



**Live Active Leisure
Annual Achievement Report
2019 - 2022**

Contents

05.

Chairman's Report

06.

Wellbeing 2019 - 2020

10.

Fitness 2019 - 2020

14.

Sport 2019 - 2020

22.

Steps/Fun 2019 - 2020

26.

Live Active At Home

28.

Customer Spotlight

30.

Wellbeing 2020 - 2021

34.

Sport 2020 - 2021

39.

New Chairman's Report

40.

Wellbeing 2021 - 2022

42.

Fitness 2021 - 2022

43.

Venue Developments

44.

Sport 2021 - 2022

47.

Looking Forward

Our Vision:

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



April 2019 - February 2020

In the ten years that it has been produced, Live Active Leisure's Achievement Report has offered an annual round up of company performance, good news, and recognition of our team and the amazing work they deliver in the communities we serve.

For reasons we all understand, we made the decision in 2020 to postpone the launch of the 2019-2020 Report as we tackled the unprecedented challenges that Covid-19 presented us. Since then, there have been several other challenges and developments that have significantly impacted on the very nature of our business, therefore we are presenting you with a 3-year report which best reflects this period.

The first half of the report covers the period April 2019 - February 2020 (pre-covid), and the second half covers the period March 2020 - March 2022. We believe it was critical to record this period as one of the most difficult in our 55 year history, yet one to also be very proud of due to the outstanding achievements, hard work and efforts of the entire team.

Paul Cromwell
Chief Executive Officer





And while we are now enjoying a staged return to normality, social distancing rules dictate it is unlikely income levels will return to pre-covid levels for some time.

As a Board we committed a significant amount from the company's reserves to ensure our staff and venues were supported as best as we could and with staff returning from furlough, on-going venue costs and capacity constraints in place, significant financial pressures are going to continue and it is likely that some difficult decisions will have to be considered in the future.

Whilst we were permitted to reopen for a 10-week period last autumn/winter, our income for the financial year 2020/21 is down on the previous year.

And it was wonderful to be reminded of life pre-covid in the 2019 section of our report! From the outstanding opportunities awarded via the Talented Athlete Scheme to events such as the Going For Gold Care Home Olympics, ensuring we provide opportunities that help everyone to grow and challenge themselves, is what we do best. I'm confident on reading, you'll agree wholeheartedly.

On behalf of the Board of Directors I would like to thank the team and our customers for their understanding, commitment, and loyalty during these past 18 months.

Mike Robinson
Chairperson

It is a vastly different Annual Achievement report you will read this year, starting of course, with the period it covers which is April 2019 to March 2021.

For reasons I'm sure you will appreciate, the decision was made in early May 2020 to roll these two business years into one, covering lockdown as one part of that story. Of course, we had no idea at that point just how long or how devastating an impact covid-19 was going to bring and nor that our hope that we might be back to normal by summer 2020 would not transpire.

Indeed, as I write this in July 2021 our venues remain governed by Covid-19 restrictions and processes, with some services yet to reopen. And while we have been delighted to welcome our customers back to Live Active venues over the past few months, it is important to recognise that there is a quite different sport and leisure experience on offer.

As with the majority of businesses over the last 18 months, Live Active Leisure has faced unprecedented challenges. Income levels dropped to almost zero in the 12 months between March 2020 and March 2021, and fixed expenditure costs had to be managed with new and extreme caution over this period.

However, what has also been made more apparent than ever before is that Live Active Leisure is an essential part of the social fabric of the area, and that fitness and leisure are essential to local quality of life.

There is unequivocal evidence to show that sport and fitness venues and services such as the ones we provide and play a hugely important role in both the physical and mental health of our community. If lockdown has shown us anything, it is that quality of life relies on connecting with other people, on nurturing the wellbeing of individuals and communities.

I have witnessed great things from our team over the past 18 months, in particular the work of the wellbeing and sport teams in rallying together to provide our most vulnerable customers with support and guidance during this difficult time.



I have witnessed great things from our team over the past 18 months





Opportunities for Children with Additional Support Needs

Inclusivity has always been a cornerstone of Live Active Leisure's offer to the communities we serve and ensuring that people of all ages and abilities can enjoy sport and leisure time is a key priority of the company. It is our promise to the communities we serve that we will make getting active easier for all.

Over the years we have grown and developed a number of classes and coaching workshops to support and encourage children with additional support needs to lead more active lives. In the 18 months leading up to July 2019, we made concentrated efforts to build on our offer through partnership work with Graeme Doig, Branch Coordinator at Perth & Kinross Disability Sport.

The result is an exciting and varied class programme, with supported sessions available seven days a week throughout the Perth & Kinross area, covering a combination of sportshall, outdoor cycling and pool-based activities. Our experience shows that having meaningful choice is important if we are to nurture a life-long love of exercise and activity, and so to have greater choice than ever before

for participants aged 18 months to 16 years with additional support needs is a significant achievement.

From a fleet of 13 all-ability bikes at the North Inch to quiet times at Perth Leisure Pool, climbing wall sessions at Breadalbane Campus, Wee Springers for pre-school kids at Bell's Sports Centre, and superb Boccia classes in various localities, the opportunities are there for all ages.

“

Our aim is to ensure we can help participants become more active

”

Mr Doig commented, "Sport and physical activity brings numerous benefits to people of all ages and abilities and developing these opportunities is important for everyone. Our recent work has included participation sessions and

competitive events, together with an education calendar for training sport coaches and volunteers.

"Combined, our aim is to ensure we can help participants become more active, healthier and to give them an opportunity to increase their sporting confidence. As well as this, we are encouraging new skills, and providing an environment for meeting new people therefore helping to address social isolation issues."

As well as classes, the Live Active Sport Team has been working with Perth Autism Support (PAS) to deliver training sessions for club coaches throughout Perth and Kinross. The sessions were organised following feedback from a Disability Inclusion Workshop in August 2018, 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, archery, athletics and fitness attended the workshop designed to raise awareness when coaching young people with autism.



The Wellbeing Roadshows 2019

There are many reasons that people don't exercise; some are, as you'd expect, health or age-related issues, but for many people a lack of confidence or anxiety has built up around using sport and fitness venues.

In September and October 2019 our Wellbeing Team visited various communities across Perth & Kinross aimed at engaging with people who struggle to participate in regular exercise.

A series of events took place at community halls and hubs allowing the team to offer free drop-in sessions providing encouragement, advice, and opportunities to take part in an exercise class.

The roadshow highlighted ways to stay active in a social setting, supplying information on local health walks and classes

held in community halls. Alongside this, easy ideas for staying active at home – with examples including the use of everyday objects such as milk bottles filled with water and bathroom towels – helped to demonstrate how an increase in muscle strength and flexibility in the joints could help prevent falls.

“

Studies have shown this type of activity can bring positive benefits to both physical and mental health

”

The team also provided free cholesterol and glucose tests and offered information on Move More classes for people living with cancer, and activity referral classes for people who have an existing health condition.

Studies have shown this type of activity can bring positive benefits to both physical and mental health, and this is particularly important for people who live alone or who are isolated due to location.

Live Active Leisure awarded gold as a Cycling Friendly Community

Following on from the growth and continued success of our All-Ability Cycling Programme in the 2018/19 period, Live Active Leisure received a Gold Award from Cycling Scotland, the nation's cycling organisation.

Funded by Transport Scotland, and working in partnership with other organisations - from workplaces to schools, community groups to campuses - their aim is to help create an environment for everyone in Scotland to cycle easily and safely.

The Gold award recognises the organisations that have contributed to promoting cycling as a healthy and sustainable travel choice in an exemplary way. In turn, it aims to encourage and support organisations across Scotland to take a leading role in ensuring that anyone, anywhere, can enjoy the benefits of cycling.

The All-Ability Cycling Programme impressed the judges with its commitment to ensuring people of all ages and abilities could enjoy, and benefit from, time in the saddle.

Cycling Scotland





Go4Gold Care Home Challenge

June 2019 saw the eighth successful Go4Gold event, an annual care home challenge run in partnership with NHS Tayside and local Perth & Kinross care homes.

Highlighting the importance of physical activity as we age, the 2019 event – which is now one of the biggest of its kind in Scotland – was designed around the theme of walking more often to increase the activity levels of frail older people receiving care.

120 residents from 40 care homes and day centres across the region tried their hand at various games and challenges including Kurling, fishing for ducks, golf putting target, hoopla and throwing target – all whilst dressed up in fancy dress and wearing a big smile!

Each team was supported by carers, staff, and an impressive 70 volunteers from the Rotary, Soroptimists, Tesco,

“

120 residents from 40 care homes and day centres across the region tried their hand at various games and challenges

”

Scottish and Southern Electricity, Perth College UHI, Perth High School, and other organisations.

Some of the other activities on the day included a warm-up session led by Perth College UHI, a games challenge, and a tea dance and sing song with the Perth High School ceilidh band providing the music and singers.

Participants trained for and practised the activities within their care setting in the weeks before the event. Staff and residents from each care home also created posters for a competition reflecting the theme of 'Memories of Walking and Walking Activities'.

Each participant received a Go4Gold medal. Certificate and trophies were presented for the overall winner, most enthusiastic team, best team name, best team identity and best poster.

“

I feel 21 again. It was the best fun I had in ages. I hope we can do it again soon. There's a first time for everything, even at our age.

A 99 year old participant talking to a friend about getting her medal.

”

Live Active Leisure Fitness Membership Proposition



As the key provider of affordable, accessible sports and fitness in Perth and Kinross we are fully aware of the weight of responsibility we carry when it comes to delivering opportunities that enhance the health and wellbeing of the communities we serve.

The benefits that a provider such as Live Active Leisure brings to an area are far-reaching; from boosting the mood of members to helping casual users manage their weight, offering a social connection for older participants to nurturing our next generation of athletes, we know that we play a crucial role in Perth & Kinross.

Everyone benefits from exercise, regardless of age, gender or physical ability and it's thanks to the money raised each year from Membership Income that we can continue to offer these life-changing services to our communities.

“

The staff are always super friendly and make the experience an easy one. I benefit from the corporate discount on my membership which also made it very appealing

”

It is widely accepted that the return on affordable fitness memberships can be viewed through individual gains – controlled weight, combating health conditions, improved mood – and national, fiscal benefits including a reduction of pressure on the NHS and local authority care services. The long-term impact of a provider such as ourselves, is therefore significant in the health, wealth and prosperity of an entire region.

Over 2019/20 (up to 18th March lockdown) a Live Active Leisure Fitness Membership offered residents of Perth & Kinross unlimited access to 12 gyms, 5 swimming pools and over 250 fitness classes every week.

We also offered innovative bolt-ons to enhance the customer experience, discounted concession choices and flexible payment options, ensuring that people could find a package suited to their lifestyle and budget.

We also offer an Active Fun membership (5-11yrs) and Active Energy membership (12-15yrs) to ensure young people can access a range of sports, social activities, holiday sessions and, for older children, fitness classes.

New Fitness Member Welcome Pack

As a company, we are always looking at ways to improve the customer experience and in May 2019 we implemented a new Welcome Pack for fitness members that aimed to improve communication right from the start of their journey.

Following feedback from existing members the marketing team launched a fresh approach to our long-standing Fitness Member Welcome Pack.

“

As a company, we are always looking at ways to improve the customer experience”

The pack issued to members now contains a Live Active card or key fob, rewards sticker, guest pass, vouchers – which allow us to up-sell products such as Personal Training – a welcome leaflet and Direct Debit info card.

The welcome leaflet contains information on what's included in their membership, a venue map and the facilities available at each locality, links to fitness and pool programmes, Rewards, 100 Club and lots of health and fitness tips.

In addition to the welcome pack we now issue automated emails as follows:

- Day after purchase – Welcome with message from the CEO and quick links
- 3 days after purchase – Important Information on gym, swim and class use with links to programmes, User ID and PIN and how to book online
- 1 week after purchase - Downloading the Live Active App
- 10 days after purchase – Member Benefits such as Rewards, Guest Passes and 100 Club
- 30 days after purchase – Extra help to reach your goals and the additional options available such as Personal Training and Fitness Reviews



£40K Fitness Investment Across Perth & Kinross Rural Communities

As a sports and fitness trust, it is our responsibility to reinvest surplus income back into the venues and communities we serve. In 2019, the rural communities of Aberfeldy, Pitlochry and Blairgowrie all benefited from capital investment projects that saw a significant £40K upgrade in fitness facilities across these three locations.

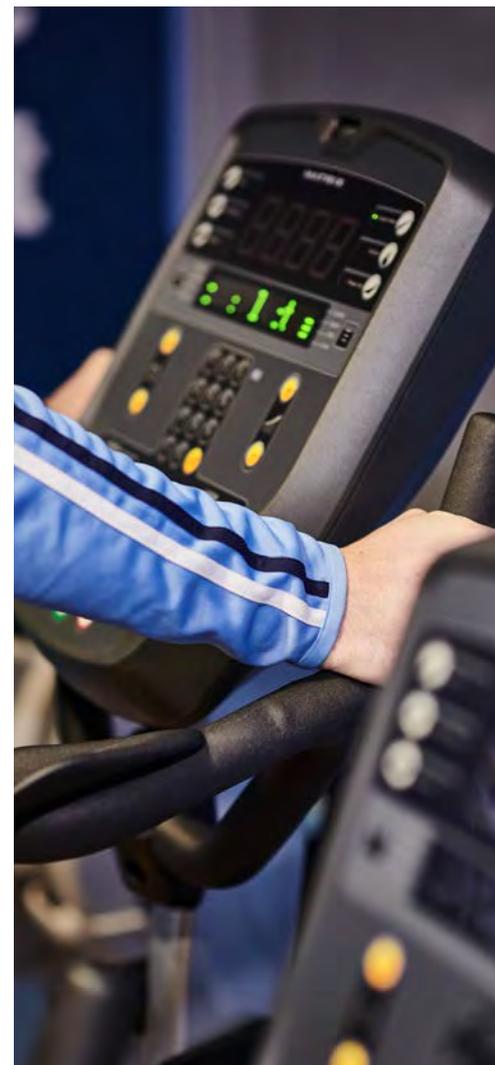
Both Live Active Atholl and Live Active Blairgowrie received gym upgrades with old fitness equipment including treadmills, bikes and cross trainers being replaced with new. Initial feedback was encouraging with customers reporting that the new machines are easy to use and offer a better overall experience.

In addition, Breadalbane Community Campus benefited from the installation of Les Mills virtual classes with users able to enjoy a choice of six Les Mills virtual programmes each week throughout lockdown.

Graeme Lackie, Fitness Manager, commented: "What a brilliant summer for fitness in rural Perthshire! We've had great feedback from customers and team members with people commenting on ease of use in particular. As well as benefiting members and casual users, the new equipment has also brought a better experience to our Macmillan Move More and Activity Referral Class customers which is fantastic news."

Both gyms received a bit of a freshen up alongside their equipment upgrade, and with the new machines now more compact and up to date, the entire space feels more welcoming and user-friendly. We're really pleased with the results of this investment.

Note: Perth and Kinross Council partnered with us for Live Active Blairgowrie in order to assist in the upgrade for which we're greatly appreciative.



Live Active Rodney Turned 25

Live Active Rodney celebrated a phenomenal 25-year anniversary in May 2019 with a free open day event that included classes with international motivational speaker and fitness presenter Andy McKechnie.

As well as this, there were fun challenges, free inductions and health checks, and a session featuring the original Les Mills Body Pump release from back in the day!

It was June 1987 that Perth and Kinross Council called upon the company, then known as PKRF, to maintain and manage Rodney Pavilion as a sports hall, community centre and restaurant. Following a three-year trial it was agreed that Rodney Pavilion should become a permanent PKRF facility and a 30-year lease was signed.

The success was immense and after considerable review, the decision was taken to turn Rodney into a full-blown fitness centre. Following further changes, it reopened as Rodney Fitness Centre on 5 May 1994.



Live Active Leisure Launches National Swimming Framework

Last year, Live Active Leisure saw 414,233 swimming sessions take place across five pools in all Perth and Kinross localities. Within those visits, we welcomed babies, toddlers, children, teenagers, fitness fanatics, adult learners, swim club members, activity referrals, and daybreak dippers.

Learning to swim is one of the first big achievements a child will gain that rewards practice, effort and listening. It is a hugely important life-skill, and one that brings benefits on many levels; from all the fun of hanging out with friends as a teenager, to keeping you fit and healthy as you age, learning to swim should be a priority for everyone.

There is also much in the way of evidence to support the fact that getting children interested in swimming when they are young will help to future-proof a love of sports as they grow. Once self-assured in the water, many go on to enjoy diving, kayaking and water polo as ways of keeping active and healthy. Of course, one of the universal and most important benefits for all of us is water safety.

Drowning is among the leading causes of accidental deaths in Scotland so instilling a healthy respect for the water goes much further than just fun and fitness.

With an estimated 40% of children

“

The core philosophy of the Framework is to establish aquatic skills

”

unable to swim by the time they leave primary school, the provision of affordable swimming lessons has always been a hugely important part of Live Active Leisure's overall offer for the communities it serves.

In April 2019 LAL was one of 50 local

authorities, leisure trusts, swim schools and clubs to sign up to the National Swimming Framework for Scotland. The National Framework is an all-inclusive pathway providing opportunities for everyone to participate in any aquatic discipline they choose at whatever level they aspire to.

To support this, a new Learn to Swim lesson structure was developed and as a company we rolled this out across all five pools, allowing us to teach almost 2500 kids in Perth & Kinross every week, up 20% on the previous year.

The core philosophy of the Framework is to establish aquatic skills. It then moves on through developing efficient stroke technique and later to developing a wider range of aquatic competencies for those who want to go further. At its heart though, lies the simple desire to ensure that everyone living in Scotland has access to lessons that will help them become safe, competent and confident swimmers.



Nursery Swimming Lessons Pilot Scheme At Perth Leisure Pool

In a new initiative launched in August 2019 as a pilot scheme in partnership with the parents of Paddington Nursery in Perth, nursery-aged children were given an opportunity to participate in pre-school swimming lessons once a week.

We understand that working parents find it difficult to get pre-school children to lessons mid-week, and this innovative solution followed a discussion with Paddington Nursery's parents and the staff at Perth Leisure Pool. The idea was to ensure children had access to the swimming lesson programme via their nursery placement, without their parents needing to be in attendance. Following in depth communication with the Care Inspectorate and a rigorous risk assessment process, the pilot programme commenced in August 2019.

Karen Steele, Swimming Development Officer, explains how it has worked and the feedback received:

"There had to be a very specific process drawn up for this, to ensure the terms of the contract were clear. Financially, the parents pay the swimming lesson cost to Live Active Leisure with no additional charge taken by the nursery.

"The nursery then bring the children to the pool - we've set a maximum of eight to begin with - once a week for the lesson. The children are then learning in an environment with their nursery peer group which made settling in extremely easy for all involved.

"Five months into the programme and the feedback has been fantastic! It has now become an integrated part of the nursery week for the staff and children, and we're about to move into the next block. Parents have been delighted with the outcome and we've received a huge amount of positive praise around this great scheme."



Summer of Swim: Making A Splash!

Building on the swimming success story, from July to September 2019 our team at Perth Leisure Pool and our marketing department were focused on making a BIG splash! The Summer of Swim campaign launched in late June and encouraged children of all ages to get into the pool.

Designed to tie in with local school holidays, the eye-catching and attention-grabbing campaign was rolled out via social media, e-newsletters, and via poster sites and leaflet drops in Perth, Dundee, Fife, Stirling and Edinburgh.

It offered two incentives for using Perth Leisure Pool over July and August:

- Children aged 5 - 15 years swimming over July and August received a voucher to swim for £1 in September.
- Members of Mi Rewards – a local loyalty scheme – swimming during July and August would collect double points on their card.

Alongside this, we ran a fun giveaway competition with St John's Shopping Centre who themed their summer craft sessions around sports; children could make medals and trophies, with three children each week receiving a family swim voucher for their efforts.

The results showed users, usages and income all up on the same period the previous year.



2%

increase in the number of Go Play Swim usages in July and August

8%

increase in Go Play Swim income in July and August

13%

more Go Play unique users across quarter 3 (July to Sept)



Active Schools Celebrate Girls in Sport

As a company, one of our priority groups is Women and Girls. In Scotland, there is a specific gender difference in sports participation with almost half as many 16 – 24-year-old women taking part as men of the same age. This gap starts in teenage years with the 13-15 age bracket showing 74% of boys as being active in sport compared to only 58% of girls.

Children are significantly more likely to see men in active sports careers, with women's events making up only 7% of all sports coverage in the UK. One of the reasons that is often cited for this is lack of awareness and subsequently, role models.

Girls need to know that sport is there for everyone to enjoy. As well as the obvious benefits to their physical and mental wellbeing, raising the numbers of girls who take part in sport and the length of time they play it for will have

both immediate and long-term benefits to society.

Scottish Women and Girls in Sport Week 2019 took place between Saturday 28

in sport and physical activity through peer-to-peer support and active teachers challenging their pupils!

Tammy McKinlay, Active Schools Manager, commented, "Girls' participation in sport drops dramatically when they reach teenage years and it is essential that we work towards eliminating this gap which impacts on women's long term health.

"The good news is that by engaging girls in sports at a young age you can instil them with confidence and a love of exercise that carries on throughout adulthood. Scottish Women and Girls in Sport Week was a great way to focus on this and get girls involved."

The Active Schools team also supports and encourages girls' participation all year round with classes, clubs and coaching opportunities available to all.

“

Girls need to know that sport is there for everyone to enjoy

”

September and Friday 4 October 2019, and we celebrated this with a series of girls-only activities and events in schools across Perthshire.

The theme for 2019 was Leaders Behind The Leaders, and the Active Schools team embraced the opportunity to lead from the front, encouraging girls' participation

Active Schools, funded by sportscotland and delivered in Perth and Kinross by Live Active Leisure, aims to provide more, and higher, quality opportunities to take part in sport and physical activity before school, during lunchtime and after school, and to develop effective pathways between schools and sports clubs in the local community.

As well as the provision of Active Schools Co-ordinators, LAL also supports the funded training opportunities for the 900+ Active School volunteers that deliver sport and physical activity sessions free of charge to our school pupils.

In 2018 an independent survey of Perth and Kinross school students invited responses based on a typical school year. The work was undertaken to understand the contribution that sportscotland is making towards the Active Scotland Outcomes Framework (ASOF) for school pupils through the Active Schools programme.

The ASOF report findings for Perth and Kinross proved to be very encouraging and offered strong evidence of the positive difference that taking part in school sport has on our children and young people.

In addition to the insights in the infographic to the right, the survey also asked Perth and Kinross pupils whether they would be less active without their Active Schools activity. Whilst overall, 43% of pupils said that they would be less active, the response to this question differed significantly between primary and secondary aged pupils.

Around 32% of primary aged pupils (aged 8 to 11 years old) said that they would be less active without their Active Schools activity. This compares to 53% of secondary aged pupils (aged 12 to 17 years old). Active Schools therefore, is providing a key source of activity for secondary school pupils.

The report was based on 471 Primary and 792 Secondary Active Schools respondents.



Report Findings

- 93%** of pupils felt that doing sport and physical activity with Active Schools made them want to keep doing sport and physical activity as they get older.
- 64%** stated that being involved had helped them learn a new skill.
- 64%** said that it had helped them be more active outside school.
- 45%** agreed that being a part of Active Schools had helped them to become more interested in taking part in other sports or groups.
- 74%** of young sports leaders and coaches said that being part of an Active Schools club had helped them to learn a new skill.

Being involved in Active School sport had made **85%** of pupils feel happy.



Being involved in Active School sport had made **96%** of pupils feel healthy.



Being involved in Active School sport had made **89%** of pupils feel confident.



Communities & Partnership Working

Our long-term relationship with the Gannochy Trust has facilitated immeasurable opportunities in our 50+ years. In 2019, we received funding which allowed us to explore projects that would reduce inequalities in sport.

Our Sport Development Team has been at the forefront of these projects, ensuring positive, inclusive messages are at the heart of what we do as we reach out to an ever-more diverse Perth & Kinross population.

Tackling Holiday Hunger

In July 2019, we were proud to launch an incredible programme in partnership with Jeanfield Swifts Football Club aimed at tackling holiday hunger in school-age children. We are passionate about creating better long-term health options for all, and this programme is an excellent example of how partnership working can deliver life-enhancing opportunities.

Recognising that children who receive free school meals during term time may be going without a suitable lunch during the holidays motivated this partnership, which was funded in part by Perth & Kinross Council's 'Tackling Food Insecurity Fund'. It ran for the duration of the summer holidays, proving to be so popular that it was repeated in October holidays.

By tackling food inequalities through a game as well enjoyed as football, we were able to help deliver a vital programme while, at the same time, reducing the stigma around using a free food service. Children were invited to take part in physical activities including football, table tennis and yoga, after which we served a free hot lunch for everyone to enjoy.

We provided a multi-skilled coach to deliver the sport sessions and went out to key partners, such as local schools and community link workers, to promote the programme to families in need.





LGBT+ Sport Participation

In February 2020, our Sport Development Team embraced LGBT+ History Month and Purple Friday. As well as encouraging PACES members to carry the Rainbow Window Sticker to highlight their club as a safe space, all of our coaches and instructors sported their rainbow laces for the month.

LAL staff also participated in a lunchtime floorball game to celebrate Perth Parrots, and many others chose to wear something purple, contributing £1 to LGBT Youth Scotland.

A recent report from The Outsportproject, co-financed by the European Commission, highlighted issues surrounding homophobia, biphobia and transphobia in sports and sought to find a solution for addressing this outdated inequality.

In Scotland, Purple Friday is celebrated in support of LGBT Youth Scotland and is a day for taking action and standing for equality.



Multi-cultural Highland Games

St Andrews Day 2019 saw our Sports Development Team join forces with PKAVS Minority Communities Hub and PKC Language School's Gaelic Development Team to deliver a rip-roaring, multi-cultural Highland Games at Bell's Sports Centre.

The event featured traditional children's games from Scotland, Poland and Romania, as well as tug of war, caber tossing and a welly throwing competition. During the celebrations, we were joined by the Kinfauns Step Dancers who delivered tutorials to attendees, and the Mad Ferret Band who led everyone in a spirited live ceilidh.

One event attendee said, "My daughter actually made a calendar for this event because she was so excited; she has been crossing off the days, and it was well worth it. I can't stress how good this kind of event is for everybody, and I'm so happy that Perth is putting this kind of thing on."

Entry to the event was free of charge thanks to the generous support of the BEMIS Fair Saturday events fund, and contributions from Live Active Leisure and PKAVS. BEMIS is the national Ethnic Minorities-led umbrella body supporting the development of the Ethnic Minorities Voluntary Sector in Scotland.



Spotlight on our Talented Athlete Scheme

Live Active Leisure's Talented Athlete scheme has been running for over 20 years now. Supported by The Gannochy Trust, the scheme offers free access to Live Active Leisure venues to support talented athletes in their personal training in order that they can develop to their full potential and achieve world class performance levels.

The athlete must either be resident in Perth and Kinross or a member of a Perth and Kinross constituted sports club. The athlete must also participate in a sport that has a governing body recognised by SportsScotland.

In February 2020, the then thirteen year old Connor Graham from Blairgowrie was selected for the Scottish Golf Academy programme and the Scottish U16 Training Squad.

Connor has been playing golf since his dad introduced him to the game with plastic clubs when he was only two years old. He currently plays for Blairgowrie Golf Club Junior team and Perth & Kinross County U14, U16 and U18 teams, and in 2020 was selected for the Scottish Golf Academy programme and the Scottish U16 Training Squad.

Connor has had significant success winning at various high profile junior events including the Diversity Cup with Gordon Strachan, Celebrity am-am at the Solheim Cup, the British Wee Wonders Championships 2019 and the Perth & Kinross U14 coaching medal 2019. In addition to this he was also the youngest player ever to compete in the Scottish Men's Amateur Championships 2019.

It was at the British Wee Wonders Championship a few years ago that Connor first realised he had the skills and determination to take his sport to the next level.

"I would have been about 8 at the time and I think I finished third. Winning the British Wee Wonders Championships twice in the last three years has been my biggest achievement to date. This is a very strong competition, from young golfers right across the UK. I finished 2nd in 2018 and 1st in 2017 so it's been a good competition for me!

"I'm very competitive; I've played in many



team sports but for some reason, I just love golf. It's such an individual sport and I love practicing, lowering my handicap and trying to improve."

Connor has a busy year ahead; he will play the US Kids European Championships in May, the Belgium U14 Championships in July, and both the English U14 Championships and Scottish U14 Championships in August.

"My goals this year are to win one of the above, to reduce my handicap to scratch before I turn 14 and to be selected for the Scottish U16 team, who play Ireland, Wales and Holland in April.

"I train hard. I normally take a Monday off, but apart from that I practice every day. I'm now going to the gym more often to build my strength and I still play other sports.

Connor is a member of the Live Active Leisure Talented Athlete Scheme and Performance Squad giving him free access to all of LAL's venues and twice-weekly strength and conditioning sessions with Gil Stevenson at Bell's Sports Centre.

"This has been very beneficial to me. I've worked with Gil for a couple of years through the Perth & Kinross County Golf fitness programme and I am now working with him twice a week at Bell's. I'm already starting to notice a big difference in my fitness and clubhead speed."

Connor is keen to encourage any young people looking for a sport to get out and give golf a try.

"Get down to your local club and give it a go. It's not easy initially but if you keep going to lessons and practicing before long you'll be hooked and you'll love the sport."



Summer Success for the Holiday Heroes

One of the company's most prominent, long-running success stories is the fantastic Holiday Hero programme. Offering a range of pool and sportshall-based activities during school holiday time, the programme runs at venues across all five localities in Perth and Kinross.

Summer 2019 proved to be another great success with impressive growth across the board. The increase is due to a culmination of various elements including new and exciting camps, the rolling out of the holiday programme to new venues – both Live Active Atholl and Strathearn Community Campus offered camps – and a fresh approach to marketing the programme as a whole.

- 12% growth in the number of children enjoying our programme
- 5% increase on usages equating to an additional 350
- 12% increase on users equating to an additional 126

Source: Summer Holiday Programme campaign evaluation August 19

A Vibrant Message From Our Marketing Team

In February 2019 the Marketing Team ran a fun competition calling for a group of local children to become the faces of our Holiday Heroes campaign. Live Active Blairgowrie user, Abbey Neave (age 8) who has a rare heart condition, and her team of friends, won the top prize of a photo shoot and a month-long membership each.

"It was very cool dressing in our capes, we had lots of fun being superheroes and we even got to keep the cape. I like going to swimming."

Abbey Neave

This then allowed us to create a fresh approach to marketing this well-worn campaign, and the result has been a vibrant, modern look that produced eye-catching graphics and leaflets.

Additionally, new marketing ambassadors in each venue took control of their own hyper-local social media messaging to target customers more effectively, filling odd spaces and highlighting the fun that was had!



New Camps: Ninja Warriors at Bell's Sports Centre

We are always striving for new, innovative ways to keep children entertained and healthy over the summer period and the Mini Ninja Warrior Camps at Bell's Sports Centre certainly ticked all the boxes. 150 children participated over six sessions with extra classes added to deal with demand.

Inspired by the popular television show, Ninja Warrior, which sees competitors make their way through a series of obstacles, our classes were created to give an enjoyable approach to fitness. Children worked on strength, problem solving and coordination while overcoming obstacles designed for their skill level.

Such was the success, family sessions were added into the October Holiday programme which also sold out.



Loch Leven's Rookie Success

Loch Leven Active Loch Leven took swimming success one stage further with the introduction of a Rookie Lifeguard Camp which was a sell-out success. The Kinross-based venue modelled the week-long camp on the RLSS lifeguard qualification undertaken by our own staff, and in doing so introduced the 16 children aged between 8 and 12 to some important skills. All participants were awarded with a certificate and a lifeguards' whistle at the end of the week.

Such was the success of this, that the team launched a 90-minute Monday night term time class which follows the RLSS programme for Bronze, Silver and Gold level certification. The first group of children that passed the initial stage (Bronze level 1) moved on after the October 2019 break to Bronze level 2.

The response from participants was extremely positive feedback:

"It was great fun because the coaches made it interesting. My best bit was learning the CPR and doing it on the dummies of different sizes: baby, child and adult. It was cool watching the chest go up and down. In the water I loved doing the lifesaving backstroke. I am looking forward to going onto the next level."

Alysia Ross (aged 10).

| March 2020 -
| March 2021



Prevent the spread
of Coronavirus

Wash your hands
with soap and water
for at least 20 seconds

Within two weeks of the national lockdown being imposed, we launched the At Home Hub, our first community-wide response to the lockdown situation, and customers tuned in to take part in daily exercise with our team.

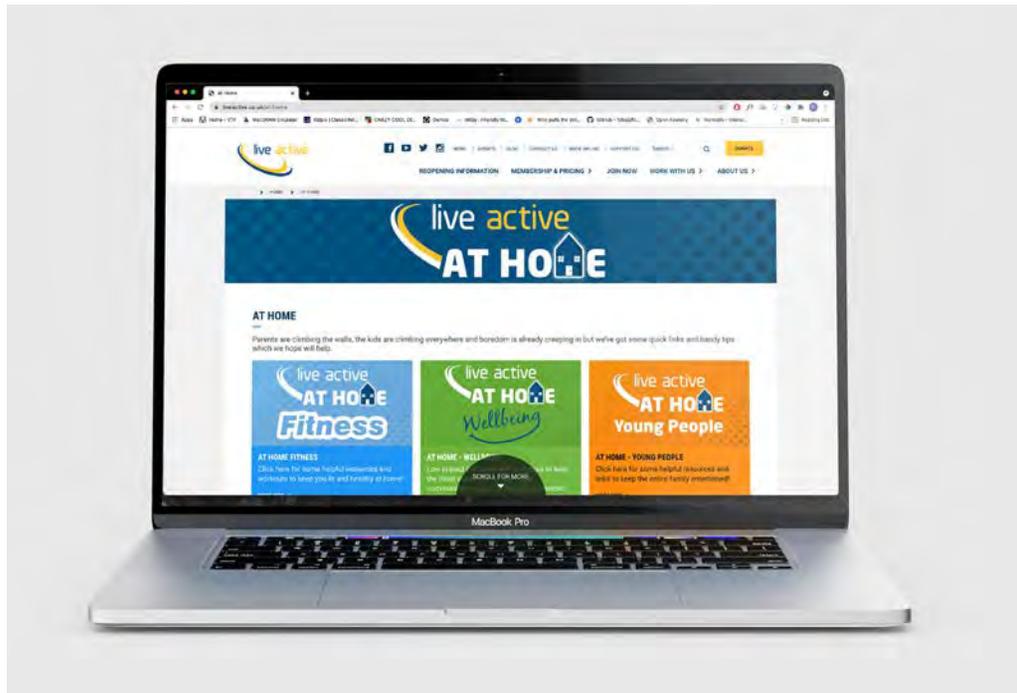
Live Active Leisure's instructors embraced the challenge with made-at-home pre-recorded videos featuring everything from cute dogs to suitcases! We expanded on these with a weekly review blog taking an in-depth look at individual routines from a user's point of view.

Amongst this, we took care to build routines for our more vulnerable customers, offering ideas as replacements to classes such as social circuits, and generating a weekly Care Home Newsletter to help staff continue the work of our wellbeing team. In addition to LAL-generated content, we curated ideas from across the web, such as Disney workouts and colouring packs, to support our customers with young families.

The At Home Hub remained in place following our reopening in September 2020; feedback had shown some customers remained nervous about returning to gyms, classes and pools in the early weeks of lockdown easing and we wanted to ensure they continued to feel supported.

Subsequently, when Perth & Kinross moved into Tier 3 in November 2020 we led from the front and had an instant offer available for all. Just two weeks later we began streaming fitness classes from Bell's Sports Centre, via YouTube, straight to the phones, laptops and smart TVs of both existing customers and new users.

At the time of Scotland's second full lockdown - December 2020 through to April 2021 - the At Home Hub had a substantial library of fitness inspiration and supporting content, and we continued to share this via our social media channels and customer bulletins.



You Told Us...



86% of our customers used our venues at least once a week before lockdown



47% of you have been reading our weekly Locked Down but Living Active e-newsletter



56% of you said it is extremely important that we reopen

They do say that it is only when faced with an extraordinary set of challenges you know what you are capable of, and 2020 certainly tested all of us to the extreme. As a company, we are proud to report that everyone in our outstanding team rallied together to ensure the health and wellbeing of the communities we serve remained our priority, and did their very best to deliver on our promises in the strangest of times.

Digital communications and the strength of a community became more important than ever, and our Marketing Team were there to shine a light on the great work of our wider team, local clubs and customers.

#WeLiveActive Campaign

This fun, community awareness campaign was started in January 2020, and proved to be a perfect platform to unite customers during lockdown and beyond. Launched as a hashtag on social media, we also booked a series of poster sites highlighting the LAL team participating in at home exercise.

We also reached out to PACES accredited clubs, inviting them to embrace the hashtag and this served to build on the community spirit that carried many of us through the difficult lockdown period.

Travel the World Campaign

Building on the success of the #WeLiveActive campaign, we launched the Travel the World Challenge in June 2020, encouraging customers to stay active during lockdown by adding their total miles gained through running, cycling and walking to a collective total.

The campaign was promoted through social media, the Live Active website and included in our newsletter. The total miles were calculated regularly, with social updates letting people know how far we had travelled around the world.

12 Days of Christmas Campaign

In a year unlike any other, we wanted to bring a little joy to the Christmas build up. Teaming up with local Fintech company, Miconex, we offered 12 lucky LAL customers the chance to win a £50 Perth Gift Card.

We picked a winner at random every day from customers who had visited our venues since reopening, and also included an online entry option for those who had been shielding or unable to return just yet.

Phone Consultations for Vulnerable Customers

With wellbeing classes and programmes cancelled, the Wellbeing Team moved quickly to ensure our most vulnerable customers were contacted as a priority. Making calls from home, the team worked hard to ensure that customers were able to maintain the habits and life-changing routines they had come to enjoy.

Ian Hutton, Wellbeing Manager with Live Active Leisure, commented, "Customers in both the activity referral classes and the Move More classes have usually been referred to us by a doctor or healthcare worker. In addition to this, our social circuit classes and health walks are mainly attended by older adults, or people with an underlying health condition.

"We knew, therefore, that anyone using our wellbeing services would be classed as 'vulnerable' during the coronavirus crisis and so we set to work checking in with everyone we had a number for to make sure they were feeling okay, and to offer some advice for at-home exercises that would be suitable for each individual. The wellbeing community is often as much about social interaction

as it is about the exercise itself, and because of the nature of our work with these customers, we are often part of a team of people who they come to rely on for their mental and physical wellbeing. We get to know them and they get to know us.

“

some of our regulars have even ended up with an accidental wee hello from our kids!

”

"Taking time to call round and just touch base with a 'How are you doing?' seemed the easiest way of staying in touch – especially as some of our older customers aren't as used to taking advantage of the new digital resources going up on the Live Active Leisure website.

"It has been great to speak to everyone and to offer some encouragement and ideas – some of our regulars have even ended up with an accidental wee hello from our kids!"





Photo courtesy of Richard Wilkins at Perthshire Advertiser.

Customer Spotlight : Vicki Leaver _____ 28

Perth woman, Vicki Leaver, is one of our members, who during normal times uses Perth based venues for her own fitness and her growing family's sporting activities. Over lockdown Vicki joined the thousands of Perth & Kinross locals who tuned into our At Home Hub, following virtual workouts and family fun as well as the more inventive challenges. Vicki is part of Parent Club Scotland and has been involved in various work including a family video campaign for healthy eating, the "read play learn" bookbug bags and more recently, their coronavirus top tips. We interviewed Vicki in July 2020.

How long have you been a member at Live Active Leisure?

I've been a member on and off for the past 9 years, and in fact, took part in a promotional campaign back in 2011 when I was paying per class for Zumba and had decided to brave a gym induction; I really loved it and that was probably the start of my fitness journey with LAL.

My oldest son, Dylan, is now 18 and he's been on a bit of a personal fitness journey in the past year. Because of that we all started getting a bit more competitive with our steps and before long we'd caught the fitness bug again. He bought me an annual membership for Christmas and I had just gotten back into a regular routine before lockdown started!

I'd also normally be taking the wee ones - Jasmine (3) and Lily (6) - to swimming, the soft play at Bell's Sports Centre and gymnastics classes. As a family, we're big users.

What is your main reason for exercising?

After Christmas 2019 I'd say it was mental health reasons that pushed me - I wanted a wee boost for myself. I turned 40 and just felt different; when I exercise I feel better within myself. I found that it quickly became a habit again and before long I had that fitness buzz - you feel fantastic when it comes!

“
We've been following the LAL Facebook page for inspiration.
”

That in turn is good for the kids - If you have something for yourself, where you can be your own person and not 'just' a

mum you have more to give. I also like that it's laying the groundwork for the girls' attitude to fitness - Lily always says "when I'm a big girl can I come to the gym with you mummy?" It's one of those mysterious things that grown ups do!

What did the family do during lockdown for exercise?

It became apparent to me early on that the easiest way to handle the situation would be to find something we could all do together. Because they were with me, no one was shouting for Mum. Trying to exercise while a two year old and six year old amused themselves in another room was never going to work!

We started like everyone did, with Joe Wicks. I think we lasted about a week and we were looking for something new - he's pretty full on is Joe! We went with cosmic kids yoga which led to me doing other yoga routines, joined by Jasmine

who loves a downward facing dog. In fact now she'll just drop into a bend at any given moment.

Dylan, is working from home but he has been up early and doing a run at 6am every morning as part of the couch to 5K programme. Because he's in the house for most of the day, taking calls from SSE customers, getting the wee ones out is a high priority for me. They go stir crazy after a while and Lily squealing isn't what you want to hear when you're chatting about your electricity.

We've been following the LAL Facebook page for inspiration which led us to kids Zumba and the geocaching trend which is a great way to get everyone out and walking. This week we've done the Alphabet of Exercise from your posts which was a 20 second blast of 26 different exercises - intense!

We've downloaded Pokemon Go which led us up Kinnoull Hill for a nice long walk; it's amazing how far they'll go if catching a Charizard or a Mewtwo is on the cards.

Lily and I have also been doing the Couch to 5K programme. We're on week 6 and I have to say, I'm impressed. I'm no runner - think Phoebe from friends - but I needed something to keep Lily more active and away from the apps she was beginning to get sucked into. It's been a great Mum/Daughter challenge to do and last month we joined in your Travel The World campaign, recording our steps while out for our run. I've never run so much since secondary school!

Around all of that I've downloaded a Calendar of national days - it's a bit of fun and we've done things like the National Lollipop Day so as you can imagine the kids love it! For me, it's been a mixture of thinking outside the box and keeping it simple.

What have the kids thought of you

doing exercise at home with them?

They seem to be enjoying it a lot; they've enjoyed all the exercises particularly the yoga and Lily has been trying to pick up my weights!

I'm an at home mum so they're used to me being around but not in such a constant way. We're usually at playgroup, or Bell's soft play or the library so it's been strange living inside our wee bubble. Things are easing now but to begin with they were poking their heads above the hedge and shouting to their friends over the back.

Incorporating challenges like the running and fun like the Pokemon and Geocaching has helped a lot I'd say. LAL's At Home Hub has been great!

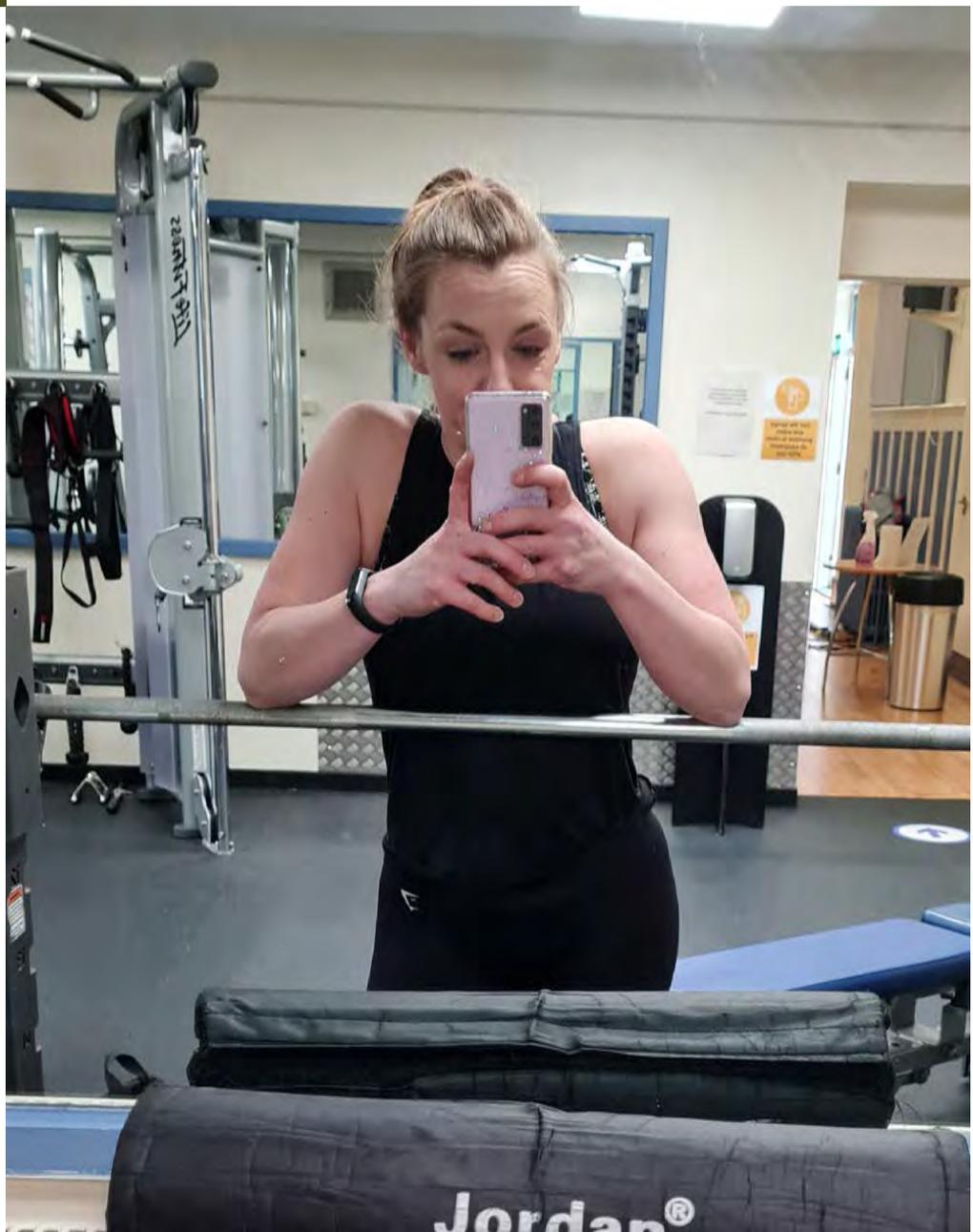
“
I'll be the first person banging on Live Active Rodney's doors!
”

What have you missed most? What will be the first thing you do when LAL reopens?

The kids have really missed playgroup and seeing their friends. Normally we live in coffee shops, meeting other parents and I'm desperate to get back.

For me, I've really missed my hour in the gym a couple of times a week. I walk through the door at Rodney and I'm just Vicki again. It's really important to me to have that time and I relish it. I like to use the resistance room and the at home weights just haven't been the same, particularly as Jasmine is in the room trying to pick them up as I workout. Not exactly switch-off time!

All along I've been saying that I'll be the first person banging on Live Active Rodney's doors! I miss the social side of the gym, being my own person, taking time for me. I have to admit though, I am nervous about it and I think it'll be strange to be back after being away for so long. I'm watching with interest to see what the team at LAL puts into place. Hopefully you'll be given the go ahead soon and I'll be back to proper weights without any little assistants!



Staff Spotlight : Lucy Davidson

On April 1st 2019 we received funding for two temporary Active Community Wellbeing posts. Such was the success of these posts that we were successful in our funding application in 2020 and now have five Wellbeing Coordinators - three permanent and two temporary.

The additional team members allowed us to restructure the Wellbeing department, placing a named coordinator into each of our geographical localities - Strathearn, Highland Perthshire, Perth City, Eastern Perthshire, and Kinross-shire.

Coupled with training opportunities for the individual team members, this new structure has allowed us to expand our Wellbeing provision and build on the success of existing programmes of care.

Lucy Davidson started as the Wellbeing Coordinator covering the Highland Area in October 2020 and has been inspired by her hard-working group of regular clients. She completed her BACPR Cardiac Rehab last year and more recently passed the CanRehab course. These significant qualifications coupled with her enthusiasm and experience, have greatly increased the Wellbeing provision in Highland Perthshire.

How long have you worked at LAL?

I started with LAL in October 2017 as a relief fitness coach in Breadalbane Campus teaching about 6 classes each week and the odd holiday cover. I coached BodyPump, BodyAttack, Kettlebells, Aquafit, Spin and HIIT. I then started full time in Live Active Atholl as an SLA, and from here I started to work across the company. I've coached at Strathearn, Blairgowrie, Bell's and Rodney!

What have you been doing over 2020/2021 to support the community in lockdown?

In the first lockdown I was on the volunteer list and helped with flu vaccinations at GP surgeries. I also spent



a lot of time studying for work and I am delighted to say I am now qualified to deliver the amazing CanRehab classes, which is evidence based, specialist training in Cancer and Exercise for health and fitness professionals.

One of the most exciting projects I worked on was with Parkinson's UK. We were trained by physiotherapists under the Parkinson's Active project and delivered two sessions a week via Zoom. The programme was based on group exercise classes, a concept that Parkinsons UK Scotland has tested previously.



We were trained by physiotherapists under the Parkinson's Active project

What are you looking forward to from a work point of view as restrictions ease?

We have now started face-to-face classes and for me, this means I am now delivering to our Care Home clients once again which is amazing. I'm also looking forward to the venues reopening so we can get the GP referral classes going in the gyms - these sessions make such a difference to vulnerable clients and are a lifeline for many. And of course, I can't wait to see all of my Wellbeing team mates in person once again.



I was also one of the instructors who delivered online Social Classes to our clients, as well as working with PKC to offer a 12 week online programme via their Healthy Working Lives team.

PKC Wellbeing Partnership

In February 2021, in partnership with the Organisational Development team at Perth & Kinross Council, we launched a 12-week Wellbeing Programme for PKC employees with the aim of encouraging better physical and mental health while working from home.

By this point, the winter lockdown was proving to be more challenging than summer for many reasons, and this was compounded by the fact that we were all a little further down the line, and needed motivated in different ways.

By offering live sessions that brought teams of people together, we provided one virtual place at one time and with one common purpose. By default, this injected team spirit into the participants' activities.

The programme provided the opportunity for staff to login weekly for hour-long, virtual classes including Core Strength and Stability, Yoga and Stretching, Body Conditioning and Nutrition and Health.

Mhairi Watson, Organisational Development Co-ordinator for PKC commented, "Like all large organisations, Perth and Kinross Council is focused on supporting its workforce while we all adapt to working from home.

"Quite apart from the practical challenges faced by many of our people – most of our homes were not designed to be long-term workplaces – there is also the growing issue around the emotional impact of working remotely, away from the camaraderie of your fellow workmates."

"We are delighted to be working with our partners at Live Active Leisure to deliver these sessions. I know there are videos and courses already out there but coming together to engage in one common activity with an instructor to motivate and encourage you is definitely more engaging and motivational."

Rhona Pollock, Team Leader of Planning and Policy was one of the PKC employees who joined in the first session. "I really enjoyed the session! It was great to have a break in the middle of the day to stretch out and move.

"Sitting all day is a challenge for my neck and lower back and having someone talk through these exercises was really helpful. I liked the fact there was always an easier option for when I got tired! I think having a booked session in the diary means I'm much more likely to engage. Recorded videos are fine but there is no interaction and no-one to ask questions of if you don't understand."

This pilot programme ran for 12 weeks, with instructor-led sessions taking place each Monday as a 'live' event.

Body Conditioning

89% of respondents said the class was just the right length at 34 mins. It received a 4.6 star rating overall.



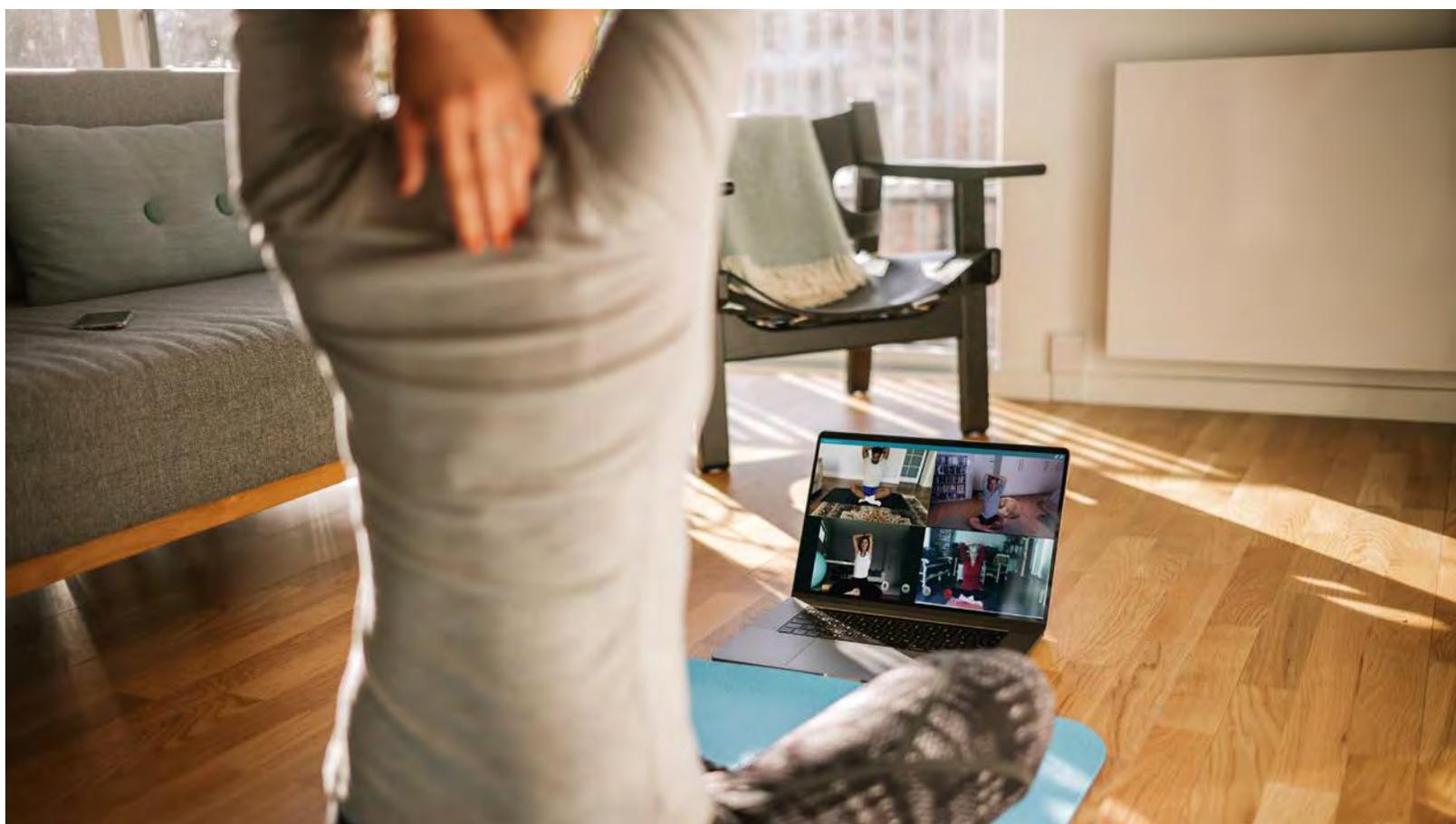
Yoga & Stretching

80% of respondents said the class was just the right length at 40 mins. It received a 4.2 star rating overall.



Core Strength & Stability

82% of respondents said the class was just the right length at 40 mins. It received a 4.1 star rating overall.



Customer Spotlight:

May Thomson and The Wellbeing Team In Lockdown

May Thompson, who has been blind since birth, is a regular wellbeing class participant who, in normal times, enjoys her weekly exercise at the Stride for Life walking group and Perth Leisure Pool aqua-fit classes.

When swimming pools closed and outdoor activities were cancelled in March 2020, many of us found adapting our exercise routine to suit the new rules of lockdown a big adjustment. For a blind person, this was even more demanding, but always one to accept a challenge, May worked quickly to ensure her fitness levels remained at their peak! She spoke to us in April 2020.

"I have been blind from birth," May explained. "When children are small a lot of what they learn is by copying others. As a blind person, I wasn't able to do that and the many things that sighted people talk about, I often have no idea what they mean.

"Often I have to be told in words how to do something and, if I still don't understand, the person who is teaching me might have to physically show me what to do."

May worked with Susan Little, a long-time member of our Wellbeing Team, to maintain fitness levels across the past few months.

"I first met Susan Little on our Wednesday walking group, which meets at Riverside Church in North Muirton," said May. "I think it might have been about three or four years ago.

"She also asked me if I would be interested in attending the referral classes at the swimming pool and I said I would really like that. She assisted me in the water for the first six weeks to help me navigate my way around the pool and get used to my exercises. Before I knew it, I was naturally integrating with others in the class as well as Paul and Becky, the instructors.

"On one particular occasion, on the day of our Wednesday walk, it was snowing so Susan suggested we didn't go out but did exercises indoors instead. I asked her if I could record the session on my phone using the voice memos app, which is already on the iPhone. There is speech



built into the iPhone which is called voiceover and blind people are able to use it very well. Susan ensured she described the exercises in more detail than normal so I could understand and follow.

"A lot of lockdown workouts were posted on the internet and social media almost

“

I want to thank Susan and everyone at Live Active Leisure for helping me to keep fit at this difficult time.

”

right away, but they were not descriptive enough for me to follow, so I was really glad to have that workout to do at home."

This descriptive workout was particularly beneficial for May as lockdown started, and because of her positive experience, she felt confident asking Susan for additional online sessions.

"I contacted Susan and asked her if she would be willing to do another workout with me, so I had two to choose from. "She understood when I said many of the videos on YouTube are no use for a blind person as they don't go into enough detail as people mostly just copy the instructor.

"There are lots of things Susan says she has learned from me that have helped her become a better instructor and since I started working with her, I have learned so much from her too. She taught me what a high five is, how to do a star jump and how to wave to someone. All things I had never done before.

"I wouldn't expect people to cater for us as most people would find it tedious if people were to go into too much explanation. On our Zoom workout, Susan taught me even more. She has a lot of patience with me and I'm very grateful for that.

"I asked Susan to record our Zoom workout, which she did and she sent it to me by email. Now I have two workouts that I do on alternate days and Susan says she will do another one with me quite soon and I can't wait! I just want to thank Susan and everyone at Live Active Leisure for helping me to keep fit at this difficult time. It is really great for my wellbeing."

In March 2021 our Wellbeing Team partnered with Parkinson's UK Scotland to offer Perth and Kinross based residents living with the neurological condition the opportunity to participate in a free exercise referral programme.

The programme, which started with 19 participants, was run as a virtual class with referrals made by local health professionals such as physiotherapists and the specialist Parkinson's nurse.

Our Wellbeing Team instructors were trained by physiotherapists under the Parkinson's Active project and delivered two sessions a week via Zoom. The programme was based on group exercise classes, a concept that Parkinsons UK Scotland has tested previously.

Amanda McKay, Parkinson's Active Project Support Officer, commented, "We have known for some time that exercise is extremely beneficial for people with Parkinson's and can improve symptoms such as mood and energy levels.

"More recently, researchers have found that higher intensity exercise can delay the progression of Parkinson's. This will make a huge difference to someone's quality of life in the longer term."

"Evidence shows that people with Parkinson's like to exercise with their peers and to feel safe, so it is important that instructors are trained about Parkinson's, fully understand what we mean by high intensity, and know how to build people's confidence to get the most out of the class."

One of the first participants was Alexander Anderson OBE, known to everyone as Sandy. He offered feedback after the first class in March.

"I've just attended my first class. It was a really good workout - my legs know that today! The exercise instructor was superb and we literally did not stop for an hour. I am really looking forward to the next class and I am delighted that the Parkinson's Nurse recommended the class to me."

Ian Hutton, Wellbeing Manager for Live Active Leisure commented, "Initiatives



25 Engaged Clients Reported:

- Improved balance and self-confidence
- Increased motivation to be more physically active
- Increased mobility, strength and endurance
- Reduced overall sedentary time during the day.

Did You Know?

Every week about 30 people in Scotland are told they have Parkinson's.

About 12,400 people in Scotland have Parkinson's - which is around one in every 375 adults. It's the fastest growing neurological condition in the world.

Anyone can get Parkinson's, young or old. Parkinson's is what happens when the brain cells that make dopamine start to die. There are over 40 symptoms, from tremor and pain to anxiety. Some are treatable, but the drugs can have serious side effects. It gets worse over time and there's no cure. Yet.

such as this one help to highlight the importance of partnership working for better health outcomes. It has been so rewarding to work with the specialist physios in order to deliver this life-changing programme here in Perth and Kinross.

"We are offering two levels of exercise, medium and high intensity, with initial

consultations to ensure we're placing people in the best possible class for their needs."

The programme is a 12 week pilot with in person classes planned as restrictions ease.



PA Weekly Sports Column

With the usual sporting events all cancelled, LAL worked with the Perthshire Advertiser to create a weekly full-page focus for our PACES accredited clubs. This free coverage ran for 12 weeks and gave many of our local clubs a fantastic region-wide platform to chat about their offer and discuss how they adapted to the lockdown situation including Perth City Swim Club, gold standard PACES member.

Perth City Swim Club (PCSC) is one of the area's longest-standing sports clubs with origins dating back to 1890 as Pullars Amateur Swimming Club. Focused on the coaching, development and encouragement of young swimmers, the club was one of the first to undergo the new Live Active Leisure PACES accreditation criteria and has held an exemplary gold standard status since.

The club is affiliated to Scottish Swimming and SASA Midland District and competes in the Tayside Age Group Leagues. A competitive club, the teams have had consistent success over the years in these development competitions. Swimmers also compete at open, district and national events throughout Scotland and the UK.

PCSC starts swimming from the age of 7 and offers various options for all ages up to and including adults. Trials take place every 6 months giving youngsters a chance to join at two points in the year. The timetable for this is on hold until

post-lockdown.

During lockdown the club ran a number of initiatives to engage with their swimmers and families including the launch of Perth City Swim Club Zoom TV which brought Q&As with club captains and international swimmers Stephen Milne and Scott McClay – both previous members of PCSC – and a weekly Yoga session also led by Stephen Milne.

“

Keeping that engagement going was crucial for our members

”

John Muncey, one of the club's many volunteers and the current Vice President explained, “Keeping that engagement going was crucial for our members and as well as the Q & A sessions we also offered activities such as family quiz nights and a design a Perth City Swim Cap.

“Importantly, we continued dry-land training twice a week for our Performance squad and promoted fitness challenges for our younger swimmers. PE with Joe Wicks helped hugely and we also encouraged the members to design their own chalk fitness circuit.

Performance Squad Athlete: Katherine Bailey

Katherine Bailey (16) has been club swimming since she was only six years old, and as well as swimming with Perth City Swim Club she is also a member of the national Scottish Youth Team.

She was on track to compete at the Olympic Trials in London in April 2020 having qualified for four events. Other key events would have been the Scottish National Age Group Meet, Scottish Open Meet and the British Summer Meet.

Katherine is the second generation of PCSC swimmers; her dad, Andrew, competes for the Perth Masters. She is a member of the Live Active Leisure Talented Athlete Scheme, allowing her to train for free in all LAL venues.

During lockdown, Katherine embraced the club's online sessions and took to the great outdoors.

May 2020: “At the moment my number one focus is to maintain my fitness as I don't know when I'm going to get in the pool. It's hard to think about events as sadly they may be a very long way off.

Twice a week I train with the Scottish National Squad using Zoom and I have a further two sessions with Perth City Swim Club – also on Zoom. I'm also getting outside and cycling or running each day.”

As with so many organisations during Covid-19, small, local sports clubs were impacted financially by the lockdown situation. Utilising annual funding from the Gannochy Trust, which is ring-fenced for targeting community need and making sport accessible for all, the Sports Development team created three new COVID-19 recovery grants. The aim of this was to assist clubs through their phased return and the path to recovery.

In order to remain fair and transparent, criteria was developed with clubs invited to apply for a maximum of £500. To be eligible to apply, clubs must have achieved - or be actively working towards achieving - Bronze level PACES accreditation.

Phil Coleman, Community Sport and Partnership Manager, commented, "The grants were small, but they helped to bridge the financial gap that lockdown created. With the support of the Gannochy Trust who provide Live Active Leisure with funding each year to tackle identified community need or inequalities, we successfully supported 40 clubs in their phased return."

Grants Issued

COVID-19 Start Back **£250**

Clubs could apply for funding to help them re-start and cope with the additional immediate pressures that existed as a result of COVID-19 and the phased return of sport. EG purchasing essential items of training equipment or cleaning materials to help adhere to physical distancing / increased hygiene rules.

COVID-19 Hardship **£250**

Clubs could apply for funding to support an individual member, or to bolster club finances, that had been negatively impacted by COVID-19. EG providing scholarships to members who were unable to pay for club membership fees, or supporting future facility booking costs for club training.

COVID-19 Response **£250**

Clubs could apply for funding for specific projects that were centred around welcoming and supporting volunteers and members back to the club and/or recruiting new members.



Coach Support and Development

In order to bolster the grant support offered to local sports clubs, we developed a one-stop-shop for advice around re-start and recovery. Using information from various sources, a 'Help for Clubs' webpage provided support on a range of topics including:

- Sport specific advice from Scottish Governing Bodies
- Example Risk Assessments
- Advice sheets for participants and Parents
- Guidance on re-opening for clubs with their own facility
- Funding streams available to support recovery
- Advice on First Aid changes
- Courses available for coaches and volunteers.

Annual Sports Awards Given A Virtual Makeover Two Years Running

The first major event impacted was the annual Sports Personality Of The Year (SPOTY) Awards and it was the Sport Development Team who led the way into our new normal.

The ceremony, which was due to have taken place at Dewars Centre on Friday 20th March 2020, was cancelled due to the coronavirus outbreak. However, the Sports Development Team at Live Active Leisure decided the show must go on and produced a virtual ceremony complete with glamorous evening wear and trophies!

Laura Munro, Sports Development Officer, explained the decision. "We were obviously disappointed not to host the awards as planned this year but, as a team, we felt that there was still room for celebration. By creating a virtual ceremony we've given each of the 11 winners their rightful place in the spotlight, albeit virtually rather than real life!"

The category winners found out 'live' during the social media event as organisers paid tribute to the efforts of all entries and short-listed clubs and people.

Commenting on the overall winner, Charlie Guest, Olympic Skier, Phil Coleman, Community Sport and Partnership Manager said, "The panel decision to award Charlie as the Perth and Kinross Sports Personality of the Year for 2019 was a difficult one due to the calibre of the other nominees. Fighting back to health after breaking her back a few years ago to compete at the Olympics and then following it up with an outstanding 2019 – Charlie just pipped our other exceptional finalists.

"It's always such a great event, celebrating the amazing achievements and commitment from our local athletes, coaches, volunteers and officials and



Sports Person of the Year, Charlie Guest

2019 SPOTY Winners

Sports Person of the Year sponsored by Thorntons: **Charlie Guest, Skiing**

Young Female SPOTY sponsored by Alison Wilson: **Cerys Cairns, Netball**

Young Male SPOTY sponsored by Alison Wilson: **Charlie Aldridge, Cycling**

Disability SPOTY sponsored by Small City, Big Personality: **Matthew Doig, Athletics**

Club of the Year sponsored by Steve Brown Electrical: **Kinross Netball Club**

Coach of the Year sponsored by Sprinterz: **Kevin Chisolm, Volleyball**

Young Coach of the Year sponsored by Perth College UHI: **James Peaty, Swimming**

Volunteer of the Year sponsored by Perth Trophy Shop: **Gillian Wallace, Golf**

Official of the Year sponsored by Live Active Leisure: **Gordon Crawford, Football**

Chuck Hay Team of the Year Sponsored by Springfield Properties: **Perth Phoenix U16 Girls Basketball Team**

School Team of the Year sponsored by Active Schools: **Perth High School Cross Country Team**

George Mortimer Service to Sport Award sponsored by Perth & Kinross Sports Council: **Alex Phillips, Weightlifting**

2020 Spirit of Sport Winners

The Creative Activity Award : **Salle Ossian Fencing Club**

The Community Support Award : **St Madoes Active Sports Hub**

The Inspirational Volunteer Award : **Carol and Gordon from Perth City Swim Club**

The Community Inspiration Award : **Willie Donaldson. Blairgowrie Bowling Club**

Inspiring Athlete Award : **Luke Bibby, Perth Railway Boxing Club**

the impact they make on sport locally, regionally and across the world. Once again we received a record number of nominations which is testament to the great work going on within our communities.”

By lockdown two, the Sport Development Team were more prepared, but with such huge disruption to sport in 2020 the usual Sports Personality of the Year Awards simply was not viable.

However, through ongoing club contact we had heard countless stories of volunteers keeping their members and communities engaged through various activities, as well as delivering non-sporting, additional support to the most vulnerable people in our communities. We knew we had to find a way to recognise those efforts formally.

Sponsored by Perth and Kinross Sports Council, the Spirit of Sport Awards were launched in January 2021, with the one-off celebration replacing the Sports Personality of the Year Awards. Instead, we opened nominations for those clubs and individuals who made an impact on their community and members through their creativity and determination.

While the approach was different, the calibre and quality of nominees remained as high as ever. From transforming venues and hubs into community Foodbanks to adapting swim training for online, land-based programmes, the imagination and hard work of the sporting community across Perth and Kinross knew no bounds.

Winners in Live Active Leisure’s Spirit of Sport Awards were announced via an online ceremony on Thursday 22nd April 2021. Recognising the efforts made and achievements gained by sports clubs, groups, organisations, athletes, volunteers, and coaches during lockdown 2020, the awards saw five worthy local winners pick up accolades.



Salle Ossian Fencing Club

| April 2021 -
| March 2022



After a very challenging previous two years, I am pleased that I can introduce our 2021-2022 Achievement Report with tentative optimism. I was honoured to take over as Chairman of Live Active Leisure in December 2021 and in my first few months, I have been continually impressed by the work of our team and the achievements of our customers, which we are delighted to share with you.

As in 2020; 2021 and indeed the first part of 2022, was very different to pre-Covid times. Our venues and staff had to work in new ways, to support our customers and the areas we work in.

We were pleased to be able to work with our NHS and Local Authority partners through the use of Dewars Centre and Live Active Atholl by the NHS and PKC as vaccination centres and the use of Bell's Sports Centre as a foodbank station.

As we strive towards returning to pre-covid levels of service delivery, our focus returns to supporting our communities to live physically active lives. The Company's venue portfolio is a key resource which enables our communities to be active.

The Board is committed to identifying suitable investment funding solutions for all our centres. For this reason, the Board made the key investment decision this year in Bell's Sports Centre, to deliver

an improved customer offer by bringing fitness together under one roof in Perth, creating outstanding fitness gym and studio provision whilst improving financial sustainability.

Key capital projects which remain in the 'pipeline' include PH20, the essential replacement of Perth Leisure Pool and Dewars Centre. This project remains vital for our longer term sustainability and I would argue is essential to support the health and wellbeing for future generations of Perth & Kinross residents and visitors.

We were delighted that this project was given approval as part of Perth and Kinross Council's Capital Plan at the February 2022 Budget meeting. Our Board and senior staff are now working with the Council's teams to deliver this essential investment. We also welcome

“ our focus returns to supporting our communities to live physically active lives ”

Perth & Kinross Council's commitment to developing the new venue for the community and school in Blairgowrie which is due to open in 2024.

Our ever-increasing partnership working is making a very significant and positive impact on the health and wellbeing of people across our communities. The Board appreciates and thanks all our key partners who generously support our activities – most notably Perth & Kinross Council, The Gannochy Trust, NHS Tayside and SportScotland. Without this essential support LAL would not be delivering the range and quality of services that I believe we do successfully and with pride.

As Chairman, I would like to take this opportunity to record my appreciation, on behalf of the Board, to all the staff during a particularly demanding time, and to customers of Live Active Leisure for their continued effort and support. It provides testament to our long standing success that local people and visitors to Perth, enjoy such high levels of participation in sport and physical activity. It is heartening that this is increasingly recognised and valued at the highest levels.

I close by thanking my fellow Board of Directors – all who are volunteers and commit such time and energy to our continued progress and whose expertise and counsel I value enormously. I particularly want to thank the commitment of our outgoing Chair Mike Robinson for his leadership over the last 5 years. His dedication to the Company, and in particular to the realisation of the PH20 project has been invaluable to all. We were also sorry that Councillor Tom McEwan and Councillor John Rebbeck both stepped down during this financial year. In their stead we welcomed Dr Danny Carey, Councillor Steven Carr and Councillor Brian Leishman to the Board.



Dundee University Medical Placements

In May 2021 for the second year, the Wellbeing Team welcomed two new medical students from Dundee University, Ceri Powell and Harry Grant who are studying Medicine.

Ceri and Harry shadowed the Wellbeing team members who are out in the community throughout Perth & Kinross, watching them work within communities on activities such as Activity Referral, Stride for Life walks, and fitness classes in residential homes.

The month-long experience benefited everyone involved. The clients that the Wellbeing Team work with were delighted to share their wisdom and advice about their experiences with various NHS staff and what made them feel comfortable and at ease. Both students gained a lot from being involved too.

“
The time I spent with Live Active was some of the most valuable time I have had whilst at medical school.

Harry told us: “Before doing this, I naively thought that only healthcare professionals had in-depth knowledge of diseases and treatments. However, throughout our time with the Wellbeing, we were constantly being tested on drugs and their side effects and symptoms of specific diseases. Their knowledge let me see how valuable they are to the NHS. They can take patients off long waiting lists for physio and ensure a safe environment for their rehabilitation.



Medical student Ceri also explained: “The time I spent with Live Active was some of the most valuable time I have had whilst at medical school. This was in large part because of the people I was able to meet and speak to. Clients that I met were very open and honest about their medical journeys and the things they had experienced. I felt this was because they were all in environments where they felt safe, whether that be at their home or in a gym they attend regularly surrounded by their friends.”

As part of their University project, Ceri and Harry made a short video for Live Active Leisure, explaining the services available to potential clients. This was hugely

beneficial to the Wellbeing Team and was a fitting conclusion to such a valuable collaboration.

The success of the All Ability Bike scheme goes from strength to strength with three new additions to the offer, which supports people of all abilities to get out and enjoy the benefits of cycling.

Two electric trikes and one electric-assisted wheelchair bike have been funded by the eBike Grant Fund, which is funded by Transport Scotland and delivered by Energy Saving Trust, providing the first new electric bikes to be owned by the Bell's Sports Centre based fleet.

Since its inception in 2016, All Ability Bikes has received funding from 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 including a side-by-side model which allows cyclists and their carer to ride together, and a semi-recumbent model which is an excellent option for people who struggle to sit upright for various reasons.

Tim Anderson, Group Head of Transport, Energy Saving Trust, commented: "It is fantastic to hear that the eBike Grant Fund has provided Bell's Sports Centre with two electric trikes and one



electric assisted wheelchair, for the local community to enjoy over the summer months and beyond. The grant fund is intended to open opportunities for all to enjoy the benefits of cycling; these trikes and the wheelchair will be a great addition to the All Ability bike scheme."

Activity Referral - Care at Home

Live Active Leisure's Activity Referral scheme is a well-respected and hugely successful partnership, involving all partners within the Perth and Kinross Health and Social Care Partnership (HSCP).

In 2021 however, our Wellbeing team developed additional services to provide one-on-one activity sessions in the home for individuals identified as losing independence due to mobility issues and a subsequent lack of confidence.

Carolyn Wilson, Falls Service Manager for NHS Tayside commented, "Social isolation has been a growing concern for some time now and lockdown exacerbated this significantly with a notable increase in the number of older and vulnerable people able to access exercise and activity opportunities in the community.

"18 months on and we are now witnessing the long-term impact that this has had on the functional ability of older people and those with underlying health issues.

“**This programme should be recognised for the great work it does**

Therefore, I am delighted that Live Active Leisure and the HSCP are working together in supporting people in their own homes to regain their strength and balance which will in turn reduce their risk of falling.”

The 'Care at Home' pilot project launched in April 2021 and it is helping individuals across Perth and Kinross build strength, fitness and confidence with a view to improving quality of life and obtaining greater independence.

Nigel Lloyd, a Kinross based client reinforced this.

"I was told I couldn't get a hip replacement as I had wounds which were exaggerated by massively reduced mobility due to my arthritic hip. I was floored with no sign of light.

"Live Active has helped with a range of movement pointers despite my arthritic hip and I have seen an increase in mobility, signs of improvements to wounds and a huge uplift in my mental health. This programme should be recognised for the great work it does and how it links in well with the health strategy."

Bell's Sports Centre Redevelopment

After what had been an extremely difficult 18 months we were delighted to announce Bell's Sports Centre will see significant investment of £750,00 to develop a new fitness gym and 3 exercise studio facilities.

This ambitious project will start in the New Year with an expected completion date of Summer 2022. The plans will see the transfer of all fitness activities currently taking place at Live Active Rodney to repurposed and redesigned areas within Bell's Sports Centre. Bell's Sports Centre is an iconic building

with an outstanding sporting legacy dating back over 50 years. This project will help to rejuvenate the customer offer and provide outstanding fitness facilities to

“ This project will help to rejuvenate the customer offer and provide outstanding fitness facilities ”

complement the wide range of sports and events that are delivered in the venues' domed main arena and squash courts.

This investment in Bell's Sports Centre is a positive response to the challenges of Covid-19 and will crucially deliver not just financial benefits but will provide a significantly improved customer offer and experience.

The investment plans to convert the existing 'coaching hall' into a 100+ station gym featuring cardio, and resistance equipment, plus functional and strength training equipment. In addition there will be a wider choice of fitness classes delivered from 3 redesigned studios.



It would be remiss of us not to talk about the changes and the development we have seen to our venues and their offer over the year 2021 – 2022. Many of them are such positive stories after a difficult period. The importance of our venues in our communities was never more obvious than through the pandemic when they were used as vaccination centres and vital community spaces. We look forward to working with our partners going forward, to continue to develop venues that offer people the opportunity to live active lives.

Perth Leisure Pool

After a long period of closure, from both Covid restrictions and then a massive flooding event in Perth, the much-loved community venue Perth Leisure Pool was closed for an 18-month period until October 2021.

It threw open its doors after a significant period of repair, to high visitor numbers and delighted school holiday children, with the water features such as flumes and wild water continuing to make Perth Leisure Pool a really popular visit in the city.

Swimming Lessons

We also welcomed back over 1200 children to swimming lessons in Perth Leisure Pool, Live Active Blairgowrie, Live Active Strathearn, Live Active Loch Leven and Live Active Highland in 2021.

This crucial life skill was only offered sporadically since March 2020 due to Covid restrictions, so was embraced by our team of instructors, children and parents alike!

Ensuring children have the opportunity to learn to swim is a key priority for Live Active Leisure and we were delighted to welcome back these classes to our pools.

Vaccination Centres

2021/2022 we continued to support NHS Tayside with the national vaccine roll out, with staff teams in Dewars Centre and Live Active Atholl all playing an important part in providing support to the teams of medical staff administering this crucial service.

Of course, NHS Tayside is a long-term partner of LAL and as we step into a new, post-pandemic, landscape the need for collaboration and strong unions will be more important than ever. Ongoing engagement with funding partners will be crucial to ensure that we continue to deliver many of the life-changing community projects which have been featured in this report.

Future Developments

Venue developments continued to be a focus for our team throughout the year, with the proposed redevelopment of Bell's Sports Centre, (see Page 40 for full details) and proposals for a £24 million project to build a new venue in Blairgowrie being prepared to submit to Perth & Kinross councillors, supported by Live Active Leisure.

In addition to these redevelopments in the pipeline, the PH20 Perth city project was given the go-ahead in February 2022. Scheduled to open in 2027/28, the project will be delivered in partnership with Perth & Kinross Council and is expected to grow annual visitor numbers by over 40%, attracting new day trippers and staying visitors to the area.

This project along with the other developments being realised are assuring that Live Active Leisure and its venue offer, remain agile and fit for purpose in future years and people's health, fitness, sport and wellbeing aspirations can be fulfilled in the best way possible.



Sport for Change Funding

We felt strongly about building on the success of the Covid-19 recovery grants for sports clubs which were delivered by utilising additional funding from The Gannochy Trust, and the 'Get into Summer' Scottish Government funding, which gave clubs the opportunity to deliver targeted activities to local children and young people. So, in 2021, we launched Sport for Change grants, developed in partnership with the Gannochy Trust.

Up to £1,000 is available to Perth & Kinross based clubs and Community Sport Hubs to deliver new or existing projects that aim to address inequalities that prevent local people from accessing quality sport and physical activity opportunities

Projects that have been supported include those that will use sport as the vehicle to achieve wider social outcomes such as health improvements and reductions in social isolation, where clubs and other local community groups will work together to overcome barriers relating to participation in sport.



Summer of Play



We were delighted to announce a series of sportshall offers in summer 2021 to encourage the communities of Perth & Kinross back into venues including free

court bookings for children up to age 18 and subsidised prices for adults.

Summer of Play was a £20 million initiative from the Scottish Government which delivered a range of activities for children and young people and their families over the summer, who had been impacted by Covid-19, ensuring they were provided with opportunities to socialise, play and reconnect within their local communities and environments.

In particular, this provided support for those children and young people who may otherwise struggle to access such experiences during the holidays.

3694 children and young people benefited from the valuable initiative in Perth & Kinross, seeing sports venues busy again and customers socialising and being active in a covid-safe way.

Sporting Recognition



Grant Funding



Participation



Performance Sport



Coach Education







over the years – fitness and leisure venues are more than just a place to exercise. They bring a sense of community and togetherness and are used by many customers as a way to socialise and meet people.

Of course, amidst the devastation of lockdown, Perth Leisure Pool suffered a huge blow following the floods of August 2020. It was wonderful therefore, to be open once again and welcoming our loyal customers back through our doors.

Although Perth Leisure Pool was closed we continued to support clubs and swimming lessons at our other venues. As you will note from page 14 in this report, the provision of children’s swimming lesson is a priority for the Company, and I am proud of the part we played in ensuring that young people – and adults – were provided with the opportunity to learn this vital life skill.

The floods at Perth Leisure Pool brought the challenges of this aging building sharply into focus and highlighted once again that much of our infrastructure will need investment in the medium to long term.

That is why, I am so pleased that the PH20 project has been given the green light and we look forward to working with Perth & Kinross Council to deliver what will be an outstanding sport, fitness and leisure offer for the people of Perth and beyond.

This project, and those at Bell’s and at Blairgowrie, are important projects, not just because we need to be looking towards greener, more efficient buildings, but also because new venues inspire and excite their communities, reigniting a love of sport and fitness, and ensuring the next generation has something to call their own.

Finally, I would like to reiterate both Mike and David’s words from the Chairman’s report, and thank our team, partners and customers for their patience during the past 2 years.

I look forward immensely to rewarding that support with a Company that is strong, resilient and fit for purpose as we move into the next phase of our recovery.

Paul Cromwell
Chief Executive Officer

As I look forward to the remainder of 2022 and a new year in 2023, it is with hope and positivity.

Like all businesses, the impact of covid has raised an unprecedented number of challenges, most significantly for a sports and fitness provider, where customers’ confidence and the desire to return to our venues are still impacting our business even now. As a result, we know that long term sustainability is a real concern, and coupled with the inevitable impact of public financial constraints we are faced with the very real possibility of the reshaping of venues and services.

With that said, both the Covid pandemic and the loss of Perth Leisure Pool to flood has also demonstrated unequivocally that the services that we provide as a Company are more essential than ever. The need to ensure people in Perth and Kinross can access quality, affordable sports and fitness is essential if we are to maintain and in some cases restore the physical and mental wellbeing and resilience of our communities.

This was made apparent in our post-lockdown survey results, when 64% of customers reported the desire to get back into venues as high. This feedback reflected the evidence we have gathered



LAL remains committed to delivering quality fitness, sport and wellbeing services for the people of Perth and Kinross





#WeLiveActive





ive Together





Perth City

Bell's Sports Centre

Perth Leisure Pool

Live Active Rodney

Dewars Centre

North Inch Community Campus

Glenearn Community Campus

George Duncan Athletics Arena

Kinross

Live Active Loch Leven

Loch Leven Community Campus

West Perthshire

Strathearn Community Campus

Highland Perthshire

Live Active Atholl

Breadalbane Community Campus

East Perthshire

Live Active Blairgowrie

Blairgowrie Community Campus



www.liveactive.co.uk