

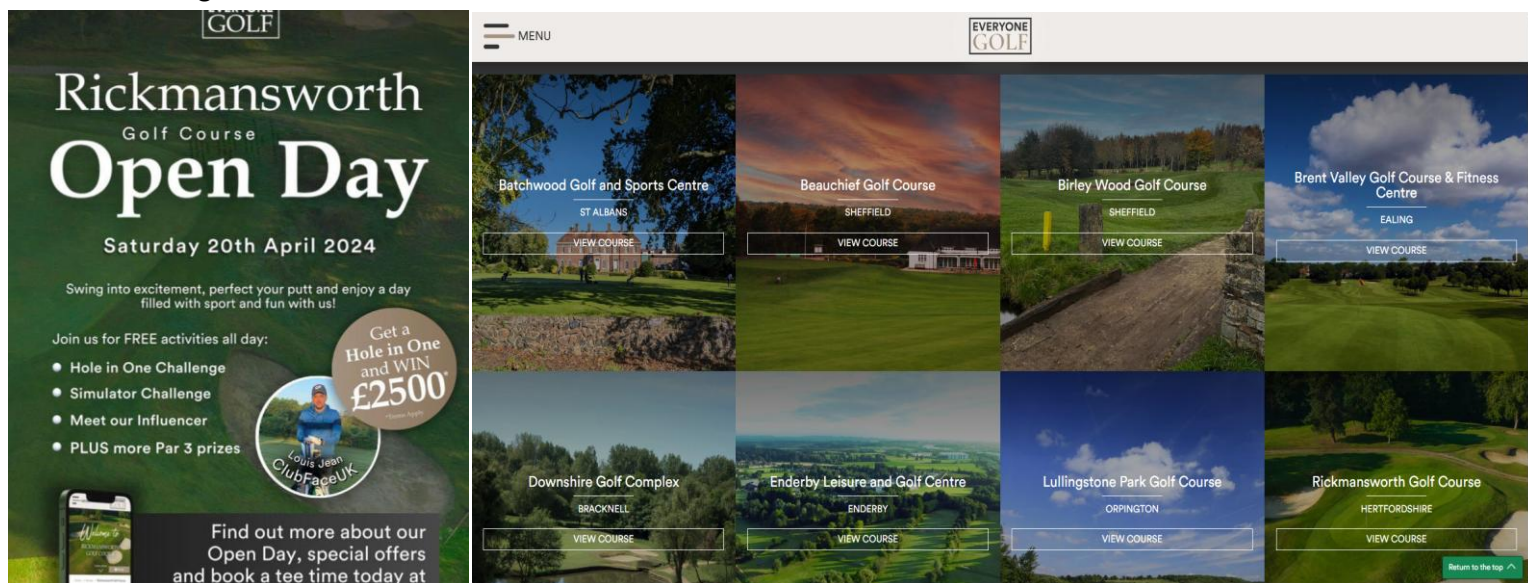
Everyone Active Annual Report

April 2024 – March 2025



I. Executive Summary

Rickmansworth Golf Course hosted an Open Day on Saturday 20th April 2024. The day was brilliantly attended with over 100 users varying in ages and abilities attending the day. Various challenges were run throughout the day such as a 'Hole in One' competition with a top prize of £2,500, Simulator and Par 3 challenges too. The day saw the launch of the new Everyone Golf brand including the new apps and dedicated golf website www.EveryoneGolf.com. Instagram golf influencer ClubFaceUK was in attendance to promote the facilities and run the exciting games and challenges.



South Oxhey Leisure Centre & William Penn Leisure Centre had a brilliant Easter 2024 with Let's Play delivering a fantastic holiday camp with 266 children attending and hearing very positive feedback from customers and colleagues. Both sites also run an Easter egg collection which were then dropped off to the local community foodbanks, and very well received.



South Oxhey Leisure Centre won 'Energy Reduction Site of the Year' at the Everyone Active Business Awards in May 2024. The awards cover the South East Region of Everyone Active which is over 100 sites and recognised the fantastic work the team have done at the centre in reducing their carbon emissions wherever possible.



South Oxhey hosted a charity Zumbathon event in June 2024. Over 150 people attend the event throughout the day, and £700 was raised on the day for MacMillan. We had 15 colleagues from South Oxhey, and neighbouring sites give up their free time in support of this event and ensure that all those attending had a great time.



To promote Drowning Prevention Week, William Penn & South Oxhey Leisure Centre promoted our new Rookie Lifeguard swimming lessons which incorporated aspects of the National Pool Lifeguarding Qualification course and life-saving skills. The courses have been a real success with over 50 children attending and have allowed students to increase their swimming skills whilst also learning valuable lifesaving skills.



May 2024 saw the launch of our first Community Health Café events commence. Exercise on Referral co-ordinators, delivered free blood pressure checks, posture assessments and healthy

nutrition information along with offering board games, social spaces and general social gatherings within the café areas. The event was a success firstly held at William Penn Leisure Centre but subsequently followed with future events also at South Oxhey Leisure Centre, which also were huge successes. The events have now become a regular feature at both facilities.



After South Oxhey's very successful charity Zumbathon in June 2024, William Penn hosted a 12-hour charity football match. Over 130 people participated in the event throughout the day, and £200 was raised on the day for our new corporate charity, Breast Cancer Now. We had members and colleagues take part and making it another successful day.



August 2024 saw Quest Annual assessments at both William Penn Leisure Centre and South Oxhey Leisure Centres. Both centres achieved a rating of 'Very Good'. As part of the future plans the teams are now hoping to achieve "Excellent" accreditation in 2025.



William Penn hosted Silver Sunday on the 6th October 2024 which was a new initiative aimed at offering free taster activities to the over 50's. Sessions included badminton, pickleball, table tennis

and low intensity circuits classes. The event was very well attended, with a lot of the users now joining the weekly pickleball sessions

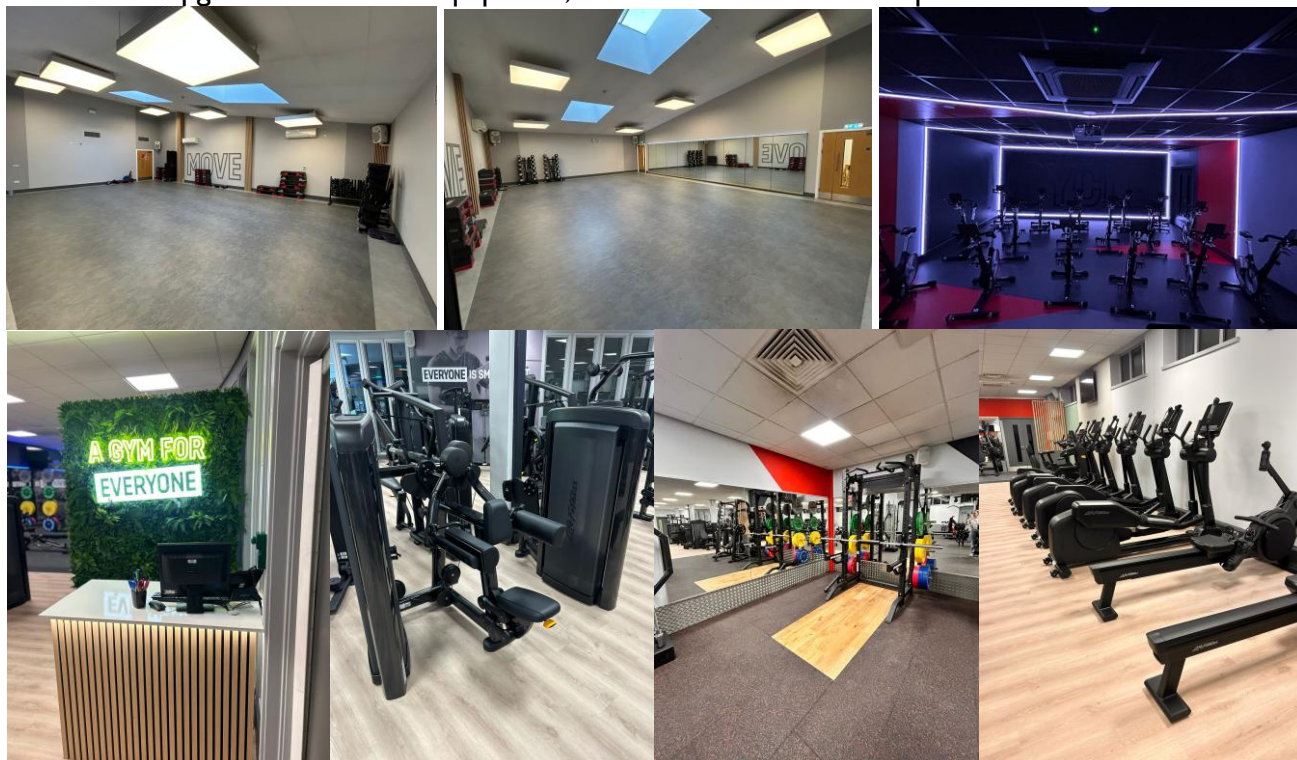


One of the most heartwarming stories and successes of the year was the help and support offered by our fantastic swim team to seven-year-old double amputee Oscar Connor. Oscar had both legs amputated at the age of two, but this did not stop him from conquering his fears and learning to swim. Oscars inspirational story received some brilliant PR and circulated and shared across the Watford Observer and Harrow Online.

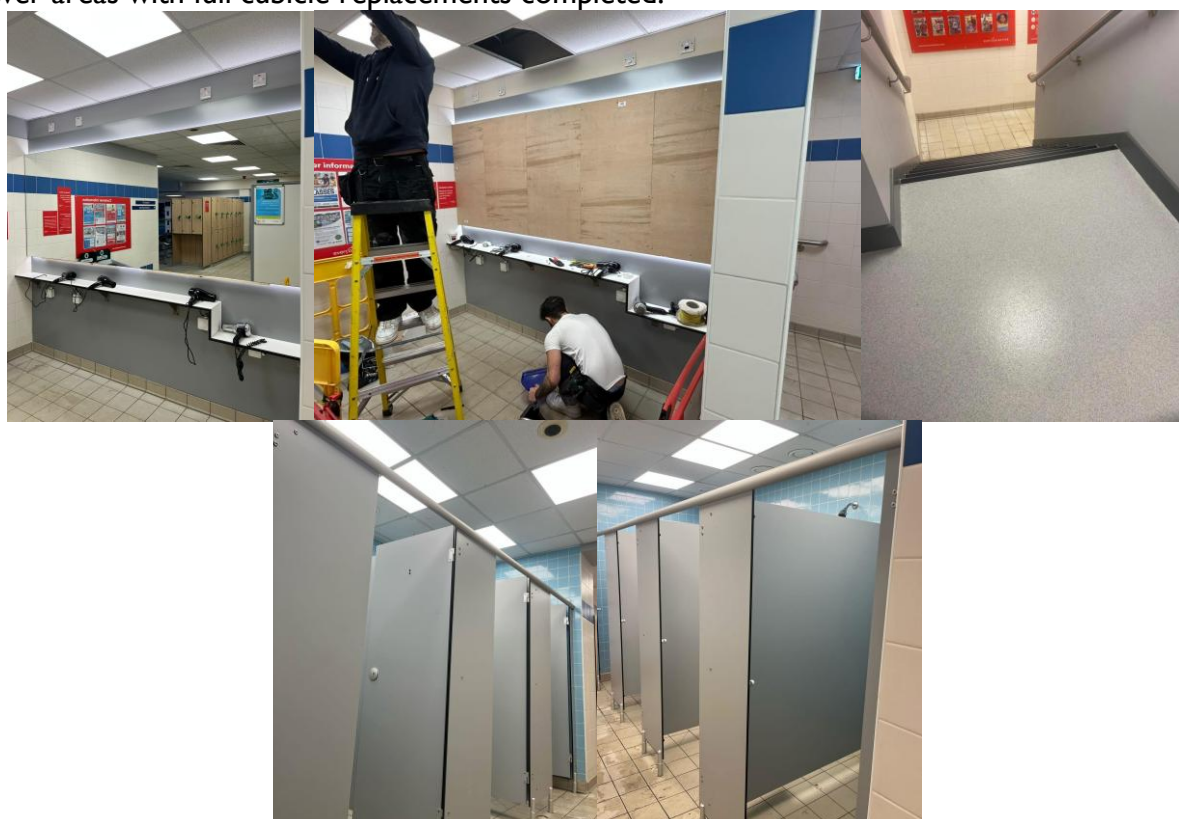


During the months of November and December 2024 William Penn Leisure Centre underwent a £500,000 investment into the fitness areas of the facility. Studio 1, Studio 2, the Spin Studio and the gym all had major refurbishment works. The works encompassed new flooring throughout, redecoration, lighting, ventilation and full kit replacements. The works have been extremely well

received by customers and colleagues. We have also been able to increase the occupancy of the classes with upgrades to the AV equipment, which has created more space.



Various upgrade works were completed around the Changing Village at William Penn Leisure Centre throughout January 2025. Vanity areas and the flooring and threads to the Changing Village entrance were replaced, painting and decoration works were completed to the entrance, and all shower heads were replaced. Following these works, further works were also completed to the shower areas with full cubicle replacements completed.



2. Attendance Summaries

Total Attendance	2023/24	2024/25	Variance	% Variance
William Penn Leisure Centre	406,142	452,501	+46,359	+11%
South Oxhey	326,390	342,923	+16,533	+5%
Rickmansworth Golf Course	73,249	53,827	-19,422	-26%
Contract Total	805,781	849,251	+43,470	+4%

Adult Attendance	2023/24	2024/25	Variance	% Variance
William Penn Leisure Centre	299,930	347,370	+47,440	+16%
South Oxhey	207,602	227,370	+19,768	+10%
Rickmansworth Golf Course	71,865	51,351	-20,514	-29%
Contract Total	579,397	626,091	+46,694	+8%

Junior Attendance	2023/24	2024/25	Variance	% Variance
William Penn Leisure Centre	106,212	105,131	-1,081	-1%
South Oxhey	118,788	115,553	-3,235	-3%
Rickmansworth Golf Course	1,384	2,476	+1,092	+79%
Contract Total	226,384	223,160	-3,224	-1%

In the 2024/25 period, total attendance across all facilities increased by 4%, driven primarily by a strong rise in adult participation, which grew by 8%. William Penn Leisure Centre led the growth, showing notable gains in both total (+11%) and adult (+16%) attendance. South Oxhey also saw moderate increases, while Rickmansworth Golf Course experienced significant decline in total (-26%) and adult (-29%) attendance, despite an impressive 79% surge in junior attendance. The decline in adult attendance at Rickmansworth Golf Course is largely attributed to a reporting issue in the previous year, whereby the booking system was programmed to report the total attendance at an event at each hour, for example a five-hour event with 100 attendees was reporting as 500 attendances rather than 100, thus inflating the 2023/24 numbers. Once corrected, the 2024/25 data presents a more accurate picture of regular usage.

Junior attendance is down by 1% against the contract figures. This is due to the Watford Gymnastics Club finding a new location and no longer using South Oxhey Leisure Centre, which previously contributed approximately 1,000 junior users per month.

William Penn has seen a reduction in the number of junior participants joining the swim scheme. This is due to increased competition from other local providers in the area, and whilst the lessons are competitively priced there has still been a reduction in numbers.

Overall, adult engagement continues to grow and junior figures indicate positive activity trends that are expected to improve further with strategic programme adjustments.

2.1 Membership statistics

Fitness Membership

	March 2024	March 2025	Variance
William Penn LC	3,128	3,282	+154
South Oxhey LC	2,533	2,722	+189
Total	5,661	6,004	+343

Swimming Lessons

	March 2024	March 2025	Variance
William Penn LC	1,120	953	-167
South Oxhey LC	1,402	1,471	+71
Total	2,522	2,424	-98

Fitness memberships have grown over the previous twelve months. South Oxhey Leisure Centre is plateauing as the gym starts to reach capacity in the evenings. Gym and studio refurbishments at South Oxhey Leisure Centre are due in late 2025. We hope this continued investment and improvements will see an increase in memberships and general users.

Swimming Lessons numbers have reached capacity at South Oxhey Leisure Centre which shows great uptake by local residents and the effect a fantastic facility has had in the local area.

3 Environment

3.1 Environmental and Energy Management Plan Progress Updates

Five hundred solar panels were installed on the roof of William Penn Leisure Centre as part of a project, funded by Sport England, Swimming Pool Support Fund, to help decarbonise leisure centres.

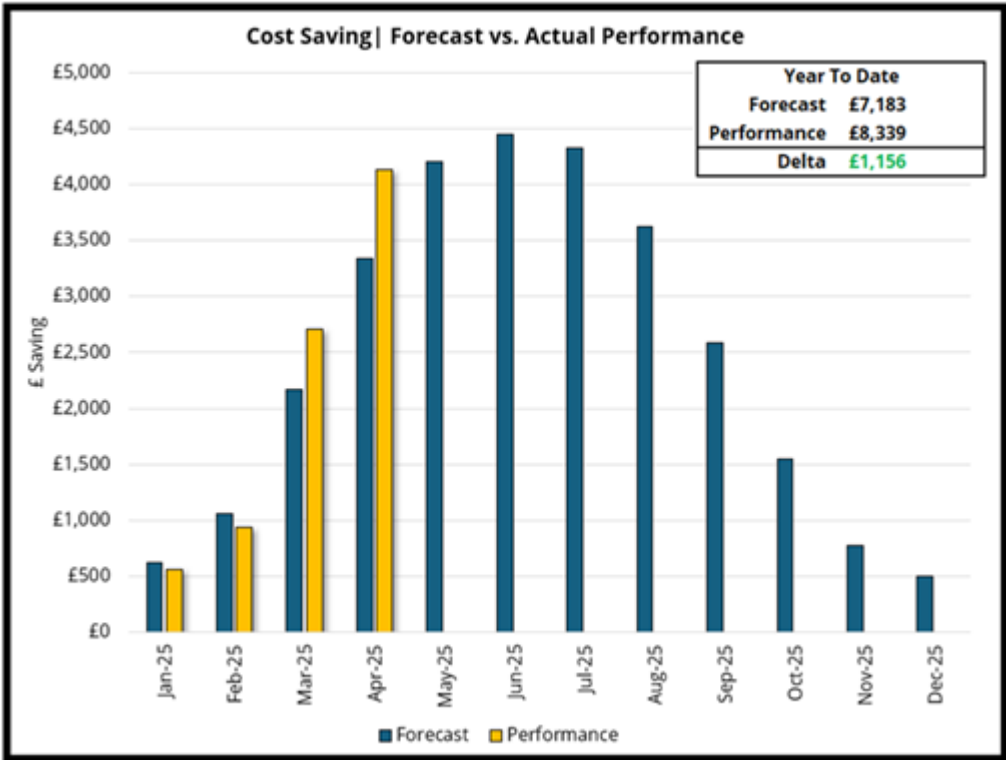
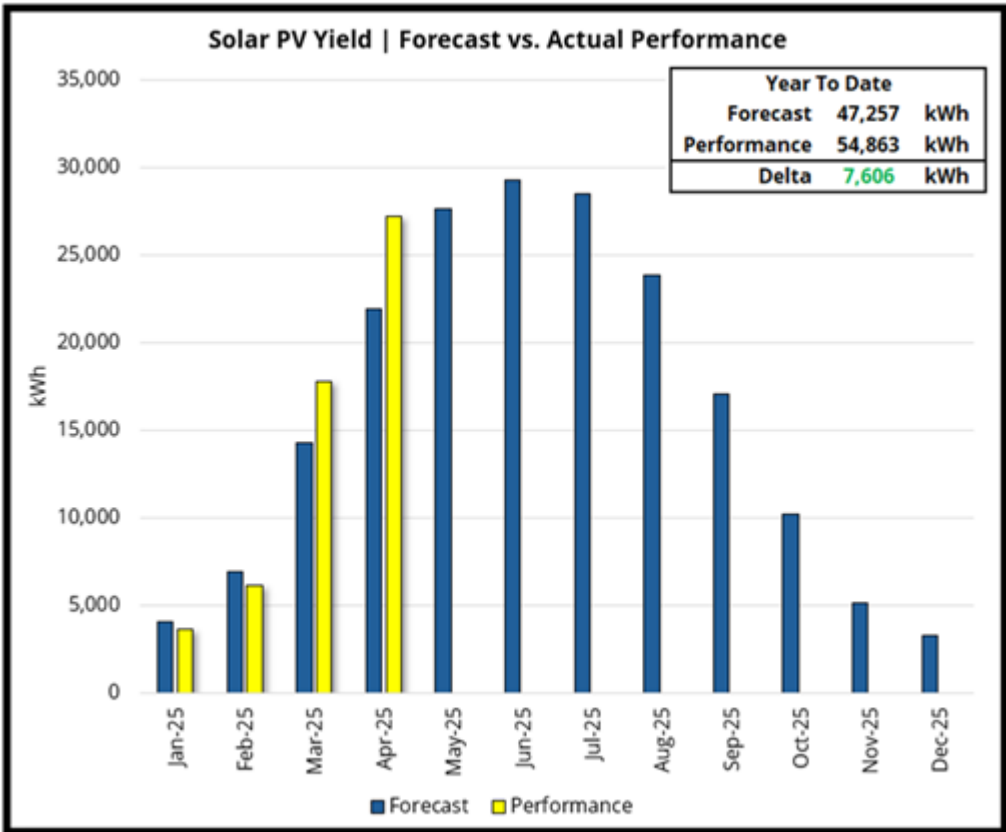
1. The solar PV system has been operational since the 28th of November 2024.
2. Since being switched-on it has generated the following benefits:

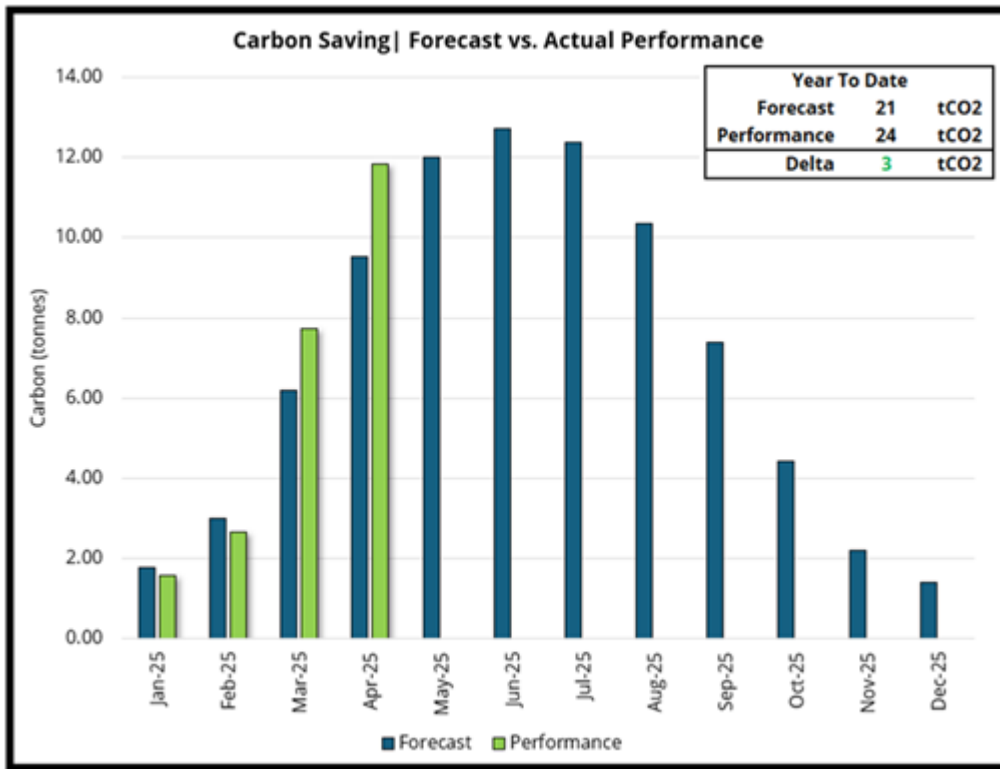
£9,300 saved in electricity costs	
27.72 tonnes of carbon saved	38 equivalent trees planted
58.35 megawatt-hours of electricity generated	15 equivalent homes powered for a year

3. The solar PV system has an embodied carbon footprint of 130 tonnes and the current payback position is 21%.

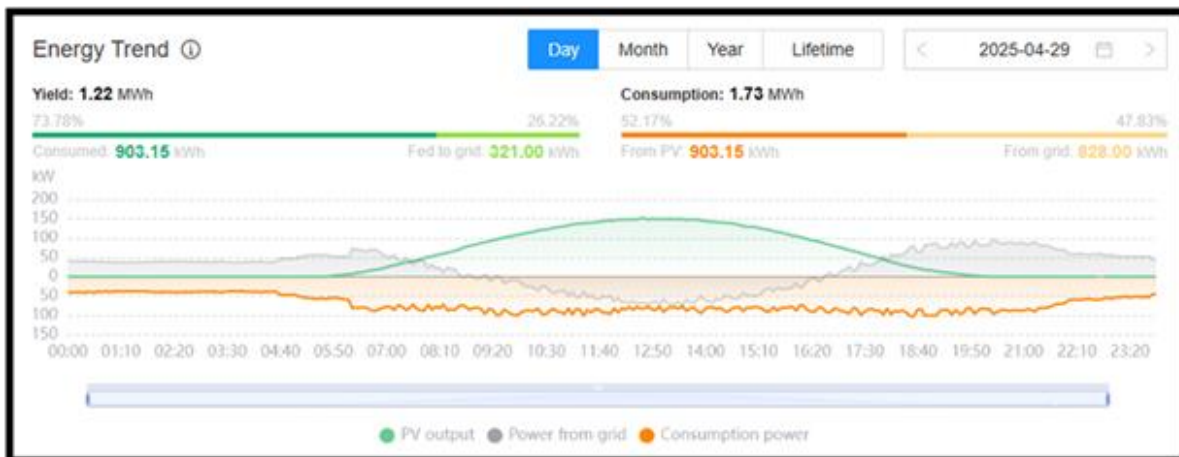
Actual Performance vs. Forecast | 2025

1. After underperforming by -11% in both January and February, the solar PV system overperformed by +25% in March and +24% in April, resulting in an overperformance of +16% for 2025 to date.

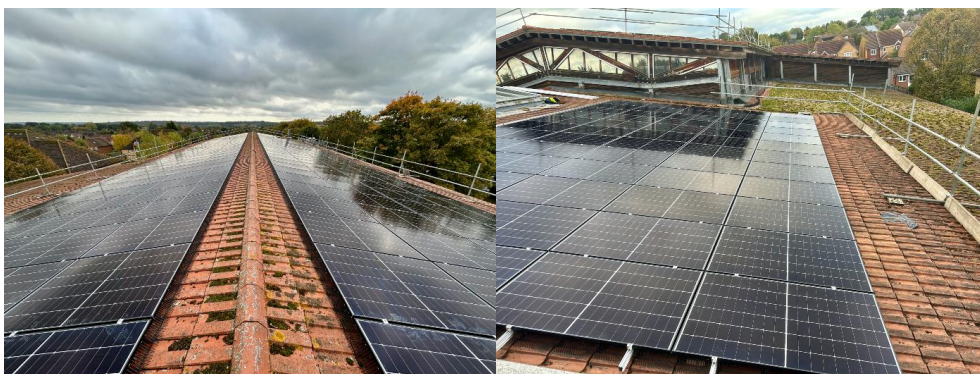




2. In April the solar PV system provided, on average, 44% of the leisure centres electricity consumption over a 24-hour period, compared with 31% in March.
3. On the Tuesday 29th of April, the solar PV system generated 1,220 kilowatt-hours of electricity which represented 52% of the leisure centres electricity consumption over a 24-hour period.



Tuesday 29th April 2025



Various works were completed within the plant room at William Penn Leisure Centre, funded by SLM, to aid the centres efficiency and effective operation. A new heat exchanger was installed for the boilers, new primary heat pumps installed, and new actuators fitted within the Building Management System giving greater control of heating and ventilation plant.



William Penn Leisure Centre benefited from pool filtration media replacement for both pools. The filter media change will help to deliver better quality water to the pools resulting in less chemical use and increased filtration. The filter media last for 10 years so this is a great investment by SLM not only in terms of water quality for our swimmers but also in long term chemical reduction.

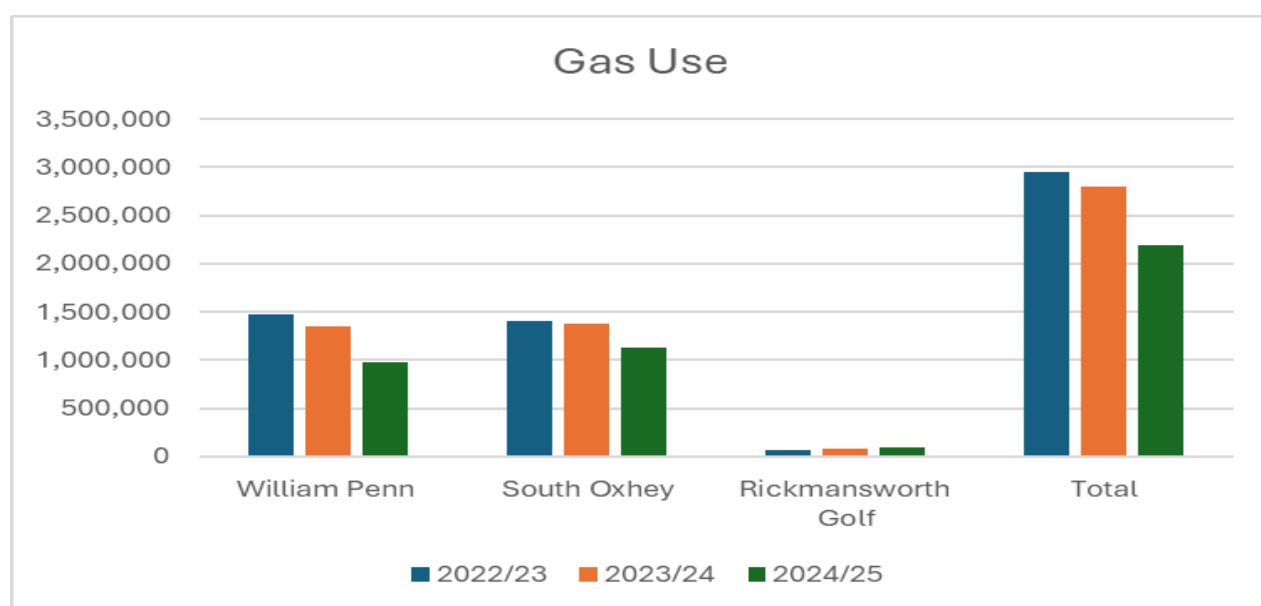


3.2 Utility Consumption

Month	Centre Name	Electricity (Kwh)	Gas (Kwh)
April	Rickmansworth GC	5,592	6,077
	South Oxhey	35,997	113,019
	William Penn	50,824	153,318
May	Rickmansworth GC	6,212	2,769
	South Oxhey	35,491	89,885
	William Penn	50,522	66,235

June	Rickmansworth GC	5,851	1,786
	South Oxhey	34,556	73,283
	William Penn	48,791	55,983
July	Rickmansworth GC	6,854	1,949
	South Oxhey	33,823	60,663
	William Penn	51,762	53,965
August	Rickmansworth GC	7,018	2,200
	South Oxhey	33,185	57,329
	William Penn	51,143	50,032
September	Rickmansworth GC	6,475	3,298
	South Oxhey	33,447	72,009
	William Penn	49,349	59,940
October	Rickmansworth GC	6,382	5,884
	South Oxhey	33,007	97,006
	William Penn	49,079	76,596
November	Rickmansworth GC	6,420	10,014
	South Oxhey	34,429	108,297
	William Penn	46,279	86,154
December	Rickmansworth GC	6,579	11,142
	South Oxhey	33,632	133,851
	William Penn	39,448	91,753
January	Rickmansworth GC	5,556	17,864
	South Oxhey	37,650	104,893
	William Penn	43,264	89,129
February	Rickmansworth GC	4,642	13,728
	South Oxhey	34,671	101,656
	William Penn	38,593	85,023
March	Rickmansworth GC	4,397	13,981
	South Oxhey	37,797	112,816
	William Penn	37,983	105,646

3.3 Utility Comparison Year on Year

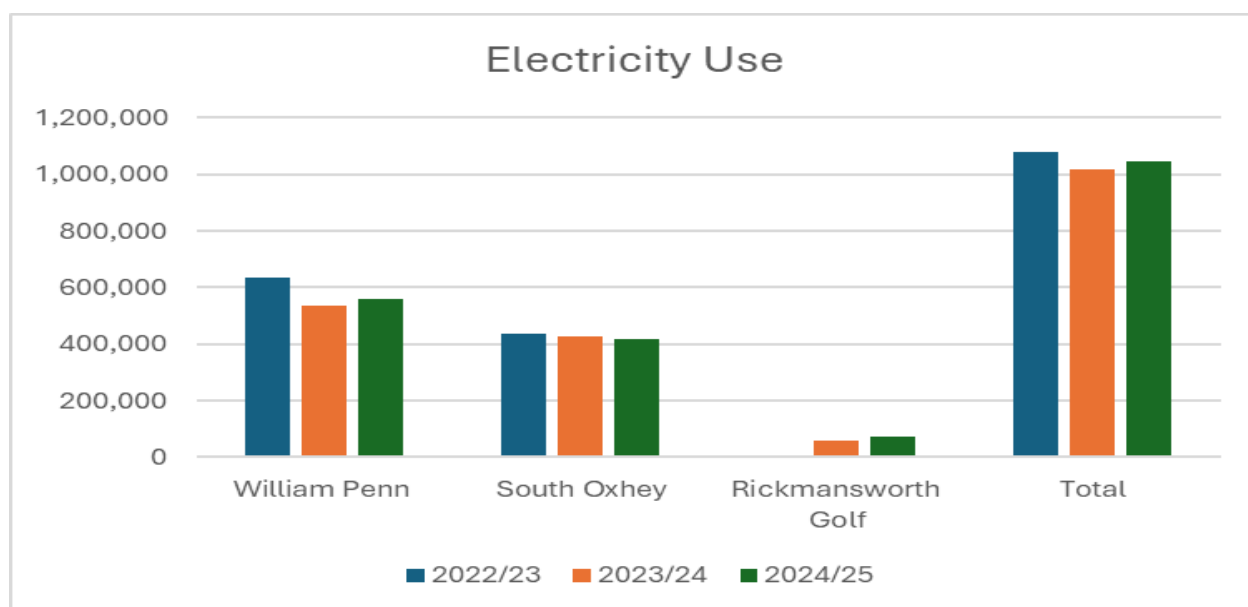


Gas	2022/23	2023/24	2024/25	Variance	Variance %
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William Penn	1,473,608	1,347,142	973,774	-373,368	-28%
South Oxhey	1,403,250	1,379,737	1,124,707	-255,030	-18%
Rickmansworth Golf	71,632	76,682	90,692	+14,010	+18%
Total	2,948,490	2,803,561	2,189,173	-614,388	-22%

Gas used across the three facilities has decreased by 22% year on year. Boiler efficiency works have been completed at William Penn Leisure Centre and amendments to variable speed drive programmes at both sites have been the contributing factors in this decrease.

Rickmansworth Golf Course has seen an increase in gas use attributed by increased occupancy of the club house. The greater food and beverage offering and extending kitchen opening hours has also increased the gas usage through kitchen equipment.



Electricity	2022/23	2023/24	2024/25	Variance	Variance %
William Penn	633,511	533,894	557,037	+23,143	+4%
South Oxhey	437,314	427,415	417,685	-9,730	-2%
Rickmansworth Golf	7,789	55,769	71,978	+16,209	+29%
Total	1,078,614	1,017,078	1,046,700	+29,622	+3%

Electricity usage has increased year on year. This year has seen a 3% increase with Rickmansworth Golf Course showing a large increase. This increase is linked to increased participation of golf and specifically an increase on the number of golf buggies which require regular charging to keep operational.

Reducing our energy consumption across the facilities is a corporate aim for the year ahead and more information on how we plan to achieve this is discussed further on in the report.

4 Customer Forum Summaries

Customer Forums were held at all three facilities in each quarter of 2024 with attendance from users of the facilities being consistent across the year. Feedback regarding the facilities and activities on offer was positive and feedback regarding the colleagues was especially pleasing to hear.

Club forums were also held at all three facilities specifically for local clubs and block bookers of activities. Feedback was very good with some minor points for improvement.

5 Partnership Working

Throughout the year both South Oxhey Leisure Centre and William Penn Leisure Centre have ‘adopted’ schools. Adopting a school is an initiative designed to work with that school to increase the physical activity levels of the pupils and their families by offering them one month of free swimming for the whole family. The following schools have been adopted throughout 2024 and 2025; Oxhey Wood Primary School, Arnett Hills School, Woodhall School and St Meryl School. Throughout these adopted periods there was an average 2% increase of swimming pool use.



Summer activities kicked off with the ‘Everyone is Family’ is campaign. SLM have been running “Everyone is Family” for the past 4 years, and the scheme celebrates families being active together. This year we offered families the opportunity to enjoy badminton, table tennis, mixed racket sessions including squash as well as family swimming all for just £2 per activity. 104 families made use of the facilities during these sessions with multiple families attending more than once.

EVERYONE IS FAMILY

DOWNLOAD OUR ACTIVITY PLANS

TIPS FOR BETTER, MORE RESTFUL SLEEP

FOR LEGAL REASONS, THIS IS THE ONLY SCHOOL TO HAVE THE OTHER SIDE IN FUTURE

FAMILY FRIENDLY RECIPE IDEAS

Join in with the big fun of sport with these discounted family activities

DAY	ACTIVITY	TIME
MONDAY	BADMINTON	12-4pm
TUESDAY	TABLE TENNIS	12-4pm
WEDNESDAY	RACKETTS	12-4pm
THURSDAY	TABLE TENNIS	12-4pm
FRIDAY	BADMINTON	12-4pm

Please register at reception about our family rates for the chance to win amazing prizes!

SWIMMING CRASH COURSES

Monday 29th July - Friday 2nd August 2024

TIME	Stage 1	Stage 2	Stage 3
11.30am	Stage 1	Stage 2	Stage 3
12.00pm	Stage 1	Stage 2	Stage 4

Monday 5th August - Friday 9th August 2024

TIME	Stage 1	Stage 2	Stage 3
11.30am	Stage 1	Stage 2	Breaststroke Clinic
12.00pm	Stage 1	Stage 2	Butterfly Clinic

Monday 19th August - Friday 23rd August 2024

TIME	Stage 1	Stage 2	Stage 3
11.30am	Stage 1	Stage 2	Rookie Lifeguard
12.00pm	Stage 1	Stage 2	Rookie Lifeguard

everyone ACTIVE

Once again, we offered free use of all the facilities to those working for the emergency services between Christmas and New Years Day as a small thank you, especially over the festive period. We also had Dementia UK & Breast Cancer Now visit the leisure centre, and all were very engaging with our members, and the community.



South Oxhey Leisure Centre hosted free Pickleball taster sessions in September 2024 which was well attended and had over 20 people in attendance for the free sessions and this has grown the attendance across the facilities to now being over 200 users per month participating in pickleball. Casual hire continues to be steady at the centre and the Pickleball festival held on Sunday 24th March 2025. The festival was a great success and has seen a number of players from William Penn regularly attending Pickleball tournaments run by the NGB, with a number of the players picking up trophies including 1st, 2nd, and 3rd places.



Swim After Stroke

Tuesday 29th October 2024 marked World Stroke Day, which also fell on the day of our Swim After Stroke Sessions. Complimentary teas, coffees and snacks were put on after the session which was well attended by current and former participants. The sessions have gone from strength to strength after the BBC news piece completed last year.



External organisations

Herts Help came down to visit and a positive partnership working, they visited site on the 27th November 2024.

International Women's Day

South Oxhey & William Penn also hosted various events for International Women's Day throughout the week, between 3rd – 9th March 2025. William Penn offered free Glute Workshops, South Oxhey hosted Smoothie Days, and both sites offered bootcamp themed group exercise

classes. Feedback from the event was great and both sites are looking into hosting Glute Workshops and Bootcamp themed sessions as a change on the group exercise timetable.

6 Social Value

Social value is a measurement of the benefits of the work companies do, the services they provide and the programmes they deliver for people and communities. It allows companies to measure the social and environmental impact of the work they do through improvements to an individual's well-being.

Using evidence based academic research, undertaken by Sheffield Hallam University, and funded by the Department for Culture, Media, Sport and Sport England, Social Value Calculator (SVC) gives operators the ability to accurately measure and value the impacts of sports and physical activity they offer.

Using the operator's current data and sector-wide benchmarks, SVC gives insight to the value in community savings generated across four key areas: Health care, Education, Wellbeing and Crime.

The benefit of monitoring this information includes.

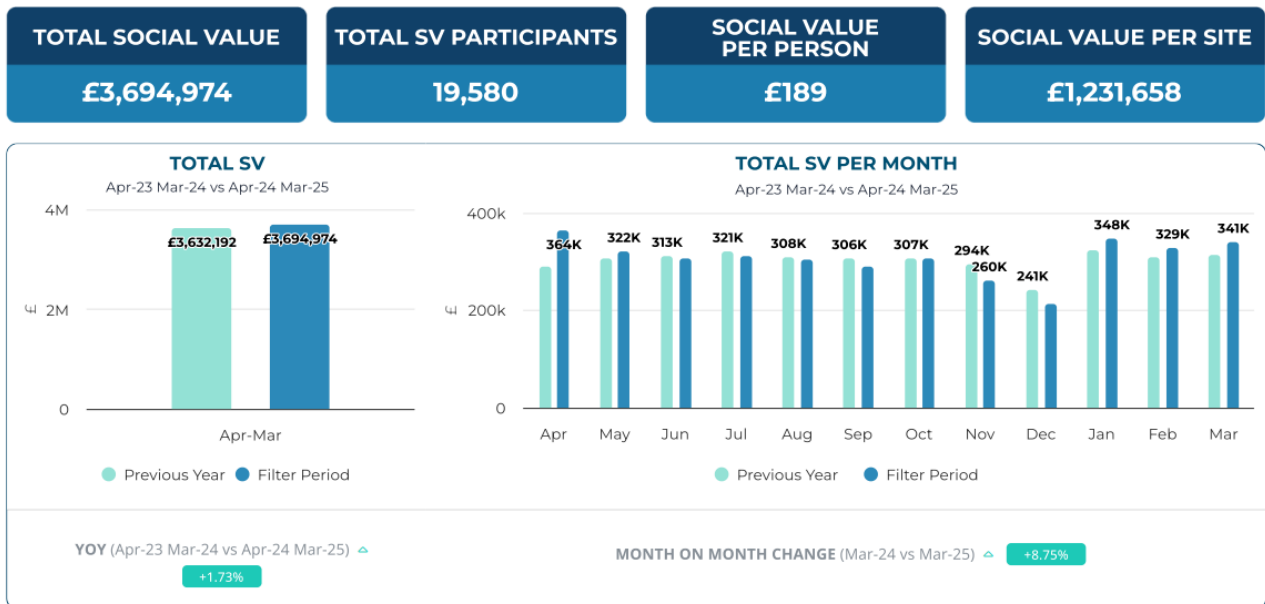
- Gives stakeholders an indication of the social value created from investment in sport and physical activity.
- Supports funding applications and programme commissioning while identifying areas with high social value potential through targeted activity.
- Transparent evidencing of community impact of your programme or facility to align savings to specific social areas.
- Using local socio-economic and lifestyle data to profile participants, the model is appreciative of local contexts e.g. areas of high deprivation.

The graphic below shows a breakdown of the social value KPIs across the facilities within Three Rivers. As you can see the total social value has increased by 1.73% and £62,782 year on year.



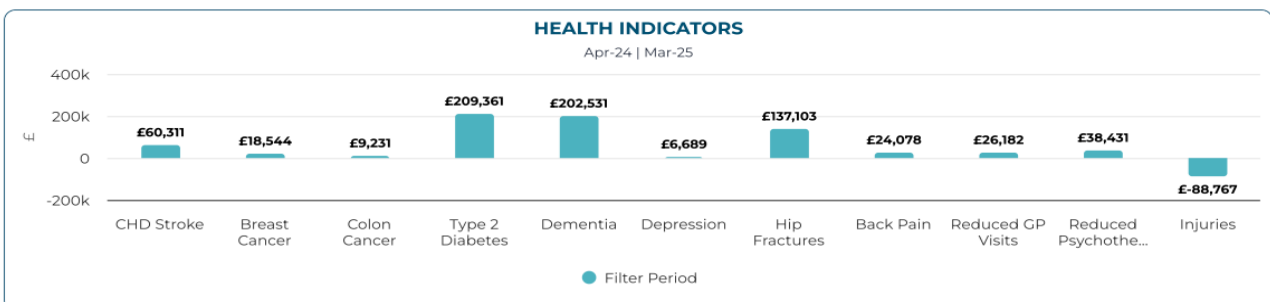
2 - SOCIAL VALUE DASHBOARD

The dashboard displays the main Social Value KPIs based on selected filters: 1-Total social value generated, 2-Total number of participants generating social value 3-Average social value per person, 4-Average social value per site. The total social value is then broken down by month within the selected time period and benchmarked against the same time period from the previous year.



The graphic below shows how this is broken down into the 4 key indicators.

INDICATORS



HEALTH INDICATORS

The Social Value for **Physical and Mental Health** is calculated based on the health care cost savings for eight health outcomes based on the reduced risk and prevented cases combined with the reduced GP visits & psychotherapy usage for physically active people.

The Subjective Wellbeing outcome refers to the increase in life satisfaction. It is calculated by multiplying the value of increased wellbeing derived from a participant's engagement in sport by the number of unique people taking part.

Individual Development refers to the improvement in educational attainment and higher starting salaries gained through participating in sport at university.

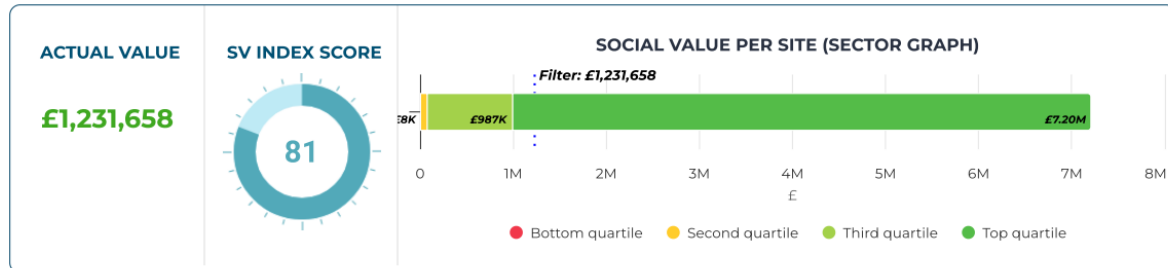
Social and Community Development outcome represents the reduction in crime rates for young males and the social capital based on improved networks, trust and reciprocity.

As you can see from the above graphic, the work detailed within this report delivered by the teams at the centres is having a very positive effect on reducing the impact of Type 2 Diabetes, Dementia and other health related factors affecting our communities. It is also showing improvement in educational attainment leading to higher salary employment and reducing the crime rates in the local communities based on improved networks, trust and reciprocity.



3 - BENCHMARKING

This section provides comparisons for the selected KPIs (social value per site, social value per person and social value growth) against the sector benchmarks. For each KPI, you can see the Actual Value, the Index Score and the Sector Graph, which groups all individual sites from the sector into four quartiles based on their performance in the selected KPI.



SOCIAL VALUE PER SITE

The average social value generated by each site within the selected time period is calculated by the division of the total social value generated by the operator by the number of sites included in the filter. This value is then benchmarked with all sites the sector on the quartile graph.

Actual Value: The actual social value delivered by the operator (or the selected sites) within the selected time period.

Index Score: The percentage score (1 to 100) given to the operator (or the site) based on their performance against the rest of the sector – a higher score represents better performance (i.e. 100 is the best performing site/ operator).

Sector Graph: The graph with all sites from the sector matching the selected filters grouped into four quartiles based on their performance – i.e. Top Quartile includes the best performing 25% of the sites in the sector and Bottom Quartile included the worst performing 25% of the sites in the sector for the selected KPI.

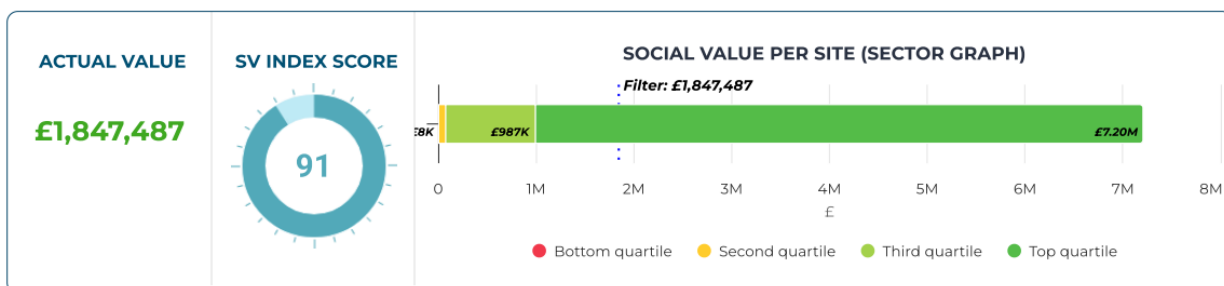
Through the benchmarking tool, we can also see that Three Rivers leisure facilities are performing in the top quartile when compared to the rest of the country's facilities, with an index score of 81% and average of £1.2m of social value delivered per site. A score of 100% would be the best performing area in the country.

If we were to remove Rickmansworth Golf Course from this comparison, due to the differing and smaller facilities the score would increase to an average value of £1.8m per site and an index of 91%. Which is amazing considering the size of the facilities and the competition and green space within the locality.



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7 12-month work programme

Junior Participation

Working alongside national governing bodies for sport and physical activity, key targets and initiatives are being designed to encourage use of the facilities, with a specific target on children aged 8 -14. The aim is to develop long term associations with sport and physical activity and create long lasting habits.

The swimming lesson scheme at William Penn Leisure Centre is under monthly review to ensure we are creating a diverse programme which meets the needs of the local community. Initiatives such as adopting a school or swim street will breakdown barriers as well as continuing with the Uk Shared Prosperity Funded Swimming Lessons across the facilities.

Decarbonisation of leisure facilities

After the fantastic results already being seen in reduced electricity consumption at William Penn Leisure Centre after the installation of the solar panels, it is key to continue this progression of assisting the council in the decarbonisation of the leisure facilities.

In terms of scope one emissions from a centre level, all base level expectations are already accounted for through colleague training, effective monitoring, incentive schemes and low-cost changes to reduce emissions. Plans to continue to roll out ongoing education and reviews of our scope one emissions are firmly in place with ongoing reviews into further low-cost ways to reduce our carbon emissions. Installation of variable speed drives to all plant pumps is currently being reviewed along with increasing the level of control for all air handling plant, all of which will add small gains into becoming net zero.

However, the below grants have been secured by Three Rivers District Council to further decarbonise the leisure facilities and SLM will work with Three Rivers District Council to explore these plans and hopefully make them realities in the coming 12 months;

- £50,000 grant was awarded by the Low Carbon Skills Fund to form the heat decarbonisation plan for William Penn Leisure Centre. The resulting heat decarbonisation plan will help the council make an informed decision and potentially apply for further external grants to help install the air/ground source heat pump.
- £75,000 grant received from the Greater South East Net Zero Hub to further evaluate solar canopies at both South Oxhey Leisure Centre and William Penn Leisure Centre.
- EV chargers planned install at South Oxhey Leisure Centre in Summer 2025.

Female Participation in Golf

Although the general usage of Rickmansworth Golf course for golf specific activities has increased over the past twelve months, it has been highlighted that female participation in the sport has not seen the same level of growth.

Everyone Golf have created a partnership with Jasmine Sanders, also known as The Jazzy Golfer. Jasmine is a golf influencer who is a passionate campaigner for Women's and Junior Golf. Jasmine hosts the CNN golf show "Living Golf" as well as being the founder of the UK Women's Golf Community (UKWGC), a thriving community of 10,000 women and girls.

Through our new partnership with Jasmine, Rickmansworth Golf Course will be represented on the UKWGC member directory offering discounts and incentives to female golfers to use the facilities.

We are also exploring the opportunity of becoming a hub site for the UKWGC if/when the proposed GolfPod facility has final planning approval. All these new partnerships will aid to grow women's golf at Rickmansworth Golf Course.

South Oxhey Leisure Centre – Fitness refurbishment

We are now five years on from the opening of South Oxhey Leisure Centre with the extended red line and pool introductions and as such the facility is due replacement fitness equipment. Rather than just replace the fitness equipment with new kit, the plan is to complete a full fitness space refurbishment in a similar fashion to William Penn Leisure Centre as detailed in the report above.

Plans will mirror the works completed at William Penn Leisure Centre with redecoration of all fitness spaces as well as new state of the art equipment. The proposed timetable is to complete the works in November/December 2025 with the facility to step into 2026 looking fabulous.