

Wiltshire Southwest Area Board

Nadder Centre Update Financial Year: 2023/24

The Nadder Centre Team is focused on the continued delivery of Quality, Safe activities and services for residents. Our leisure business plan is 'To ensure our leisure centres are fit for purpose and accessible to all; are well maintained and financially sustainable and support the Councils target to achieve Net Zero by 2030'.

The business plan's foundation is based on the following Five Gold Stars:

- Financial Sustainability
- Public Health
- Wider Economic Outcomes
- Carbon Neutrality
- Community Impact

Headline usage and activity participation numbers for 2023/24 are:

Membership

- The centre total membership grew by 27% from 1st April 2023 – March 31st 2024
- 75% of the membership choose the Fitness Zone membership which primarily offers unlimited gym use.

Action for 2024/25

- Consider classes to compliment the Life Zone membership to attract new users.
- Consider partnership promotion with Personal Training concession to offer added value to existing members.

New activities for 2023/24

- Trampolining and Tumble classes are running 4 weekly sessions.
- Soft Play area had its first year of operation attracting 1,208 visits.
- Send Classes, Hearing checks and Respiratory clinics in place.

Actions for 2024/25

- Generate a focused marketing plan to reach our secondary villages and residents.
- Promotions plan to generate links to partner services and our Library Service.
- Launch Pickleball following it's success at Five Rivers, Salisbury.
- Launch Virtual Class programme Summer 2024.

Partnerships

- The Coffee Angels Pilot under the 3 month Warm Spaces initiative was very well received by users and residents and gained a positive ambience during opening hours.
- The NHS maternity service is being well used by local residents.

- Incubation Units are being well used with 2 small units being available for future daily, weekly or annual rental.
- Tisbury Swimming Pool delivered a community and School programme and extended use for a extra 2 weeks following positive customer feedback.

Actions

- Evaluate the Coffee Angels Pilot and build the relationship to increase participation and sustainability for the partnership.
- Market the vacant Incubation units
- Continue to work with the Tisbury Swimming Club to support community and School use of the pool.

Other Headline figures

- 14,934 gym workouts
- 1,208 Soft play visits
- 3,953 participants in exercise Classes
- 1,230 children attended after School activities
- 8,497 Centre based Sportshall users (not including club use)

Actions

- Offer an open Day in September to offer residents the opportunity to visit and undertake activities and meet Clubs.
- Organise a 'Meet the Team Event' in July to gather feedback from users, residents and non-users on what we do well and how we can improve.
- Consider installation of a visitor counter to evaluate no sports/activity visits.

Edd Pooley

Leisure Area Manager South

May 2024