

Everyone Active Report Lambourn Centre



Jan – Sept 25



1. Executive Summary

As we continue into our third year of operation, the Centre has experienced a period of positive transition and community engagement. This report outlines key developments from January to September 2025, following on from our previous update covering July to December 2024.

Operational Changes

- With a change in General Managers across the contract, Georgie Mason has now been in post since January 2025.
- Our two new Duty Managers, Denise Pease and Helen Robinson, have embedded themselves into the team and continue to make a positive impact. Adam Roe has joined the team as a cover Duty Manager.
- The remainder of the team remains unchanged, continuing to provide consistent and familiar support to the community.

Programme Development

The Centre has continued to expand its offer to meet the needs of local residents:

- A new seated exercise class has been introduced, supporting inclusive and accessible physical activity, resulting in two classes a week.
- A community café has been launched, creating a welcoming space for social connection and informal engagement and continues to be well attended.
- Our long-running Active Antz soft play sessions remain popular, bringing together young children and their parents in a safe and stimulating environment.
- The Lambourn Youth Junction continues to attract local young people, and discussions are underway regarding potential expansion to meet growing demand.
- The first round of plans for the new gym equipment is under review. Along with a full redecoration programme this will be implemented in Easter next year.

2. Attendances

Comparative data for the period under review is very similar. Whilst Health & Fitness has shown some growth despite membership numbers the same, we have seen a slight fall in other areas.

Activity	Jan 24 – Sept 24 Visits	Jan 25 – Sept 25 Visits
Health & Fitness	3783	5005
Indoor Activities (Sports Hall)	8976	7766
Other (Parties, Spectators)	3791	3586
Total	16550	16357

3. Membership

Membership levels generally fluctuate throughout the year with the table below showing a year-on-year comparison. As you can see, the membership level is at the same number as last year. With the gym investment next Easter, the numbers would be expected to increase accordingly.

Gym Membership	Membership Total Sept 24	Membership Total Sept 25
Lambourn Centre	145	145
Site Total	145	145

4. Health & Wellbeing Plan

We hosted the inaugural Warm Lambourn meeting free of charge, which was very well received. Warm Lambourn exists to provide practical and compassionate support to local residents who may struggle to afford heating during colder months. The initiative brings people together in a cosy, welcoming environment where they can chat, share skills, and enjoy each other's company while knitting items to keep others warm, fostering community connection and support.

We work in partnership with Lambourn Youth Club who host a vibrant youth club every Monday, regularly attracting 50 attendees. The club provides a safe, welcoming, and engaging environment for young people, encouraging social interaction, personal development, and community engagement. To support their efforts, we offer a reduced rate for facility hire, recognising the positive contribution the club makes to the local community.

Everyone Active ran the 'Everyone is Family' campaign again this year from 19th July to 3rd September 2025, aiming to support families by providing affordable, fun, and flexible activities throughout the summer holidays. The campaign featured Pickleball and Badminton sessions, priced at £2 per person to encourage participation from target family groups and members of the local community who may not regularly use our centres. The sessions offered an accessible, social, and engaging way for families to stay active together, fostering a sense of community and promoting physical activity among all ages. While the overall success was fairly limited, we are hopeful that working more closely with Lambourn Youth Club in the future will help increase participation and engagement.

Our Lambourn Active Antz sessions, held on Tuesdays, Thursdays, and Fridays, attract an average of 18 participants per session. Designed for children aged 5 and under, the sessions focus on developing physical skills, teamwork, and confidence through a variety of engaging games and activities. With three weekly sessions, Active Antz provides a structured environment for children to stay active, socialise, and learn valuable skills, fostering a healthy, connected community in Lambourn. The programme also doubles as a popular birthday party offering, averaging one party per weekend, giving families an enjoyable and active way to celebrate. Active Antz plays an essential role in promoting a lifelong love of physical activity among children while supporting families in providing enriching experiences during their early years.

We offer a wide range of fitness classes for all levels, including the popular Wednesday Pilates and Tuesday morning circuits. Our walking football sessions are a fun, low-impact way to stay active, while also encouraging teamwork, coordination, and friendly competition in a social environment. These activities provide opportunities for participants of all ages and abilities to maintain a healthy, active lifestyle while connecting with others throughout the year.

We are excited to introduce a new sensory circuit session, which will likely to follow an Active Antz session. Funding has been secured from West Berkshire Council, and recruitment is complete. We are currently working on upskilling staff to ensure the sessions are delivered safely and effectively, with a planned launch in November. These sessions are designed to provide children with a stimulating and

supportive environment that encourages physical, sensory, and cognitive development. By expanding our programming in this way, we aim to offer additional inclusive opportunities for children to stay active.



5. Environmental Performance

Everyone Active has a proven history for sustainable success and is Energy Management ISO 14001 accredited. Our achievements in energy management are linked to our desire for quality, customer and client satisfaction.

The company has three main objectives:

- Making our Head Office (support Hub) net zero
- Making our corporate operations net zero by 2030
- Ensuring net zero facilities and buildings in the long term

Each site within West Berks, including Lambourn C have a Carbon Reduction Co-ordinator to promote good practice and ensure that all staff, customers, and suppliers are contributing to the company’s objectives. Meeting each month to share and deliver good practice across the sites. The site targets for 2025-26 are to reduce energy consumption and increase recycling by 5%.

6. Customer Complaints and Feedback Summary

The company monitor us on customer comments and feedback. The table below shows the performance in a nine-month period compared to the previous nine-months. The average response time for the site is very comparable to last year, achieving the company target of 24 hours or under for replying to a customer.

Table 1 – Feedback and Enquiry Summary

Region	Period	Open tickets	Number of tickets raised in defined period	Number of tickets responded to in defined period	Ave Response Time (Hours)	Positive tickets	Negative tickets	Neutral tickets
West Region	01/01/24 – 30/09/24	0	102	61	15.31	33	24	26
West Region	01/01/25 – 30/09/25	2	93	65	16.63	8	4	8

7. Repair/Maintenance/Satisfaction

Lambourn LC ensures that all statutory compliance is completed within timescales and all remedials are completed. All applicable compliance tasks are then uploaded to the WBC 'Crest' portal.

The Planned Preventative Maintenance programme and re-active tasks are managed through the company Everyone Active Quality Management System (EQMS).

8. Risk

The company aim to have less accidents than the previous year or < than 5 accidents per 10,000 visits. The table below shows that we had 0.60 accidents per 10,000 visits in 2024 compared to 0.61 in 2025, meeting the company objective. All accidents have been minor.

Site	Accident Data					
	Public Accidents	Colleague accidents	Contractor accidents	RIDDOR reportable	TOTAL accidents	Accidents per 10,000 visits
Lambourn C 01/01/24 – 30/09/24	1	0	0	0	1	0.60
Lambourn C 01/01/25 - 30/09/25	1	0	0	0	1	0.61
Contract	2	0	0	0	0	

9. Staffing

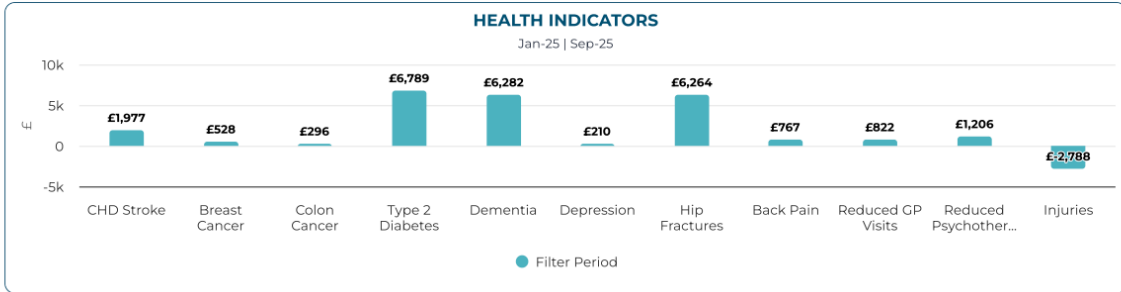
The only change has been the addition of Adow Roe as mentioned in the opening section of the report.

10. Social Value

Social value refers to the broader benefits and positive impact that leisure facilities and activities provide beyond economic return. This includes enhancing physical and mental well-being, fostering social connections, promoting inclusivity, and strengthening community cohesion. By improving health, reducing social isolation, and encouraging active lifestyles, social value helps justify investment in leisure services and ensures they remain accessible, sustainable, and beneficial to all.

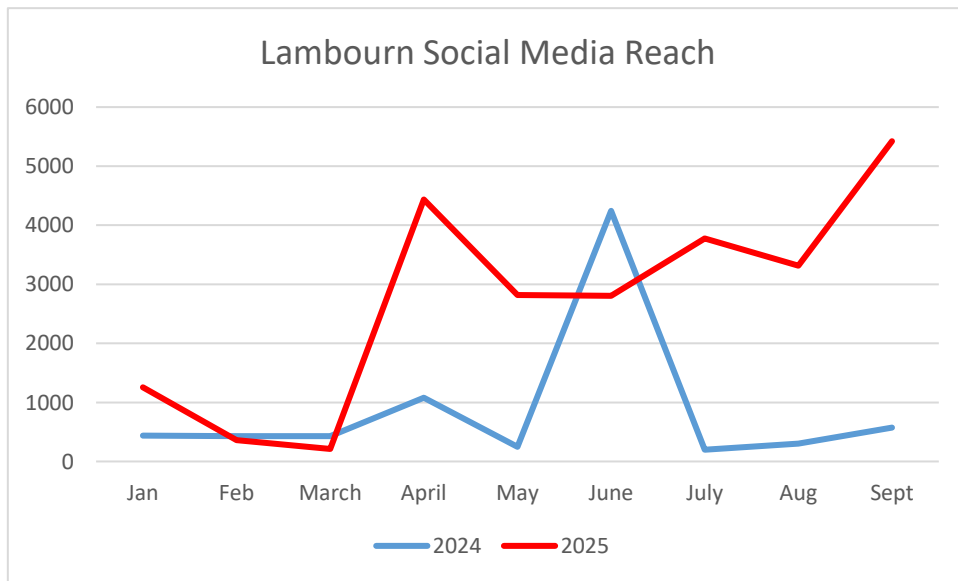
TOTAL SOCIAL VALUE £102,458	TOTAL SV PARTICIPANTS 513	SOCIAL VALUE PER PERSON £200	SOCIAL VALUE PER SITE £102,458
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INDICATORS



11. Marketing

We've made a conscious effort to increase community engagement through our social media channels. The reach shown below reflects this ongoing commitment, as we aim to connect with a wider range of audiences and encourage more people to use our centre. To further support this, we've recently launched an Instagram account designed to engage new demographics and showcase our facilities, programmes, and community initiatives in a more dynamic and accessible way.



Each month, we deliver a range of national marketing campaigns aimed at broad audience reach and brand visibility. These are supported by locally focused promotions, tailored to engage the specific communities we serve. We also work closely with the West Berkshire Communications & Marketing Officer on joint initiatives, ensuring consistent messaging across all channels. This combined approach strengthens both national and local engagement, helping us build partnerships with organisations such as Lambourn Parish Council and other community groups to raise site profiles and community awareness.

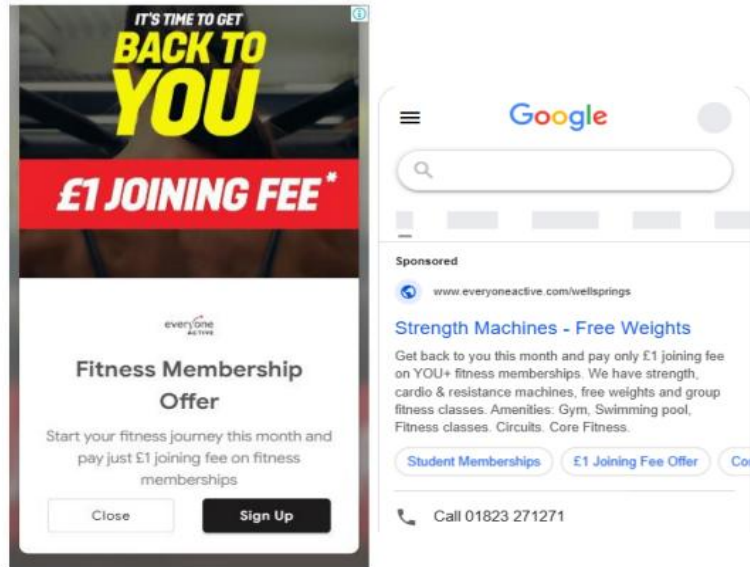
Below are some examples of recent promotions which are either local initiatives or part of a national campaign.

MEMBERSHIP

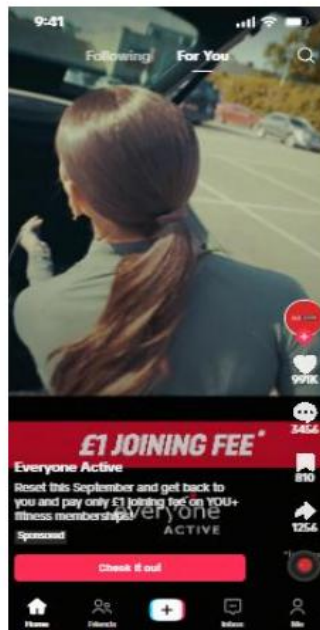
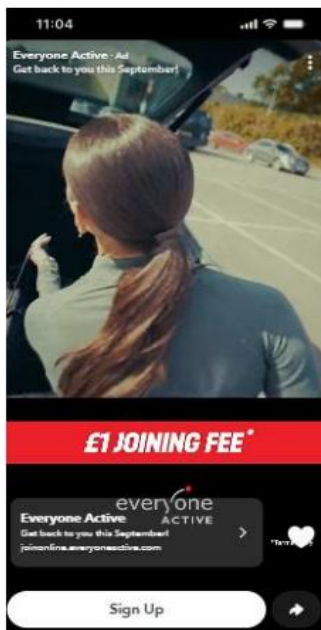
Site Specific Facebook



Site Specific Google



Region / Contract Wide




MEMBERSHIP

Remarketing

Everyone Active
Sponsored · 🌐

Did you forget to check out? 😊 Your £1 joining fee*, no-contract fitness membership is still waiting for you - join online today!

*T&Cs apply. Offer ends 30/09/2025.



everyoneactive.com/membership
Gym Membership
Easily join online

[Sign up](#)


Sponsored

Everyone Active
joinonline.everyoneactive.com/remarketing

Crush Your Fitness Goals - Your Gym Session Is Calling

Personalised coaching and use of the gym, swimming pool & group fitness classes with YOU+. Move more, recover faster and improve your sleep with a YOU+ fitness membership.

[Find Your Membership](#) [YOU+ Ultimate Membersh](#)



Swap The Couch For Cardio

Forget to check out? Your YOU+ fitness membership is still waiting for you. Join online


[➔](#)

Seniors

Everyone Active
Sponsored · 🌐

Add variety to your fitness routine and discover the many benefits of a healthy lifestyle with a senior fitness membership. Plus, join in September to pay just £1 joining fee*!

*T&Cs apply. Ends 30/09/25.



everyoneactive.com/seniorm...
Everyone Active Senior Memberships

[Learn more](#)

Remarketing Continued



Swap The Couch For Cardio

Get back to you this month and pay only £1 joining fee on YOU+ fitness memberships

[Close](#) [Sign Up](#)

12. Prices

Prices are reviewed on an annual basis and forwarded to Council for approval. Price increases are activated on April 1st each year.

= Core Prices						
	2024/25 Card holder prices	2025/26 Card holder prices	% increase	2024/25 Prices Non-Card Holder	2025/26 Prices Non-Card Holder	% Increase
Memberships						
Annual	£324.90	£349.90	7.7%	£324.90	£349.90	7.7%
DD - Regular - Adult	£32.49	£34.99	7.7%	£32.49	£34.99	7.7%
DD - Concession Fitness	£27.99	£29.74	6.3%	£27.99	£29.74	6.3%
DD - Junior Fitness	£19.99	£19.99	0.0%	£19.99	£19.99	0.0%
Gym						
Gym (non-member)	£6.80	£6.95	2.2%	£7.80	£7.95	1.9%
Gym Induction	£20.00	£20.00	0.0%	£20.00	£20.00	0.0%
Junior Gym	£3.40	£3.50	2.9%	£3.90	£4.00	2.6%
Gym Senior	£4.10	£4.20	2.4%	£5.10	£5.20	2.0%
Aerobics / Fitness Classes (60 mins)						
Aerobics / Fitness Classes (60 mins)	£7.45	£7.60	2.0%	£8.45	£8.60	1.8%
Aerobics / Fitness Classes (45 mins)	£6.35	£6.50	2.4%	£7.35	£7.50	2.0%
Aerobics / Fitness Classes (30 mins)	£5.85	£6.00	2.6%	£6.85	£7.00	2.2%
Indoor Cycling	£6.50	£6.65	2.3%	£7.50	£7.65	2.0%
Raquet Sports - Indoor						
badminton adult 60 mins	£9.80	£10.00	2.0%	£10.80	£11.00	1.9%
badminton junior	£7.70	£7.90	2.6%	£8.20	£8.40	2.4%
Hall / Room Hire						
Sports hall hire Adult	£26.15	£26.75	2.3%	£31.15	£31.75	1.9%
Sports hall hire junior	£22.00	£22.50	2.3%	£27.00	£27.50	1.9%
WB Card Concession (swim / badminton / table tennis)						
WB Card Concession (swim / badminton / table tennis)	£2.20	£2.25	2.3%	£0.00	£0.00	n/a
WB Card Concession (gyms)						
WB Card Concession (gyms)	£4.10	£4.20	2.4%	£0.00	£0.00	n/a
Wb card cost (for non-resident)	£20	£20	0.0%	£20	£20	0.0%
WB Card cost (for non-resident jnr, snr, conc)	£10	£10	0.0%	£10	£10	0.0%