

Live Active Leisure Achievements

April - September 2017



liveactive.co.uk

I am delighted to introduce some of the latest examples of the Achievements of Live Active Leisure during the period April to September 2017.

These achievements clearly demonstrate and reinforce our strong community focus and are unmistakably aligned to the priorities set out in our Business Plan. I take great encouragement from our continued commitment to our investment emphasis being on frontline services and by doing so, enhancing the experience of our customers wherever possible.

This latest update on our Achievements amply demonstrates the exceptional value of the charitable 'not for profit' Sport, Leisure and Physical Activity Trust model which enables us to reinvest 100% of our resources into delivering services and venues across the Perth and Kinross area and therefore investing in the lives of our communities. Increasingly this is achieved through partnership with stakeholders, businesses and other organisations and collectively we are well placed to provide great value and accessibility wherever possible, for our communities to enjoy the many benefits of living more active lives.

Of course, Live Active Leisure also delivers a great many wider benefits and positive impacts for the whole of our area and is a major contributor to the quality of life available to us all in this area.

Jim Moyes, Chief Executive Officer, Live Active Leisure

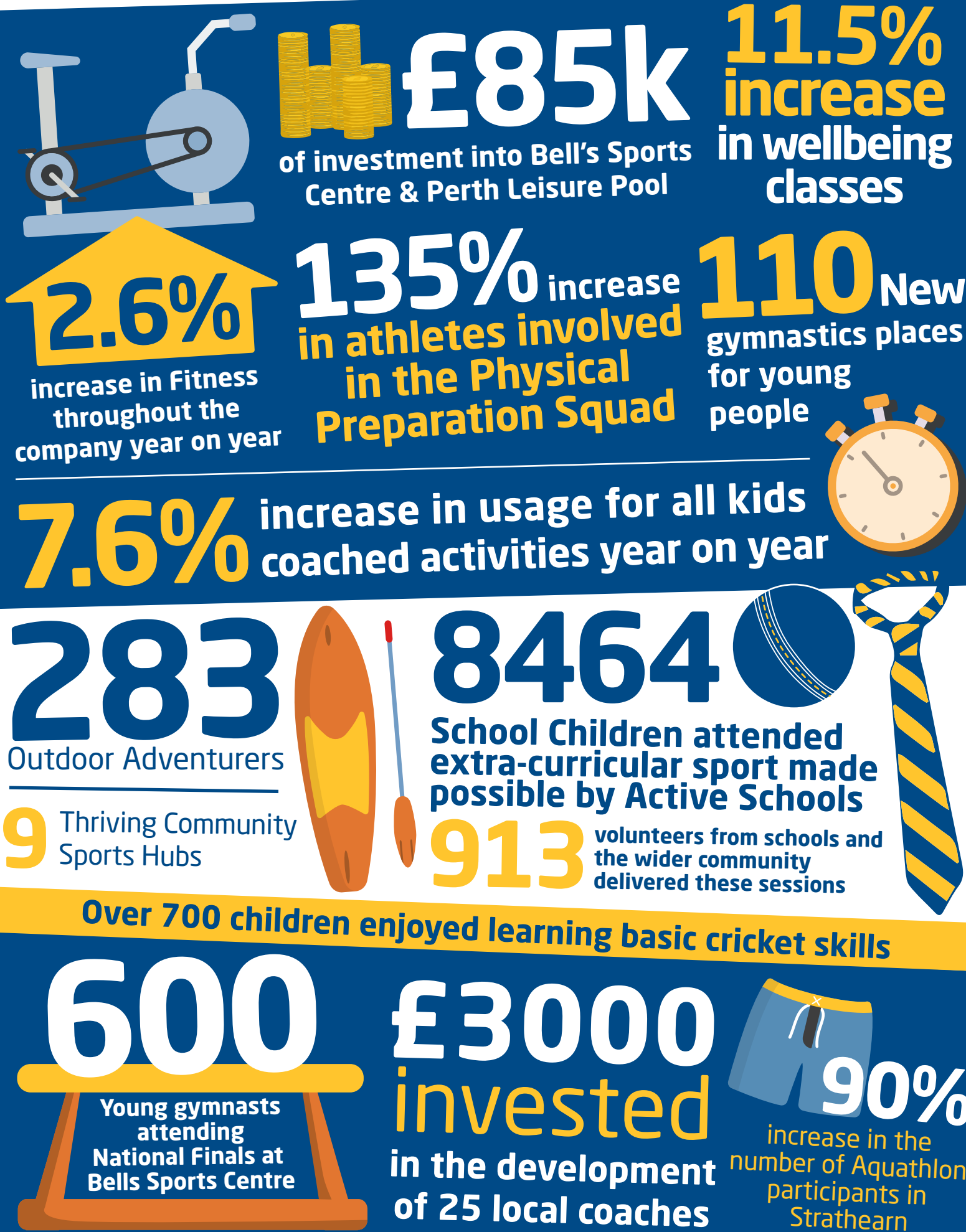


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Local business Perthshire Flooring are supporting our Top-Up Swimming Lessons



Grow an Ethical and Sustainable Business 04

It is essential to address long term sustainability and ensure we have planned for future positive financial, environmental and business performance. We do this by understanding how our business is performing, delivering on our promises and meeting the expectations of our customers in a manner that is professional, environmentally sound and sustainable.

One of the most effective ways of addressing this priority is by the ongoing development of our business offering. Our team are constantly striving to deliver innovative solutions that will impact positively on our environmental credentials, our financial position and customer satisfaction.

Inspiring Females Through Football Initiative Launch



Funded by The Gannochy Trust and run in association with the Scottish Football Association East Region, the 'Inspiring Girls Through Football' initiative launched in May 2017 and has seen the development of 8 females aged 16-21 years old in the working world of football.

The aim is to provide keen female players with valuable experience which should ultimately improve their chances of gaining full-time employment within the sport.

The programme has been backed by Perth's local community clubs and also by some high profile female footballers, including Scotland international Lana Clelland who called for local Perth and Kinross women to get involved to help the next generation of players come through.

Lana commented: "Initiatives like Live Active's 'Inspiring Girls Through Football' are very welcome because we want to get more women into the sport. We have some incredibly talented girls in this country and programmes like this can only help to bring through the next generation and also increase the profile of the woman's game. The initiative has my full support and I'd encourage anyone with an interest in football or sport to get involved!"

Couch To 5K: We're Up And Running!

Having had a bit of a hiatus, the Jog Scotland class at George Duncan Athletics Arena was relaunched in January 2017 as 'Couch to 5K'. Initial take-up was encouraging with all places full for the first class and 80% of the original participants completing the 10 week block.

From April, a second ten week block filled almost immediately and a 'Beyond 5K' pathway was introduced for those who had completed the first block, and everyone signed up.



Virtual RPM Classes Launched

In August 2017 we launched Virtual RPM cycle classes at Bell's Sports Centre allowing us to increase the number of the popular RPM classes with options now available at off-peak times, weekend, mid-morning and late afternoon. In short, we have improved customer satisfaction and reduced waiting lists. A real win-win!

These now run in tandem with traditional, instructor-led classes and allow participants to join in with some of the best instructors in the world, with a filmed session projected onto the wall for a cinema-style workout.



Gymnastics: From Grass Roots Inspiration to National Event Success

From Grass Roots Level...

Gymnastics is a great success story for the Company, and across Perth & Kinross both participation and performance standards are high. Much has been done in the past 18 months to ensure we build on this success and over the period, we have seen some of this hard work come to fruition. During the summer 2017 holidays, the Gymnastics Tteam offered three new initiatives to be incorporated into their traditional recreation and development camps. The introduction of Freestyle Gymnastics, Dance Acro and GymFusion proved extremely popular, with all spaces booked and attended.

Following on from the holiday success, 110 additional spaces were created during term-time with an increased programme at Bell's Sports Centre and Live Active Blairgowrie launching in August. At Bell's, this has allowed us to offer a recreational gymnastics class, a secondary gymnastics class

and a 2-hour development gymnastics class, as well as two new trampolining sessions. In Blairgowrie, two new recreational gymnastics sessions were created to take the number of sessions to five per week - these have been very well received as demand in the area is high.

In addition to this, Live Active Loch Leven at the Community Campus launched an additional trampoline class for secondary school age pupils which has also seen increased usage and reduced waiting times for the popular Kinross activity.

...To Competition Success

The partnership between Live Active Leisure and the Scottish Gymnastics Association (SGA) is a strong one, and has been developed over the past three years to bring benefits to both the National Governing Body and Live Active. As part of this, Bell's Sports Centre took delivery of four new Euro

Trampolines and a Double Mini Tramp which were used for the first time during the National Finals on 30th September 2017.

This meant that we could host a number of disciplines in the Arena at the same time - effectively three separate events at once. Bell's Sports Centre also host three additional days in the Arena for tumbling events and clear signs for growth are already evident.

Due to LAL's ability to facilitate the SGA growth at Bell's Sports Centre, we have seen participation numbers at SGA events soar from 100 to 600 young people at a time. This has resulted in economic benefits for both LAL venues and local business. Looking forward, we have picked up eight additional days of Training Courses for SGA in the Coaching Hall, and a full day in the Arena next year as a result of this new equipment now available in the venue.

Live Active Rodney For The Win!

In the period April to September 2017, Live Active Rodney saw a staggering increase of 5,054 usages compared to same time last year. As one of Perth City's most popular venues for fitness, Rodney was an obvious choice when we introduced small group 'learn to' training sessions to our offering earlier in 2017. These sessions give customers the opportunity to learn fitness class techniques in a small and supportive environment.

LAL reported increased usages almost immediately as the Kettlebells, Learn to Body Pump and Train Legs sessions proved to be extremely popular. Since April, they built on this success by adding three Pilates small group classes and a Battle Rope workout bringing the weekly 'learn to' sessions from four to seven. We have also moved one of the Pilates 'learn to' out of the small group environment and into the studio due to its popularity!



Develop Our Venues To Reflect Our Business Needs

It is important to recognise, that ongoing improvements and continuous maintenance play a crucial role in the success of the Company. By delivering high quality venues with a solid offer, we aim to reflect current trends and satisfy the increased demand in both usage requirements and customer expectations.

Bell's Sports Centre £35k Arena Investment

As the Company's original flagship venue, Bell's Sports Centre's Main Arena has stood the test of time fantastically. This recent works to the Arena saw the replacement of 99 arena boards, sockets and essential repairs to the Arena floor. This has given the busy Arena a fresh, new feel and has maintained the floors excellent condition.



Live Active Loch Leven Investment

As a Company dedicated to improving our environmental governance, it is important that 'spend to save' initiatives are delivered whenever possible. The £7K investment in Pool Hall lighting at Loch Leven will be recouped within three years through reduced energy costs. In addition, the lights have improved the swimmers experience and have been positively received from our Kinross swimmers.

Highland Perthshire On The Up And Up!

Across Highland Perthshire, a focus on programming has realised increased usage. At Breadalbane Community Campus (BCC) a fantastic 19% increase in swimming lesson participation has been the result of well-programmed group sessions, additional Adult & Child classes as well as more 1:1 sessions being made available.

Active Fun - our primary aged classes at BCC have also grown steadily over the period thanks largely to the addition of Dance Classes which have proved very popular and an ideal alternative to the busy gymnastics and climbing sessions. A 17% growth across all Active Fun term time classes highlights just how essential BCC is to families in the community.

A similar trend can be seen at Live Active Atholl where a 20% increase in sportshall usage over the period, due to an increase in badminton and basketball amongst groups of youngsters participating in sports out with school time.



Perth Leisure Pool £50k Fitness Suite Investment

Continuing to attract some 400K usages each year, this busy venue is crucial to the ongoing success of the Company. This refurb of the fitness suite at the end of June focused on customer experience and included new state-of-the-art gym equipment to bring it into line with other local offers, as well as a full refurbishment of the fitness suite area.

Dewars Centre £50k Centre Upgrade Investment

As we look to grow the conference and meeting room business stream at Dewars, a full refurbishment of the centre took place between July - September. These developments have significantly improved the attractiveness of the venue for meetings, sporting and non-sporting events, seminars and large-scale conferences.



Develop Our People To Be The Best

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The 650+ strong team that deliver fitness, sport, wellbeing and all of the support services required to operate Live Active Leisure, are a dedicated group of professionals who are committed to ensuring each and every Live Active Leisure customer has an exceptional experience.

By building on a wealth of experience and encouraging new and exciting talent, the Company is investing in their greatest asset. Internal and external training opportunities ensure the team are qualified to a high level and are given opportunities to develop both professionally and personally.

Active Under 10's Modern Apprentices

This fantastic new community programme will be launched in Blairgowrie in November 2017, with a key focus on providing additional opportunities for younger children to get active, targeting communities, nurseries and schools where they currently have less opportunity to participate.

The programme brought with it an exciting opportunity for three new Modern Apprentice positions. The trio were recruited in August 2017, and spent their first 12 weeks participating in a Leadership and Coaching programme.



Rewards & Recognition Launched

In September 2017 we launched a new staff incentive programme to recognise and reward the hard work and effort that our team deliver each and every day. Following focused discussions by a small working group, it was agreed that our informal managerial approach to recognising achievement would be bolstered by an official 'Rewards & Recognition' scheme. Covering teams and individuals going above and beyond, either at work or in their personal life, the scheme's sole aim is to celebrate, recognise and reward our people for their exceptional efforts.

The scheme allows nominations to be submitted by colleagues, line managers and customers to a Panel made

up of employee representatives and senior managers of the Company. The nomination process attracted a fantastic response to the first campaign launched in September.

Each month an individual and team will be selected to receive a reward. On an annual basis there will be an individual employee selected from the recognised employees over the course of the year and the Directors will determine an overall 'Directors Choice' to be announced at the Annual Employee Day.

Length of Service will also be recognised at this point and rewarded for 5, 10, 15, 20, 25 and 30 years.

- July Individual:

July Team:

August individual:

August Team:

September Individual:

September Team:
- Lynsey Whyte, Live Active Strathearn

Sheena Stacey, Monika Kruk, Nicole Selfridge, Perth Leisure Pool

Paul Anderson, Live Active Breadalbane

Live Active Rodney

Dave Angus, Bell's Sports Centre, Liz Harpham, Bell's Sports Centre and Colin Keough, Live Active Rodney

Live Active Strathearn

The Perth Card sponsored the first 6 months of the scheme gifting £25 for individual achievement and £50 (in total) for team achievements.

In The Swim

With swimming participation and swimming lessons continuing to grow across the Company, we expanded our core group of Swimming Instructors. Twenty-three lifeguards and one swim club member recently qualified as Level 1 Swimming Instructors. The training was carried out inhouse, over two dates – one at Crieff and one in Kinross – to give all five pool-based venues improved flexibility with rotas and long-term stability in the service offering whilst offering career progression to the participating team members.

Automated External Defibrillator

Activity Referral Qualification

Over the past 18 months all Live Active venues have been fitted with Automated External Defibrillators (AED), reinforcing our commitment to care for all members of our communities. Although it is not compulsory via Health & Safety employment law, the Company deems it best practice to train staff in their use.

Not only does it raise awareness of the AED location but it also provides our team with an essential life skill and ensures they could confidently manage a situation should it arise. Over the period, forty-two members of staff were trained in their use.

The vitally important Activity Referral programme has been running in various guises for over twenty years, and in recent years we have witnessed a steady rise in NHS professionals referring patients to us for prescribed activity. As the numbers of referrals coming through increases, so too must our resources and this period saw eight staff complete their Activity Referral qualification.

As well as allowing our team the opportunity to gain valuable, continuous professional development in a specialist area, this will ensure the continued delivery of the referral programme across Perth and Kinross especially in rural areas where there were fewer staff available.

Provide a Great Customer Experience

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We are privileged to be recognised as the largest and most well-used provider of fitness and sports in the Perth & Kinross area. From improved standards of customer interaction to our cleanliness and branding across venues, efficient processes and welcoming, professional staff, the customer experience runs through everything we do.

5 years ago we introduced the Net Promoter Score Formula to measure just how well we were doing. We ask customers to score us on how well we are meeting our promises.

A score of 0 – 6 is Detractor. A score of 7 – 8 is Passive. A score of 9 – 10 is a Promoter.

September Customer Feedback	Score	Target
We make getting active easier	60	60
We provide a great experience	55	50
We provide value for money	63	65
We are here when you need help	64	60
Overall would you recommend us to family and friends?	67	70

“My daughter has Cerebral Palsy in her legs due to a premature birth and has been attending Wee Springers with her twin sister since she was old enough at 18 months. She is now 4 and has come on leaps and bounds. In fact, we have reorganised her nursery days so that she can still attend as it is such good physio for her...and she loves it!”
L.M. - Live Active Breadalbane user

“I just completed my first 10k on Sunday. Joined gym in March, get an initial goal of 5k in a half hour, then took part in “beyond 5k” group through Live Active, then 10k on Sunday past, hopefully half marathon spring next year.”
A.F. - Perth City Centre venues user

“When I was homeless getting a compass card with 3 month entry helped me maintain good mental and physical health, and giving me something to do really helped me forget about the situation I was in and the fact that I felt my life was on pause.”
E.C - Live Active Rodney user

Respond To The Needs Of Our Communities And Partners

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Live Active Leisure is proud to be part of the communities we serve and it is our aim to ensure everyone living and working within the 2000sq miles of Perth & Kinross that we cover, has access to quality, affordable sports and fitness facilities and services.

Day-to-day classes, gyms and pools are undoubtedly the largest part of this offer, but over the years our role has grown to include essential community support for people with additional needs. This often means working with our partners in social care, education, health, and wellbeing to deliver group-specific initiatives, specially tailored classes and trained Live Active staff to go out-and-about in areas identified as priority.



Outdoor Adventure for Cared for Children

In partnership with PKC Family Placement Team

This initiative enables cared for children and young people to access a variety of adventurous activities, making use of the Company's Outdoor Centres at Kinloch Rannoch and at Blackwater. Activities include canoeing, gorge walking, coasteering, rock climbing, hill walking, survival skills and archery with informal activities and games also taking place in and around the centre grounds.

Community Sport Student Link

In partnership with Perth College UHI

As part of the Community Sport Hub programme, a new student link framework was launched at the end of September with a view to increasing the number of club volunteers who are also community sport hub members. The student link initiative will assist clubs in managing a student volunteer workforce more effectively, with a long-term goal of improving sports club sustainability.

The project is a direct response to club needs and with 15 clubs joining up in week 1, it is already a success story in the making.

Pain Management Class In partnership with Kinross Pharmacist programme

This new pain management class uses exercise and physical activity as an alternative to prescriptions and medication. The programme is delivered and funded through the Integrated Care Fund and launched in summer 2017. Initial feedback so far has been incredibly encouraging with one of the first people on board offering this wonderful, unprompted comment:

‘Thank you so much for what you are doing, you will never know what it means for someone in my position, going from being so fit, active and healthy to being in a wheelchair. To just be in a gym again is a dream come true. I suffer badly with my legs and back, but now being guided to safely workout my upper body is a life changer. Thank you.’

Coaching In The Community In Partnership with the Gannochy Trust

It is a simple fact, that voluntary coaches are the lifeblood of local sport, providing quality opportunities for both children and adults alike. With generous support from the Gannochy Trust, the Company provides funding to support the development of local volunteer coaches to enhance the experiences and performances in communities across Perth and Kinross.

Between April and September, 25 grants totalling £3000 have been issued to new and existing coaches to help fund their development.

In addition to this support funding, a coach mentoring project has been set up to educate local coaches in strength and conditioning training. Gil Stevenson, accredited UKSCA tutor, provides a 12 week mentoring programme for club coaches. On completion of the programme coaches will be able to deliver strength and conditioning sessions within their club environment.

With support again from the UKSCA we have expanded this project to Aberfeldy and five new coaches have started their mentoring, representing two of the area's strongest clubs.



LAL As An Election Partner A high profile non-sporting partnership

Dewars Centre was used as the venue to test the new election count software for local authorities across Scotland. This was carried out over 20 days with an additional 5 days set up and saw an average of 80 delegates attend each day.

Bell's Sports Centre then went on to host the count at the May election and whilst the team there are familiar with hosting elections, a computerised count is far more complex and challenging for everyone involved.

Bell's Sport Centre
Perth Leisure Pool
Live Active Rodney
Dewars Centre
North Inch Community Campus
Glenearn Community Campus
George Duncan Athletics Arena
Live Active Loch Leven
Loch Leven Community Campus
Live Active Auchterarder
Strathearn Community Campus
Live Active Atholl
Breadalbane Community Campus
Blairgowrie Community Campus
Live Active Blairgowrie
Blackwater Outdoor Centre
Kinloch Rannoch Outdoor Centre
9 Community Halls
Caledonia House