Everyone Active Report
Lambourn Centre



Oct 25 – Sept 26

West Berkshire Council

everyone ACTIVE

1. Executive Summary

The Lambourn Centre has continued to strengthen its position as an important community hub over the last twelve months, delivering increased participation, expanding community engagement initiatives and maintaining strong operational performance. Overall attendances increased by 3.0%, rising from 20,481 visits to 21,098 visits, demonstrating continued demand for the Centre's facilities and activities. Growth has been driven by increases in both Health & Fitness participation and Sports Hall usage, reflecting the success of the Centre's activity programme and community-focused approach.

Throughout the year, the Centre has continued to develop partnerships with local organisations including Lambourn Youth Club, Hungerford Food Community and Warm Lambourn, supporting a wide range of activities that contribute positively to community wellbeing. Community engagement has also been strengthened through attendance at local events and a community survey, enabling the Centre to respond directly to local feedback through initiatives such as additional family-focused activity sessions.

Whilst membership levels have reduced slightly from 145 to 141 members, Health & Fitness usage has continued to grow, indicating increased casual participation and strong engagement from the wider community. The Centre remains committed to developing its offer, increasing participation opportunities and ensuring activities remain relevant, inclusive and accessible for local residents. Customer service performance remains strong, with all customer enquiries responded to within company targets and no open tickets outstanding at year end.

2. Attendances

Attendance levels have increased year-on-year, with total visits rising from 20,481 to 21,098, representing growth of approximately 3.0%. This positive performance has been driven by increased participation across the Centre's core activities and demonstrates continued community demand for the facilities and programmes on offer.

Health & Fitness usage increased significantly from 6,079 visits to 7,073 visits, an increase of 16.4%. This is a particularly encouraging result and reflects the ongoing popularity of the gym, fitness classes and wider health and wellbeing activities available at the Centre. Sports Hall activity also increased from 9,381 visits to 9,745 visits, showing growth of 3.9% and highlighting the continued strength of indoor sport and community bookings.

Attendance within the Other category, which includes parties and spectators, reduced from 5,021 visits to 4,280 visits. However, the growth achieved in the Centre's primary activity areas has more than offset this decline, resulting in an overall increase in total attendance. The continued growth in both Health & Fitness and Sports Hall participation demonstrates a strong and sustainable level of engagement across the Centre's key services.

Activity	Oct 24 – Sept 25 Visits	Oct 25 – Sept 26 Visits
Health & Fitness	6079	7073
Indoor Activities (Sports Hall)	9381	9745
Other (Parties, Spectators)	5021	4280
Total	**20481**	**21098**

3. Membership

Membership numbers have seen a slight reduction over the reporting period, decreasing from 145 members in September 2025 to 141 members in September 2026, representing a decline of 2.8%. Whilst this reflects a small decrease in overall membership levels, it should be viewed alongside the significant increase in Health & Fitness attendances recorded during the same period.

The growth in gym usage despite a modest fall in membership suggests that existing members are making greater use of the facility and that casual participation remains strong. This demonstrates the ongoing appeal of the Centre's health and fitness offer and highlights opportunities to convert regular users into long-term members.

Looking ahead, the Centre will continue to focus on membership retention and recruitment through targeted marketing, community engagement and the ongoing development of activities that meet local demand. By building on the increased participation levels seen during the year, the Centre is well positioned to return membership numbers to growth while continuing to support the health and wellbeing of the local community.

Gym Membership	Membership Total Sept 25	Membership Total Sept 26
Lambourn Centre	145	141
Site Total	**145**	**141**

4. Health & Wellbeing Plan

Our continued partnership with Lambourn Youth Club remains a key success, with weekly Monday sessions regularly attracting approximately 50 young people. The club provides a safe, welcoming and inclusive environment where young people can socialise, develop confidence and participate in positive activities. Recognising the important role the club plays in supporting local families and young people, we provide discounted facility hire to help maintain affordability and accessibility. This partnership demonstrates our commitment to supporting community organisations and ensuring Lambourn Leisure Centre remains an important hub for youth engagement, personal development and community wellbeing.

Our Active Antz programme continues to perform strongly, with sessions delivered every Tuesday, Thursday and Friday. Designed for children aged five and under, the programme supports early physical development, confidence and social interaction through structured play and engaging activities. Active Antz also provides an opportunity for parents and carers to connect with other local families. Alongside regular sessions, the programme remains a popular birthday party option, averaging a few bookings per month. This consistent demand highlights the important role the centre plays in supporting young families and encouraging positive physical activity habits from an early age.

We have strengthened our community partnerships by working with Hungerford Food Community to deliver two successful food-focused events at Lambourn Leisure Centre. To support the initiative and maximise accessibility, we provided facility hire free of charge, enabling the organisation to bring local residents together through practical food preparation activities. Both events were extremely well received, demonstrating the value of opening our facilities to community-led initiatives beyond traditional sport and fitness provision. We are keen to build on this positive relationship and explore further opportunities to host similar events, supporting community connection, wellbeing and greater use of the centre.





We were pleased to host the inaugural Warm Lambourn meeting, providing the venue free of charge to support this important community initiative. Warm Lambourn aims to help residents who may experience difficulties heating their homes during the colder months, offering a welcoming space for social interaction, practical support and shared activities. The initiative encourages participants to connect, exchange skills and knit items to help keep others warm. The first meeting was very well received, highlighting the value of the leisure centre as an accessible community space. We welcome opportunities to support similar initiatives that address local needs, reduce social isolation and strengthen community connections.

We attended the Lambourn Community Conversation event, providing a valuable opportunity to engage directly with residents, community organisations and local stakeholders. Discussions helped us better understand local priorities, identify barriers to participation and explore opportunities for collaborative working. Alongside this engagement, we conducted a community survey, receiving 63 responses from local residents about the activities and services they would like to see at Lambourn Leisure Centre. In direct response to this feedback, we introduced additional bouncy castle sessions to better meet local demand. This demonstrates our commitment to listening to residents, adapting our programme and working collaboratively to increase participation and centre usage.

Our established fitness and recreational activities continue to provide valuable opportunities for residents to remain physically active and socially connected. Walking football and bowls remain popular, offering accessible, enjoyable activities that encourage regular participation and social interaction. Our wider group exercise programme also caters for different fitness levels and abilities, with Wednesday Pilates and Tuesday morning circuits proving particularly popular. These activities support physical health, mobility and general wellbeing while creating opportunities for residents to build friendships and maintain active routines. We will continue to review participation and community feedback to ensure our programme remains relevant, inclusive and responsive to local demand.

During the summer holidays, we delivered Everyone Active's Much More campaign, providing affordable sporting opportunities for local families and residents. Activities included pickleball, football and badminton, with sessions priced at just £2 per person to minimise financial barriers and encourage participation from those who may not regularly access the centre. Although initial attendance was lower than anticipated, the campaign provided an opportunity to trial accessible activities and promote the centre's wider offer. Moving forward, we will focus on strengthening local

awareness, engaging community partners and refining our holiday programme to better reflect demand and encourage greater participation.

We introduced Saturday Sensory Circuits sessions to expand our inclusive activity programme, providing opportunities for children to develop coordination, confidence and physical skills through structured, sensory-based activities. While the programme offers valuable benefits, participation has been lower than anticipated. We remain committed to providing inclusive activities that respond to local needs and deliver meaningful outcomes for participants. As such, we will review the programme in partnership with West Berkshire Council, considering current demand, community feedback and opportunities to improve engagement. This collaborative approach will help determine the most effective use of resources and ensure future provision continues to meet the needs of local families and the wider community.





5. Quest Assessment & Improvement Plans

Quest continues to be the Sport England recommended Continuous Improvement Tool for leisure facilities and sports development teams, designed to measure how effective organisations are at providing customer service. This is the Leisure Industry benchmark tool which will assist us in delivering and improving our standards at the Centre. There are no plans yet to undertake Quest for Lambourn, but this will continue to be reviewed.

6. 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%.

7. Customer Complaints and Feedback Summary

The company monitor us on customer comments and feedback. The table below shows the performance in a twelve-month period compared to the previous twelve-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	01/10/24 – 30/09/25	2	134	91	10.93	18	16	22
West Region	01/10/25 – 30/09/26	0	88	70	13.73	1	0	0

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

9. 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 0.49 accidents per 10,000 visits in 2025 compared to 0.95 in 2026, meeting the company objective. All accidents have been minor.

	Accident Data					
Site	Public Accidents	Colleague accidents	Contractor accidents	RIDDOR reportable	**TOTAL accidents**	**Accidents per 10,000 visits**
Lambourn C 01/10/24 – 30/09/25	1				1	0.49
Lambourn C 01/10/25 - 30/09/26	2				2	0.95

10. Staffing

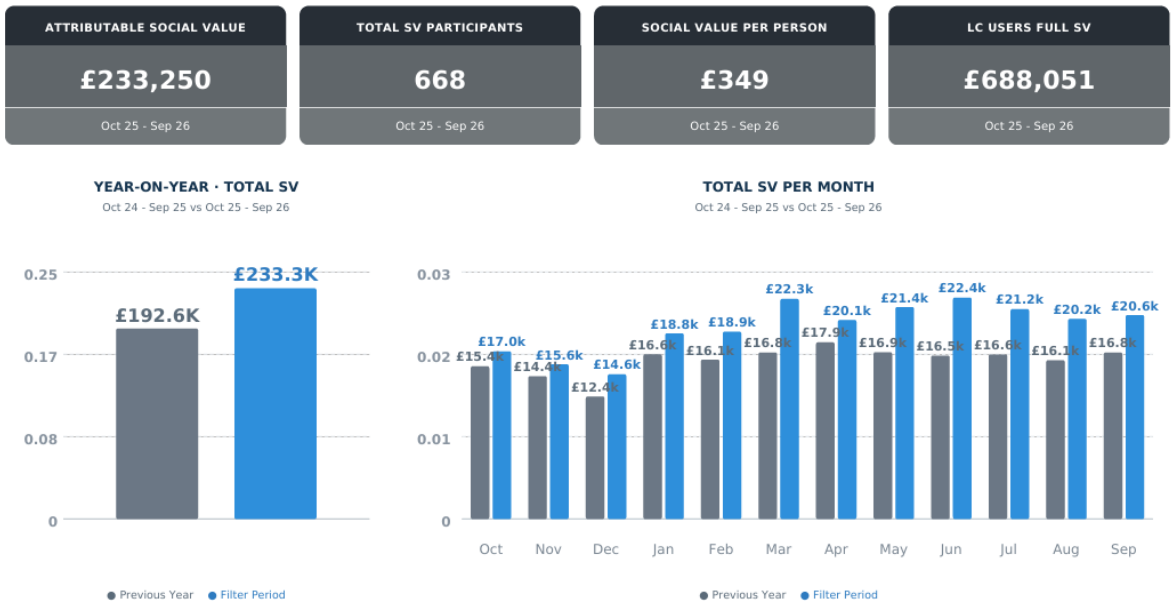
No changes at site

11. Social Value

Social value reflects the wider benefits that leisure facilities and services deliver to individuals and communities beyond their financial contribution. This includes improving physical and mental wellbeing, reducing social isolation, promoting equality and inclusion and strengthening community connections. By providing accessible opportunities for physical activity, social interaction and community engagement, leisure services play an important role in addressing health inequalities and improving quality of life. Demonstrating social value highlights the positive impact of investment in leisure provision and its contribution to creating healthier, more active and connected communities.

12. Marketing

We have made a concerted effort to strengthen our marketing and community engagement, raising awareness of the activities and opportunities available at The Lambourn Centre. This has included working closely with local media outlets, including Penny Post & Lambourn Junction CIC, to promote our programmes and reach a wider audience. Our recent community survey, which received 63 responses, has also provided valuable insight into local needs and preferences, helping us shape our activity programme. Alongside these efforts, we have increased our focus on social media, including the launch of a dedicated Instagram account to engage new audiences and showcase our facilities, activities and community initiatives. The statistics below demonstrate the reach and impact of our ongoing digital engagement.



	Facebook Views	Instagram Views
Oct-25	14183	5636
Nov-25	12089	3557
Dec-25	20108	1212
Jan-26	24281	4755
Feb-26	8137	443
Mar-26	14446	1055
Apr-26	4876	773
May-26	2909	352
Jun-26	4,362	335
Jul-26	6,156	775
Aug-26	3,485	557
Sep-26	551	452
Total	115583	19902

Our social media channels have continued to play an important role in promoting Lambourn Leisure Centre, generating over 135,000 views across Facebook and Instagram during the reporting period. While overall views have declined in recent months, our marketing approach is evolving to focus on more targeted, relevant content that better reflects the interests and needs of our local community, rather than prioritising reach alone. This includes greater emphasis on specific activities, community partnerships and opportunities for participation. Moving forward, we will continue refining our content strategy, strengthening local engagement and using social media to encourage meaningful interactions that translate into increased awareness, participation and centre usage.

Each month, we deliver a range of national marketing campaigns designed to raise brand awareness, promote our services and reach a broad audience. These are complemented by targeted local campaigns, tailored to reflect the needs and interests of the communities we serve. We also work closely with the West Berkshire Communications and Marketing Officer to coordinate promotional activity and ensure consistent messaging across multiple channels. This combined approach enables us to maximise our marketing reach while strengthening relationships with local stakeholders, including Lambourn Parish Council and community organisations. Through these partnerships, we aim to increase awareness of Lambourn Leisure Centre, encourage participation and reinforce its role as an important community hub.

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

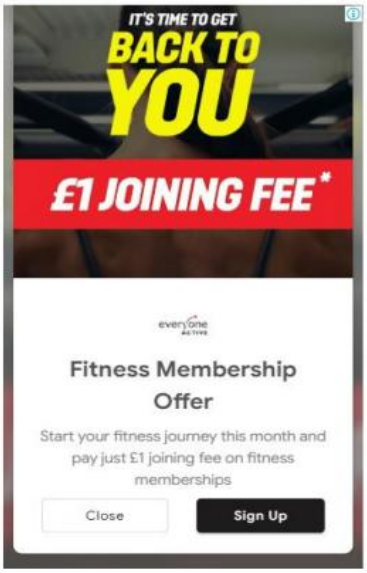
West Region Social Adverts
Ongoing 2025/26

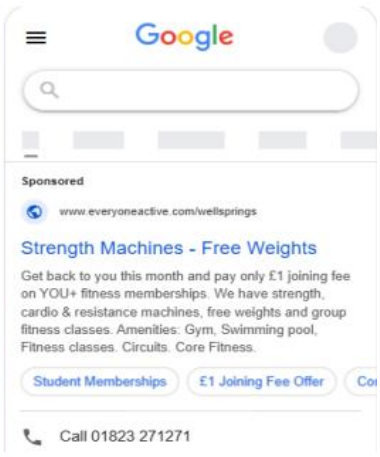
MEMBERSHIP

Site Specific Facebook



Site Specific Google





Region / Contract Wide

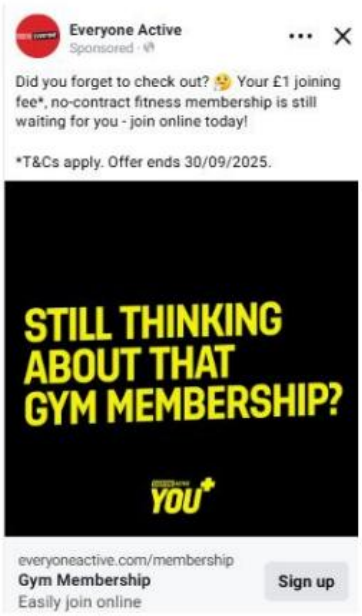


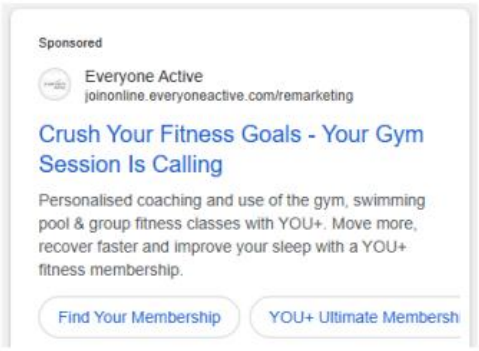


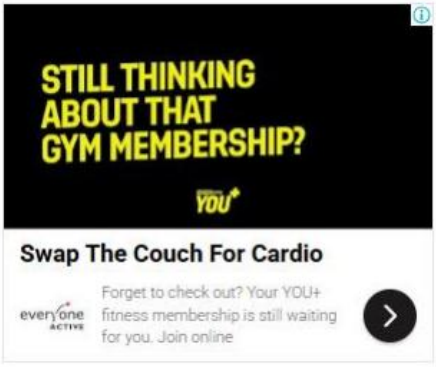
West Region Social Adverts
Ongoing 2025/26

MEMBERSHIP

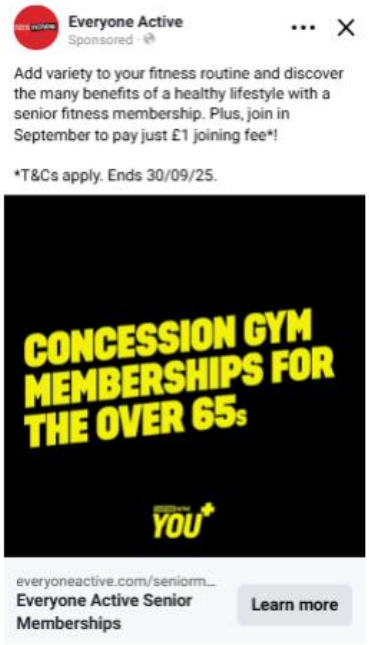
Remarketing







Seniors



Remarketing Continued

