



Bromsgrove Contract Quarterly Performance Monitoring Report

Q3 | October '25 – December '25

Everyone Active working in partnership
with Bromsgrove District Council

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1. Introduction

This Quarterly Performance Monitoring Report provides an overview of operational performance at Bromsgrove Sports & Leisure Centre for Quarter 3 (October–December 2025), delivered by Everyone Active on behalf of Bromsgrove District Council. The report highlights continued positive outcomes across customer experience, health and safety, staff development, social value delivery and community engagement, while also identifying opportunities for ongoing improvement and future focus.

Throughout Q3, the centre has continued to demonstrate resilience and strong operational management within a dynamic and challenging operating environment. Customer satisfaction remains high across key performance measures, with activity experience, staff interactions and overall visit satisfaction continuing to be core strengths. Feedback collected during the quarter shows that customers consistently value the welcoming atmosphere of the centre, the quality of activities delivered, and the support provided by staff, reinforcing the centre's role as a trusted and valued community facility.

Operationally, the centre has maintained strong performance in health and safety, with accident rates remaining significantly below both site and group averages. Full statutory compliance has been sustained, supported by robust systems, proactive monitoring and a strong safety culture across all teams. Training compliance has also improved notably during the quarter, particularly in annual refresher training, reflecting continued investment in colleague development and service quality.

The centre continues to deliver meaningful social value outcomes for local residents. During Q3, activity participation generated substantial social value linked to improved wellbeing and physical and mental health outcomes, supporting wider public health objectives and contributing to long-term preventative benefits for the community. Engagement with concessionary and inclusive membership schemes remains a key strength, reinforcing Everyone Active's commitment to accessibility and tackling health inequalities.

Environmental performance remains a priority area, with energy usage actively monitored and managed. While gas consumption increased year-on-year due to historic boiler works, electricity performance remains stable, and the site continues to demonstrate a proactive and informed approach to sustainability and energy management.

Overall, Quarter 3 reflects a well-managed, customer-focused operation that continues to deliver positive outcomes for users, the local authority and the wider community. The centre enters Quarter 4 with strong foundations in place, clear actions identified through the Quality Action Plan, and a continued commitment to continuous improvement and partnership working.

2. Colleague Changes and Training

Team Updates

During the quarter, the team experienced a number of staffing changes and developments, reflecting both natural workforce movement and continued investment in staff development to support service delivery.

Georgia Lindsay resigned from her Team Leader role during the quarter to move into a School Teaching Assistant position. We thank Georgia for her contribution to the team and wish her well in her new career path.

Eva Tselepis has been appointed as the new Team Leader and will commence in post from 1 January 2026, ensuring continuity of leadership and operational support moving into the next quarter.

In November, we welcomed Gradi to the team as a new Personal Trainer, strengthening our fitness offering and supporting customer engagement within the gym.

We have also continued to prioritise in-house development:

- Lara, previously working as a Spa Therapist, has successfully trained into our Customer Service team, providing additional flexibility and resilience at front-of-house.
- Will Deane, a Recreation Assistant, completed his Personal Training qualification during the quarter and has now joined the Fitness team alongside his existing role, supporting both staffing capacity and internal progression.

Within the Membership Advisor team, Angie Goldsby left her position during the quarter. She has been replaced by Minna and Lee, ensuring continued support for membership enquiries and sales.

The Swim Team was strengthened in December with the addition of Evie, supporting programme delivery and capacity.

The Recreation Team also saw growth, with Zoe and Mia joining in October, followed by Jamie, Celia, Jack and Brian in December. These appointments have increased our pool of casual lifeguards, improving operational resilience and supporting safe service delivery across peak periods.

Training Progress

Training compliance across the centre remains generally strong, with performance broadly aligned to regional expectations. Several areas have also been identified for focused improvement as we move into the next quarter.

- **Company Induction:** 94% [94% in quarter 2] completion (regional benchmark: 95%)
- **Annual Refresher Training:** 84% [57% in quarter 2] completion (regional benchmark: 73%)
- **Cleaning Induction:** 82% [75% in quarter 2] completion (regional benchmark: 91%)

The team continues to work proactively to raise completion levels in priority areas, ensuring ongoing compliance and maintaining high operational standards.

3. Customer feedback and Social Media Content and Marketing

3a. social media & Marketing Performance – Quarter 3 (October 2025 – December 2025)

Across Quarter 3, both Facebook and Instagram continued to perform strongly, remaining active and engaging platforms for communicating with customers. Overall, social media continues to support awareness, engagement and participation objectives, with Instagram driving discovery and Facebook maintaining community connection.

Facebook Performance

Reach & Visibility

Facebook continued to deliver strong reach throughout the quarter, with:

- Views – count 250.0k ▼ 20.5%
- Reach – count 136,311 ▼ 41.1%

This reflects consistent posting and strong content alignment with audience interests, ensuring the centre remains highly visible online.

Views & Engagement

Customer engagement increased notably:

- Content interactions – count 947 ▲ 20.8%
- Page visits – Count 6.6k ▲ 12.3%

These results show customers are not only seeing content but actively interacting with and seeking out further information about the centre.

Clicks & Conversions

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Facebook continued to drive meaningful customer actions:

- Link clicks – count 544 ▼ 80.6%
- Followers gained – Count 89 ▼ 3.3%

This highlights there is still a strong conversion performance, with customers progressing from viewing posts to taking action—such as accessing timetables, booking information and updates.

Instagram Performance

Reach & Visibility

Instagram demonstrated exceptional growth in visibility this quarter:

- Reach - count 4.7k ▲ 58%
- Views - count 72.3k ▲ 163.7%

This reinforces Instagram's role in raising awareness and reaching a broad and diverse audience.

Views & Engagement

Engagement and profile activity increased steadily:

- Profile visits – Count 831 ▲ 83.8%
- Content interactions – Count 459 ▲ 261.4%

Customers are increasingly using Instagram to explore centre information, offers and updates.

Clicks & Conversions

- Link clicks – count 40 ▲ 1,200%
- Followers gained – count 50 ▼ 10.7%

While link clicks were lower—reflecting typical Instagram behaviour—audience growth remained strong, highlighting continued expansion of our online community.

Summary

During October–December 2025, Instagram and Facebook collectively delivered positive performance outcomes, supporting both awareness and engagement objectives for the facility.

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Instagram recorded strong quarter-on-quarter growth, with substantial increases in reach, views and content interactions. This indicates improved content visibility and relevance, successfully extending awareness within the local community and encouraging higher levels of engagement. Increases in profile visits and link clicks demonstrate growing user intent, although follower growth did not increase at the same rate, highlighting an opportunity to strengthen conversion from engagement to long-term audience retention.

Facebook performance remained stable and engagement-focused, with increases in content interactions and page visits, confirming its continued effectiveness as a platform for engaging established audiences and sharing information. While overall views and link clicks declined during the quarter, Facebook continues to play an important role in maintaining community awareness and supporting consideration, particularly during campaign and promotional periods.

In combination, both platforms provide a balanced digital presence, with Instagram driving reach and discovery and Facebook supporting engagement and information-sharing. Together, they continue to contribute positively to participation, communication and wider health and wellbeing objectives, with clear opportunities to enhance follower growth and traffic conversion in the next quarter.

3b. Customer Feedback Summary – Quarter 3 (October-December 2025)

Survey Participation

Customer feedback for Q3 has been gathered through monthly post-visit surveys issued to customers who attended the centre during the reporting period. A total of 109 responses were received compared to 94 survey completions in Q2, providing a robust view of customer perceptions across cleanliness, customer service, activity experience and overall satisfaction.

Satisfaction Ratings

Overall Satisfaction

Customers continued to report strong satisfaction with their overall visit experience:

- **Positive (Good/Very Good): 71.6%**
- **Satisfactory: 22%**
- **Improvement Required: 6.4%**

Overall visit satisfaction remained strong in Quarter 3, with performance broadly consistent with Quarter 2.

Positive ratings (Good/Very Good) decreased slightly from 74.5% in Q2 to 71.6% in Q3, indicating a marginal softening in top-end satisfaction.

Satisfactory ratings increased from 16.0% to 22.0%, suggesting a higher proportion of customers experienced an acceptable but not exceptional visit.

Improvement Required ratings reduced from 9.5% in Q2 to 6.4% in Q3, reflecting a notable improvement in reducing negative experiences.

Overall, while there was a small shift from positive to satisfactory responses, the reduction in low-scoring feedback demonstrates progress in addressing customer concerns and maintaining a consistently positive customer experience.

Customer Service Experience

Interactions with staff remain a key strength of the centre's operation:

- **Positive (Good/Very Good): 65.1%**
- **Satisfactory: 20.2%**
- **Improvement Required: 14.7%**

Interactions with staff continued to be a key strength of the centre's operation in Quarter 3, with overall performance remaining stable compared to Quarter 2.

Positive ratings (Good/Very Good) remained consistent, increasing marginally from 64.9% in Q2 to 65.1% in Q3, demonstrating sustained strong staff engagement.

Satisfactory ratings reduced from 23.4% to 20.2%, indicating that more customers experienced service at a clearly positive level.

Improvement Required ratings increased from 11.7% to 14.7%, highlighting a slight rise in lower-scoring experiences and an opportunity to further improve consistency, particularly during peak periods.

Overall, staff interactions continue to be viewed positively by the majority of customers, with targeted focus on service consistency expected to further reduce lower satisfaction scores in future quarters.

Activity Experience (Overall Service Score)

Activity experience was the strongest performing category in Quarter 3:

- **Positive (Good/Very Good): 77.1%**
- **Satisfactory: 14.7%**
- **Improvement Required: 8.3%**

Activity experience remained the strongest performing category in Quarter 3, although results show a slight softening compared to Quarter 2.

Positive ratings (Good/Very Good) decreased from 83.0% in Q2 to 77.1% in Q3, while still representing a strong majority of customer feedback.

Satisfactory ratings increased slightly from 12.8% to 14.7%, indicating more customers experienced an acceptable but not exceptional activity session.

Improvement Required ratings increased from 4.2% to 8.3%, suggesting some increased variability in customer experience.

Overall, activity delivery continues to perform strongly, with results indicating an opportunity to focus on consistency across sessions to return performance to Q2 levels in future quarters.

Customer Written Feedback – Qualitative Insights (Q3)

This section is based on a thematic review of **qualitative customer comments provided in the quarterly survey dataset**:

“Please let us know if there is anything we could do to improve your visit to the centre.”

All comments were reviewed collectively to identify common themes. **Cleanliness-related feedback has been excluded** from this analysis to avoid duplication with the quantitative cleanliness results.

Key Strengths Highlighted

Analysis of written feedback continues to show strong customer recognition of:

Friendly and Supportive Staff - Customers frequently commented on staff being welcoming, approachable and helpful, highlighting positive interactions and a supportive presence during visits and activities.

Quality of Activities and Instructors - Written feedback regularly referenced the quality of activities and instructors, with customers praising enthusiasm, knowledge and the overall enjoyment of sessions.

Positive Centre Atmosphere - Comments indicated that customers value the welcoming and inclusive environment of the centre, contributing positively to their overall experience.

Confidence and Familiarity for Regular Users - Regular customers noted that activities and visits generally run smoothly once routines are established, supporting repeat attendance and loyalty.

These strengths align closely with core satisfaction outcomes and continue to underpin a positive overall customer experience.

Areas of improvement Highlighted

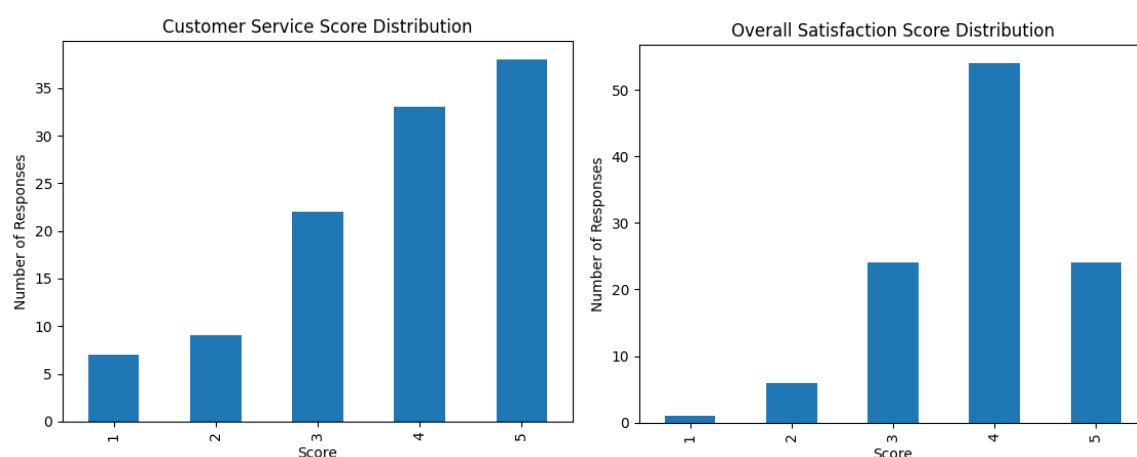
Consistency of Customer Service - Some feedback highlighted variability in service levels, particularly during busier periods, suggesting opportunities to improve consistency of staff availability and responsiveness.

Communication and Information Clarity - Customers indicated that clearer communication around activities, timetables and changes would improve the overall experience.

Support for New or Infrequent Users - A small number of comments suggested that additional guidance or reassurance on arrival would enhance the experience for first-time or occasional visitors.

Summary

Overall, qualitative feedback reinforces that **staff and activity delivery are key strengths**, aligning with the high satisfaction scores recorded in the survey. Opportunities for improvement are primarily focused on **service consistency and communication**, offering clear actions to further enhance the customer experience.



4. Accidents and Incidents Report

Accident Overview

During this quarter, Bromsgrove Sports & Leisure Centre recorded **10 accidents in total**, representing a slight increase from the previous quarter. This includes:

- **9 customer accidents**
- **1 minor colleague accident**

All incidents were managed appropriately, following correct procedural steps to ensure care, support and accurate reporting.

Accident Rate per 10,000 Visits

When measured per 10,000 visits, the accident rate for the Quarter was **0.93**, reflecting a strong continuation in low percentile of accidents per 10,000 visit with a slight increase from the **0.62** reported in the previous Quarter.

This demonstrates continued improvement in risk management, effective monitoring of activity areas and positive staff engagement in maintaining safety across the centre.

Encouragingly, the centre continues to perform well against broader benchmarks:

- **Site average (April 2024 – March 2025): 1.90 per 10,000 visits**
- **Group average for the same period: 1.83 per 10,000 visits**

This Quarters performance remains **significantly below both the site and group averages**, reinforcing the centre's strong safety culture and consistent operational standards.

Ongoing Monitoring and Improvement

The team will continue to monitor safety metrics closely to maintain this positive trajectory. Regular reviews, proactive risk identification and strong communication across departments will support further improvements and ensure high standards of safety are upheld as we move into the next Quarter.



5.Cleaning and Centre Operational Performance

Customer feedback relating to cleanliness and overall presentation remained a key focus area during the Quarter. The survey results continue to provide valuable insight into how customers perceive the quality and consistency of cleaning standards across the centre.

Satisfaction Scores

Customer feedback relating to cleanliness during the quarter shows the following breakdown:

- **Positive (Good / Very Good): 57.4%**
- **Satisfactory (Neutral): 23.8%**
- **Improvement Required (Poor / Very Poor): 18.8%**

This means **81.2% of customers** rated the centre's cleanliness as **satisfactory or better** during the quarter.

Improvements Made

In the previous quarter, **80% of customers expressed satisfaction** with cleanliness, whilst **Quarter 1 recorded a 66.4% satisfaction rating**. Q3 therefore reflects a continued uplift in

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overall cleanliness perception, with a higher proportion of customers rating the centre positively or satisfactorily compared to Q1.

This improvement highlights the ongoing efforts of the cleaning and operational teams, alongside a more responsive approach to customer feedback. Increased focus on high-traffic areas and customer touchpoints has had a positive impact on the overall cleanliness experience.

Key Strengths Identified

Customer comments and ratings highlighted several positive themes throughout the quarter, including:

- Consistently clean **gym and activity areas**
- Positive feedback on **general presentation and tidiness** of the centre
- Improved cleanliness during **peak usage periods**
- Well-maintained poolside and wet-side areas
- A noticeable improvement compared to previous visits, referenced by returning customers

These strengths demonstrate effective day-to-day cleaning standards and improved monitoring across the facility.

Opportunities for Improvement (Looking Ahead to Q4)

While overall feedback is positive, customer comments also identified areas where further improvements could strengthen satisfaction:

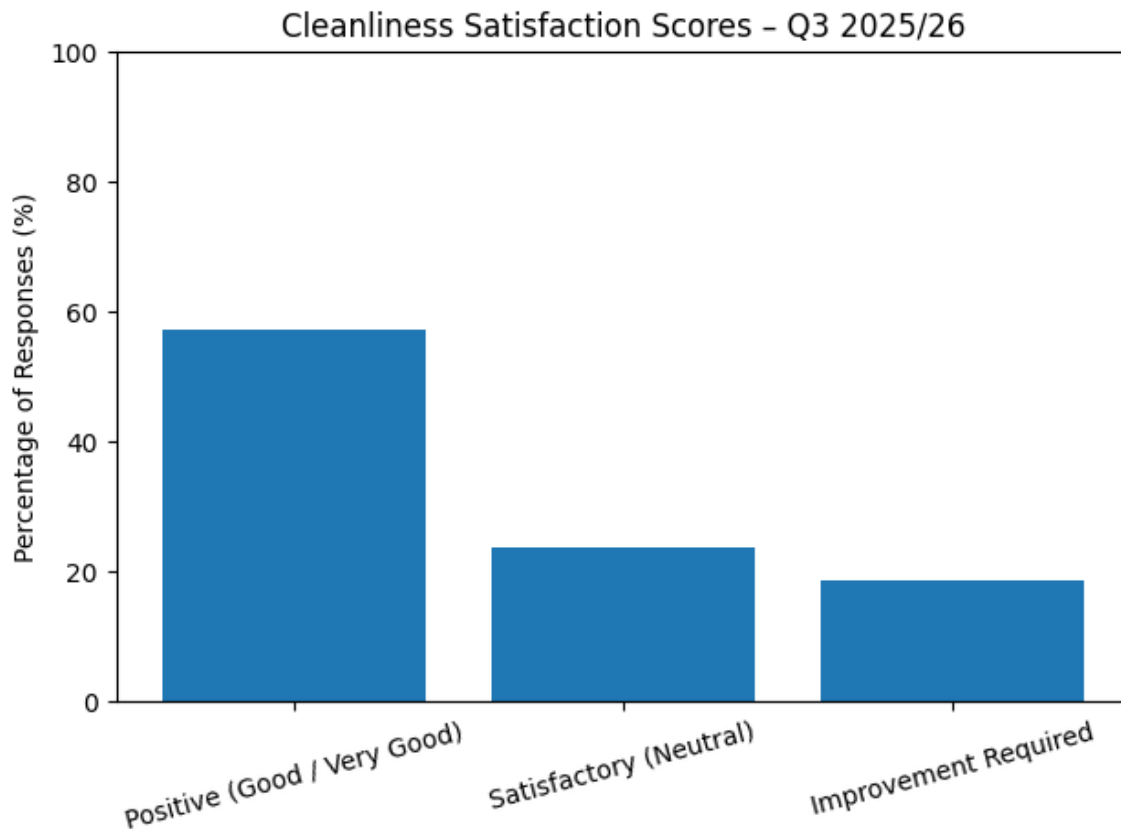
- Greater attention to **toilet and changing facilities**, particularly at busy times
- More frequent spot-checks in high-use areas during weekends and evenings
- Improved responsiveness to isolated cleanliness issues when reported
- Continued focus on consistency across all areas of the building

Addressing these points will help reduce the proportion of customers reporting lower satisfaction and further enhance the overall experience.

Summary

Cleanliness performance at Bromsgrove Sports & Leisure Centre continues to move in a positive direction, with over four-fifths of customers rating cleanliness as satisfactory or better in Q3 2025/26. Satisfaction levels have improved when compared with earlier quarters, reflecting the commitment of site teams to maintaining high standards and responding to customer feedback.

Continued focus on consistency, particularly in changing and toilet areas, alongside proactive monitoring during peak periods, will support further improvements into Q4 and beyond.



Scheduled Safety Checks and Compliance Performance

During the quarter, the centre successfully completed **93.76% of all scheduled safety checks**. This represents a slight decrease compared to **95.78% in the previous quarter**, however this drop in performance is due to our Food and Beverage checks being transferred from our traditional hard copy check books to the EQMS systems. There were initial uploading gremlins, which caused a decrease in successful checks being recorded across the business and this is evident in regional benchmarks and our completed percentile remains close to the regional benchmark of **95.29%**. This continues to reflect a high standard of operational oversight. While performance is just below the company-wide target of 100%, the consistency between quarters highlights the team's sustained commitment to safe and compliant operations.

Health & Safety Objectives, Targets & Results (2025/26 vs 2024/25)

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This section provides an analysis of Health & Safety performance for **Quarter 3 (Q3)** of 2025/26, comparing outcomes against **the previous financial year (2024/25)** and **Quarters 1 and 2** of the current year. Performance is measured against agreed objectives, targets and key indicators.

1. Legislative Compliance

Objective: To meet legislative requirements

Target: No Health & Safety breaches or prosecutions

There were **no Health & Safety breaches, enforcement notices or prosecutions** reported during Q3. This position is consistent with both **Q1 and Q2 of 2025/26** and reflects continued full compliance, matching performance achieved in the previous year. This demonstrates effective governance, robust safety systems and sustained compliance with statutory obligations.

2. Colleague Accidents and Injuries

Objective: To minimise, reduce and eliminate colleague accidents and injuries

Measure: Percentage of colleague accidents

- **Previous Year (2024/25):** 0.87%
- **Q1 2025/26:** 1.86%
- **Q2 2025/26:** 0.93%
- **Q3 2025/26:** 0.88%

Following a higher incident rate in Q1, performance improved significantly in Q2 and remained stable in Q3. The **Q3 result of 0.88%** represents a **continued reduction** and is broadly **in line with last year's performance**. This trend indicates that corrective actions introduced earlier in the year have been effective and that colleague safety performance has stabilised at a low level.

3. Customer Accidents per 10,000 Visits

Objective: To minimise the total number of customer accidents

Target: Reduction against previous year average

- **2024/25 Average:** 1.90 accidents per 10,000 visits
- **Q1 2025/26:** 1.34
- **Q2 2025/26:** 0.62
- **Q3 2025/26:** 0.93

Customer accident rates in Q3 increased slightly compared to Q2 but **remain significantly lower than both Q1 and the previous year's average**. Despite the quarter-on-quarter rise, Q3 performance continues to demonstrate a **strong overall downward trend** in customer accidents and sustained improvement in customer safety outcomes.

4. EQMS Operational Checks Compliance

Objective: EQMS Operational Checks compliance

Target: 100%

- **2024/25:** 96.65%
- **Q1 2025/26:** 97.72%
- **Q2 2025/26:** 95.78%
- **Q3 2025/26:** 93.76%

EQMS compliance decreased in Q3 compared to earlier quarters and the previous year. While performance remains high, this reduction highlights a need for renewed focus on operational checks, particularly around consistency and completion rates. Actions have been identified within the Quality Action Plan (QAP) to address this.

5. Health & Safety Systems – Statutory Compliance

Objective: Statutory compliance across Health & Safety systems

Target: 100%

- **2024/25:** 92.9%
- **Q1 2025/26:** 92.9%
- **Q2 2025/26:** 95.2%
- **Q3 2025/26:** 95.2%

Statutory compliance improved in Q2 and has been **maintained into Q3**, representing a **positive upward trend** compared to last year. While the 100% target has not yet been achieved, performance is moving in the right direction and remains stable quarter-on-quarter.

6. Public and Employer Liability Claims

Objective: Increase the percentage of repudiated PL/EL claims

No claims data was recorded for Q1–Q3, consistent with the previous year. While no trend analysis is possible, the absence of claims supports the overall positive safety performance at the centre.

7. Statutory Inspections and Servicing

Objective: 100% compliance with statutory inspections and servicing

- **2024/25:** 100%
- **Q1–Q3 2025/26:** 100%

Full compliance has been maintained across all quarters, matching last year's performance and demonstrating effective contractor management and compliance monitoring.

Commitment to Continuous Improvement – Quality Action Plan (QAP)

The centre remains fully committed to:

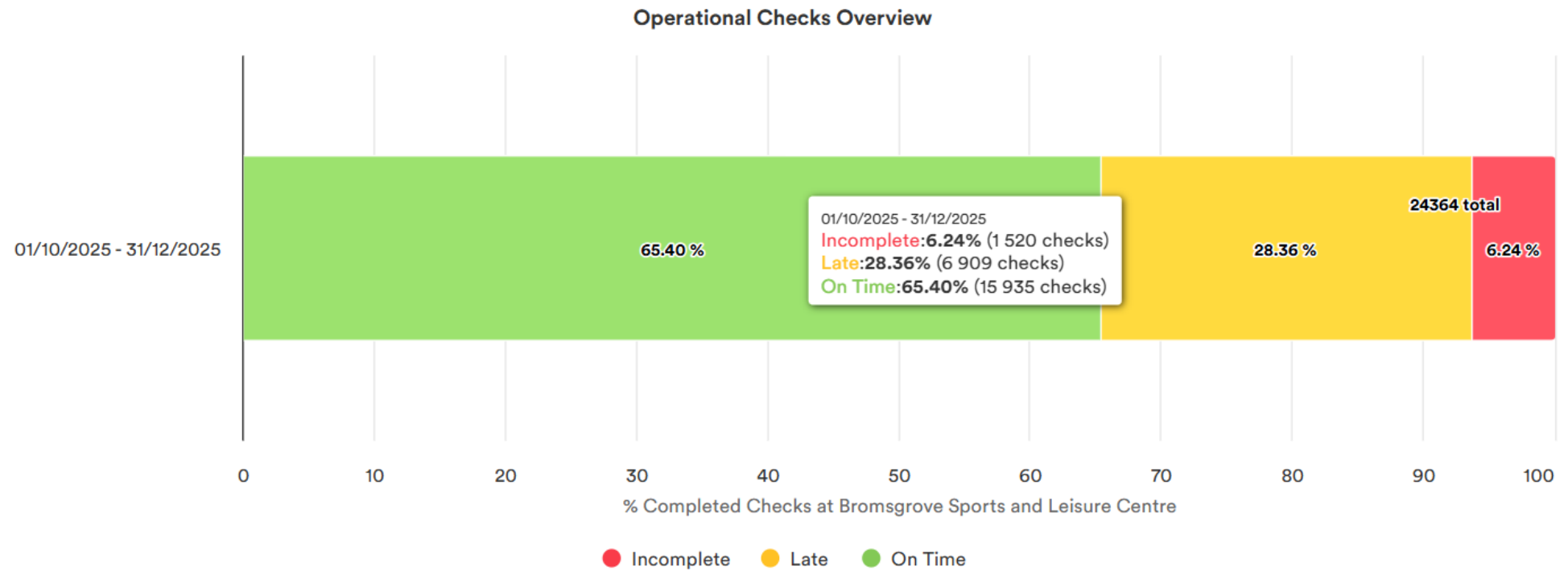
- Achieving **100% compliance** across both scheduled safety checks and statutory servicing
- Addressing all identified shortfalls through the **Quality Action Plan (QAP)**
- Maintaining a proactive health and safety culture through team training, supervision, and performance monitoring

Actions arising from this quarters findings have been integrated into the QAP, ensuring continuous improvement remains central to operational management.

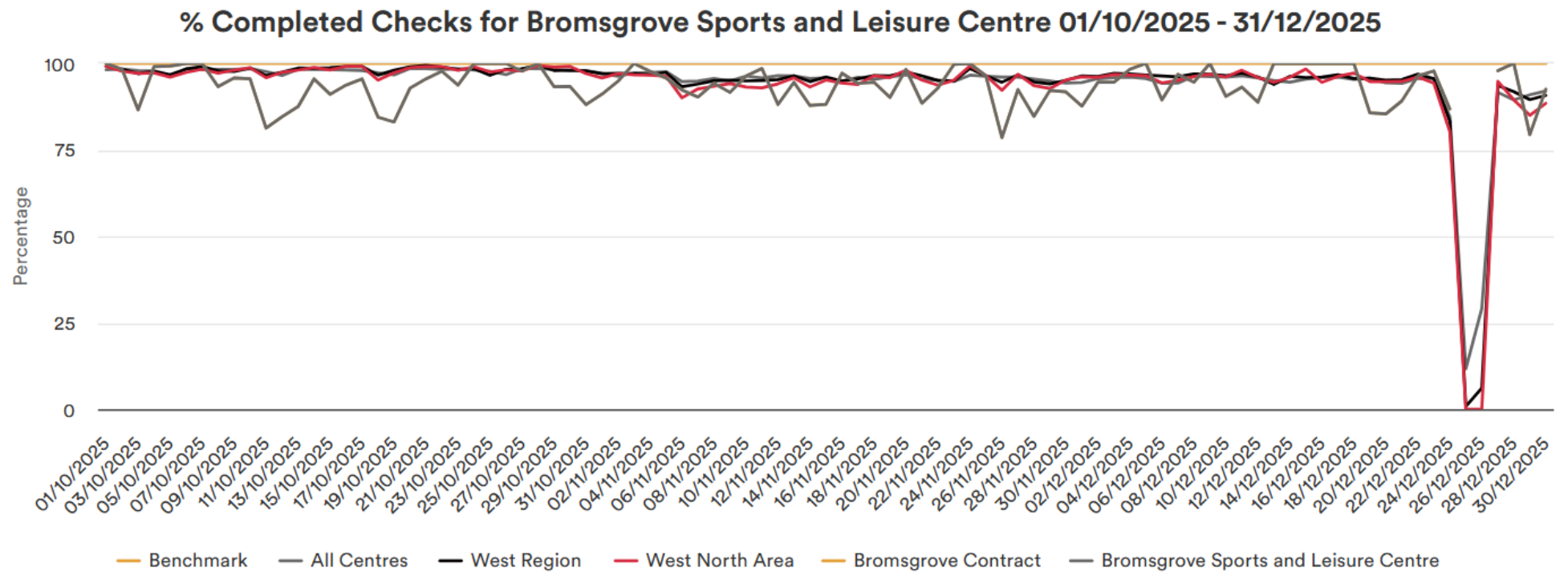
Summary

Q3 Health & Safety performance at Bromsgrove Sport and Leisure Centre remains **strong and largely consistent** with earlier quarters and the previous year. Key strengths include sustained legislative compliance, low levels of colleague and customer accidents, improving statutory compliance, and full adherence to inspection and servicing requirements. Areas for improvement have been identified around **EQMS operational checks**, with actions already incorporated into the Quality Action Plan to support improved performance in Q4.

Operational Checks Overview



Operational Checks Benchmarks



HEALTH & SAFETY OBJECTIVES, TARGETS & RESULTS

2025-2026

	Objectives	Source of Data	Target	Previous Year Results 2024-25	Performance - Current year to date				Year Performance Results	Actions for improvement added to QAP
					Q1	Q2	Q3	Q4		
1	To meet legislative requirements	External complaints, enforcing authorities notices and prosecutions	No Health & Safety breaches or prosecutions	N/A	N/A	N/A	N/A			
2.	To minimise, reduce and eliminate colleague accidents and injuries	Accident reports EQMS	Reduce percentage of colleague accidents # of accidents (Divided by) # of colleagues (113) x100	0.87%	1.86%	0.93%	0.88%			
3.	To minimise total number of customer accidents per 10,000 visits	Accident reports EQMS	Reduce number of customer accidents per 10,000 visits	1.90 Average for Apr 2024 - March 2025	1.34 Average for Apr 2025 - Jun 2025	0.62 Average for July 2025 - Sept. 2025	0.93 Average for Oct 2025 - Dec 2025			
4.	EQMS Operational checks Compliance	EQMS Performance Dashboard	100%	96.65%	97.72%	95.78%	93.76%			
5.	H&S Systems Performance Statutory Compliance	Performance Review Reports	100%	92.9%	92.9%	95.2%	95.2%			
6.	PL/EL Compensation Claims	Broker & Insurer/ RHSQM	Increase % of repudiated Claims	N/A	N/A	N/A	N/A			
7	Statutory Inspections & Servicing	Contractors	100% compliance	100%	100%	100%	100%			

6. Membership & Utilisation Performance – Quarter 2 Summary

Year-on-Year Membership & Utilisation Performance

During Q3, our attendance reporting methodology and the way visits are captured was updated. As a result, we anticipate a similar attendance position being reported over the next two quarters. This revised methodology provides a **more accurate and representative reflection of actual facility usage** and enables more detailed analysis of attendance trends.

The enhanced reporting now allows for greater segmentation of attendance data, meaning we are able to report on specific customer groups and specialist cohorts should the Authority wish to include this in future reporting periods.

Membership & Utilisation Performance

Category	Q3 Total Same Quarter Previous Year		Difference
Total visits (including EA cards and non-card holders)	78,658	92,060	-13,402
EA Cards added in period	1,570	1,292	+278
Total EA Cards to date	85,446	77,953	+7,493
Gym members	2,264	2,716	-452
Swimming lessons – children enrolled	1,108	1,236	-128
Swim lesson occupancy	77%	74%	+4%
RIDDOR reportable events	0	0	0

Key Performance Analysis

Both **fitness and swimming memberships declined year-on-year** during Q3. This has been influenced by a combination of **increased local competition** within the gym and swimming lesson market, alongside the continued impact of the **car parking situation**, which has affected customer access, visit frequency and new member acquisition.

Despite the reduction in lesson enrolments, **swim lesson occupancy increased to 77%**, demonstrating strong demand within the programme and effective utilisation of available capacity.

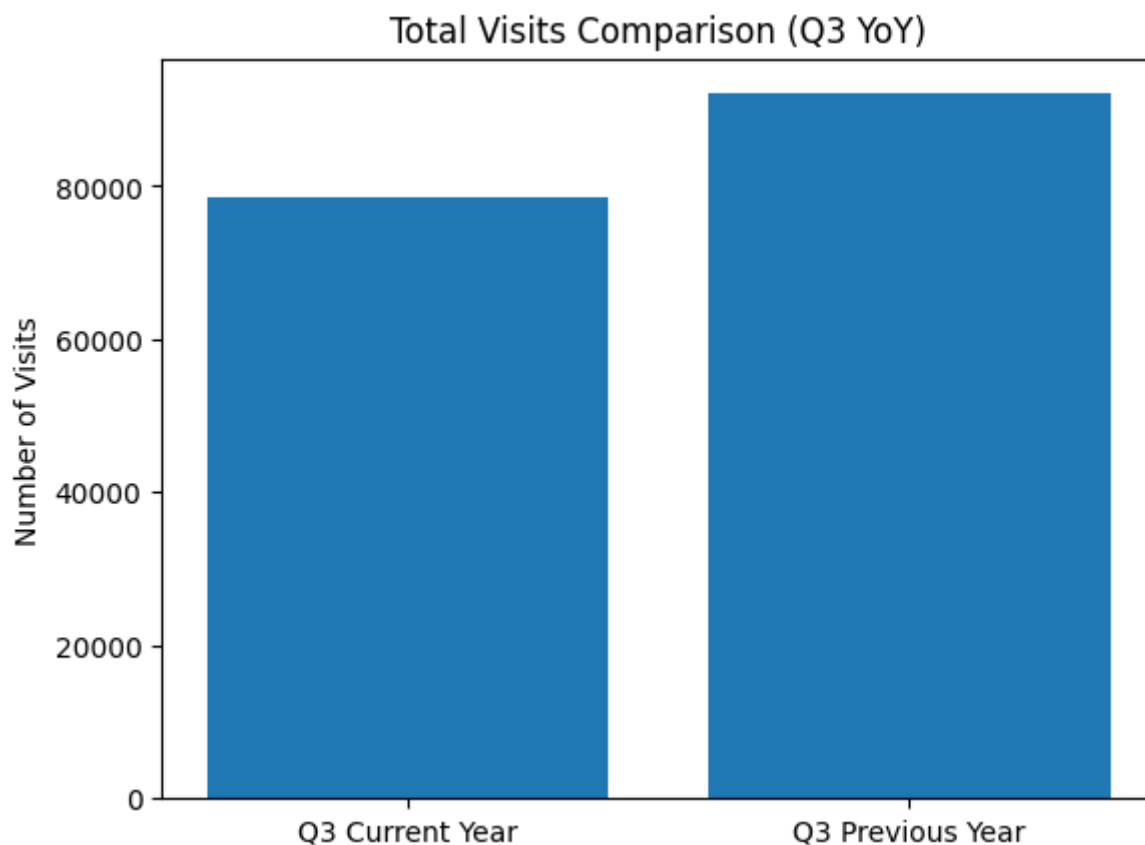
Encouragingly, the continued growth in **EA Card distribution** reflects strong engagement with concessionary and inclusive access offers, supporting wider participation across the community.

Retention & Membership Quality

- **Fitness attrition** remained strong at an average of **5.27%** for Q3, closely aligned with the regional average of **5.21%**
- **YOU+ premium memberships** continued to perform well:
 - **18% of new members** joined on the premium product
 - This represents a **2% improvement compared to Q2**
 - Performance remains marginally below the regional average of **19%** and the business target of **20% by the end of Q4**
- **Average member length of stay** remains a key strength:
 - Q3 average: **23.95 months**
 - Regional average: **16.95 months**
 - This reflects a further **quarter-on-quarter improvement of two months**

Programme Engagement & Customer Outcomes

- **Group exercise participation** decreased slightly, with **24% of unique members** attending at least one class during the quarter
- **25% of new members** engaged with group exercise programmes, highlighting continued success in early-stage engagement
- **Customer feedback remains exceptionally positive**, with **97.24%** of respondents reporting improvements to their health and wellbeing as a result of participation at the centre, improving from **95.8% in Q2**



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7. Maintenance Programme

2025/26 PPM schedule - As part of our long-term strategy, all PPM schedules have now been inputted into our EQMS-FM system. This will allow us to have everything all in one place, allowing better management of future maintenance and service planning across the business.

Please see attached: EQMS PPM Schedule 2025-26

8. Activity & Wellbeing Delivery – Quarter 2 Insight

Social Value Calculator – Q3 2025/26

During Quarter 3 (October to December 2025), Everyone Active generated a total attributable social value of £569,747 across the Bromsgrove contract. This represents a 1.17% increase year-on-year when compared to the same period in the previous year, demonstrating continued positive impact for residents despite ongoing economic and participation challenges.

A total of 4,370 unique participants generated social value during the quarter, with an average social value per person of £130. The full social value generated by leisure centre users during this period is estimated at £1.63 million. Performance against national benchmarks remains strong, with Bromsgrove achieving a top-quartile ranking for social value per person and an above-average sector position for social value per site.

The majority of social value delivered relates to individual wellbeing, totalling £496,710, reflecting increased life satisfaction linked to regular participation in physical activity. A further £73,037 of social value was generated through physical and mental health outcomes, including reduced risk of conditions such as depression, cardiovascular disease, type 2 diabetes, back pain and reduced GP visits. These outcomes support preventative health objectives and contribute to long-term cost avoidance for health and social care systems.

Activity data indicates that 58% of leisure centre users were classified as physically active (achieving 150+ minutes of activity per week), representing a marginal increase on the previous year. Members continue to be the primary contributors to sustained activity levels, reinforcing the importance of membership-based engagement in delivering long-term health and wellbeing benefits.

Overall, the Social Value Calculator confirms that the Bromsgrove contract continues to deliver measurable, positive social outcomes, aligned with the Council's health, wellbeing and physical activity priorities

Specialist and Health & Wellbeing Memberships

Everyone Active continues to provide a range of specialist and concessionary memberships to support access for residents with additional needs and those facing barriers to participation. A comparison between Quarter 2 and Quarter 3 is outlined below.

Parkinson's memberships increased from 54 in Q2 to 59 in Q3, demonstrating continued engagement from residents living with long-term health conditions and the success of inclusive activity offers. Membership numbers for care experienced individuals and sporting champions remained stable across both quarters.

There was a reduction in Carers memberships from 34 to 22 and Physical Activity (PA) Voucher Scheme memberships from 75 to 51. This reflects a combination of referral periods ending, participants transitioning into standard or paid memberships, and normal quarterly fluctuation rather than a reduction in access or provision. No 'cared for children' memberships were recorded in either quarter.

These targeted membership schemes remain a vital component of the contract's approach to tackling health inequalities and supporting inclusive access to physical activity across the district

**Bromsgrove Sport and Leisure Centre – Social Value Impact (October-December 2025) Full report attached.*

***Bromsgrove Sport and Leisure Centre – July–September 2025 full Newsletter attached.*

BROMSGROVE HWB MEMBERSHIPS Q3 25/26

59

PARKINSON'S
MEMBERSHIPS

51

PA VOUCHER
SCHEME

22

CARERS

0

CARED FOR CHILDREN
MEMBERSHIPS

6

SPORTING
CHAMPIONS

1

CARE EXPERIENCED
MEMBERSHIPS



everyone **ACTIVE**

9. Environmental & Energy Performance – Quarter 2 Insight

Bromsgrove Sports & Leisure Centre has continued to actively manage its energy performance throughout Q2 2025/26 (October–December), with a clear focus on sustainability and responsible operational management. A year-on-year comparison against the same period in 2024 provides valuable insight into how operational factors and external conditions have influenced energy consumption and associated carbon emissions.

Electricity Consumption & Emissions

Overall Performance

Electricity Consumption Comparison:

Month 2024	Consumption (kWh)	Month 2025	Consumption (kWh)	Total Difference
October	58,796.10 kWh	October	59,806.90 kWh	-1,037.80 kWh
November	57,027.90 kWh	November	61,749.50 kWh	-4,721.60 kWh
December	58,453.90 kWh	December	61,575.00 kWh	-3,121.1 kWh

Site carbon emissions because of electricity:

Month 2024	Emissions (Kg Co2)	Month 2025	Emissions (Kg Co2)	Total Difference
October	13,699.49 KG	October	13,935.01 KG	-235.52 KG
November	13,287.50 KG	November	14,387.63 KG	-1,100.13 KG
December	13,619.76 KG	December	14,346.98 KG	-727.22 KG

Electricity consumption during Q2 2025/26 shows a modest increase across all three months when compared to the same period in the previous year. This increase is most pronounced in November and December, with October remaining broadly comparable year on year.

Correspondingly, electricity-related carbon emissions also rose in line with increased consumption. The scale of these increases remains relatively moderate and is likely reflective of operational demand, such as changes in occupancy levels, activity programming, or extended operational hours, rather than a deterioration in energy efficiency. Importantly, no abnormal spikes were identified, indicating that electricity usage remains broadly stable and well managed within the context of site operations.

Gas Consumption & Emissions

Overall Performance

Gas Consumption Comparison:

Month 2024	Consumption (kWh)	Month 2025	Consumption (kWh)	Total Difference
October	116,854.79 kWh	October	164,306.95 kWh	-47,452.16 kWh
November	147,668.06 kWh	November	212,803.65 kWh	-65,135.59 kWh
December	154,437.04 kWh	December	233,144.10 kWh	-78,707.06 kWh

Site carbon emissions because of natural gas:

Month 2024	Consumption (kWh)	Month 2025	Consumption (kWh)	Total Difference
October	21,501.28 KG	October	30,232.48 KG	-8,731.2 KG
November	27,170.92 KG	November	39,155.87 KG	-11,984.95 KG
December	28,416.42 KG	December	42,898.51 KG	-14,482.08 KG

Gas consumption shows a more significant year-on-year increase across the quarter, with notable uplifts in October, November, and December 2025 compared with the same months in 2024. As expected, carbon emissions associated with natural gas usage follow the same upward trend.

This pattern is strongly influenced by boiler-related works undertaken during the previous year, which have altered the site’s heating baseline. As a result, direct comparisons with the previous year should be interpreted with caution. The increased gas consumption reflects a combination of revised system operation, heating demand across colder months, and the need to maintain internal comfort conditions within a large, high-use leisure environment.

Summary

- Electricity consumption and emissions increased modestly year on year, likely driven by operational factors rather than inefficiency.
- Gas consumption and associated emissions rose more substantially, primarily reflecting the impact of boiler works and changes to heating system operation rather than colder weather.

- Weather conditions during Q2 2025/26 were generally mild, suggesting limited climatic influence on increased energy demand.
 - Overall, the site continues to demonstrate a proactive approach to energy management, with clear understanding of the factors influencing consumption trends.
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