

EVERYONE

Bromsgrove Sport and Leisure Centre

Scrutiny and Overview July 2026

Our Values

Improve people's lives



We innovate



We create exceptional experiences



We inspire activity

Everyone matters



We act with integrity



We respect and include everyone



Health and safety comes first

Play to win



We continually learn and improve



We succeed through teamwork



We set ambitious goals

EVERYONE Memberships

Fitness memberships

Pre-covid Feb-20	Post-covid Feb-22	Current
2577	2643	2313

Fitness members Average length of membership (in months)

Pre-covid Feb-20	Post-covid Feb-22	Current
10.82	10.3	15.54

- Changes to landscape – Increase in Competition
- Increased Length of stay
- Strongest Length of stay in the Region
- Increased resource to support growth



EVERYONE

Everyone Active Swimming Lessons

Pre-Covid Feb-20	Post-Covid Feb-22	Current
1158	1472	1047

- **Changes to landscape – Increase in Competition**
- **Group Decline Heads on scheme**
- **Group Decline in Length of stay**

- **Action being taken...**
 - Recruitment and training.
 - upfront payment process changes for swim lessons under review.
 - Delivery of Water safety Awareness
 - Increase of school lesson delivery for September 2026 by 57%.
 - Strong private lesson scheme performance.

NPS Reporting & Feedback

NPS survey	April 2024- May 2025		
	Cleanliness	Customer Service	Overall visit
Positive	46%	67%	69%
Neutral	24%	24%	26%
Negative	30%	9%	5%

NPS survey	1 June 2025- 30 June 2026		
	Cleanliness	Customer Service	Overall visit
Positive	57%	64%	70%
Neutral	20%	26%	24%
Negative	23%	10%	6%

- What is NPS

- Cleanliness 2025/26

- Q1 - 66.2%
- Q2 - 79.8%
- Q3 - 81.2%
- Q4 - 77.2%

- Google Reviews

- increased from 3.9 to 4.3 stars in 12 months

- Car park charges

SOCIAL VALUE 25-26

ATTRIBUTABLE
SOCIAL VALUE

£2,458,877

TOTAL SV PARTICIPANTS

10,038

SOCIAL VALUE
PER PERSON

£245

LC USERS FULL SV

£7,012,921

INDIVIDUAL
WELLBEING

£2,144,343

TOTAL SV £ (IND W.)

£46,796.3 £2.1M

PHYSICAL & MENTAL
HEALTH

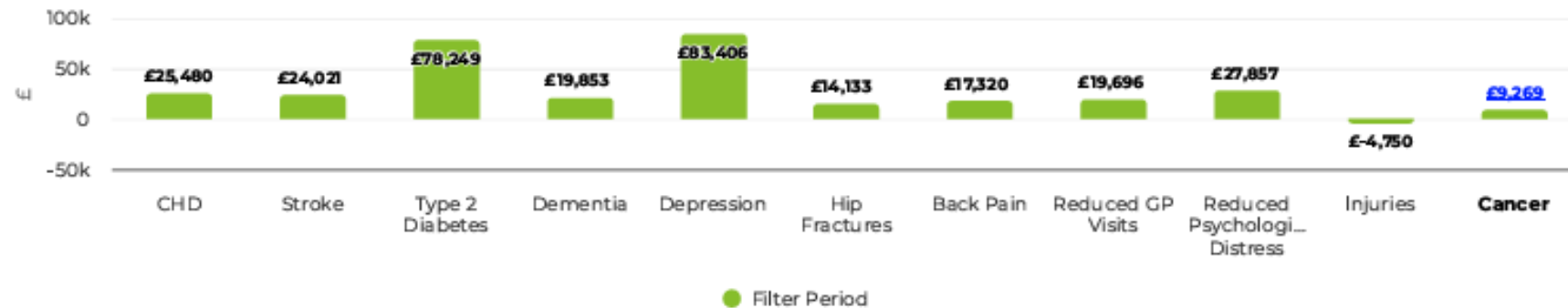
£314,534

TOTAL SV £ (P&MH)

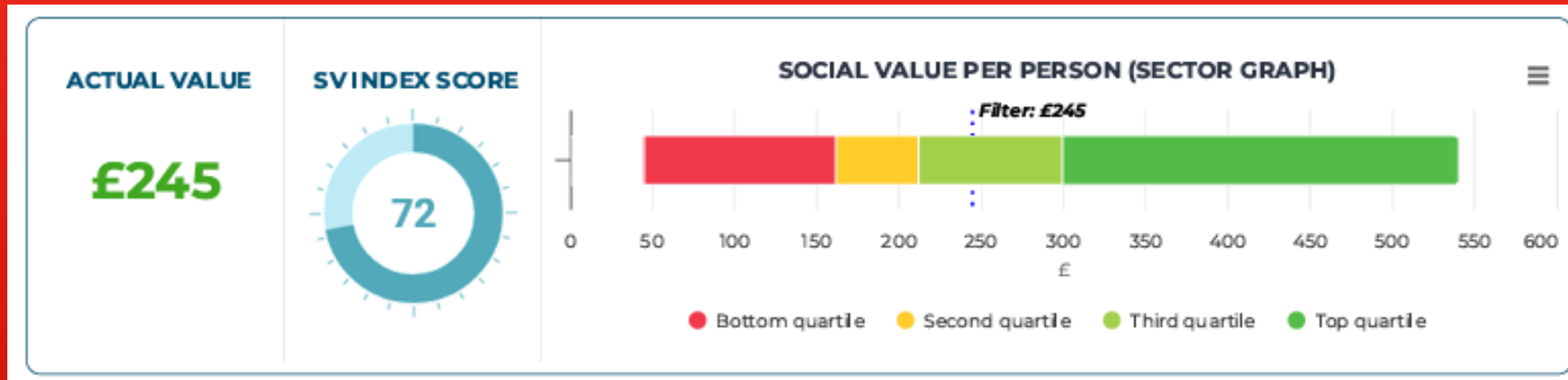
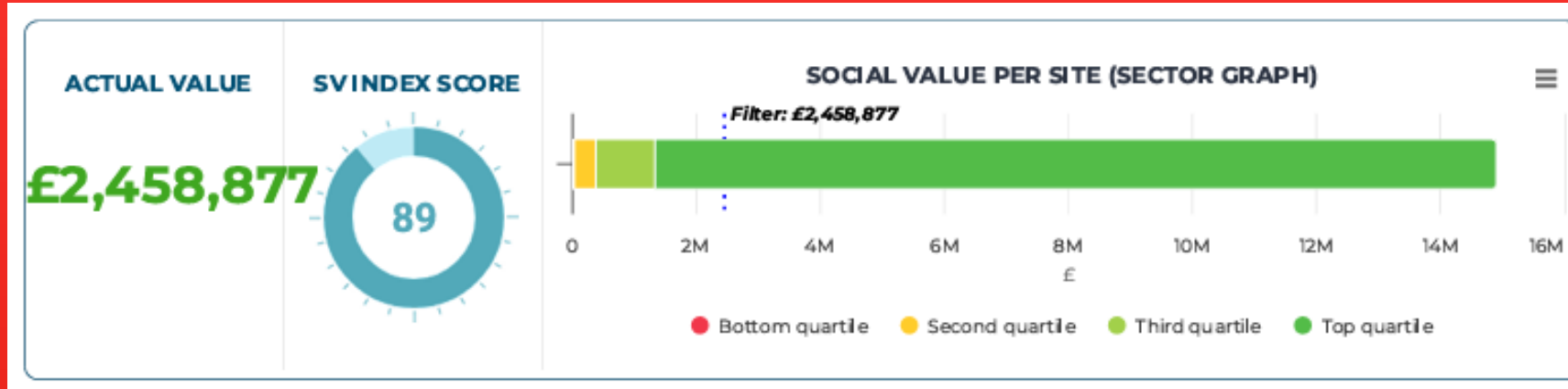
£229,351.7 £85,182.3

HEALTH INDICATORS

Apr-25 | Mar-26



SOCIAL VALUE 25-26



Partnership work in Bromsgrove

Following a meeting in June 2026 increased awareness of our partnership work...

- Bromsgrove & Redditch Wellbeing in Partnership Group
- Bromsgrove Social Prescribing
- Herefordshire & Worcestershire Health & Care NHS Trust
- Bromsgrove Primary Care Networks
- Public Health
- BDHT (Bromsgrove District Housing Trust)
- MSK Physiotherapy



EVERYONE

IS READY TO ANSWER QUESTIONS...