



Live Active Leisure Annual Achievement Report 2018 - 2019

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Our Vision:

To be the provider of choice in Perth and Kinross
for everyone to ‘live active’ lives.

Our Year in Numbers

75%
customer satisfaction

603 Hours
of professional development
for Swimming Teachers

305 Corporate
Partners
(against a target of 215)

46%
Membership
Retention Rate

12
Sport Hubs
Opened





The Wellbeing team continues to grow, with £60,000 secured towards staff posts and they have done some excellent work towards the Health and Social Care agenda, particularly the partnership work and advisory role we've held in the Care About Physical Activity initiative in the area. In addition the All Ability Cycling programme got a huge boost with the new wheelchair bike thanks to £9,000 of additional fundraising.

I was also delighted to see the heart-warming response to the #PKThankYou campaign run by the Live Active Sport team - recognising the dedication of volunteers and coaches in the area by asking individuals to record a message of thanks for their club coaches. Their first Coaching Conference was also a great success.

As on of the first Leisure Trusts in the UK to produce a carbon reduction plan, it is also great to see continued progress in this area, with the launch of the Environmental Champions and a reduction in CO2 emissions across the business by 47 tonnes over 24 months.

As we continue to work in a climate of austerity with continuing cuts and increasing utility and other costs, pressures remain as great as ever, and there are many challenges to address to ensure Live Active Leisure is able to continue to deliver accessible, affordable, quality sports and fitness. Within this context, it is especially gratifying therefore to see such positive progress in a number of areas of Live Active Leisure's operations.

Our commercial arm, Live Active Leisure Trading Ltd, was still able to generate a small contribution back to the business of £10,000 over the period and this is thanks to the local businesses and organisations who choose to use Dewars Centre for their conferences, meetings and events. As the economy faces further uncertainties in the year to come, this additional revenue source will only become more and more important.

There was a big uptake in Fitness Classes across the venues, with the company up 10% as a whole. This is due in no small way to an extensive reshuffling of the fitness programme both in terms of product and timings. It shows unequivocally that LAL is still very much at the heart of fitness in the lives of Perth & Kinross residents.

There is a very positive recognition from people at every level of the importance of active lifestyles, and the crucial role they play in the overall health and wellbeing of local people. As a result, we have seen good progress on a small number of much needed capital projects. We invested more than £800,000 in improvements and repairs – most notably the roof of Bell's Sports Centre and the Strength and Conditioning Gym. The announcement of the pool and new facilities in Blairgowrie, is a welcome signal.

Working more closely than ever with colleagues within PKC, plans continue for PH²O, after PKC helped fund and support a revision to the business case. Live

Active Leisure is also working closely with the Gannochy Trust, to consider ways to improve Bell's. It is testament to the hard work and enthusiasm of staff, trustees, coaches and volunteers that we therefore have so much to celebrate, and with these new capital schemes to look forward to, the future looks positive despite the short term budgetary concerns.

Mike Robinson, Chairperson.



“One of the first Leisure Trusts in the UK to produce a carbon reduction plan”



£1.4m
Membership Sales
(2.7% up year on year)

“We are encouraged to see year on year increases during these challenging economic times”

Paul Cromwell, CEO

Membership Sales and Retention

Membership over 2018-19 experienced an 8% increase, with a net additional 289 DD members at April 1st 2019 compared to April 1st 2018. This encouraging uplift saw the membership income up by £10,000 on budget to give membership revenue of £1.4M, a figure that reflects a 2.7% increase on the previous year.

During such challenging economic times this achievement is all the more impressive and has been made possible thanks to a combination of the aforementioned fitness provision enhancements; significant results from specific sales campaigns (see p26-27); and improvements in the cancellation and conversion process following the recruitment of a dedicated Customer Sales Advisor.

Based in the Marketing team office, and working directly with venues and the Fitness Manager, this role is focused on pro-actively selling memberships, converting cancellations, and improving retention. The estimated annual value of the role is forecast to be £36,000 for the first year based on direct sales, retention of members and an improved customer experience, and this figure is predicted to grow as the role evolves and improvements are made to our membership journey.

Fitness Class Usages Continue to Grow

The trend for class-based fitness across all localities has continued to grow in 2018-19, with an impressive 10% increase on 2017-18 – which had grown by 8% on 2016-17.

This reflects industry-wide reports around class-based fitness; consumer expectations have changed and people now want their fitness to be as much about socialising and engaging with like-minded peers as it is about health and wellbeing.

Of course, today's customers are also more value driven, and the Company has worked hard over the past two years to improve the fitness class offering across the board. Significant programme changes across all areas have proven to be effective, with popular classes such as kettlebells and yoga rolled out into new areas and timeslots.

We continued to build on our long-term partnership with Les Mills, with the new agreement configured to improve the provision across all venues, bringing favourites such as BodyPump, CXWORX and RPM to rural venues and new programmes such as Barre and Sprint to Perth City.

This commitment brings with it an ongoing investment in the team, and an additional 20 fitness training courses were undertaken by instructors across a variety of different fitness programmes.

The Company also held its first Fitness Development Day for venue management staff, focusing on the quality of our fitness class programme from a customer service perspective, and the sustainability of it across all venues.



Fitness Class Usage

Company Wide:	10% up	144104 vs 131382
Live Active Rodney:	9% up	46194 vs 42569
Bell's Sports Centre:	3% up	20086 vs 19519
North Inch Community Campus:	11% up	9942 vs 8965
Perth Leisure Pool:	2% up	6981 vs 6815
Strathearn Community Campus:	16% up	21951 vs 18946
Live Active Blairgowrie:	32% up	15048 vs 11426
Live Active Highland:	25% up	8320 vs 6669
(Live Active Atholl & Breadalbane Community Campus)		
Live Active Loch Leven & Loch Leven Community Campus:	7% up	17670 vs 16475



Les Mills Virtual: A Partnership Success Story

As a company, Live Active Leisure is committed to ensuring our brand values are reinforced in all that we do. In order to do this, we look to all areas of our business including the partners and suppliers we choose to work with.

One such partner is Les Mills, the global fitness phenomenon established in Australia in 1968 that has built its brand on quickly and easily implemented workouts, designed by professionals and backed by science. Hugely popular amongst fitness enthusiasts and beginners alike, it is present in more than 100 countries, is employed by some 20,000 clubs, and has 140,000 instructors worldwide delivering classes.

“At the end of March 2019, Bell's Sports Centre and Strathearn Community Campus offered a combined 59 Virtual classes each week.”

Live Active Leisure joined the brand in 2005 when Live Active Rodney launched Les Mills BodyPump with release 46. Graeme Lackie, Fitness Manager for the Company, remembers it well:

“I was the Operations Manager at Live Active Rodney at the time, and the

buzz leading up to us having this big global brand was huge. We launched the partnership with BodyPump and BodyCombat and it was an instant hit. Arlene actually led the very first class, and she still teaches today – she's gone from release 46 to release 110 with some of the long-standing Rodney customers!”

Today, Live Active Leisure is the largest Les Mills provider in Perth and Kinross, offering the full range of RPM, Sprint, BodyPump, BodyBalance, BodyCombat, Barre, BodyBalance, SH'BAM, CXWORX and Grit.

Virtual classes are the newest addition to our partnership, and were introduced at Bell's Sports Centre in 2017 as part of the Les Mills RPM offering. A Virtual class combines Les Mills' programmes with technology to deliver all the social and motivational benefits of a class environment for customers, without the need for an instructor.

Ensuring continuity and sustainability in the fitness class programme is a key focus for the Company, and Virtual allows us to do both. We can now provide more opportunities for customers, with classes offered at times we wouldn't normally cover due to instructor availability.

The intention is to roll the Virtual model out across all localities, offering additional classes at more flexible times. Modern lives are busy and we want to ensure that we continue to bring value and quality to our members and users.

Les Mills

'Virtual Class Programme' launched in Strathearn Community Campus in Jan 2019 with an investment of approximately £6000 made by the Company.

It recorded almost 1000 usages in Quarter 4.

(Jan - Mar 2019)



Activities for All Stages of Life

Live Active Leisure's Wellbeing team is instrumental in delivering, and partnering on, a number of health-focused community projects within Perth and Kinross. As part of the Company's ongoing commitment to the Health and Social Care agenda (H&SC), significant support has been provided to the Care About Physical Activity (CAPA) programme.

CAPA's aims are to improve physical activity awareness and make long-term behavioural changes to lifestyle. Six individuals took part in a 20-week programme that included structured exercise sessions with home programmes, nutritional diary analysis and discussions on healthy eating; assessments were based on the exercise programme.

Hand grip strength, sit-to-stand in 30 seconds, and range of movement through the main joints were all tested at the start and end, and each participant showed a marked increase in all areas.

Additionally, the attitude to exercise amongst all participants was notably different and the increase in independent living was hugely encouraging; one participant now walks 10 minutes into town to do her own shopping, a task she hadn't had the confidence to do for the past two years following a fall.

In addition to working with individuals, the "Attend Anywhere" Technology Enabled Care programme offers instruction remotely. Working with Health & Social Care, Paths For All and Parkdale Care Home, we have developed this virtual resource, that involves video footage of a Live Active Leisure instructor, being used to promote chair-based activity in care settings. This has encouraged additional, independent sessions which do not need an instructor.

The Wellbeing Team in the Community

The Live Active Leisure Wellbeing team delivered a variety of projects and weekly classes across Perth and Kinross, including:

- All Ability Cycling
- Macmillan Move More
- Community Classes and Engagement Events
- Health & Social Care
- Agenda Partnership
- Splashtots Programme
- Activity Referral Classes and Programmes



Active Communities: £60,000 Funding for Wellbeing Posts

Following the success of the Active Communities initiative launched in 2016, the Company has secured £60,000 of funding to support two Active Communities Wellbeing Coordinator posts for an additional two years. The posts will start on April 1st 2019 and continue to March 2021.

The new funding has been allocated through the Health and Social Care Older Person's board to support the Thriving Third Age. The posts will focus primarily on supporting older, inactive people, care home residents, and individuals with mobility problems and other medical conditions that impact on overall wellbeing.

this problem, and this has been reflected in the results garnered over the past three years of this initiative.

More than 300 participants have taken part in activities in the past 12 months, and of those, 103 participants took part in the final survey. 80% of people reported that they felt more confident in leading an active life, with 69% stating that their fitness had improved. 100% of people rated the classes and walks in the Satisfied or Extremely Satisfied categories.

“
80% of people reported that they felt more confident in leading an active life
”

There is growing evidence highlighting the importance of staying active throughout our lives, with particular emphasis being given to the third age. However, it is also true that as we age the barriers that present challenges for leading an active life increase significantly.

The Active Community initiative has provided a simple, yet effective solution to

the area, and bring a far greater quality of life to the older community at large.

As an example, anyone can have a fall, but older people are more vulnerable and likely to fall, especially if they have a long-term health condition. Around one in three adults over 65 who live at home will have at least one fall a year, and about half of these will have more frequent falls.

These simple activity sessions and walks all help contribute to a reduction in this problem. The Community Wellbeing Coordinators work in partnership with Health and Social Care at NHS Tayside and Perth & Kinross Council, and third sector charities, to deliver the activity sessions. The sessions vary across the area and include guided health walks, chair-based exercise classes, and social circuits, amongst others.

Live Active Leisure's Wellbeing Coordinators:

Improve quality of life and long-term independence by encouraging healthy lifestyle choices.

Reduce the risk of falls through strengthening muscles and improving balance.

Provide positive social connections for participants, improving mental wellbeing and reducing isolation.

After Participating:

80% of people felt more confident in leading an active life. **69%** stated that their fitness had improved.



Kirsty Eadie: Wellbeing Coordinator

Venue/Business Stream - Wellbeing based at Bell's Sports Centre

Kirsty has worked with the Company for seven years, including five years as a coach where she helped out with the Holiday Hero programme and other sports sessions. For the past two years she has been part of the Wellbeing team, and is now the coordinator responsible for the fantastic All Ability Cycling programme.

Kirsty is a keen netball player and plays for Cherrybank in the Perth Ladies Netball League.

Kirsty says, "I love working on the All Ability Cycling project; this year we've helped 301 different people to get out and about cycling on one of our adapted bikes. It's brilliant!"

Wellbeing Stats:

Community class usage	17% up	6488 V 5537
Community class income	34% up	£24K V £18K
Overall wellbeing income	2.7% up	9.9% up on target
Wellbeing Classes	20% up	20385 V 19966
Wellbeing Swim	9% up	3604 V 3295



Customer Spotlight: All Ability Bikes

"My name is Kirsty Walker, I'm 47 years old, have cerebral palsy and I am registered blind. Despite this, I don't lie down to things. I am a determined person and love challenges.

"In 2008 I wanted to get fit and got a Personal Fitness Trainer. Since then I have done five 5ks and a 10k for various charities and my last race was in 2013. In March of 2016 I injured my ankle and was told not to exercise. This made me sad and depressed.

"I was told I could exercise again in September 2017 and I was overjoyed! A friend told me she was going to cycling sessions at Bell's Sports Centre; I arranged one for myself and I loved it! I started by using a hand bike and couldn't believe it; I was riding a bike! I never thought I'd ever be able to ride a bike.

"One day whilst on the hand bike I mentioned to my trainer, also called Kirsty, that I wished I could pedal a bike with my feet. She told me about the side-by-side bike, and encouraged me to try. Again, I could not believe it – I managed to cycle with my feet. There was nothing stopping me now!

"Over time I got quicker and quicker and noticed my love for challenges and races coming back. In December of 2017 we did a 5k and called it The Santa Dash. Last year I cycled an incredible 246k – I am loving it.

"The challenges are getting longer and better, and my latest goal is to do a virtual ride from Land's End to John o' Groats by cycling from Bell's Sports Centre to Bertha Park and back again each week until it's completed.

"I've realised that I'm a driven person. I set myself challenges and see if I can improve upon them year on year. An example of this is to see if I can go further on the bike in the time I have – two hours. The furthest I've achieved in two hours is 14.2k. Next time I tell myself I'll do more.

"The benefits of the programme for me are both physical and mental. If I feel well physically then it impacts hugely on my mental health. Kirsty is very kind, caring and patient with me – I think when she was made they broke the mould! She's perfect for this job and she encourages me and inspires me to see what is possible."

All Ability Cycling Rolling Forwards

Led by Live Active Leisure, the All Ability Cycling initiative has grown significantly in the three years since its launch in April 2016.

Following funding received by various partners including Perth & Kinross Council Common Good Fund, The Gannochy Trust, Cycling Scotland and The Baily Thomas Charitable Fund, the fleet now boasts 15 bikes in total with additional services offered such as training for instructors. The newest of these is a £9000 wheelchair bike which was added to the offering in January 2018.

The bikes are available for anyone to hire, and individuals without carers who require assistance on a two-person bike can book the support of a qualified instructor. Additionally, 'Come and try sessions' with qualified instructors and volunteers are open to people of all ages on a weekly basis from the All Ability Cycling base at Bell's Sports Centre.

The positive impact of this three-year project is now apparent, both in terms of participation levels and income generated – which is now being used to assist in delivering the project. 753 individual or group sessions – including carers – were recorded over the period, with income up from £462 to £1425. Significantly, the new Wheelchair bike Participatory Budgeting (PB) funded sessions have proven popular with all 60 places made available fully booked.

The project has also achieved a Silver Scottish Cycling Community Friendly Award and received positive feedback following the Community Learning and Development inspection. Eight new cycle leaders have been trained to accommodate the growing demand.

Dewars Centre is known across Scotland, and the global curling and bowls community as a centre for sporting excellence, but as well as delivering major tournaments for curling and bowling, it is also the Company's flagship venue for meetings and conferences.

The sheer size of the ice rink and bowling hall coupled with the viewing gallery and restaurant area, makes Dewars the largest conference and events facility in Perth City. Consider the board room, Hay Suite and Gannochy room, and it is easy to see the opportunities presented by this large flexible space.

Additionally, having our own catering facilities on site means we can offer everything from coffee and cake to cold finger buffets, hot fork buffets and delicious sit-down dinners.

Situated just a few minutes from Perth City Centre, Dewars enjoys a convenient location just off Perth's Glasgow Road. It has plentiful parking and underground overnight vehicle stay for conference delegates and event visitors.

DEWARS NON-SPORTING EVENTS

- Scottish Federation of Meat Traders AGM
- Festival of Yarn
- Tabletop Scotland
- Legion Scotland
- The Scottish National Scale Model Show
- Model Railway Exhibition
- The Association of Scottish Philatelic Societies 90th Annual Congress
- Wee G&T Festival



Wee G&T Festival

The Wee G&T Festival, a popular Perth event owned and managed by local independent business Provender Brown, held its third annual festival in Dewars in September 2018. The event had outgrown its home in the Salutation Hotel and organisers were keen to explore expanding capacity whilst maintaining break-out rooms for gin masterclasses and recipe demos.

Held in the Gannochy Room with masterclasses in the Hay Room and on the balcony, organisers were in a position not only to increase ticket availability but also to offer additional stands to the waiting list of gin distilleries.

The events team at Dewars seized the opportunity to gain additional revenue and add value for the client. They worked with organisers to improve their artisan gin offering at the bar, as well as creating a snack menu for their attendees.

This move of venue was a huge success for the client, with a 51% increase in attendees compared to the Wee G&T Festival 2017. They also had four additional distillers on board compared to the previous year, resulting in an immediate rebooking of Dewars Centre for 2019.

Live Active Leisure Trading Limited is the commercial arm of our business, with any surplus generated donated via Gift Aid to the Charitable company and reinvested in the venues we own and the communities we serve.

In March 2019 a £10,000 Gift Aid donation was made to Live Active Leisure.

352 Non-Sporting Events took place at Dewars Centre resulting in **28,364** attendances.

153 bookings were over two days or more. **25** events had over **100** attendees each.

There was a total of **316** full days' worth of bookings (based on an eight-hour day)

Coaching Success

The Company hosted its first Coaching Conference in February 2018, welcoming 80 sport coaches from across Perth and Kinross, and beyond, to Loch Leven Community Campus. A range of topics were included ensuring an engaging event for recreational, grass-roots coaches and those delivering to performance-level athletes.

Included in the programme were topics such as recovery strategies, performance analysis, physical literacy, mental health and wellbeing, strength and conditioning and conflict management.

The guest speaker for the event, Professor Damian Hughes, was extremely well received and feedback was exceptional with 96% of people marking the speakers and workshops at 5 stars.

Professor Damian Hughes, an international speaker and bestselling author, combined his practical and academic background within sport, organisational development and

change psychology, to help coaches understand how mindset can help to create a culture of improved performance. Leading into the event, and continuing on to the Perth and Kinross Sports Awards in March, the Sport Team launched the #PKThankyou campaign.

This campaign was created to promote a culture where coaches and volunteers are thanked for their commitment to sport across Perth and Kinross, and both individuals and teams were encouraged to send in a short video to say thanks to their coach for the difference they had made.

29 videos were sent in over a three-month period, covering a variety of sports including swimming, football, netball, judo and fencing. The videos were combined to make a compilation that was displayed at the Perth and Kinross Sports Awards. It can

be viewed via our YouTube channel:

youtube.com/user/liveactiveleisure

“

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Football Development

In October 2018, a new and innovative partnership came to fruition with the Scottish FA jointly funding a Club and Community Football Officer post within the LAL Sport Team, for a two-year period.

The post will encourage an increase in participation in football across Perth and Kinross, the development of clubs and communities to grow capacity, and better volunteer and coach recruitment and development.

The initial five-month period has focused on local level partnership working. This resulted in opportunities across five local regions: Highland Perthshire, Kinross, Perth City, Eastern Blairgowrie and Strathearn.

In football development, partnership working within the Perth and Kinross Strategic Facilities Group (PKSFG), has secured the introduction of fun fours, super fives and central 7-a-side leagues at the South Inch. This development has allowed for 25 additional small-sided pitches and a central festival format to be available.

In order to embrace this momentum the 'Club Together' forum was launched, providing a space where clubs can discuss best practice and the direction of football. An excellent turnout from local clubs, and positive feedback, indicate good collaborative working moving forward.

At a participation level, two new participation centres focusing on pre-school football in Aberfeldy and Kinross were launched, and two Regional Girls Football festivals for both the 11s and 13s age groups saw more than 200 girls and 20 regional teams in attendance.





PACES

- **130+** clubs registered
- **97** clubs accredited
- **10** Gold, **17** Silver and **70** Bronze

The PACES accreditation scheme was relaunched in March 2018, and in that time the number of clubs registered has grown by 66% with fully accredited clubs increasing by 24%.

The team worked closely alongside many of the Scottish Governing Bodies to align a set of minimum operating standards that would drive quality and ensure all participants receive adequate, safe provision.

A number of clubs have received support in developing documentation, establishing new roles for committee members and building stronger relationships with local partners.

Since the relaunch, more than 50 new clubs have joined PACES including Perth City Swim Club, Strathtay Harriers and Kinross Volleyball.



2018 Winners

Sports Personality of the Year
Stephen Milne (Swimming)

Young Male Sports Personality of the Year
Jack Muncey (Swimming)

Young Female Sports Personality of the Year
Cerys Cairns (Netball)

Disability Sports Person of the Year
Freya Howgate (Athletics)

Team of the Year
Perth and Kinross County Golf Boys Area Team

School Team of the Year
Perth High S1 Netball Team

Official of the Year
Lianne Gibb (Netball)

Club of the Year
Perthshire Rugby Football Club

Coach of the Year
Phil Shore (Rugby)

Young Coach of the Year
Rachael Devine - Gymnastics

Volunteer of the Year
Lesley Morby (Gymnastics)

The George Mortimer Lifetime Achievement Award
Douglas Yeats (Football)

Active Schools Success

The Live Active Leisure Active Schools team, comprised of an Active Schools Manager and 12 Active Schools Coordinators, is dedicated to developing and supporting the delivery of quality sporting opportunities across all primary and secondary schools in Perth and Kinross.

The aim is to provide more physical activity opportunities, of a higher quality, before school, after school and during lunchtime. The team also strives to develop effective pathways between schools and sports clubs in the local community.

This year the delivery of the 10th School Sport Coaching Project (SSCP), funded by the Gannochy Trust and managed by the School Sport Planning Group in which Active Schools plays a lead role. The project offers school pupils from across Perth and Kinross the opportunity to complete coaching and

officiating qualifications during school holidays, or on in-service days, at a reduced rate of £10 per course. In order to access this qualification, they must volunteer a minimum of 20 hours in a school or community club setting.

A total of 18 coaching and officiating courses were delivered across the area, which were attended by 220 secondary school pupils. Subsequently, the team supported 478 young sports and dance leaders this year, 384 of whom actively engaged in sports or dance volunteering, resulting in over 7,600 hours of delivery.

The development of young people as sports and dance leaders was identified by the Perth & Kinross Council Physical Education, Physical Activity and Sport Steering Group, as a significant contribution to young people's development of skills for learning, life and work.

Active Schools Highlights 2018-19

47% of Perth and Kinross school pupils took part in at least one extracurricular school sport activity

Girls' participation remained stable at **46%** of the total school roll

Participation amongst pupils living in our poorest communities remained stable at **38%** of the total school roll

1,061 volunteers supported delivery of extra-curricular school sport, of whom **384** were senior pupils

Perth & Kinross Sports Awards

Supporting stars were hailed at the 2018 Perth and Kinross Sports Awards at a ceremony where Olympic swimmer Stephen Milne was named the Sports Personality of the Year. The awards, sponsored by Thorntons and hosted and organised by Live Active Leisure in partnership with Perth and Kinross Sports Council, were held on Friday March 8th at Dewars Centre.

Milne - a long-time member of the Live Active Leisure Talented Athlete Scheme - was one of three finalists, seeing off competition from fellow swimmer, Scott McIlay, and World Junior Silver medallist, curler Robin Brydone.

The Perth based swimmer had an outstanding 2018, starting the year with a Bronze and Gold at the British Championships, followed by two medals at the Gold Coast Commonwealth Games. Selection for the European Games in Glasgow brought more success, as he won Gold as part of the 4 x 200m relay and Bronze in the mixed equivalent.

The evening's host was sports journalist and broadcaster, Jim Spence, who introduced Provost Dennis Melloy to formally open the awards. Twelve category awards were presented, as well as certificates being awarded to ten local sports clubs who had achieved Gold PACES accreditation.

The guest speaker for the evening was one of Scotland's most accomplished international athletes, Eilidh Doyle. Doyle, with an overall tally of 17 major international podium places, received a standing ovation from the 140 guests in attendance following her passionate, insightful and inspiring speech.

This continues to be a fantastic event that recognises the achievements of local athletes and the commitment of the coaches and volunteers that make sport happen in the area. It is also encouraging, that as a result of the work carried out with clubs over the period, there was a 102% increase in the number of nominations received.

Bell's Sports Centre Celebrates 50 Years with Two Major Developments

Bell's Sports Centre, Live Active Leisure's flagship venue, celebrated 50 years of service to the local community of Perth, with two substantial projects coming to fruition: a £750,000 upgrade to its famous domed roof and an £88,000 investment in a modern Strength and Conditioning Gym.

Bell's Sports Centre opened its doors to the public on Tuesday October 15th 1968. The impressive dome was 58ft high and more than 200ft in diameter and was recognised as the largest dome in the UK. In fact, architect David Cockburn was presented with a Guinness Book of Records certificate and held the record until the opening of The Millennium Dome.

Fast forward 50 years, and the iconic dome once again made the headlines, with new technology used in the first major upgrade since the 1980s. The £750,000 investment, which was borne in full by the Trust, addressed structural concerns and brought improved energy efficiencies to the unique building.

Working with Perth-based property and construction consultants Hardies, and local roofing specialists Aim Developments, the project was carried out using the innovative Limpet Technology system, which is the first time technology of this type has been used in a roofing application in the UK.

As well as the challenges that come from the unique shape of the Bell's Sports Centre roof, the Company requested that disruption to our customers was kept to a minimum.

Limpet Technology features a remotely operated lifting unit which provides safe working at height for repairs and maintenance. The system used at Bell's Sports Centre saw units installed at the top of the dome allowing the roofers to work safely whilst moving up and down, leaving them free to install the roof cover without any access issues.

As well as a new roofing cover to stop water ingress, a layer of insulation was installed to the dome to reduce heat loss



during winter months. Destratification fans have also been installed in the main sporting arena to redistribute heat that pools at the top of the dome to lower levels.

Underneath the dome, a long-standing partnership between Live Active Leisure and Perthshire Rugby Club facilitated the successful launch of a new, state-of-the-art strength and conditioning gym and coach education room, with a joint total investment of £88,000.

The project was funded in part by a £41,500 grant secured by Perthshire Rugby in the final round of Scottish Rugby's Club Sustainability Fund awards last October. This additional funding allowed for an exemplar facility to be installed with Perform Better equipment, the recognised market leader for this type of installation, delivering a superior finish to the new gym.

“
Perthshire Rugby is delighted to have partnered with Live Active Leisure to secure this fantastic new strength & conditioning facility for the use of our members & the local community.

Allan Brown, Chief Executive
of Perthshire Rugby

”

Wall mounted racks, Duratrain flooring with oak lifting platforms, dumbbells, benches and a range of functional equipment including training ropes, medicine balls, rings and plyo box are all on offer. Additionally, early morning gym access for all customers is now available Monday to Friday from 7:15am.

Studies show that expert strength and conditioning tuition can make a significant difference to an athlete's performance, power and mental strength and the new facility will serve rugby athletes, members of Live Active Leisure's Talented Athlete Scheme, and customers from the wider community.





A Community Celebration

In one of his first public announcements as CEO, Paul Cromwell heralded a free community event for the people of Perth and Kinross, to celebrate the Company's iconic flagship venue, Bell's Sports Centre, turning 50 years old.

Could he have envisioned the thousands of customers some half-a-century later, who would come together in a day of activity to commemorate this inspired conversation?

“
The journey of this incredible building began during a train ride to Edinburgh
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The journey of this incredible building began during a train ride to Edinburgh when the then Lord Provost discussed plans for a sports arena with Mr WG Farquharson, the Gannochy Trust Chairman at the time. Pointing out the benefit it would bring to the community, he soon had Mr Farquharson enthralled.

People of all ages patiently queued, some who had been there in 1968, and joined in what proved to be a fantastic event for the community.

From a giant inflatable assault course to a gladiator joust, an inflatable bungee to a DJ, magician, and lots of games and challenges, this was a fantastic party for the entire community.



Julie Gibson: Customer Sales Advisor

Julie has worked with the Company for the past eight years, starting in Bell's Sports Centre as a coach where she developed her excellent customer service skills and fitness brand knowledge.

In December 2018 she took up a new position as Customer Sales Advisor which sees her working as the link between Marketing and Fitness with the aim of growing the membership both through campaign work, sales and promotional initiatives and retention.

As you might expect, she is super sporty and enjoys playing netball with a local team. When it comes to classes she's all about the Spin and can be seen at Bell's Sports Centre picking up an early morning class.

Julie says, "I am super excited, and so proud, to have exceeded my targets for the first three months of my new post."



Gymnastics at Every Level

Bell's Sports Centre is now firmly established as the home of Scottish gymnastics but in December 2018 the venue played host to a sporting 'first'. At the same time, they had the Live Active Leisure Gymnastics team looking for a date to hold their first showcase event for parents, to highlight the work of the young gymnasts, including the pre-school classes.

Two separate gymnastics events were held in the arena on the same day, bringing the talents of the Scottish Men's Artistic Gymnastics participants together with the inaugural event for Live Active Leisure's own gymnastics kids' club. The opportunity presented itself to accommodate both events on the same day, and with a bit of logistical creative thinking, Bell's hosted the men from 8am to 2pm, and turned the arena around to accommodate the kids' showcase event.

Forced to reschedule at short notice earlier in the year, Scottish Men's Artistic Gymnastics were faced with having to pay for the full cost of the event. Keen to support our long-time partners, the team at Bell's rallied around to find a solution. The day was a great success, solving SGA's fixture problem and giving many children their first opportunity to use a sprung floor in front of an audience of delighted parents.

First for Les Mills Barre in Perth and Kinross

As discussed on page 7, the Les Mills partnership plays a significant role in the fitness offer across all of the Company's venues. Barre is the latest class offer from the global fitness giant, and true to form, it has proved to be immensely popular with audiences worldwide.

A modern version of classic balletic training, Barre is a half hour workout designed to shape and tone postural muscles and build core strength. Incorporating classic ballet positions with music, it offers a combination of cardio and strength with high reps of small range-of-motion movements and very light weights.

Live Active Rodney, who first introduced Les Mills to Perth City in 2005, launched the area's first Barre class in October 2018, resulting in an immediate uptake from members and casual users to the city centre venue.

The introduction of Barre was part of a more significant programme review at Live Active Rodney that resulted in 7% increase in usage over 2018-19.



Success at North Inch Community Campus:

Go play hire: **up 38%**
Fitness gym: **up 3.5%**

Go play pitches: **up 62%**
Steps term time: **up 7%**

Weightlifting at Live Active Atholl



Known nationally for weightlifting, Live Active Atholl continues to host the National Weightlifting Championships in conjunction with the local weightlifting club every two years.

The Scottish Senior Championships and the Scottish Under-18s Development Cup are both held in our Pitlochry-based leisure centre and, as well as bringing a significant income of over £400 per event, there are many local participants.

The event is testament to the centre's excellent facilities which were refurbished in 2017, and to the ongoing success of the local club which once again dominated the winner's podium.

Holly Morrough-Bernard, one of the venue's regular relief staff and a long-term member of the weightlifting club, succeeded in breaking the Scottish Under-23 category records, which she herself had previously set. Holly has now set 430 records.

Channel Challenge

Breadalbane Community Campus took a challenging new approach to increasing swimming participation across all age groups when they launched the Channel Challenge in August 2018. By inviting customers to sign up to swim 22 miles – with each mile consisting of 64 lengths of the Breadalbane Pool – they created a fun, engaging reason for people to get in the water and increase their pool time.

The results were excellent; with very minimal costs attached, there was an increase in pool usages for fitness swimming over the period.

Not only did this challenge bring a new and engaging reason for using the pool, it also went a long way to combat what could have been a significant decrease in overall use due to the Active Energy disco and pool inflatable being temporarily removed.

In January 2019 the team launched the second challenge of what has become a swim series, with the Loch Tay Challenge inviting members to swim 19.5 miles in two months.



Fraser Brown: Duty Leisure Manager

Fraser has been with the Company for an impressive 11 years, starting at Aberfeldy Recreation Centre as a leisure assistant. He is one of the longstanding team members who worked through the transition from Rec Centre to Breadalbane Community Campus and in that time has coached swimming lessons, led fitness classes and honed his customer service skills.

Fraser's background is in windsurfing coaching on Loch Tay, and this remains a passion of his although you'll often find him in the gym building strength and keeping fit during the cold winters.

In 2018 he was promoted to Duty Leisure Manager and has undertaken management courses to develop and prepare him for his new role.

Fraser says, "I've always liked managers who are open and approachable and I've tried to implement that in my new role. I'm proud to be part of the team inspiring a new generation of leisure assistant."



Live Active Strathearn turns 20 Years Old

Strathearn Community Campus, known as Strathearn Recreation Centre when it opened on Monday August 31st 1998, celebrated 20 years of providing sports and fitness for the people of Strathearn with a free community party.

More than 1000 people joined in the celebrations – held over two days on August 31st and September 1st 2018 – which included an evening disco and a day of activity with a giant inflatable assault course, gladiator joust, inflatable bungee, DJ, and lots of games and challenges.

The History of Leisure in Crieff

Twenty years ago a dream finally came true when Strathearn Recreation Centre opened to the public on Monday August 31st 1998. It was officially opened at a formal ceremony on Wednesday October 28th 1998, hosted jointly by SRC Ltd and PKRF (as Live Active Leisure was known at the time).

David Crosbie, Chairman, in welcoming the guests, said: "This is the culmination of a lot of hard work and determination from across the community, in partnership with other agencies, the efforts of which will be of benefit to the community of Strathearn for years and generations to come."

Funding for the £2 million project came from major funders, including £50,000 from the Foundation for Sports and the

Arts, £800,000 from the Scottish Sports Council Lottery Fund, and £473,000 from PKRF Ltd including £200,000 passed from the former Perth and Kinross District Council and its accrued interest.

Additionally, there was a £200,000 grant and £200,000 loan, £25,000 of which was later converted to grant, from the Gannochy Trust. The Executors of the former Strathearn Institute of Crieff offered £65,000 and a further £22,000 came from Scottish Enterprise Tayside towards landscaping.

Perhaps most impressively of all, a staggering £222,000 was raised locally through a series of fundraising events by customers of all ages, some of whom still use the venue today.



Alison McKinnon: Facility Operations Manager

Alison joined the Company this year and is the Operations Manager for Strathearn Community Campus, Breadalbane Community Campus and Live Active Atholl.

As a person who is passionate about her industry, Alison likes to keep active by getting out mountain biking or snowboarding. Although she tells us that thanks to our unreliable Scottish weather, she's enjoyed spending more time in the past year getting to know her way around the gym!

Alison says, "My first year with the Company has certainly been a challenge with a lot to get to grips with! I have a definite sense of accomplishment when I reflect on my first year and feel as though I've built a huge knowledge and experience about the company and the venues I look after."

Overall Strathearn Usage: **13% up**

Since its upgrade in November 2017, the Strength and Conditioning Gym at Strathearn Community Campus has seen incredible increases in usage:

278% up
4756 V 1257



Building On Holiday Hero Success

Live Active Loch Leven is renowned throughout the Company for its Holiday Hero success story with their week-long Sport & Splash camps selling out in as little as an hour when spaces are released!

This year's programme ran for eight weeks with 20 spaces per week all selling out. Activities are designed to ensure that kids enjoy a wide range of pool and sports hall fun including short tennis, climbing, trampolining, water polo and the ever-popular Friday Inflatable Aqua Run.

One of the reasons behind the success at Kinross is the proactive approach to social media at a local level undertaken by the

duty management team. A fun, onbrand campaign is consistently executed in the lead-up to booking with reminders going out daily.

Kirsty Bathgate, Operations Manager, commented, "The team in Kinross are proud of their reputation as the go-to activity provider for holiday fun in the area, and are continually looking at ways to develop the programme and maximise its popularity."

Plans for 2019 / 2020 include the introduction of a Rookie Lifeguard course and extended Sport & Splash camps.



Kirsty Bathgate: Operational Manager

Kirsty joined the Company a year ago, and oversees the Kinross locality looking after both Live Active Loch Leven and Loch Leven Community Campus.

Her first nine months with the company have been both challenging and rewarding and have brought about some fantastic results including a sell-out Holiday Heroes camp in her first summer.

A real water baby, Kirsty loves swimming and is also a keen water polo player, and has set her sights on further expanding Kinross's popular pool based activities.

Kirsty says, "I've taken some time this year to get to know the staff and customers and as I embark on my second year, I'm very much looking forward to ensuring that we are delivering a venue that reflects the needs of all the residents of Kinross."

Swimming Up:
700 usages year on year
4% increase

£19,000
increase in swimming revenue

Customer Spotlight: Owen Wilson

After a productive meeting with pharmacist Alasdair Shearer, who deals with clients suffering from chronic pain, the Wellbeing team identified a need to offer a pain management specific class in Kinross. Alasdair then identified 6 clients of his who would benefit from this and referred them on via the Activity Referral scheme.

Owen Wilson was one of the six, and he was referred due to his ongoing poor physical health. He had severe sciatica, multi-level degenerative disc disease and was very overweight. This had a very negative impact on his mental health. Owen lives near Glenfarg and uses the facilities at Live Active Loch Leven.

Ian Hutton, one of our Wellbeing Coordinators covering Kinross commented:

"Our main focus was to firstly break down the barriers Owen had put up for himself. Allowing him to see the benefits formal exercise can have on the body and mind. We set some goals initially for the short term then more longer term goals when I realised how much Owen was willing to give. Our goals included simply attending once per week initially then on to sustained weight loss, improved muscle conditioning, reducing pain and potentially medication dosage. All of which we achieved.

"We used Live Active Loch Leven gym as it was accessible and the best suited location. Because Owen is a wheelchair user, we focused on weight training, building up gradually from using fixed weight machines to free weights. Owen has now progressed on to using the recumbent bike during his sessions as his back is under less pressure and his fitness is much improved.

"We have now been working together for almost two years. Owen still regularly attends the two Live Active venues in Kinross and also works out at home. Owen

has lost nearly eight stone since he decided to make a positive change in his life. Mentally and physically he is stronger and he is more confident in dealing with his illness.

"Working with people like Owen gives me a happiness in knowing that what we do in Live Active Leisure is incredibly important. The opportunities that we provide are invaluable in helping

“these guys will change your life”

to change the lives of those who need that little extra guidance and support. It is a privilege to help someone to realise their potential."

Owen agrees. "My progress has been incredible over the two years and that's a sentence

I never thought I'd ever say. Having lost eight stone has completely changed and saved my life, I still struggle, I still suffer as my illness will not improve with it being progressive. However due to the dedication, care and constant support of Ian and the team it has made every single step an important one.

"I feel healthier, stronger, more confident, and my appearance is changing which is very important while dealing with illness. I would not be here today without the support I have from Ian. I'd just like to say to anyone with a physical or mental disability or illness, these guys will change your life. They will enable you to overcome obstacles and beat the odds to give you hope that life can be better if you give it a chance."



Our Activity Referral Programme supports customers in their efforts to become more active by linking their doctor's surgery or health care practitioner with their local Live Active Leisure venue.

The programme's main focus is to encourage long term changes in health or medical conditions via a simple 12 week programme.

Live Active Blairgowrie in Partnership with Perth Autism Support

Perth Autism Support (PAS) sessions at Live Active Blairgowrie have been running since 2015. Funded through the Perth and Kinross Leader Programme these fun sessions offer children with autism the opportunity to enjoy swimming sessions and multi-sport sessions that have been specifically designed to create an enjoyable, inclusive atmosphere.

Following on from this great partnership, the Live Active Sport team has been working with PAS to deliver training sessions for club coaches throughout Perth and Kinross. The sessions were organised following feedback from a Disability Inclusion Workshop last August, when participants requested support around coaching children with non-physical disabilities such as autism and other learning disabilities.

Fourteen coaches from sporting disciplines including swimming, football and archery attended the workshop designed to raise awareness when coaching young people with autism.

Angie Ferguson, Chief Executive Officer of PAS, commented:

"We are delighted to support Live Active to develop their understanding of supporting individuals on the autism spectrum. At PAS we believe that all of our children and young people should have the same opportunities for social and leisure activities as their peers. Through training delivery with partner agencies we are assured that young people have choice and meaningful inclusion and can have supported access to whatever their choice of leisure activity might be."



The Talent Pool is Launched

In June 2018, the Company announced a new initiative, inviting staff members from all areas of expertise to apply for a place on The Talent Pool.

The HR team had observed that there was little movement internally into promoted posts. They identified a gap in knowledge that was holding back good people from progressing and knew that by addressing the management skills needed, people would gain the confidence required to further their career.

A successful application to Perth College UHI's flexible workforce development fund secured £10,000 in funding which allowed the Company to recruit 12 staff onto the programme. These were people who were interested and showed potential to progress their careers into management roles.

Starting in August 2018, the first stages of the programme had eight individuals undertake the CMI Level 6 Certificate in First Line Management qualification, a prerequisite for staff in management positions within the company. All 12 participants also attended a series of internal workshops covering a range of topics relevant to Duty Managers. These were delivered by existing Managers within the Company.

Laura Sorbie is one of the initial participants. She took up her new role in October 2018 and remains committed to developing via the management programme.



Laura Sorbie: Talent Pool Success

Laura Sorbie is the Duty Leisure Manager at Breadalbane, and was amongst the first wave of staff to benefit from the Talent Pool initiative. Laura started with the Company at Live Active Loch Leven when she was just 16 years old, and worked there until she headed off to University. She then returned to Perth Leisure Pool as a Leisure Assistant where she worked for a further three years.

When the Talent Pool launched, Laura was approached by one of her duty managers and encouraged to apply for this exciting new opportunity.

"I applied and got onto the programme, and then just as I was about to start a Duty Leisure Manager's job came up at Breadalbane. 'Why not go for that too?' was the advice I was given!

And so I spoke to my line managers and it was agreed I could apply and that I'd be supported to complete the coursework during my first six months in post.

"I think having been to uni, I was prepared for the Certificate in Management (level 6) that we undertook with Perth College UHI. The in-house training was really useful and it was good to get an understanding of things like Health & Safety and finance in relation to our LAL systems. It shows really clearly how they relate to your day-to-day role.

"It has been a bit of a rollercoaster but I have enjoyed it and the team are great. Everyone has pulled together to make our new team work and I'm so glad I took the decision to apply."



This year, there has been significant increases in all communication metrics:

Website Sessions:

51% up

491,000 vs 325,000

Online and Traditional Press Articles:

348% up

314 vs 70

Social Media Impressions:

40% up

7million v 5million

Fit For Festive

265 Fit For Festive memberships sold, **16% up** on the previous year.

Income generated was **31% up** on the previous year

54% of members were retained

Energy Campaign

177 Energy memberships sold: **1670%** increase on the previous year.

5555 usages: and increase of **22%**

Corporate Businesses

By March 2019 we had **143** corporate businesses included

in the Corporate Membership Scheme, a

48% increase.

January Campaign

Annual and DD fitness membership sales were **up 23%** in January when compared to 2018.

There was also a **32% increase** in fitness usages compared with January 2018

Campaign Success Stories

A strong working relationship between the Fitness team and the Marketing team is always essential to the success of sales campaigns. The Company is pleased to announce, therefore, that we have recruited a new Sales Advisor who works closely with the Marketing team. Julie started her career with us as a Coach at Bell's Sports Centre. She will now focus on improving the members' experience and advising customers on the best membership solutions for them.

The role has a strong foundation from which to build with two extremely successful campaigns in the form of Corporate membership and Active Energy membership promotion taking place in the first two quarters.

Corporate membership work began in October 2017 when we removed the administration sign-up fee for businesses. We built upon this with a focused campaign via Perthshire Chamber of Commerce who now promote our Corporate Partnership as part of their own members' perks. 94 businesses had signed up at the end of March 2018 – an increase of 20.5%.

From April 23rd to May 6th 2018 we ran a membership promotion for young people aged 15 to 18. This promotion was developed to help support our young people during study leave and exam time. During the same period in 2017 we sold 10 Active Energy memberships, throughout this campaign we sold 177.

Communications on the Rise

In this age of ever-changing communications it is more important than ever to ensure that our message is clearly presented to our customers and stakeholders.

Our corporate communication strategy plays an essential role in ensuring our customers and stakeholders are aware of the services we deliver and the ambitions we hold for the health and wellbeing of everyone in our communities.

The stats on the following page demonstrate our success in this area over the past year.

Spotlight: Marketing Team

Based at Head Office in Bell's Sports Centre, the Marketing Team's office is always a hive of activity. Responsible for ensuring Live Active Leisure remains at the forefront of people's minds when thinking about sports, fitness and wellbeing in Perth and Kinross, their remit is as varied as the services and venues that they promote.

The team is headed up by Kelly Parker, who has been with the company since 2000 when she joined us as an assistant. Kelly was promoted to Marketing & Communications Manager in January 2019 and instantly started building on the strong foundations she had created as the supervisor.

Marketing and communications is one of the few offices who speak to everyone. As the voice of the Company they create everything from local venue

posters to region-wide campaigns, social media strategies to press releases and the Company's website. Looking after all 15 venues, Head Office, corporate communications and all ten sub brands including wellbeing, sport and fitness, the five-strong team are a font of knowledge when it comes to what's happening, where and when!

"There is never a dull moment in Marketing!" says Kelly. "We're lucky to have so much involvement and we're often the first people to hear about exciting new initiatives and big events.

"Being responsible for the brand and its values, for ensuring membership sales are pushed and our achievements are recognised locally and industry-wide is both challenging and rewarding – although it is made easier when you have such a great product to get behind!"

Most Proud Of:

"This year it has to be our amazing results in corporate and Active Energy, and on a personal level, I loved our find a Holiday Hero campaign. Great work!"

Kelly Parker

Marketing & Communications Manager

Live Active Leisure has implemented a documented Environmental Management System to ensure continual improvement, and is committed to promoting environmental management policies and practices at every level and in every department of the organisation.

Additionally, we aim to increase awareness of environmental responsibilities amongst staff, users and other stakeholders such as suppliers, and to incorporate long-term strategies for energy efficiency into planning and development.

A proactive campaign of change across the Company has now been in motion for three years, with lighting in all venues being a key focus. Over this report period, we built on the success stories of Loch Leven and Bell's Sports Centre by replacing the lighting in the sports hall at Strathearn Community Campus. Since then, the venue has saved just under £2,000 a year in energy usage.

Overall, the Company has achieved an energy consumption decrease of 5% over the past 24 months. This reduces our CO2 emissions by 47 tonnes. To bring some perspective to this, the total

saving of 154,400kWh equates to 7 million laptop hours or 1.5 million kettles being boiled. In the period April 1st 2018 to March 31st 2019 the average kWh cost 11p, producing a cost saving of approximately £17,000.

Gas reduced by 48,000 kWh - enough to supply four average homes

Electricity reduced by 113,000 kWh - enough to power 31 average homes

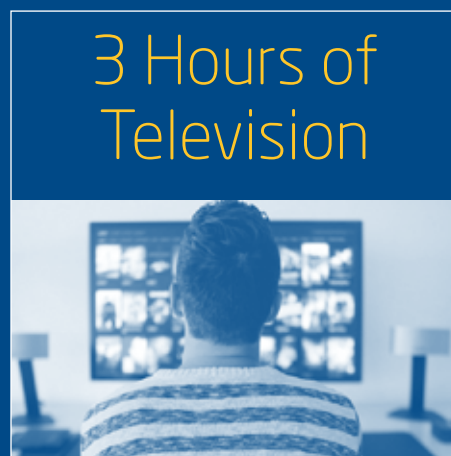
97% of our waste was recycled or diverted from landfill

LAL saved 154,400 kWh over two years.

How far does 1 kWh go?



4 Hours of
Desktop
Computer Use



3 Hours of
Television



10 Kettle Boils



48 Hours of
Laptop Use



1 Washing
Machine
Cycle



Environmental Champions Spotlight

Following on from this, an Environmental Champions group has been set up to ensure that continued improvements and increased awareness become embedded in the Company's operational culture and that green policy continues to influence future strategy and procurement decisions.

The group is made up of team members of all levels from across all LAL venues and services, and is being led by Director of Operational Services, Gary Watson.

Mr Watson commented: "The Senior Management team at Live Active Leisure has had clear targets for environmental savings built into strategy for some time now. We are all too aware that as the area's leading operator, spread over 18 venues, we make an impact.

"Key projects targeting energy savings have included a £15,000 investment for the replacement of sports hall lighting at Starthearn Community Centre. By replacing old halogen bulbs with new LED lighting units that have sensors and settings designed to facilitate additional energy saving, half of the hall can be switched off whilst the other half is being used, and lights will switch off automatically when no one is in the hall.

"From here, we have scrutinised all areas of the company for green opportunities.

We realised that there were a number of basics - things like turning lights off and making sure dripping taps are fixed quickly - that were being overlooked and forgotten about in the busy day-to-day operations of our sports and fitness venues."

“

**The group will
help identify
local level
opportunities.**

”

Focused around energy savings, waste management, recycling and a back-to-basics initiative, the group will help identify local level opportunities, and will develop an action plan for roll out. The first action has already been implemented, which means that printed paper receipts for cashless transactions are no longer produced automatically in Live Active Leisure venues.

Mr Watson continued: "An effective environmental policy needs ongoing management, and buy-in at all levels. By appointing the Environmental Champions our aim is to ensure we have a network of enthusiastic staff who are passionate about our environmental goals.

As well as reintroducing some basic initiatives into venues, the team are also the point of contact within their localities for both staff and customers, and are pro-actively looking for opportunities that can help us reduce our environmental impact."

Live Active Leisure Environmental Policy

As a company, Live Active Leisure recognises that our activities impact upon the environment both through routine internal operations and infrastructural development.

We acknowledge a responsibility for, and a commitment to, the protection of the environment and prevention of pollution at all levels. The Company fully complies with applicable environmental legislation and regulations and other requirements to which the organisation subscribes.



In response, and to ensure that we engage with our communities, we have diversified our offer and now deliver a far wider choice of opportunities to be active than the traditional sports and fitness activities our industry has historically provided. We are now an essential deliverer of healthcare services – both preventative and prescriptive – for people of all ages and abilities.

This can be seen clearly when we consider the tremendous work being achieved by our Wellbeing team. Often working in partnership with organisations such as the Gannochy Trust, Health & Social Care Partnership, Paths for All, Macmillan Cancer Support, and NHS Tayside. The relationships we have built and nurtured over the years continue to be the foundations on which our wellbeing offer will grow.

One example of this is the £60,000 of funding mentioned on page 9. This will support two Active Communities Wellbeing Coordinator posts from April 1st 2019 to March 2021, we know from previous projects of this nature that by supporting older, inactive people we can have an incredible impact on overall wellbeing.

As I look ahead to my second year as the CEO of Live Active Leisure I am more aware than ever of the increasingly broad range of opportunities, challenges and responsibilities that await our committed team of industry professionals.

From fundraising for an all-ability bike to programming exciting fitness class timetables, supporting local volunteer coaches and helping kids to swim, our remit is as diverse and rewarding as the communities we serve.

With that said, as varied as these projects and challenges may be, there is one constant that I am forever mindful of when setting our agenda for the year ahead and looking towards the future of health and wellbeing in Perth & Kinross.

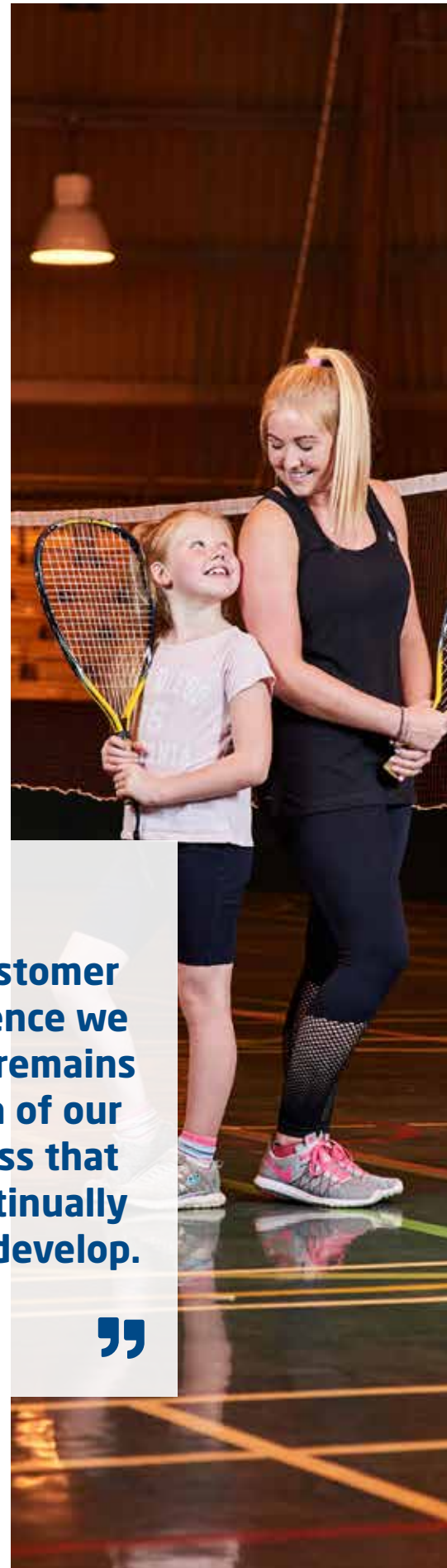
That constant is the need for our Company to get as many people in our communities engaged and reaping the benefits of an active lifestyle. Medical research continues to evidence the significant benefits that a physically active lifestyle provides to both our physical and mental health and wellbeing.

Of course the targeted programmes we deliver through the Wellbeing Team are complimented by the wider offer we provide week in, and out. Fitness classes led by qualified, enthusiastic instructors, well equipped gyms, swimming lessons, sportshall activities, club development, active school programmes to name but a few, but all providing an integrated offer that help everyone in our communities live active lives in a very significant way.

This sense of inclusion and belonging is at the heart of our promises and we remain committed to being here whenever



The customer experience we deliver remains an area of our business that we continually look to develop.



anyone needs help, and to making getting active affordable, easy to do, and enjoyable.

By providing quality, accessible and affordable services today, we can alleviate future pressures on our NHS and care providers as the population continues to age. It may seem aspirational, but reaching a point where health, wellbeing and fitness is culturally embedded in the Scottish psyche is a goal our entire team endeavours to achieve.

Like any customer service provider, the customer experience we deliver remains an area of our business that we continually look to develop; whether that's with new, innovative technologies or honest reviewing of our standards and products, our aim is to be better this year than we were last year, and to improve again in the years to come.

I am, as you'd expect, acutely aware of the resources required to ensure these important services and future opportunities remain a focus for our teams. It was with great hopes then, that we embraced the decision by Perth and Kinross Council to commit £500k to progress, in partnership with the Company the development of a project design and business case for the ambitious Perth City PH²O project.

Over the next 12 months, I am confident that we will demonstrate a strong business case and best-value design proposal for delivering a first-class sports and leisure venue that will benefit the health of our communities, create efficiencies and reduce our environmental impact. I hope to be writing next year about future steps in this exciting journey!

As you have read, our flagship venue, Bell's Sports Centre, reached a significant birthday, with 50 years' of service delivered to the people of Perth. Reading the history of this iconic building, I am reminded of how far we have come, how much has changed and interestingly, what remains the same.

We are a local charitable company with a committed team of individuals who strive to work together with our customers and partners to create and provide opportunities for participation in physical activities, with the aim of bringing health benefits and real enjoyment to all who use us.

For this, and many other reasons, I'd like to take this opportunity to thank our staff, our volunteer board, our partners, and everyone who has chosen a Live Active Leisure venue as their facility of choice.

Paul Cromwell, CEO





Bell's Sports 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

Strathearn Community Campus

Live Active Atholl

Breadalbane Community Campus

Blairgowrie Community Campus

Live Active Blairgowrie

9 Community Halls

Caledonia House



www.liveactive.co.uk