



Annual Achievement Report 2016-2017

www.liveactive.co.uk

Live Active Leisure



Our Purpose

"To work together with our customers and partners to create and provide opportunities to participate in sport and leisure and enjoy the benefits of physical activity"

Our Vision

"To be the provider of choice in Perth & Kinross for everyone to live active lives"

Our Company Ethos

• Experience • Investment • Opportunity • Commitment

Our Brand Values

• Trust • Value • Flexibility • Enthusiasm

Our Customer Promises

- We are here whenever you need help
- We will offer good value for money
- We make getting active easier
- We want your experience to be great

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Plus

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ENERGY

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steps

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Wellbeing

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Annual Achievement Report 2016-2017

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"There is an ever-growing awareness of the contribution active lifestyles can make in improving people's physical and mental health, and we are well placed to help meet this demand, with strong staff and Board level expertise in this arena ..."

This past year marked the 50th anniversary of Live Active Leisure's contribution to health and well-being in Perthshire and Kinross, and it is testament to LAL's long-standing success that local people enjoy such high levels of participation in sport and physical activity.

In celebrating that significant milestone for LAL, it was humbling to hear the many stories and experiences of so many people, making all of us appreciate how embedded so many of LAL's activities and operations are within the communities they serve. This Annual Achievement Report for 2016/17, provides a 'fly through' of some of the Company's achievements that have contributed so positively to the quality of life enjoyed across the Perth and Kinross area.

It is an honour to take over the Chairmanship of LAL from Bill Duncan who has served the charitable Company so well for so many years. I feel a great sense of responsibility in ensuring we as a Board continue to build on the considerable work, enthusiasm and commitment that has served the Company and our communities so well, and do everything we can locally to promote affordable active lifestyles, and sustain the best of our operations. This report provides great reassurance of the achievements during the past year and evidences the genuine positive difference we can make and are making, to people's lives.

However, this will be no mean feat as we face increasing pressures on budgets and resources, a portfolio of buildings of mixed ages and with varying potential for investment, and a continuing need to provide popular public accessibility.

We are optimistic however.

There is an ever-growing awareness of the contribution active lifestyles can make in improving people's physical and mental health, and we are well placed to help meet this demand, with strong staff and Board level expertise in this arena.

And with the recent announcement of investment by our partners, PKC, in a new sports, leisure and physical activity venue in Blairgowrie, there is now an opportunity to see the leisure pool and curling rink in Perth rebuilt and modernised to create the wonderful planned new PH₂O facility. This will not only provide exciting modern and much needed swimming and curling facilities but another 20 or so activities within the venue, helping underpin active lifestyles and quality of life across the whole Perth and Kinross area. Additionally, the venue is intended to act as a 'hub' for providing a 'one stop shop' for accessing sports and activities across the whole of the area.

LAL is, and consistently has been fortunate to have such a wealth of experience within its Board of Volunteer Trustees who have ensured that working with our key partners, LAL has been investing in local people for the past fifty years and this Annual Achievement Report provides the latest example of just how fortunate we are here in Perth and Kinross in terms of the opportunities available to enjoy the benefits of living active lives.

We have delivered these achievements together with customers, supporters, partners, stakeholders and our communities and I am sure you will find this document an enjoyable, positive and easy read that provides a snapshot of the difference we can collectively realise in Perth & Kinross.



Mike Robinson
Chair
Live Active Leisure

Key Achievements

Live Active Leisure continues to deliver high quality, value for money services to our communities. The company has delivered this through continuing investment from our customers, our partnership with both Perth & Kinross Council and other funding partners and our commitment to continuous improvement.

Total Usages:	1,303,291
Number of regular individual customers:	28,551
Our Net Promoter Score:	59
% satisfaction:	86%

The Trust model has also delivered £1.1m non-domestic rates savings each year.

Value for the community:

Discounted admission for the local community:	c£180k
Free swimming for under 5's:	c£ 95k
Free access for Talented Athletes in training:	c£ 20k
Discounted memberships and access for priority groups:	c£110k
Discounted admission for under 16's and over 65's:	c£130k

Contract fee as a % of turnover

2010/11

2016/17



PKC spend per usage (Contract fee less property costs)

2010/11

2015/16



***“ ... commitment
to continuous
improvement”***





As the leading provider of fitness in Perthshire and Kinross-shire, Live Active Leisure is committed to helping people make small changes that will enhance their overall wellbeing and encourage long-term, positive habits. To ensure this objective is met we aim to provide great value for money memberships with attractive benefits, easy options for those who wish simply to pay-and-play and an unrivalled choice of classes, gyms and programmes to ensure we're always here when people need us. In the period 2016/17 we delivered our promises to over 4,000 Fitness members who chalked up almost 290,000 usages via our network of 11 fitness venues and over 100 qualified and knowledgeable personal trainers and fitness instructors.



Class use soars...

Fitness classes across all five of the Company's localities have seen a substantial increase in competition over the past twelve months. To ensure best value for money and brand loyalty, LAL has expanded the fitness class offer, ensuring a better mix of classes across all venues and a better opportunity for customers to access the popular choices at varying times of the day and week.

- A staggering 9.5% increase in fitness class participation Company wide
- Over 200 classes available on a weekly basis
- Leading area provider of Les Mills branded classes

Exceptional Instructors...

We have invested significantly in the Les Mills brand which has resulted in classes such as Body Pump, Body Balance, GRIT, RPM and Body Attack becoming available across the area. This popular global fitness phenomenon continues to be a popular choice with members and non-members alike and has certainly contributed to the company's significant upturn in fitness class participation. In order to fulfil our requirements, we have trained an additional four Body Pump instructors and an additional three Body Balance instructors.

LES MILLS



Support at the start.... **Start Fit**

It is important to understand the barriers to physical exercise and from there, to find solutions that reshape people's thinking. We know from industry-wide research that people often feel intimidated when starting out simply due to a lack of knowledge; being the new person in a class is daunting!

Start Fit is a 12 week Health and Fitness Camp based at North Inch Community Campus that allows participants to tap into a unique combination of resources to help them on their way to new, healthier lifestyle choices. **Start Fit** was originally launched in January 2016 and such was the success that it was rolled out for a second time in January 2017.

Feedback has also been instrumental in highlighting the demand for small group training; leading to the introduction of 'Learn To' Small Group Training and Couch to 5K jogging sessions in Perth.

Results from the 12 participants from January 2017

- A combined weight of 34.4kg was lost - that's an average of just under 3kg per person
- The most weight lost was 5.1 kg and the lowest was 0.9kg
- A combined 49.5cm was lost from waist measurements.
- ALL participants experienced a reduction in blood pressure and resting heart rates
- Out of the 12 who started, 9 are still members who are using our services regularly - that's a 75% retention rate!

The Winning Start Fit formula

- Small group exercise to keep motivation and enthusiasm high
- Weekly weigh-ins with food diary reviews and one-on-one mentor time
- Fitness check at the start and end measuring height, weight, blood pressure, resting heart rate, cholesterol, blood sugar levels, waist circumference and BMI.
- Personal training session and follow-up programme
- A private Facebook group to encourage peer group chat
- Full membership benefit package

Wellbeing

The Wellbeing Team at Live Active Leisure are an integral part of the communities they serve. Working closely with partners, our team seeks to address the health and social priorities of Perth and Kinross residents through physical activity interventions.

Wellbeing Programmes and Initiatives 2016/17

- Stride For Life Volunteer Training
- Dementia Friendly Walk Accreditation
- Active Beginnings
- All Ability Cycling
- Healthy Working Lives Ambassadors
- Health Assessment Roadshow
- Stride for Life Health Walks
- Community Classes
- Integrated Care Fund
- Community Liaison and Engagement

Ian Hutton

Position	Wellbeing Coordinator
Venue	Bell's Sports Centre
Time With Company	14 years
Favourite Activity	I can always be found in the weights room
Personal Quote	'I never lose, I either win or I learn'
Achievement	I recently passed my Cardiac Rehabilitation specialist qualification with 88%



All Ability Cycling

The "All Ability Cycling" project was created following evidence that showed a lack of outdoor opportunities for people with a disability. The Wellbeing Team worked with local agencies, parents, schools, the NHS and local PKC staff to develop and secure funding for an initial fleet of thirteen specially adapted bikes.

Since its launch in April 2016, the project has seen over one hundred individuals take part in all ability cycling opportunities. As well as this, local volunteers and agency staff have been trained to use the bikes and now offer weekly open sessions as well as offering specific groups the opportunity to lead their own sessions.

Funding partners include Perth Common Good Fund, Cash for Kids, The Gannochy Trust, Cycling Scotland and Perth and Kinross Disability Sport.

Boccia Event

Live Active Leisure has been the area's leading provider of Boccia classes for a number of years now and with significant success stories such as Joshua Rowe competing in the Rio Paralympics in July 2016; the Company is being recognised nationally amongst the sport's followers.

The first Perth and Kinross Boccia Festival was held at Strathearn Campus on Saturday 23rd April 2016. Aimed at all levels of ability, the day started with a lunch for the participants, umpires and volunteers giving everyone an opportunity to chat among their sporting peers. The players teamed up into pairs and the festival finished off with a talk from Joshua himself.



Active Beginnings

A specific 'Active Beginnings' project was launched in October 2016 which supports families where health and social inequalities increase the likelihood of an inactive lifestyle from birth. Many parents are simply not aware of the benefits of active living or the opportunities available to them or their children.

One of our key outcomes for this project was to increase confidence in accessing LAL venues and this has been a huge success with many parents and their children attending various classes offered as part of the general programme. These include Wee Springers, Bounce Around and Aqua Natal. We also saw an increase in the number of parents and their children using Perth Leisure Pool outwith the structured Splashtots sessions we ran in partnership with the Gowans Family Group.

In total 55 individual families have benefitted from the project's activities.

- **Gowans Splashtots - 17 families**
- **Stay & Play at Rattray Community Centre - 22 families**
- **Stay & Play at Strathearn Community Campus - 11 families**
- **Strong Starts - 4 families**
- **SPACE Group - 1 family**





Club

2016/17 focused on the development of grassroots clubs, building relationships with National Governing Bodies and re-developing our club accreditation scheme, PACES. In addition, our partnership working with National Governing Bodies is ever valuable and we have created or re-energised local development groups to focus on the needs of Bowls, Netball and Tennis within Perth & Kinross.

Through our work with clubs, we have identified training needs and developed a menu of courses and workshops and to date we have coordinated and delivered a 'Volunteer Management' workshop, a 'Supporting Coaches' workshop and a 'Social Media for Clubs' workshop. We have had 60 attendances at these courses highlighting the demand for such topics to be covered locally.

Over the course of 2016/17 we have also continued to provide basic First Aid and Child Protection courses for clubs and their volunteers and coaches.



Community

Community Sport Hubs (CSH's) is a sportscotland 2014 Commonwealth Games legacy initiative. The idea behind a hub is for all sports clubs, organisations and people that are interested and involved in sport or active recreation within a facility or a locality, to work together to share good practice, expertise, knowledge and resources. Community Sport Hubs provide the vehicle to improve and widen sporting opportunities by understanding and meeting community needs.

There are 157 CSH's in Scotland at present. Each is unique but all hubs work to five common principles:

- Increasing participation
- Engaging the local community
- Promoting and developing community leadership
- Offering a range of sporting opportunities
- Bringing all key partners, groups and people together

This year in P&K we have increased the number of hubs to 8 and more impressively we have increased the number of clubs engaged in hubs from 39 to 86 with a 70% increase in the number of different sports from 17 to 29

See 'Loch Leven' section for a more in-depth look at one of the Hubs we support in action.

and Cricket

Following the appointment of a Cricket Development Officer in 2015 – a post funded by The Gannochy Trust – Live Active Leisure has proactively engaged with local schools to encourage a new generation of cricket players.

Over the 2016 school holiday periods, LAL ran four holiday camps in association with three clubs. Two camps were staged at well-known Perth Doo`cot Cricket Club and one each at Meigle Cricket Club and Rossie Priory Cricket Club. This partnership approach was a real success with a total of 83 participants of primary school age joining in. The highlight of the course was a visit from current Scotland batsman Craig Wallace who gave a fantastic demonstration in 'power-hitting'.



Supporting Success

The aim of the Live Active Leisure Talented Athlete Scheme is to provide a unique opportunity to gain assistance and free venue access to enable athletes to be developed to their full potential. Eligible athletes must participate in a sport that has a governing body recognised by sportscotland, be a resident in Perth & Kinross or be a member of a Perth & Kinross based sports club. The athlete must also represent their sport at regional, national or international level.

There were 34 athletes registered to the Talented Athlete Programme in 2016/17 and from these hard-working individuals a number of high-profile achievements were gained:

- Rebecca Cameron - Footballer - Dundee United Women
- Ben English - Footballer - Forfar Athletic
- Scott Buchan - Alpine Skiing - represented Scotland
- Durness Mackay - Champion - U15 Scotland Cricket
- Cormac Sharpe - Golf - invited to join Scottish Golf Academy
- Carol McLean - Table Tennis - Scottish Ladies Veteran - Bronze
- Eddie McDiarmid - Canoeing - National and European selection
- Jordan Ross - Basketball - National selection U16

Of course, when it comes to profile, two Athletes represented Perth & Kinross at the highest possible level with two of the scheme's longest standing members, Stephen Milne and Joshua Rowe competing in the Rio Olympic Games and Paralympic Games respectively. Stephen went on to set two records and win an Olympic Silver medal:

- 400m freestyle - Scottish record
- 4x200m freestyle heats - 1st place setting a Scottish National Team record
- 4x200m freestyle final - Silver Medal and a British National Team record





An Outdoor Adventure

The provision of outdoor adventure activities was one of the services that transferred to the Company in April 2016. Blackwater Outdoor Activity Centre and Kinloch Rannoch Outdoor Activity Centre joined the existing venues within our portfolio. The introduction of Adventure has also allowed us to expand the successful Holiday Heroes programme to include outdoor activities.

The success of these built quickly over the holiday periods of 2016. Within Easter, Summer and October holiday camps, there were 280 attendances which was an increase of 40% on the previous year.

Adventure activity has also increased outwith holiday programmes and the past year has seen another 68 days of activity including Duke of Edinburgh excursions, school transition events and foster care residential trips.



Active Schools

Encouraging a love of sports from an early age is something the Company is passionate about and with Active Schools joining the team from April 1st 2016, LAL has worked closer than ever before with educational partners to make this happen.

The number of school pupils taking part in at least one extra-curricular school sport activity during the 2015/16 school year was 4,096 boys and 3,792 girls – which equates to 44% of the total school population in Perthshire and Kinross. This is an overall 3% increase on the previous year, and is 1% above the national average.

Part of this success is down to the number of school sport activity sessions delivered. In 2015/16 the number of sessions reached 12,078, compared to 9,092 the previous year. These sessions were delivered by a total of 876 people, 94% of whom were volunteers.

Of these, 252 were senior pupils, 132 of whom gained a Sports Leader and/or Governing Body qualification, 79 of which were funded and delivered through the School Sport Coaching Project with support from The Gannochy Trust through Active Schools.



Since its inception, Live Active Leisure has been a Company that has viewed its people as an integral part of the long-term vision. Our People, the employer brand, has a clear strategy that allows us to develop all our team members.

Modern Apprentices & Young People

Launched in 2008, the Modern Apprenticeship programme has proved to be hugely successful and has allowed the Company a clear vision for the recruitment and development of young people in the workforce.

Over the period 2016/17, the Modern Apprenticeship Programme has had 5 new recruits including new apprentice positions across the Company and three of our young colleagues have secured permanent positions with Live Active Leisure.

Staff Development

The Company continues to provide appropriate and relevant training to ensure standards of delivery are maintained throughout the organisation. Over 6,000 hours of training were delivered over the course of the year, with the majority of training delivered continuing to cover core and essential subject areas, such as National Pool Lifeguard Qualification, First Aid, Gym Instruction/CPD, Teaching Aquatics, various coaching skills and Health and Safety.

Specifics such as the introduction of the new Pool Extraction Board (PXB) in swimming pool venues required training for 28 Trainer Assessors and 208 Lifeguards.

Healthy Working Lives

The Company continues to provide support and information through the Healthy Working Lives (HWL) initiative and in doing so has maintained Silver Award status. HWL is important to the Company as it helps create a safer, healthier and more motivated workforce which contributes to business success.

Our Silver status reflects the hard work carried out by the working group in promoting and raising awareness on health and wellbeing at work.



50th Birthday

50 years of Physical Activity at Live Active Leisure

Celebrating Live Active Leisure's 50th Birthday was always going to be cause for great celebration but nobody could have anticipated the enthusiasm and excitement of the local communities LAL serves and the willingness of people from years gone by to join in, sharing their experiences and knowledge in book, on camera and in many wonderful photographs.





Maureen Kay, a long-time supporter and friend of Live Active Leisure, captured the many exciting milestones in her '50 Years of Live Active Leisure' book and gave us a strong foundation from which to plan our documentary.

Given its premiere at a civic reception hosted by Perth and Kinross Provost Liz Grant at Bell's Sports Centre, this twenty-minute film brought together many of the people involved in Live Active Leisure throughout the decades and ensured laughs, nostalgia and a great sense of pride and achievement.

Live Active Leisure is believed to be the oldest Charitable Trust in the UK, and in the year it celebrated its half century, its Chairman, local man Bill Duncan, was the first recipient of the Sporta UK Trustee of the Year Award to reflect his contribution to the success of LAL.



The Birth Place of Live Active Leisure

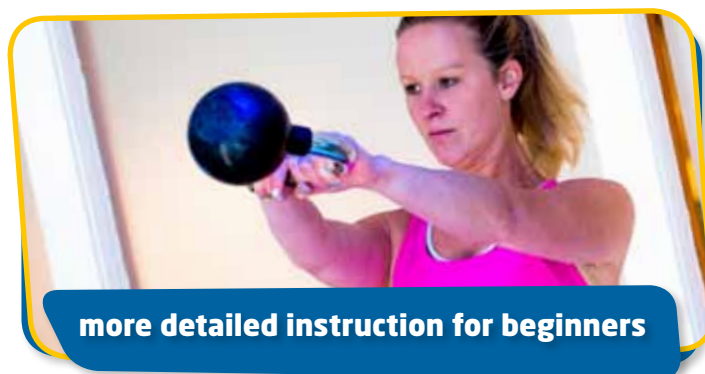
Perth City is the birth place of Live Active Leisure and has been home to the Company's Head Office since its formation in 1966. It also plays host to our inaugural venue, Bell's Sports Centre, as well as Perth Leisure Pool, Dewars Centre, Live Active Rodney and Live Active Letham. We also deliver a fitness and sports offer within North Inch Community Campus and Glenearn Community Campus. In addition, we operate George Duncan Athletic Arena and several community halls.

This unique combination of venues gives LAL an unbeatable physical activity offer in Perth City; from ice-skating to strength & conditioning, running groups to Active Steps pre-school classes the mix of pools, ice, fitness studios and sports halls allow us to deliver our diverse programme to customers from all walks of life, and at all stages of their active journey.

Support at the Start ... Learn To

In January 2017, under our Fitness brand, Live Active Rodney launched new 'Learn To...' classes which offer small group sessions for specific classes giving more detailed instruction for beginners. Seven classes offer PIYO, TRX, Battle Ropes, Body Pump,

Kettlebells, Core and Foam Rolling – a varied selection of fitness classes that work on strength and cardio fitness. Since launching in January the 'Learn To' sessions at Live Active Rodney have seen over 400 usages.



more detailed instruction for beginners



a real crowd-pleaser

On the ice ...

Ice-skating has always been a real crowd-pleaser with children and adults and because of this, in the past two years, Dewars Centre has offered additional ice-skating sessions which

have contributed to the two year increase that has seen total skating usage go from just over 3000 customers in 2014/15 to over 5000 customers in 2016/2017.

Debbie Scott

Position

Senior Facilities Manager

Venue

Perth Leisure Pool/Dewars Centre/
Glenearn Comm Campus

Time With Company

10 years then 13 years - with a gap of 6 years in between!

Favourite Activity

Outdoor running however recurring injuries unfortunately mean it doesn't happen too much now.

Achievement

As the manager of the crèche at Perth Leisure Pool, the Care Inspectorate now requires me to hold an SVQ level 3 in Child care. This is the equivalent level of an HNC and usually takes between 2-3 years but I'm pleased to say I completed it in 8 months and while running our venues!





Launched in January 2017, the Live Active Leisure 'Couch to 5K' programme is based on the NHS product of the same name which motivates participants into going from no running to completing a five-kilometre run. The model encourages three runs a week over 10 weeks and LAL has adapted this product to replace one of the weekly runs with an instructor-led class.

The class was fully booked before it began and such was the response from these runners that it led to a '5K and

Beyond' group with 40% of the original group attending this.

Business to Business Success with Live Active Plus

Live Active Leisure may be best known as an excellent sports and fitness provider but with the demand on venues to work harder, it is essential that we concentrate some of our efforts on our conference and event facilities. In Perth, Bell's Sports Centre and Dewars Centre both provide an excellent opportunity for this and are highly competitive choices within their marketplace. Bell's Sports Centre continues to host national events such as the Scottish Badminton Championships and the Scottish Open Volleyball Tournament.

From April 2016 to March 2017, Dewars Centre has drawn in major companies for multiple day events such as TSB, Scottish and Southern Energy, Transport Scotland and NHS Tayside. In January 2017, Dewars won the award for Best Organised Tournament nationally, by hosting the World Bowls Tour Scottish Championships – an event that the venue has retained for many years. This televised event sits alongside other major sporting championships such as the Scottish Curling Championships, which Dewars has hosted for the past 4 years.

This consistently high standard is replicated at Bell's Sports Centre, who last year saw a steady flow of weekend events between September and June. These included one-off attractions such as the fantastic British Juggling Convention in April 2016 which saw Bell's Sports Centre open for 24 hours a day for 5 days.



Of course, much like Dewars, Bell's also has its regular events and between April 2016 and March 2017, the team on the ground delivered an incredible 30 events for the Scottish Gymnastics Association (SGA). A swell of entries to these events saw the SGA increase several of their events to start on a Friday evening from a Saturday morning, with Bell's delivering those events.

Having worked in partnership with SGA to develop their competition calendar the management team at Bell's Sports Centre has ensured we can accommodate more SGA events by better planning and co-ordination. This is generating an increased economic impact with more overnight stays in Perth City Centre and ancillary spending on food, drink and retail while they visit.

Live Active Leisure has long-since been part of the Highland Perthshire community with two distinctly different offerings in Pitlochry and Aberfeldy. The area is known for its wide-open spaces and small villages and this neat combination of facilities in the area's two largest towns ensures the community across the north of Perthshire is well-catered for.

Live Active Atholl is known for its well-supported weights room as well as delivering fitness classes, sports hall options and a busy gym, popular with the local community.

In Aberfeldy, the Breadalbane Community Campus offers a pool with swimming lessons, lane swimming, sportshall, pitches and busy kids Holiday Hero camps as well as a gym, fitness classes and a popular Active Fun and Active Energy term-time programme.



Erin Ross

Position	Senior Leisure Assistant/Relief Instructor
Venue	Live Active Atholl/Breadalbane Community Campus
Time With Company	2 years
Favourite Activity	Body Balance
Personal Quote	"Keep going, don't stop yet!" (when delivering classes)
Achievement	Completing the following courses - Les Mills Body Pump - July 2016; Shallow water exercise (Aquafit) - February 2017





Community Focused

Developed to increase community use in 2015, the Live Active Atholl membership is packaged to reflect the make-up of this small community and the scale of offer available at this venue. It is exclusive to local people offering them the opportunity to maintain a healthy lifestyle while supporting the provision

for sports and leisure in their local community; all of this is offered at a lower price than other LAL membership products.

The venue is now supported with over 100 regular members and 29% more member usages than previous year.



Event Specialists

Aberfeldy Youth and Junior Aquathlon at the Sprint Tri Weekend

The second Aberfeldy Youth and Junior Aquathlon once again took place among the excitement and sporting high of the Aberfeldy Sprint Triathlon. Launched in 2015, the junior event grew year-on-year, attracting an additional 70 young athletes to the multi-sports weekend in May 2016.

As well as offering youngsters the opportunity to participate in a multi-discipline sporting event, the Junior Aquathlon also gave Breadalbane Community Campus the chance to better engage with young people in their community via a popular training programme which helped participants leading up to the race itself.



Customer Comment ...

Classes are led by enthusiastic, qualified instructors who encourage and motivate.

Strathearn is well catered for in terms of sports and fitness with a fantastic venue at Strathearn Community Campus and, on a smaller scale, sports opportunities for clubs and groups at Live Active Auchterarder.

Strathearn Community Campus provides many sporting opportunities for school children attending the campus and the wider community of the Strathearn area. There is a full range of facilities on offer including a pool, gym, fitness classes, multiple sports halls and outdoor multi-use-games areas. In addition to this, the Live Active team work successfully with campus partners to deliver events and opportunities for the wider community.

Cara Tavendale

Position	Leisure Assistant, Coach and Instructor
Venue	Strathearn Community Campus
Time With Company	5 years
Favourite Activity	Track and Field (mainly running)
Personal Quote	"You've just got to get on with it!"
Achievement	Level 2 Gym Instructors (November 2016)



Kid's Programme Success

Strathearn Community Campus has worked hard on the programmes for children over the past two years and success has been achieved with steady participation increases across pre-school Active Steps and primary school Active Fun age groups.

Active Steps continues to grow with dance (+12%), Wee Springers (+5%) and Kickabout (+34%) all popular classes. Likewise, drop-in Bouncearound sessions during the holidays are ever-popular.

In the Active Fun age group, athletics and dance have both enjoyed an increase of 22% and 6% over the period and this is largely due to careful programming with seasonal variations.

Swimming Lessons continue to be developed and Strathearn has maximised the spaces available in group lessons and 1:1 lessons.

Usage is up by nearly 7% year-on-year.

The general rise in engagement amongst our younger customers, coupled with the success of the Aberfeldy Junior Aquathlon led us to launch the first Junior Strathearn Aquathlon in August 2016 which saw 40 young athletes take part in the areas first multi-sport event for any age!



'I'll Do It' CPR Event

The CPR 'I'll Do It' event is an excellent example of Live Active Leisure working in partnership with a campus and external agencies – in this case Scottish Ambulance, BASICS and NHS Tayside – to deliver a community-wide event. LAL staff helped train over 850 pupils and members of the public in by-stander CPR and each of these participants were rewarded with a Live Active Leisure activity voucher.



Customer Comment ...

I had a stroke 6 months ago and I was referred by my GP and I'm still using Live Active 3 to 4 times per week and the staff make all the difference with their support. The facilities are great for people with disabilities. Live Active has been great for helping gain my strength to walk again. Excellent team at Crieff and I highly recommend Live Active.

Live Active Blairgowrie is a real activity hub within the town and its surrounding area. Originally built in the 1980's following a community fundraising effort, the venue plays a big part in the lives of local people. As well as providing a variety of sporting facilities - including a pool, fitness classes, sports hall and gym - it also hosts children's birthday parties, is home to many local clubs and becomes a hive of activity during school holiday time as it welcomes in children of all ages for the much-loved Holiday Heroes camps.

The Live Active team at Blairgowrie also deliver sporting services within Blairgowrie Community Campus that are used by school children during school hours and offer a range of activities outside of school hours and during the school holidays.



Moira Lock

Position

Fitness Instructor

Venue

Live Active Blairgowrie

Time With Company

Since 1992! I was Tayside Region firstly which became Perth & Kinross Council before transferring to Live Active Leisure. I enjoy aerobics and step aerobics equally.

Favourite Activity

Personal Quote

Age is only a number, in my head I'm 19!

Achievement

Achieving my Body Balance certification in March





Gymnastics

Due to an increasingly attractive programme, demand for gymnastics in Blairgowrie had been steadily growing for many years; supply simply unable to meet demand. A decision was taken in April 2016 to move the gymnastics classes from Live Active Blairgowrie to Blairgowrie Community Campus offering larger studios for classes to take place. Working with the invaluable support of the Live Active Gymnastics Team, the results have been extremely encouraging, with increased class capacity to reflect demand.



Group Exercise

Fitness class numbers have more than doubled since the period 2015/2016, going from around 100 to over 200 people attending each week. Although this follows Company-wide trends it is the largest increase in one specific venue and has come as the result of introducing several new classes including Metafit, Piyo, Body Balance, Yoga and a new circuits class. Alongside a larger pool of excellent exercise instructors, Blairgowrie has ensured an excellent base from which to build loyalty and improve member services.

Supporting Young People into Employment

We continue to support young people in the workplace by providing opportunities of work experience from schools and further educational establishments. This year, under the Career Ready programme, we provided a young person an internship at Live Active Blairgowrie for four weeks during the summer holidays. The young person involved found it to be a rewarding and worthwhile placement, so-much-so that they went on to sit and pass their National Pool Lifeguard course and now regularly work at the venue.



Customer Comment ...

I find the facilities great, well priced, friendly and easy to use for all of us in my family.



Live Active Loch Leven has been serving the communities of Kinross-shire and outlying areas for many years and is a well-used, popular choice with local people. Facilities include pool, gym, squash courts and café and these are enhanced with the additional opportunities available at Loch Leven Community Campus.

The Loch Leven venues are particularly popular with families and the Holiday Heroes programme is well utilised, growing steadily year-on-year. There is a very active swimming club and the venue consistently performs well in the annual national Swimathon event.

Kenneth Nattrass

Position	Activity Instructor
Venue	Live Active Loch Leven
Time With Company	6 years
Favourite Activity	Kettlebells/ Rugby
Personal Quote	"Never give up. You've still got people left to prove wrong"
Achievement	Overseeing the Activity Referral programme and working as part of an enthusiastic, driven team in Kinross has given me experience and allowed me to develop my skills. I hope to use those skills to progress to more specialised support roles.



Kinross-shire Community Sports Hub

Kinross-shire Community Sports Hub was set up in April 2016. There are 18 sports clubs involved in the Hub, making it the biggest sports hub in Perth and Kinross.

The hub's vision is to energise and engage the local community to make sport and physical activity more accessible, inclusive and fun for everyone in Kinross-shire and to help create a better community for all.

A community consultation was carried out, attracting over 500 responses which gave clear indications of community need and potential development.

The sport hub's new Facebook page was set up in August 2016 and it goes from strength to strength, with 264 followers to date.

The hub held a Come and Try community launch event in September 2016 which attracted approximately 500 local people. All the member clubs in the hub offered free sports sessions timetabled throughout the day. These were held centrally at the local community campus. The sports hub has been very proactive in raising its profile during the first year of operation. The decision to have lots of different approaches to engaging with local people has proved to be very successful.

The Hub has created a comprehensive action plan to develop local sport to get the community more active and involved and there are exciting plans for 17/18.



Holiday Heroes Flying High

Loch Leven 'sets the bar' when it comes to advance bookings for Holiday Camps; in particular, their week-long camps in gymnastics, athletics, trampolining and football are always hugely popular and in 2016 became fully booked within a week of opening. The Full Day Sport and Splash Camp, introduced 2 years ago, also continues to grow in popularity.



Squash Provision to Primary Schools

Squash has always been a popular choice in Kinross-shire with an active local club and generations of players competing at regional and national level. During 2016, Live Active Loch Leven harnessed this community passion for racket sports and in conjunction with local performance coach Mark Beaumont, provided a five-week block of free squash sessions to Kinross and Milnathort Primary Schools in which 40 children participated.



Customer Comment ...

We all enjoy coming along to Live Active as the service is excellent and friendly. A pleasure to use those facilities.

Community, Partnership & Volunteering

Working in partnerships and strong volunteering programmes are at the heart of what we do. By nurturing a culture of willing collaboration, community spirit, shared information and personal development, we have helped to create a wide-reaching range of programmes and initiatives that have brought new and exciting opportunities to many individuals and groups.

Our principal Wellbeing partnerships are with Perth & Kinross Council and NHS Tayside for the delivery of physical activity initiatives that are integrated with models of health and social care service or support.

NHS TAYSIDE

- Adult Weight Management
- Pre Assessment Team
- Cardiac Rehabilitation Team
- Public Health
- Cancer Specialists
- Birch Avenue Learning Disabilities team
- Allied Health Professionals

PERTH & KINROSS COUNCIL

- Children & Families Services
- Education Services
- All primary schools
- All secondary schools
- Common Good Fund Letham
- Wellbeing Project

In this year, we have worked hard to strengthen our relationship with Perth and Kinross Association of Voluntary Services (PKAVS) as a provider for our priority groups and the Third Sector lead in health and social care to ensure physical activity becomes part of everyone's agenda.

We continue to work with Perth College UHI to strengthen links between education and employment in the fitness and wellbeing sector as well as supporting social and vocational learning and development.

PKAVS

- Carers Hub
- Third Sector Interface
- Minority Communities Hub
- Mental Health and Wellbeing Hub

COMMUNITY AND THIRD SECTOR PARTNERS

- S.H.I.P.
- Perth Autism Support
- The Gannochy Trust
- Mindspace
- Local Sports Clubs
- Perth & Kinross Sports Council
- Macmillan Move More
- P&K Care Homes
- P&K Sheltered Housing Complexes
- Shared Care Scotland
- Saints In The Community Trust
- North Perth Community Partnership
- South Perth Community Partnership
- Alzheimers Scotland
- Paths For All
- Perth And Kinross Disability Sport
- GP Practices



Physical Preparation Squad

Launched in 2015, the Physical Preparation Squad is a partnership between Live Active Leisure and The Gannochy Trust which offers young athletes additional support at the beginning of their performance pathway. By starting tailored strength and conditioning training at this early stage, our sporting heroes of the future are better prepared for the elite end of sporting achievements.

Between April 2016 and March 2017 14 athletes took part in a 12-month programme that saw them train twice weekly with Gil Stevenson, a UKSCA Accredited Coach. From this group; four athletes went onto to national representation at competition, one secured an athletic scholarship at a Florida university and one was signed as a professional footballer for Forfar Athletic.

Stride For Life

Paths for All Partnership and Community Volunteering

Run in partnership between Live Active Leisure, NHS Tayside and Paths for All, there are now 21 Stride for Life Walks in the Perth and Kinross area.

The Company has over 50 trained volunteers actively leading walks, and added to this, there are also team members among our wellbeing partners' staff who train via LAL to deliver walks for their own service users and employees. These include Perth & Kinross Association of Voluntary Services (PKAVS), Rape and Sexual Assault Centre (RASAC) and Perth & Kinross Council (PKC).

Stride for Life, funded through the Life Changes Trust has achieved Dementia Friendly Accreditation and undertook the following actions

- to provide at least one walk in each locality which is classed as dementia friendly
- trained 23 volunteers to lead 7 walks which are now dementia friendly
- introduced name badges and bright red fleeces for all volunteers to make the walk leaders easily identifiable
- produced a new dementia friendly flier to promote the walks and the benefits of walking for those living with early stage dementia
- provide reminder cards for walkers who are living with dementia
- reviewed routes and risk assessments to make them dementia friendly
- worked with partners and agencies to promote the walks to their service users



Pitlochry 10K

The Pitlochry 10K has been running as part of the Highland Race Series for over a decade and has always relied on the co-operation and community spirit of its local volunteers. From checking-in athletes at registration to marshalling throughout the race and handing out medals and water, without these hard-working people the event simply would not exist. In September 2016, the team at Live Active Pitlochry added a 5K Jog Scotland race and went out to the community to ask for additional help. Of course, it came in droves with a record number of volunteers.

Building Beneficial Relationships

As the 13th largest employer in the area, and with a c£10 million turnover each year, we are an integral part of corporate life in Perth and Kinross and so, as well as nurturing these long-term partnerships, we also need to forge strong business to business links within our local communities.

Like any business, here at Live Active Leisure we are always looking for new ways to add value to our core Fitness offer. Live Active Rewards is a great example of this statement in action; as well as allowing us to offer a fantastic 'extra' to our members it has also assisted us in building these B2B partnerships across all five localities that we serve.

At its heart, Live Active Rewards is a membership benefit allowing our customers to take advantage of around 100 discounts and offers in 85 companies throughout Perth and Kinross. The high levels of participation in the scheme are testament to the positive, ongoing relationships we have built with our partners; many of whom have been involved since we launched, choosing to continue to place their offers and discounts with us.

Launched in April 2016, the Swim Success scheme replaced the Scottish Government funded 'Top-Up Swimming Lessons' programme. The Company's programme follows the Scottish Swimming Triple S standard and is run in partnership with local independent business, Perthshire Flooring, who has funded this unique opportunity ensuring we continue to support children and families who require additional help with the essential life skill of swimming.

The sponsorship provided by Perthshire Flooring provided an additional block of free swimming lessons out-with school hours and resulted in an additional 68 children of primary school age take up the offer. Everyone taking part progressed in their ability and water confidence and 30% of those completing the block can now swim to Scottish Swimming Triple S Standard. As well as this, all participants were given a Live Active Card, free swimming sessions for their family, information and advice.

CORPORATE PARTNERSHIPS



Environmental

Going beyond environmental compliance brings business benefits to the Company. Acting in a socially and environmentally responsible way is more than a legal duty and affects the long-term success of the business.

GAS

Having invested £170,000 in new boilers at Bell's Sports Centre there has been a saving of 45,000 Kwh in the first year of operation - improved controls have also made conditions for customers and staff more pleasant at the same time.

Total gas use across the Company has fallen from a high of 13,000,000 kwh in 2012/13 to an average of 10,500,000 kwh over the following 4 years; an annual saving of 2,500,000 kwh which is enough gas to heat 200 3-bedroom homes for a year.



**DOWN BY
2,500,000 Kwh**

WATER

We have saved 10,000 m³ of water in each of the last 3 years, equivalent to the amount of water 180,000 people would use in the UK in a year.



**10,000 m³
PER YEAR**

LIGHTING

Changing lights to LED's at Dewars Centre and Perth Leisure Pool have saved 25,000 kw of electricity in the first year of operation and we have improved lighting quality. That's enough to power 6 x 3 bedrooms homes for a year.



**DOWN BY
25,000 kw**

REFUSE

The Company has decreased the volumes of refuse going to land fill from 25% to 15% across all venues.

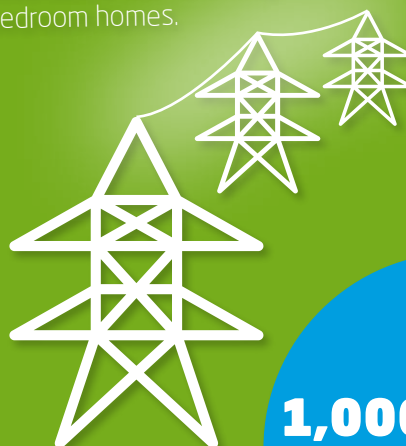


**85%
DIVERTED
from Landfill**

ELECTRICITY

As a Company, we used 4,500,000 Kwh in 2012/13 and this has fallen steadily over the past 4 years to 3,500,000 Kwh.

1,000,000 Kwh is enough electricity to power 250 x 3 bedroom homes.



**1,000,000 kw
IN 4 YEARS**





Every

year when I think about what may lie ahead I am always

able to do so with optimism due largely to my overwhelming belief in what Live Active Leisure means to and delivers for the communities of Perth and Kinross. This optimism is borne out of absolute confidence in the team of nearly 600 people, from Volunteer Directors through to colleagues across the whole of Perth and Kinross, who above all else, are committed to providing imaginative and accessible opportunities and a great customer experience.

It is clear to me that there will be many challenges ahead but here in Perth and Kinross we are fortunate that there is often a determination to ensure challenges also create opportunities; opportunities for imaginative thinking, innovative partnerships, more sustainable and relevant venues and services; all against the most challenging and uncertain of economic environments that will mean some tough choices lie ahead.

Looking forward into 2017-18 and beyond, I believe we can make genuine progress by having a renewed and greater focus on delivering our customer promise of 'we want your experience to be great', ensuring that we do whatever we reasonably can, to create the best possible venue and activity experience for everyone, never being prepared to settle for 'average' when 'wow' is achievable.

Overall in Perth and Kinross, we are fortunate to have good strategic venue provision and we must not 'fall into the trap' of thinking the venue is not important; of course it is, as we all aspire to motivating and attractive surroundings within

which we choose to spend our valuable leisure time and money. Combine fine venues, outreach work, school based partnerships, community health and wellbeing initiatives, sports hubs and excellent activity programmes, not to mention the magnificent natural environment and a variety of other services, and we have an exciting recipe for continued success right in the heart of Scotland.

Some of our key venues such as Perth Leisure Pool and Dewars Centre now require significant refurbishment or redevelopment and this project, PH20, is a priority for Live Active Leisure as the resultant enhanced offer and financial efficiencies will support the whole of Perth and Kinross and many of the stated ambitions; not least better health and wellbeing and improved economic performance.

***"we want your
experience to be
great..."***

The year will also see Letham Centre close for redevelopment by the Council to deliver an exciting Community Health and Wellbeing Hub. The venue has had much for the community to celebrate over the past 25 years and exciting times lie ahead when the doors open on the new venue. Additionally, Live Active Leisure is supporting the Council as it prepares for the development of a new ambitious sports and leisure

venue in Blairgowrie that will, when completed, serve many people from the eastern Perthshire area and beyond.

Carefully considered investment is also essential at Bell's Sports Centre as the venue is increasingly proving itself to be a hugely important activity hub for the whole of the North Inch and way beyond. The iconic Dome is fast approaching the need to re-cover the exterior and this major undertaking is being planned for summer 2018. The huge contribution that Bell's Sports Centre has made for 50 years and which it continues to do week after week by welcoming many thousands of people through its doors and many events of great significance, must not be underestimated. The wide-ranging impacts are a significant contributor to the economic, sporting, social and recreational wellbeing of the city and beyond. This venue is iconic both within the landscape of the North Inch but also within the sporting community far and wide and remains unique in its geographic accessibility, local setting and versatility.

Looking forward

Alongside essential investment in our building fabric, we will also look to invest in more innovative technological solutions to improve the ease of access and general experience of customers and an emerging feature will be greater on-line availability and the 'pilot' introduction of member kiosks. Overall, we will continue to seek to ensure accessible, attractive, affordable and sustainable opportunities across our area.

Of course, there are many strands to our business going forward and we remain committed to the Perth and Kinross Community Plan Outcomes that will see Live Active Leisure contribute to 'Sustainable Economic Growth', 'Tackling Inequalities' and 'Empowered Communities' whilst also being a major deliverer of the 'Active Perth and Kinross Strategic Priorities for Sport'.

I believe that Live Active Leisure will work with many, many partners in the years ahead and our track record convinces me that opportunities lie increasingly in partnership working. It goes without saying, I am sure, that we will seek to continue the many existing successful partnerships we already enjoy, ranging from Perth and Kinross Council to The Gannochy Trust, NHS Tayside, Sporta Scotland, sportscotland and Governing Bodies for various sports, other local Trusts including Horsecross Arts and Culture Perth & Kinross, Macmillan Cancer Support and many more.

Additionally, the relationships we have with local businesses can only be positive and Live Active Leisure currently has at least 85 local businesses contributing to the 'Rewards' Scheme which makes available added value to both corporate partners and Fitness members across Perth and Kinross. We will seek to grow this fantastic example of partnerships at work for the benefit of Perth and Kinross.

It is inevitable however that the financial climate is challenging and great focus will be on delivering against contracts and ensuring we do everything we can to continue, as always, to maximise the vast range of services we can deliver across Perth and Kinross to make a very significant contribution to the quality of life enjoyed in our area.

We also take our environmental responsibilities extremely seriously and will continue to seek to enhance our 'green' credentials in all that we do.

Perth and Kinross is increasingly enjoying a reputation for events and Live Active Leisure makes a real contribution both in hosting and delivering events of local, regional and national significance. We will seek to increase this role through closer partnering with and support from the Council Events Team, given the importance of sport and activity related events opportunity.

We will also celebrate success, both internally and within the community and recognise the invaluable contributions that have positive impacts on many communities and the lives of individuals across Perth and Kinross.

We are also keen to explore the potential widening role that Live Active Leisure can play in delivering valued services and potential efficiencies on behalf of partners and communities and we will endeavour to 'think out of the box' in addition to examining innovative practices across the country and beyond.

Since its inception in the mid-1960's, Live Active Leisure has sought to remain in the vanguard of innovative provision and everyone within the organisation, from Volunteer Board Members to all staff, continue that commitment on behalf of all our communities.

Challenges abound, but resulting from every challenge is opportunity and I am delighted to lead a team who are, as always, 'up for the challenge', but we need the continued support of every stakeholder.

"Live Active Leisure has sought to remain in the vanguard of innovative provision ..."



Jim Moyes

Chief Executive Officer
Live Active Leisure



Perth Leisure Pool Glasgow Road, Perth, PH2 0HZ	Tel: 01738 454654/454655
Dewars Centre Glasgow Road, Perth, PH2 0TH	Tel: 01738 454700
Bell's Sports Centre Hay Street, Perth, PH1 5HS	Tel: 01738 454647
Live Active Rodney Dundee Road, Perth, PH2 7AA	Tel: 01738 454630
Live Active Letham Tweedsmuir Road, Letham, Perth, PH1 2HJ	Tel: 01738 633130
Breadalbane Community Campus Crieff Road, Aberfeldy, PH15 2DU	Tel: 01887 822400
Live Active Loch Leven Lathro, Milnathort, Kinross, KY13 8SY	Tel: 01577 867230
Loch Leven Community Campus The Muirs, Kinross, KY13 8FQ	Tel: 01577 867232
Strathearn Community Campus Pittenzie Road, Crieff, PH7 3JN	Tel: 01764 657700
Live Active Atholl West Moulin Road, Pitlochry, PH16 5EA	Tel: 01796 473866 Fax: 01796 473866
Live Active Auchterarder New School Lane, Auchterarder, PH3 1BL	Tel: 01764 661334
Live Active Blairgowrie Beeches Road, Blairgowrie, PH10 6PN	Tel: 01250 871360 Campus: 01250 871967
North Inch Community Campus Gowans Terrace, Perth, PH1 5BF	Tel: 01738 454400

www.liveactive.co.uk

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