



Welcome To Our Annual Impact Report!

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

Daniel Gammons
Business Director
Liberty Leisure Limited



What's Coming Up...

Page

4

Foreword from
Sandra Scott

Page

5

Foreword from
Daniel Gammons

Page

6

About Liberty
Leisure Limited

Page

7

Key Timelines
for 2025 / 2026

Page

8

Social Impact
& Value

Page

11

Celebrating Our
People

Page

13

A Year
In Stats

Page

14

Fitness
Overview

Page

17

Swimming
Overview

Page

19

Clubs
Overview

Page

20

Get Active
Overview

Page

22

Centres Overview

Page

25

Financial
Statement

Page

26

Looking To The
future

An introductory message from Sandra Scott



Chair of the Liberty Leisure Limited Board & Commercial Manager
Broxtowe Borough Council

“It is true that the people who work for an organisation are its greatest asset”

Welcome to the second Annual Report from Liberty Leisure Limited (LLeisure). The Board are delighted to share with you the excellent work that the team has undertaken across the Borough.

The last 12 months have seen LLeisure build upon its strengths and expand its services across the Borough, continuing their partnership with Greasley to offer Exercise Referral throughout the Borough.

Stapleford Community Pavilion is now open and provides a variety of different facilities, including a health hub, padel courts and outdoor football pitches, which are used not only for games but also for coaching and training by the Steven Gerrard Academy for football.

Rooms are available within the centre for local community groups to meet, as well as Ducklings early years childcare provision and a community café. Whatever your age and interests, there is something for you at the Pavilion.

It is true that the people who work for an organisation are its greatest asset and LLeisure has a fantastic team who are dedicated to providing the best service possible. The Board are incredibly proud of their work and would like to say thank you for all their work over the last year.

We look forward to seeing you at an LLeisure site soon.

An introductory message from Daniel Gammons



Business Director
Liberty Leisure Limited

“Our impact across the borough has continued to grow, with more than 840,000 activity attendances.”

This has been a year of strong progress and positive momentum for Liberty Leisure Limited as we continue to build on the resilience and foundations established in previous years.

Over the past 12 months, we delivered a strong financial performance, with turnover increasing to £2.93 million and a small year-end surplus of £2,302 despite receiving over £100,000 less in management fees than in 2024/25. This highlights our effective approach to managing resources, growing income, and maintaining operational efficiency despite ongoing sector challenges.

Our impact across the borough has also continued to grow, with more than 840,000 activity attendances, including 104,000 gym visits, 148,000 swims, 92,000 fitness class attendances, and 250,000 swim lesson attendances, demonstrating the breadth and

accessibility of our services. A major milestone this year was the successful opening of Stapleford Community Pavilion. The facility is already creating new opportunities for residents to be active, connect with others, and improve their health and wellbeing. Strong partnerships, particularly with Greasley Sports and Community Centre and local health organisations, have also helped us reach new audiences and extend our community impact.

Our targeted health programmes continue to deliver significant social value, with more than 13,700 attendances across exercise referral and specialist programmes, supporting hundreds of participants and contributing to improved health outcomes.

None of this would be possible without the dedication, professionalism, and passion of our staff.

A Little Bit About Liberty Leisure Limited...

Founded in 2016, Liberty Leisure Limited (LLeisure) is a wholly owned Local Authority Trading Company of Broxtowe Borough Council, dedicated to improving health, wellbeing, and community engagement across the borough.

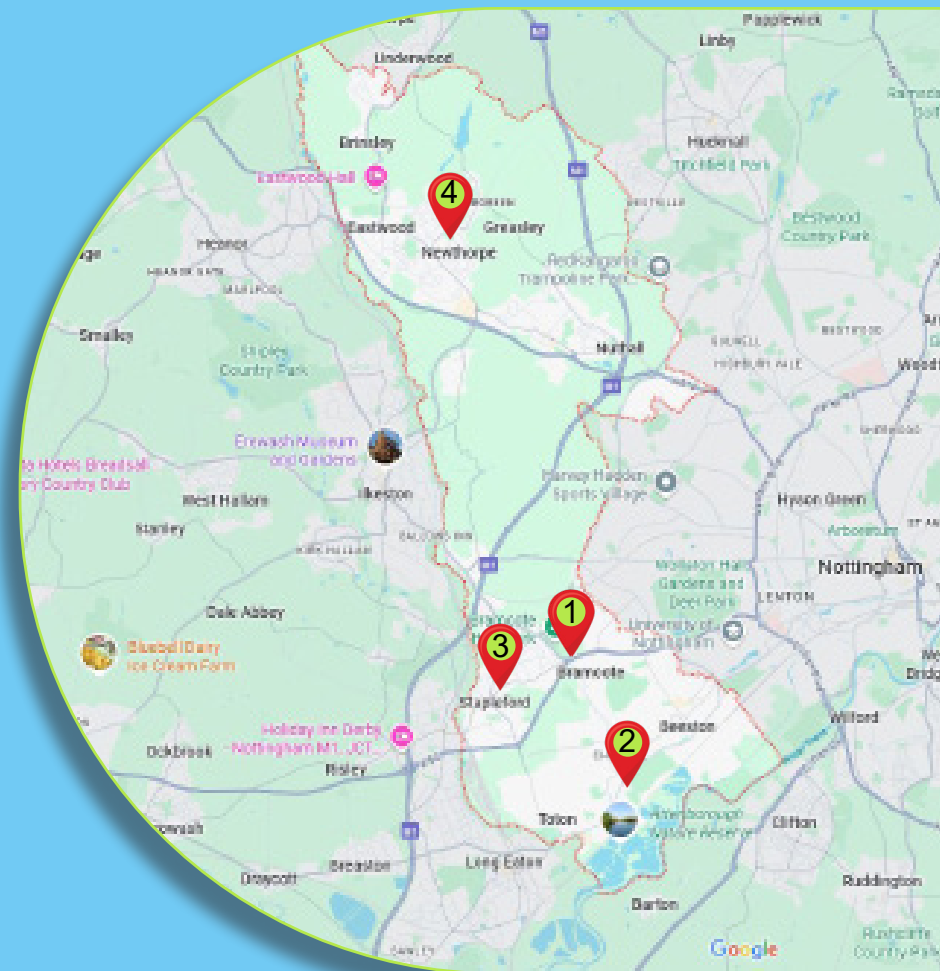
LLeisure currently operates a range of sports, fitness, and wellbeing services at Bramcote Leisure Centre (1), Chilwell Olympia (2), and the newly opened Stapleford Community Pavilion (3). In addition, we work closely with Greasley Sports and Community Centre (4) through strong and valued partnerships.

Our mission is to inspire and support residents to lead more active lifestyles by helping them discover the many benefits of regular physical activity. Whether through gym workouts, swimming, group exercise classes, or organised sports activities, we provide opportunities for people of all ages and abilities to become more active.

The role LLeisure plays within the community extends far beyond operating leisure facilities. Regular participation in physical activity is widely recognised as a key contributor to both physical and mental health, delivering significant social value and helping people lead healthier, happier lives.

Regular exercise has been shown to help prevent and manage more than 20 chronic health conditions, including heart disease, type 2 diabetes, osteoporosis, and certain forms of cancer.

As a result, LLeisure sees its purpose as much more than providing leisure services. We are committed to promoting the benefits of active living, educating communities about healthier lifestyles, strengthening social connections, and reducing isolation by bringing people together.



Key Timelines for 2025 / 2026...



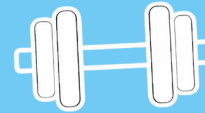
June 2025

Bramcote Leisure Centre celebrates its 60th Birthday



October 2025

Stapleford Community Pavilion opens for public use with a celebratory launch event



January 2026

The Active Lifestyles team launch a new Parkinson's programme

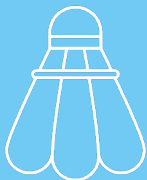


March 2026

SISU free Health screening machine located in Bramcote reception

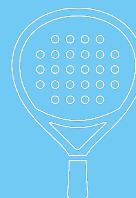
September 2025

Lleisure commenced managing the Nottinghamshire Badminton Association bookings



November 2025

The padel courts officially open at Stapleford Community Pavilion



February 2026

Lleisure attained the 'Active Standard' accreditation



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

£6,079,458

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

£16,945,023

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

23,100

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)

£6,415,569

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 %

-5.24%

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

Social Value & Impact

PRIMARY VALUE: INDIVIDUAL

£5,286,250

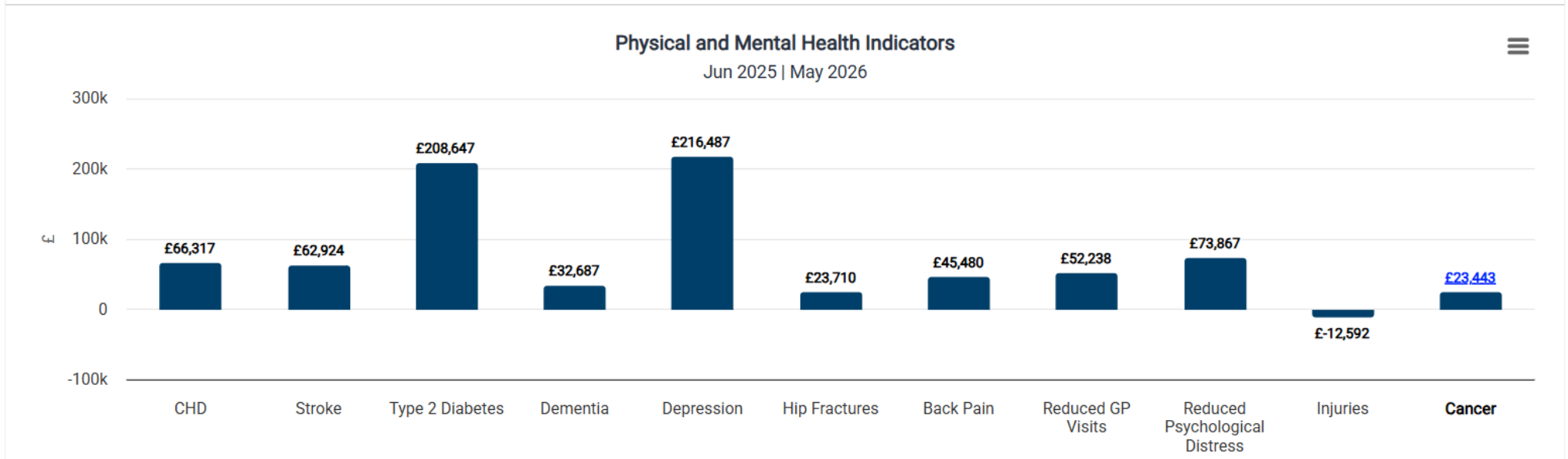
SECONDARY VALUE: HEALTH

£793,208

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 - FILTERS -



Celebrating Our People

Our Employees

Female 68.3%

Male 31.7%

Gender Pay Gap:

The workforce continues to have a higher proportion of female employees across all pay quartiles.

Age	Contracted	Relief/Coaches	Combined
<20	2.4%	33.6%	27.2%
20 - 29	19.5%	25.2%	23.9%
30 - 39	29.3%	7.7%	11.7%
40 - 49	22.0%	11.2%	13.3%
50+	26.8%	22.4%	23.9%

Gender	Contracted	Relief/Coaches	Combined
Male	41.5%	28.7%	31.7%
Female	58.5%	71.3%	68.3%

Service length	Contracted	Relief/Coaches	Combined
Under 5 years	26.8%	72.7%	63.3%
5 years +	73.2%	27.3%	36.7%





Celebrating Our People

Sarah Starbuck has shown exceptional initiative in setting up and developing the Parkinson's Strength Class at Stapleford Community Pavilion. This has created a valuable opportunity for participants to improve their strength, confidence, and overall wellbeing in a supportive environment.

Jess Holdsworth has successfully taken over the delivery of the cardiac classes in Greasley, ensuring members continue to receive high-quality support.

After more than 30 years of dedicated service with LLeisure, Chris Hallam has retired. Throughout his career, Chris has made a significant contribution to the organisation and the local community, and his commitment, experience, and support will be greatly missed.

Chris, Sarah, Bruce, Nic and Elaine successfully delivered a two-day corporate health event with major employer Reckitt. Their collective efforts ensured the event was both engaging and impactful, helping to promote health and wellbeing to all participants, and improving corporate wellbeing.

A huge congratulations to Margaret Smith and Joanne Smith on their outstanding long service with Liberty Leisure and Broxtowe Borough Council. Margaret celebrates an incredible 35 years of service, while Joanne reaches the fantastic milestone of 25 years. Their dedication, loyalty and commitment have made a lasting contribution to the organisation, and we thank them both for their many years of valued service.

A Year In Stats...

Total Attendance Data

- 104,444 Gym workouts
- 147,825 Swims
- 92,044 Class workouts
- 249,629 Swim lesson attendances
- 149,082 Racket sessions

Over 840,000
activity attendances





Fitness Overview

We expanded our on-site cholesterol and blood sugar testing service by increasing the number of testing sessions and training more staff to meet growing demand. These health checks have helped customers better understand their wellbeing, with appropriate referrals made where necessary. Many returning participants have also shown improved results after making positive lifestyle changes.

We continued to deliver a range of fitness workshops and courses, giving members the confidence and knowledge to improve their training with support from our experienced fitness advisors.

Our 'Introduction to Classes' workshops have successfully encouraged members who were previously anxious about joining group exercise classes to become regular attendees.

New initiatives, including the Healthy Lifestyle Card, Activity Card, and inclusive gym challenges, have maintained strong member engagement and supported people of all abilities on their fitness journey.

Stapleford Community Pavilion opened in autumn 2025, featuring a new Health Hub with EGYM equipment that has provided an accessible and inclusive fitness space for the local community.

Our team received specialist training on the EGYM equipment, and successful open days gave residents the opportunity to explore the facility and try the equipment. The Health Hub has proved particularly popular with people new to fitness, with members already demonstrating improvements in their health and wellbeing.

Throughout the year, we continued to support national charity campaigns and awareness initiatives by taking part in initiatives including Breast Cancer Awareness, Football Shirt Friday, and Christmas Jumper Day. We also supported Parkinsons awareness day, Autism awareness, offered Menopause workshops and support group through guided walk and talk sessions.

We strengthened our partnership with a large local employer by delivering workplace health and wellbeing sessions, including body analysis, blood pressure, peak flow, cholesterol, and blood sugar testing. This year, we also introduced Nordic Walking and Yoga taster sessions, which were very well received by staff.



Exercise Referral member review



“

Wendy

Over the past 6 months I feel that my life has started to change due to starting the health referral. It was very hard physically and mentally but with the support from the Exercise Referral team lead by Bruce and Sarah it is has become much easier.

I have Arthritis in one of my knees. Before I started exercising and building strength, I struggled to walk and I was often forced to use a wheelchair. I am now able to walk independently without feeling the debilitating pain in my knee.

I would recommend anyone with a health condition especially anyone suffering from chronic arthritis to consider taking up an exercise referral membership.

Becoming a member of the exercise referral scheme is the best thing I've done in a long time!

”



Swimming Overview

Staff development has continued to be a priority for our team, with teachers attending CPD courses in babies and toddlers, neurodiversity, and diverse learning needs.

To support the continued growth and upskilling of our workforce, we have part-funded two Level 1 Teaching Assistants to progress to Level 2 Swim Teacher qualifications.

To encourage young people to learn the essential life skill of swimming, we have recently offered free trial sessions which has seen a strong uptake.

In June 2025, we took part in Drowning Prevention Week, a national campaign led by the Royal Lifesaving Society. As part of this campaign we ran education sessions, content across our website and social media and included additional essential skills in our swim lessons programme to over 2,000 young people.

We hosted swim teacher training courses through the IOS and recruited new staff from these programmes.



Stronger with Parkinsons

member review



“

Having been diagnosed over 8 years my condition is managed by regular exercise and most importantly a strength focus. I have found the EGYM a very professionally managed and monitored exercise routine/group which helps me enjoy life to my fullest.

Rob.

”





Clubs Overview

With the Stapleford Community Pavilion opening its doors earlier in the year, our existing weekly provision for clubs across Liberty Leisure Ltd sites has grown with the introduction of community based clubs such as arts and crafts, Ducklings day care, scouts and Dance.

Steven Gerrard Academy

- 62 learners completed their academic and 'footballing' courses.
- 100% BTEC pass rate.
- 11 students will be staying on to complete higher education courses with many boys moving onto a University courses/ apprenticeships or into the world of work.
- 1st team came 3rd in the National Youth Football League
- Three teams from the academy competed in 3 separate football leagues.

46 individual sports clubs
attend our centres each
week with in excess of
250,000 attendances per
year

Get Active Overview

Exercise Referral & Physical Activity Programmes

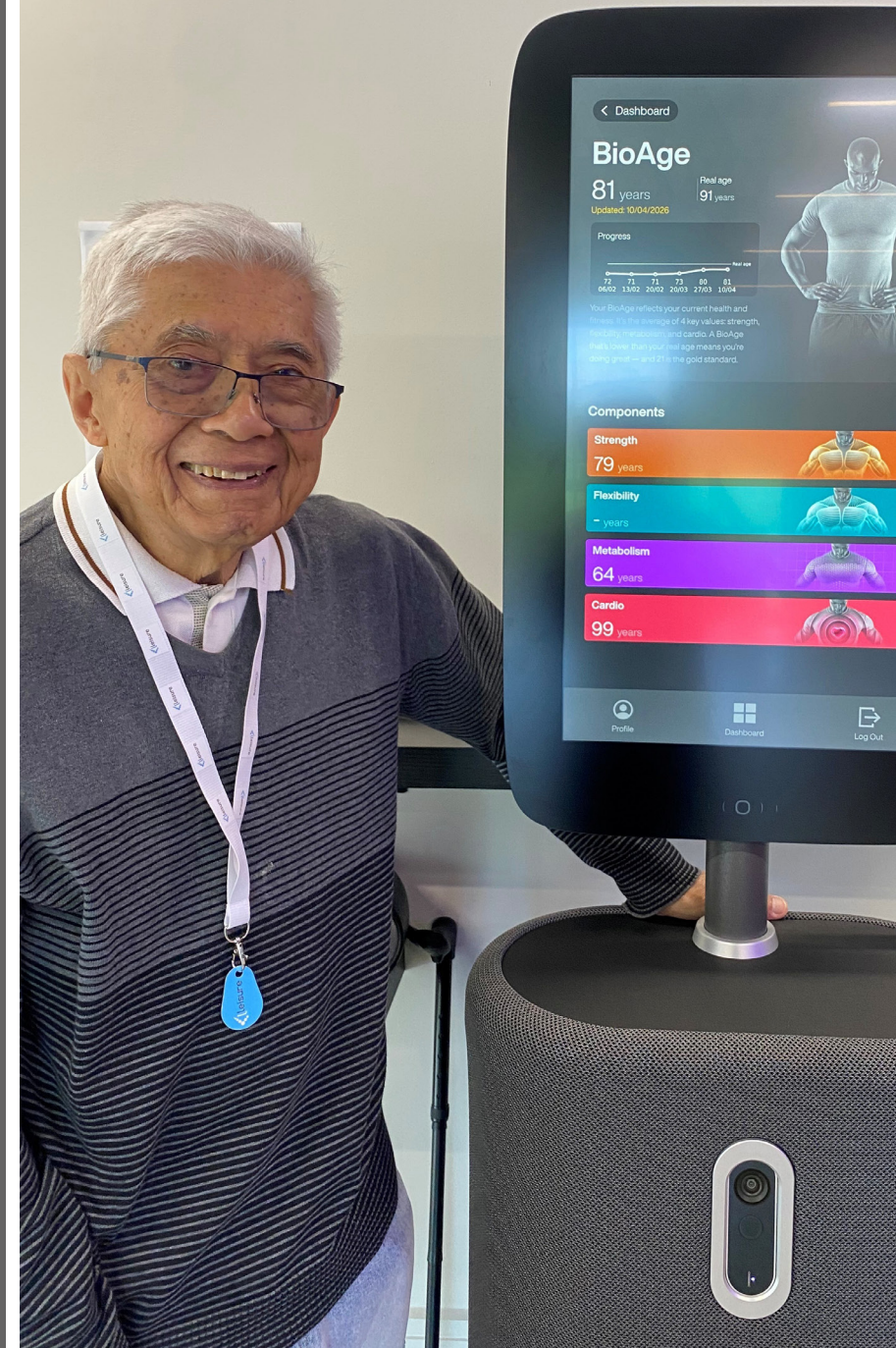
- 529 active members currently enrolled in the Exercise Referral Scheme.
- 13,747 attendances across Exercise Referral, Wise Moves, and Stronger with Parkinson's programmes over the last 12 months.
- Wise Moves has 1,357 attendances recorded.

Falls Prevention – Wise Moves

- 47 members attend weekly falls prevention classes.
- Average participant age: 77 years.
- Evidence-based programme with 20-weekly functional assessments to measure progress.
- Wise Moves programme transferred to Stapleford Community Pavilion from St Helens Community Hall in October 2025.
- Delivered external falls prevention workshops with local care homes to promote participation.

Stronger with Parkinson's

- Launched at Stapleford Community Pavilion on 30th January 2026.
- 8 regular participants attend weekly sessions.
- EGYM results show:
 - BioAge improved by 8.3 years
 - Strength BioAge improved by 10.5 years
 - Metabolic Age improved by 4 years
 - Average body fat reduction of 4%
 - Lower Body Strength BioAge improved by 8 years
 - Flexibility & Mobility BioAge improved by 20.75 years





Community Engagement & Partnerships

- Delivered a low-impact exercise programme for the Nottingham West Primary Care Network Skills Programme at Greasley Sport and Community Centre, encouraging inactive residents in North Nottinghamshire to become more active.
- Attended the Nottingham West Primary Care Network Protected Learning Team event, raising awareness of Get Active programmes among GPs and practice staff.
- Partnered with Nottingham West PCN and Social Prescribers to deliver an Autism Information Event at Stapleford Community Pavilion, resulting in a new volunteer supporting activities at Chilwell Olympia.

Workforce Development

- We supported workforce development with part-funded training for:
 - 2 volunteers to achieve Level 2 Swim Instructor qualifications.
 - 3 volunteers to achieve Level 1 Swim Instructor qualifications.
 - 1 staff member completed Cardiac Rehabilitation Phase 4 training and now delivers classes at Greasley Sport and Community Centre and Chilwell Olympia.
 - 2 staff members completed Parkinson's and Physical Activity & Exercise training.

Women's Health Programmes

- Delivered regular Menopause Coffee Mornings covering
 - Exercise and strength training
 - Pelvic floor health
 - Sleep and nutrition
 - Peer support and discussion
- Delivered Stronger Through the Change workshops at Bramcote Leisure Centre and Chilwell Olympia:
 - Strength-based exercise circuits
 - Safe and supportive environment for women during menopause
 - Focus on building strength, confidence and wellbeing.

Bramcote Leisure Centre

Garry Shaw, Operations Manager

The year has once again provided challenges which have all been greeted with a sense of opportunity by the staff, whether that be thinking of innovative repair solutions to failing infrastructure or creating exciting new opportunities to encourage customers to use the facilities. It is pleasing to see an improvement of the NPS score this year when compared to last year. The overriding response from our customers is that the staff are helpful, supportive and welcoming but the leisure centre needs refurbishing!

On a more personal perspective it is so pleasing to see staff develop within their chosen career. There have been a number of individuals gaining additional qualifications to extend their skills and knowledge. This development has led to some members of the team being successful in gaining permanent employment and in some cases individuals have been promoted to new roles!!

We say farewell to two of our team but not for too long as they go off on maternity leave. Well wishes and love go out from all of us for the safe delivery of a next generation into the world-enjoy!

+50
NPS

As part of UKactive's 'The Active Standard' industry quality compliance benchmarking system, both Bramcote Leisure Centre and Chilwell Olympia's site operating systems, policies and governance were independently audited by Right Directions. Both sites successfully achieved the required accreditation standard to be included on UKactive's register of certified operators. Achieving this standard is a credit to the staff and provides confidence in operational delivery.

Ongoing repairs to the aging infrastructure continued this year with numerous leaks being repaired to pipework and roofs. Maintaining the centre in an operational and serviceable condition remains challenging, requiring innovative solutions in many situations.

To reduce the potential of a total closure of the main pool, two replacement pumps were installed into the circulation system this year. The pumps replaced the failing original units which were installed when the leisure centre was built.

Departing from the traditional day job of providing physical activities to the community, a positive partnership has been created with Nottingham College to offer work placement for their T level students. Two students undertook 350 hours of work based experience within the reception service undertaking a range of activities including customer service, administration tasks and data management. It is pleasing that opportunities for young people are on offer to gain work placed experience to enhance their academic learning, making them 'work place' ready. This partnership will continue into the next academic year.

A programme of asbestos removal within the plant room has been undertaken to ensure the area remains a safe environment for staff to access and work in. A great working partnership was forged between the contractors and key members of the management team to ensure essential and regular maintenance tasks could be undertaken within the controlled area to ensure a continuous service was maintained throughout.

Chilwell Olympia

Garry Shaw, Operations Manager

Chilwell Olympia continues to deliver opportunities for the community to participate in physical activities through club based activities, exercise classes, football pitches, gymnastics & trampolining sessions and much more.

Income generation continues to grow through the management of Chilwell school facilities with regular clubs accessing the facilities alongside annual return events and new customers coming online. The income is shared with the school which is recycled back into pupil focussed extracurricular equipment.

It is pleasing to see innovative activities being created and delivered within the 'standard' programme of activities, school holiday 'Battle Zone' inflatable sessions have proved extremely popular with families and will now be a regular opportunity each school holiday.

+42
NPS

As customer demands change and develop small changes to the building have been undertaken.

A damaged and unusable squash court has been converted into a usable space providing a dedicated facility for table tennis providing customers the opportunity to play table tennis in a 'private' space.

138 young people continue to enjoy weekly gymnastics and trampolining sessions.

Walking football continues to grow at the site with the existing 'club' taking on more time on the football pitches with the site playing host to an England walking football team training session this year. Upwards of 50 individuals play the game each week.

Chilwell hosts the Nottingham woman's netball leagues. Its very much a social league open to all with a hint of competition. Currently 8 teams play each Monday with a further 6 teams playing each Sunday. The ethos of the leagues is for participants to have a fun social time whether it be for new players to the sport or returning players all are welcome.

Stapleford Community Pavilion

Garry Shaw, Operations Manager

The opening of the new community leisure venue has brought both exciting opportunities and new challenges. A dedicated team has successfully adapted to a different operating model, working alongside community groups, clubs and national governing bodies to create a diverse programme of activities.

Introducing padel has been a particular focus. As a new sport for the organisation, staff and volunteers completed Activator training to support the launch of “Let’s Play Padel” sessions. Encouraging new players to connect and form groups has been a key challenge, but participation continues to grow. The planned installation of a canopy and floodlights will further extend playing opportunities throughout the year.

Perhaps the greatest success has been seeing the Pavilion embraced by the wider community, including many people who would not typically visit a traditional leisure centre. The café has become a popular meeting place, hosting regular visitors, weekly Mind coffee mornings, parent and toddler meet-ups, SEND group activities, arts and crafts, and bread-making sessions. A standout moment was watching a local Scout group set off from the Pavilion on a community litter-picking activity, demonstrating the venue’s growing role as a true community hub.

An alternative provision organisation made the pavilion their home. Providing education for pupils excluded from mainstream secondary education. The group make use of an activity room to deliver academic education and the football pitch and park areas to support 'break out' areas for the young people to 'regulate' behaviour.

Pinnacle community dance group continue to thrive with 160 pupils participating in Ballet, Street dance, Modern Jazz dance, Contemporary dance, Acrotrix, K Pop, Musical theatre and adult Commercial dance. Since moving to the community pavilion 3 new dance genres have been added to the programme encouraging over 40 new dancers to join the school. This has resulted in 3 new instructors being employed

The Ducklings day care organisation continue to thrive in their first year of operation. Due to an increase in their registered children additional staff have been employed from the local community.

Regular football coaching is delivered by Nottingham Forest FC in the community during the school holidays. Almost 100 young people take part in the sessions which offer structured football coaching by qualified staff.

Financial Statement

	2025-26	2024-25
Turnover	£2,926,128	£2,852,068
Cost of Sales	£1,973,039	£1,878,687
Gross Surplus	£953,089	£973,381
Administrative Expenses	£410,537	£1,233,026
	£542,552	-£259,645

Other - includes other operating income, interest and tax on outturn	£28,750	£30,439
End of year outturn	£571,302	-£229,206
Other Comprehensive Income	-£569,000	£230,000
Total Comprehensive income	£2,302	£794
Reserves	£445,129	£442,827

Looking to the Future



Business Director
Liberty Leisure Limited

“Over the past 12 months, we have strengthened our financial position and increased participation across our services.”

As we look ahead, Liberty Leisure is in a strong position to build on another successful year of growth, resilience, and positive community impact.

Over the past 12 months, we have strengthened our financial position, increased participation across our services, and continued to expand our focus on health and wellbeing, creating a solid foundation for the future.

Our ambition is to continue evolving beyond a traditional leisure provider by working closely with local authorities, health partners, and community organisations to help residents live healthier, happier lives. Exciting developments, including the proposed Bramcote Leisure Centre and the continued success of Stapleford Community Pavilion, will create even more opportunities for people to be active, connected, and supported.

We recognise that the year ahead will bring both challenges and opportunities. Rising costs, changing customer expectations, and local government reorganisation will require us to remain agile and innovative. However, these changes also present an opportunity to strengthen partnerships, enhance service delivery, and play an even greater role in supporting healthier communities across Broxtowe.

Above all, our success is driven by our people. The dedication, professionalism, and passion of our team are at the heart of everything we do. Together, we will continue to build on our achievements, strengthen our impact, and ensure Liberty Leisure remains a trusted partner in improving health and wellbeing for years to come.