

ACTIVE NATION

Overview and Scrutiny Task Group
Chorley Council Leisure Contract August 2017

Our mission statement...

**WE ARE A CHARITY ON A
MISSION TO PERSUADE THE
NATION TO BE ACTIVE!**





OUR EXPERIENCES

Our Experience Since 2005

The Industry:

- Changing leisure landscape (budget sector)
- Recession during 2008/2009
- Staffing challenges / culture of workforce
- Repositioning the charity (CLS to Active Nation)
- Getting outside the 4 walls

Our Experience Since 2005

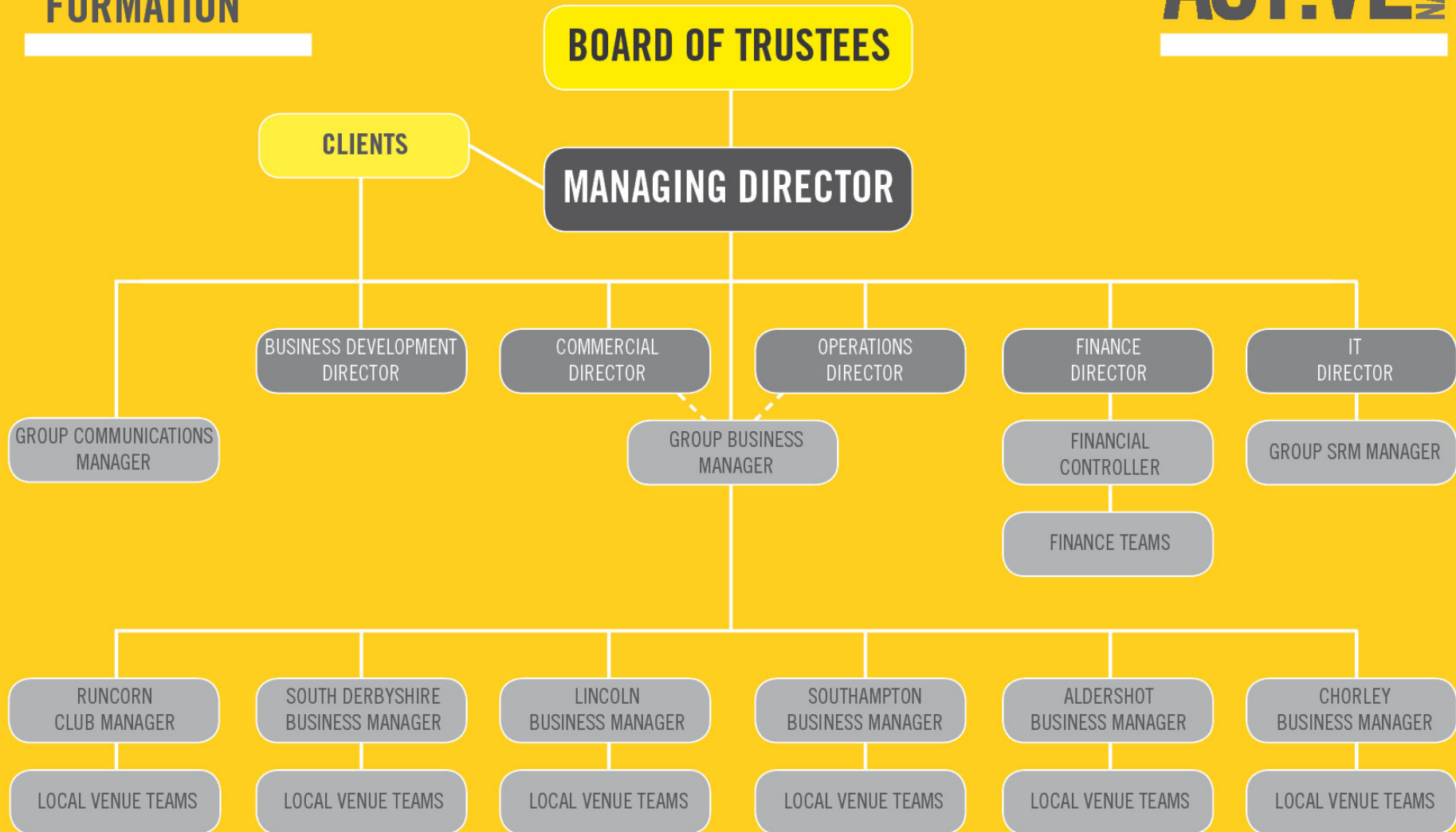
Locally:

- Annual increases in participation (+2.5% per year)
- Excellent working relationship with local authority
- Changes in senior management
- Sponsorship of Chorley Grand Prix
- Free swimming
- Moving the exercise proposition to health and wellbeing
- Active Education working excellently locally



Costs, Reports & Structure

- £2,008 surplus in FY16/17
- No shareholders to impress
- Reinvesting our surplus
- 52% salaries to income ratio
- 10% energy of total expenditure





Measuring & Reporting Performance

- 4 KPD's
 - Commercial
 - Finance
 - Operations
 - Partnerships
- External measures are key
 - Quest accreditation
 - ISO18001
 - Investors In People
 - Flame Award
- Funding and partnership work
 - NHS, Special Olympics, UK Active Research



The Challenges

- Staffing and culture (job vs career)
- All Seasons being land locked
- New faces meaning lack of continuity
- Significant changes through capital investment
- Budget operators locally
- Being able to implement things quicker





ACTIVE NATION

ACTIVE
#JUSTTRYIT
Days

ACTIVE
Education

ACTIVE
Nutrition

ACTIVE
WARRIOR
FACE THE CHALLENGE

ACTIVE
Community

ACTIVE
Heroes

ACTIVE
Ability

ACTIVE
Adventure Days

ACTIVE
Buddies

The Future

- Local authorities outsourcing
- A true partnership
- Strengthening our relationship with Ukactive
- Health and wellbeing
- Continue to extend our work beyond the four walls