heart disease, type II diabetes, osteoporosis and some forms of cancers.

So rather than thinking of ourselves as simply a leisure centre operator, the role and impact of LLeisure in the community is much wider, promoting and educating people on the benefits of physical activity, building stronger community connections and reducing social isolation by bringing people together, helping the community learn essential life skills such as learning to swim and acting as a significant employer to upskill our local workforce.



Key Timelines for 2024 / 2025...



Social Value & Impact

Social value refers to the wider benefits, both financial and non-financial, that result from an organisation's activities.

Using Moving Communities (a Sport England initiative) data, we have calculated the social value that LLeisure delivers. This involves quantifying the benefits to individuals and society from participation in physical activity, including health, wellbeing, and community cohesion.

ATTRIBUTABLE SOCIAL VALUE (L12)

£5,893,173

The proportion of social value directly attributable to activities that occur within leisure centres in the last 12 months. It is calculated by isolating the value generated from participation within centres as a subset of participants' total activity.

LC PARTICIPANTS FULL SOCIAL VALUE

£16,478,293

The total social value generated by leisure centre participants through their overall physical activity, including both activities undertaken in leisure centres and elsewhere in the wider community.

ACTIVE PARTNERSHIP SOCIAL VALUE

£2,034,220,500

Based on the total number of active and fairly active individuals in their jurisdiction. The value is derived as a localised share of the national total, excluding volunteering.

NATIONAL SOCIAL VALUE

£98,777,783,500

Overall social value generated from physical activity at the national level, excluding volunteering. It provides a refreshed and up-to-date view of the individual and societal benefits of physical activity across the country, based on Sport England's new model. This is a static KPI so it is not impacted by the selected filters.

Social Value & Impact



TOTAL SV PARTICIPANTS

22,391

Total number of unique participants meeting the minimum activity threshold to generate social value based on CMO's UK physical activity guidelines over the last 12 months.

AVERAGE SV PER PERSON

£263

Average social value generated by each person that meets the minimum threshold required to generate value based on CMO's UK physical activity guidelines. This value increases as more members hit that threshold during more months of the year.

ATTRIBUTABLE SOCIAL VALUE (P12)

£2,823,960

This KPI displays the proportion of social value directly attributable to activities that occur within leisure centres in the 12 months previous year. It is calculated by isolating the value generated from participation within centres as a subset of participants' total activity.

SV YEAR-ON-YEAR CHANGE %

108.68%

Year-on-Year change in the Attributable Social Value based on Last 12 months compared with Previous 12 month.

Social Value & Impact

PRIMARY VALUE:

£5,125,349

SECONDARY VALUE:

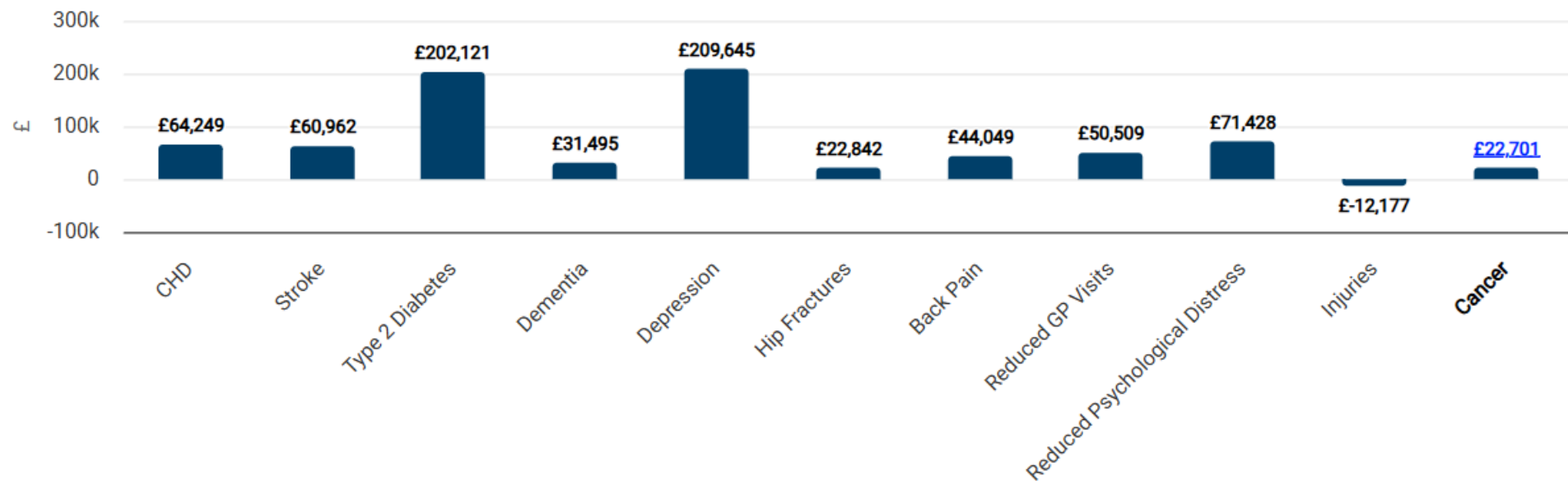
£767,825

Primary value refers to the direct benefits to individuals, while secondary value refers to the wider benefits to society, such as cost savings to public services.

For example, in sports and physical activity, primary social value is the improved wellbeing of participants and secondary social value is the reduced burden on healthcare systems due to increased physical activity.

Physical and Mental Health Indicators

Jun 2024 | May 2025



Celebrating Our People

Our Employees

Female 121 69.54%

Male 53 30.46%

Age Groups

Under 20	21 - 30	31 - 40	41 - 50	51+
2%	22%	27%	20%	29%

Length of Service

Under 5 Years	5+ Years
24%	76%





Celebrating Our People

Over the course of the year we have held a number of charity fundraising events including bake sales, exercise challenges and wearing football shirts or Christmas jumpers.

Investing in our people has always been important to upskill them, so we were very pleased to announce that a member of our team is undertaking a level 4 qualification for Cardiac rehabilitation. This will allow the continuity of Phase IV cardiac rehabilitation classes being delivered as part of the exercise class timetable, providing essential specialist support out in the community.

We continued to extend our workforce with new multi-skilled staff members employed for leisure attendant, cleaning and reception roles. In addition part funded National Pool Lifeguard Qualification opportunities were open to our team to help them continue their career development.

We invested in some high level training for our team in Retention and Sales management. Guy Griffiths, an industry renowned trainer, attended site and supported the training and development of our team.

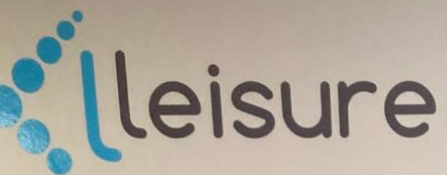
A Year In Stats...

Total Attendance Data

- 106,420 Gym workouts
- 133,804 Swims
- 61,807 Class workouts
- 246,822 Swimmers learning a new skill
- 146,988 Racket sessions

Over 720,000
activity attendances





#BRAMCOTELEISURECENTRE



Fitness Overview

Throughout the year customers have taken advantage of regular Cholesterol & Blood sugar tests offered at the leisure centres. Taking these tests provide individual key wellbeing results, with some customers being referred to formal medical follow ups.

An ongoing programme of customer engagement through interactive education workshops continued through the year with 8 workshops being delivered for our customers that include session on blood glucose, health eating and overall wellbeing.

We worked with a number of local organisations to improve the health and happiness of their workforce. An event at Reckitt Healthcare for example included body analysis testing, blood pressure, cholesterol & blood glucose tests along with a choice of workout classes.

Over 4,800 exercise classes were delivered in our centres with 61,807 customers taking part

“
The LLeisure team were
thorough, **professional**, and took
time to explain everything in
detail.

I **highly recommend LLeisure**
for anyone looking for a reliable
and comprehensive health
assessment.

Their **dedication to health
and wellbeing** is highly
commendable.

Customer feedback



Swimming Overview

We hosted an Artistic Novice Festival in collaboration with Aqua Stars, inviting local and regional clubs to participate. Each club performed routines to showcase and celebrate their swimmers.

2,240 swimmers are currently on our Swim Lesson programme, with 203 lessons being delivered each week for all ages.

46 of our swim instructors have completed online child protection safeguarding training.

We have 15 volunteers who support our teaching programme, 4 of these individuals have been supported to undertake formal instructor qualifications and are now actively teaching.

We regularly work with the Institute of Swimming to help host and upskill local swimming teachers who are entering this new career or progressing further.

We held a trophy gala held in September, in which 24 of our swim lesson programme attendees competed.



“ After **over 16 years of bringing my three children to Bramcote** Leisure Centre, sadly it is finally time for them to hang up their swim costumes.

They have completed all 10 stages and Rookies, so **they are now very confident swimmers**. Whilst studying at sixth form, one is now **working as a part time Lifeguard** earning their own money.

I just wanted to say a huge thank you to all the staff who provide an amazing, lifesaving service.

”



Clubs Overview

40 clubs use LLeisure facilities to deliver a range of coaching sessions within the community that includes Fencing, Trampolining & Gymnastics, Competitive Swimming, Artistic swimming, Karate, Tae Kwondo, Kickboxing, Dance, Netball, Basketball, Badminton, Subaqua, Football, Cricket, Triathlon, Archery and more!

Chilwell Blades Fencing Club celebrated their 50th Anniversary. Having launched the club at the same time as Chilwell Olympia first opened in April 1974, they have been a weekly fixture at the centre ever since.

40 individual sports clubs
attend our centres each
week with in excess of
244,000 attendances.

Get Active Overview

35 individuals are enrolled on the 'Wise Moves' activity scheme which provides instructor led exercise designed to support and prevent falls to specific 'at risk' individuals within the local community.

490 live members are actively on our exercise referral scheme.

Over the past 12 months our team have completed a number of training and development courses, including Level 4 postural stability, Level 4 cardiac rehabilitation, Nordic Walking Instructor and exercises to support Menopause.

Working in partnership with Nottingham West Primary Care Network we have delivered health workshops in the community to bridge the gap between health and leisure.

Over 12,000 attendances through our Get Active & Wise Moves programmes



Bramcote Leisure Centre

Overall we have had an incredibly positive and encouraging year of performance and growth in so many areas, both from a commercial, participation and social impact perspective.

But one thing that I am particularly proud of is seeing so many of our team continue to thrive and develop professionally. We have invested in supporting and upskilling our team this year in so many areas. We have also seen a high number of volunteers undertake training and development that has allowed them to enter into paid and contracted employment.

Garry Shaw
Operations Manager

+41
NPS

An independent Environmental Audit conducted by Right Directions scored Bramcote Leisure Centre 42%.

Maintaining the leisure centre in an operational state continues to present challenges. Reinforced Autoclaved Aerated Concrete has been identified in a dance studio rendering the space unsafe for use. The presence of historical asbestos deposits within the plant room has resulted in tightened access management protocols and there has also been various leaks within pipework and roofs across public areas. The general age of the infrastructure and the lack of available replacement parts particularly within the mechanical & electrical services is a regular headache when resolving breakdowns.

22 lifeguarding staff have successfully completed National Pool Lifeguard Qualification over the last year.

6 Swim teachers have under taken the National Rescue Award for Swimming Teachers.

Despite the difficulties of an ageing facility, our Net Promoter Scores continue to be positive, achieving an average of +41 against a national benchmark of +44. This is a testament to the great service levels that the team are consistently delivering to provide our customers with a brilliant experience.

For context, NPS scores could range from as little as -100 to +100. Any score in a positive (1+) indicates that you are providing an experience that more users would recommend than detract from.

Chilwell Olympia

Following another successful year delivering traditional quality activities to the community it is refreshing to see new opportunities to participate in physical activities coming forwards including 'Let's Play Pickleball', 'Tramptastic' trampolining, Archery and Battle Zone blast.

Taking on the management of the Chilwell school facility hire and Nottinghamshire badminton associations court booking systems has presented opportunities for staff to engage with new customers further embedding the leisure services into the fabric of the local community.

Garry Shaw
Operations Manager

+61
NPS

In September 2024, Chilwell Olympia successfully took management control over the Chilwell School bookings offering This has seen an increase in overall bookings including dance events and shows, choir concerts, training events and meeting room bookings.

This partnership has resulted in improved efficiencies for Chilwell Olympia and increased income generation for the school which is invested back into pupil facilities.

Discussions are ongoing with the Nottinghamshire Badminton Association to extend the existing management agreement into taking over the club booking system for the organisation.

This will further improve the efficiency of the Chilwell Olympia operation while at the same time improve customer booking experience.

The sport of Pickleball was introduced to the timetable in 2024, with a new weekly session called 'Let's Play Pickleball'. This is a group social activity which has attracted regular players each week, and introduced them to the sport for the first time.

Our Junior activities continue to thrive. Having grown over the course of the year, 153 young people now enjoy Trampoline and Gymnastics coaching each week.

Financial Statement

	2024-25	2023-24
Turnover	£2,852,068	£3,596,224
Cost of Sales	£1,878,687	£2,396,670
Gross Surplus	£973,381	£1,199,554
Administrative Expenses	£1,233,026	£727,668
	-£259,645	£471,886

Other - includes other operating income, interest and tax on outturn	£30,439	£31,258
End of year outturn	-£229,206	£503,144
Other Comprehensive Income	£230,000	-£502,000
Total Comprehensive income	£794	£1,144
Reserves	£442,827	£442,033

Please note - Significant variation as a result of pension movements, but balances out in Other Comprehensive income

Looking to the future



Business Director
Liberty Leisure Limited

“with strong teamwork we
can continue to move the
business forward”

Following a very successful year, we are excited to see what 2025/26 will bring, especially with the upcoming projects.

We will be looking to build from a very solid base to further improve the service we can offer to our customers.

The Stapleford Community Pavilion is set to open in Autumn and will provide a great community venue that will be utilised by various groups in the and something we are happy to be involved with.

We are also looking forward to hopefully seeing the progress with the replacement centre at Bramcote. This new facility will ensure the leisure facilities on the site are around for many years to come as the current centre is becoming increasingly difficult to maintain. More will be shared on this as it progresses.

Whilst we are optimistic and in a great current position, we are also aware that there are challenges in the upcoming year, primarily from increased NI contributions and increased utility costs. However, with the new projects and proactive management we are confident that with strong teamwork we can continue to move the business forward.