

Everyone Active Annual Report

April 2025 – March 2026



I. Executive Summary

South Oxhey & William Penn collected donations of Easter Eggs for our local food banks at Mill End Baptist Church, and South Oxhey Methodist Church. Both were very well received and a brilliant response from the local communities. William Penn were also invited to a coffee morning at the Shepherd Centre to promote the various activities and facilities available across the centres.



The Teams across the contract wanted to have focus on the community, with William Penn launching our Health Walks, and both sites hosting an afternoon tea session and raising over £200 for Breast Cancer now. Colleagues across the contract also attended a Dementia workshop and how we can continue to support those affected within our communities. Our Contract Fitness Manager was crowned as our Colleague Champion within Everyone Active for her brilliant work, and dedication.



South Oxhey & William Penn both hosted 'Wear it Pink' for Breast Cancer Awareness across Thursday 23rd & Friday 24th October. We had customers and colleagues support the wonderful cause and flooded social media pages to raise awareness. William Penn also hosted 'CoppaFeel' to raise awareness and support for a member completing a trek across the Saharan Desert. The event raised over £2,000 towards the members target.



Both leisure centres hosted 'Restart a Heart Day' which were very well received and attended. It was great to see all ages attend the sessions and learn a life saving skill. The sessions were delivered by our Trainer Assessor colleagues. We are also looking to deliver an additional session in the new year.



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'.



Cllr Stephen King, Cllr Sarah Nelmes & Cllr Chris Lloyd kindly visited South Oxhey Leisure Centre and cut the ribbon to mark the £400K gym refurbishment works which had been recently completed. The investment has transformed the gym and studio spaces with brand-new equipment, modern design and improved accessibility for users of all abilities.



In partnership with Three Rivers District Council, and as part of the decarbonisation project, 320 Canadian 455w Canadian Solar panels were installed. The project went incredibly smooth with little, to no operational issues. The project handover was completed on 28/01/26 with Geo Green using the Solar Edge platform.



William Penn launched it's first ever Mindful Morning on Sunday 22nd February. Which hosted 4 hours of calm and tranquillity. It was a morning of mindfulness, body balance, CIRCL, Shapes, Yoga, Breathing Space and a deeply restorative Sound Bath. Both sites also announced the member of the months within the classes, and brought South Oxhey's member, Paul to tears. Both sites hosted their personal training launch days with record appointments and delivery.



William Penn & South Oxhey both hosted Swimathon events to raise money and awareness for Cancer Research UK & Marie Curie. We had over 50 participants partake and a team enter at South Oxhey. South Oxhey have also added additional ladies only swimming sessions on to the scheme.



2. Attendance Summaries

Total Attendance	2024/25	2025/26	Variance	% Variance
William Penn Leisure Centre	452,501	482,559	30,058	7%
South Oxhey	342,923	357,008	14,085	4%
Rickmansworth Golf Course	53,827	58,813	4,986	9%
Contract Total	849,251	898,380	49,129	6%

Adult Attendance	2024/25	2025/26	Variance	% Variance
William Penn Leisure Centre	347,370	374,575	27,205	8%
South Oxhey	227,370	244,060	16,690	7%
Rickmansworth Golf Course	51,351	56,491	5,140	10%
Contract Total	626,091	675,126	49,035	8%

Junior Attendance	2024/25	2025/26	Variance	% Variance
William Penn Leisure Centre	105,131	107,984	2,853	3%
South Oxhey	115,553	112,948	-2,605	-2%
Rickmansworth Golf Course	2,476	2,322	-154	-6%
Contract Total	223,160	223,254	94	0%

In the 2025/26 period, total attendance across all facilities increased by 6%, 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 (+8%) and adult (+3%) attendance. South Oxhey also saw excellent increase amongst adult use but a 2% drop in junior use. Rickmansworth Golf Course experienced a bounce back year, after declining use in 2024/25, the centre experienced a 9% increase in total use.

Declining junior use at South Oxhey Leisure Centre was predominantly due to a drop in the number of people joining the swimming lessons. There hasn't been an immediate trend identified for the reduction in attendees however the centre and support teams are working tirelessly to try and the number of attendees back above 1,500 weekly users. Another contributing factor has been the sudden stop of the full day holiday camp provision. Unfortunately Ofsted accreditation was not approved due to the lack of external activity space. This has meant the centre has had to run shorter sports activities during the holiday periods and therefore usage has not been as great.

Rickmansworth Golf Course also experienced a decline in junior use. After the huge increase in 2024/25 which was due to the implementation of the HaF Camps, it was difficult to maintain these numbers. There was a bit of a switch in approach which hasn't helped, where by the HaF camp sessions have been split to accommodate more SEN users. This has reduced the capacity numbers and led to a decline in junior use. Junior golf participation has however stayed strong in comparison.

2.1 Membership statistics

Fitness Membership

	March 2025	March 2026	Variance
William Penn LC	3,282	3,720	+438
South Oxhey LC	2,722	2,848	+126
Total	6,004	6,568	+564

Swimming Lessons

	March 2025	March 2026	Variance
William Penn LC	953	896	-57
South Oxhey LC	1,471	1,375	-96
Total	2,424	2,271	-153

Fitness memberships have grown over the previous twelve months. William Penn has gone from strength to strength since the gym and studio refurbishments in late 2024. South Oxhey Leisure Centre is also now seeing growth since the gym and studio refurbishments in late 2025. This is a positive sign when reflecting on the growth experienced at William Penn.

Swimming Lessons numbers have plateaued at William Penn, with the scheme size hovering around 900 weekly users for the last few years. South Oxhey has reduced slightly year on year as explained within the attendance reports section of the report.

3 Environment

3.1 Environmental and Energy Management Plan Progress Updates

Following on from the 500 solar PV panels that were installed at William Penn Leisure Centre in November 2024, South Oxhey Leisure Centre followed with a 320 solar PV panel installation in January 2026. The installation was funded by Three Rivers Council and SLM are paying the council for the energy used by the centre.

The solar PV system has been operational since the 21st January 2026 and has produced 30.5Mwh of electricity up to May 2026 with the centre utilising 20Mwh of this.

	Energy Generated kwh	Fed to Grid kwh	Centre Use %
January	748	748	0%
February	3,710	40	99%
March	10,200	860	92%
Total	14,658	1,648	89%

The William Penn Solar array continues to perform well generating 196MWH in 2025/26. Of this energy created, 85% was utilised by William Penn Leisure Centre with only 15% going to grid.

	Energy Generated kwh	Fed to Grid kwh	Centre Use %
April	27,244	6,250	77%
May	27,743	6,283	77%

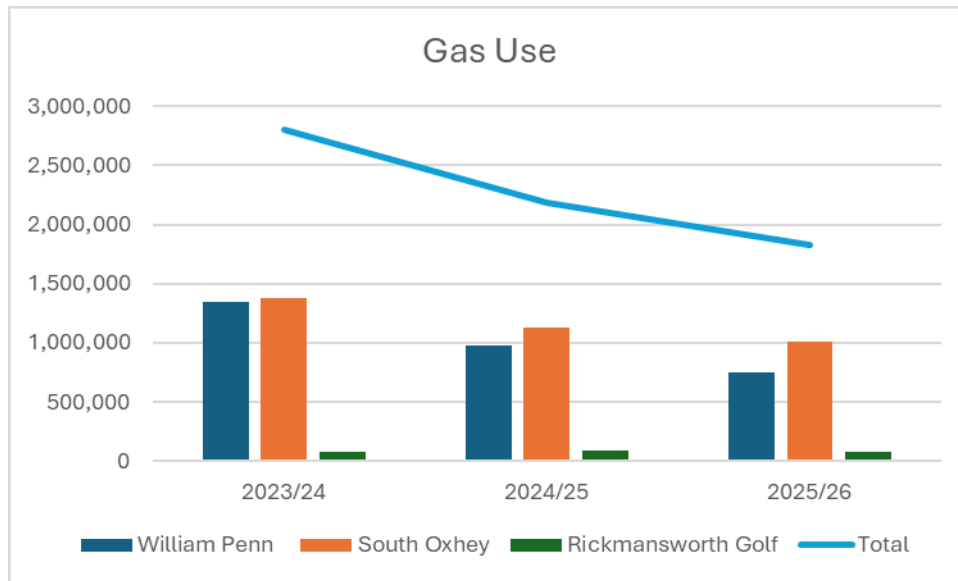
June	31,695	6,193	80%
July	28,100	4,229	85%
August	24,370	3,130	87%
September	16,897	1,831	89%
October	8,120	114	99%
November	4,614	0	100%
December	2,948	0	100%
January	3,693	0	100%
February	5,685	52	99%
March	14,963	1,155	92%
Total	196,072	29,237	85%

3.2 Utility Consumption

Month	Centre Name	Electricity (Kwh)	Gas (Kwh)
April	Rickmansworth GC	5,368	6,617
	South Oxhey	34,805	91,514
	William Penn	28,219	85,410
May	Rickmansworth GC	5,646	5,020
	South Oxhey	34,474	116,641
	William Penn	29,960	82,743
June	Rickmansworth GC	6,881	2,155
	South Oxhey	34,159	62,140
	William Penn	47,919	51,372
July	Rickmansworth GC	6,886	2,171
	South Oxhey	39,047	59,550
	William Penn	33,693	27,509
August	Rickmansworth GC	8,385	2,212
	South Oxhey	34,153	42,666
	William Penn	35,240	34,056
September	Rickmansworth GC	5,762	2,732
	South Oxhey	36,065	47,173
	William Penn	35,516	35,980
October	Rickmansworth GC	6,031	3,002
	South Oxhey	38,896	90,055
	William Penn	44,629	67,212
November	Rickmansworth GC	6,426	3,972
	South Oxhey	38,615	94,782
	William Penn	46,704	62,825
December	Rickmansworth GC	5,276	11,696
	South Oxhey	38,310	102,645
	William Penn	49,090	2,843
January	Rickmansworth GC	10,758	15,069
	South Oxhey	25,701	106,215
	William Penn	34,361	90,116
February	Rickmansworth GC	10,718	9,574
	South Oxhey	33,154	92,091
	William Penn	45,355	102,894
March	Rickmansworth GC	8,987	10,831

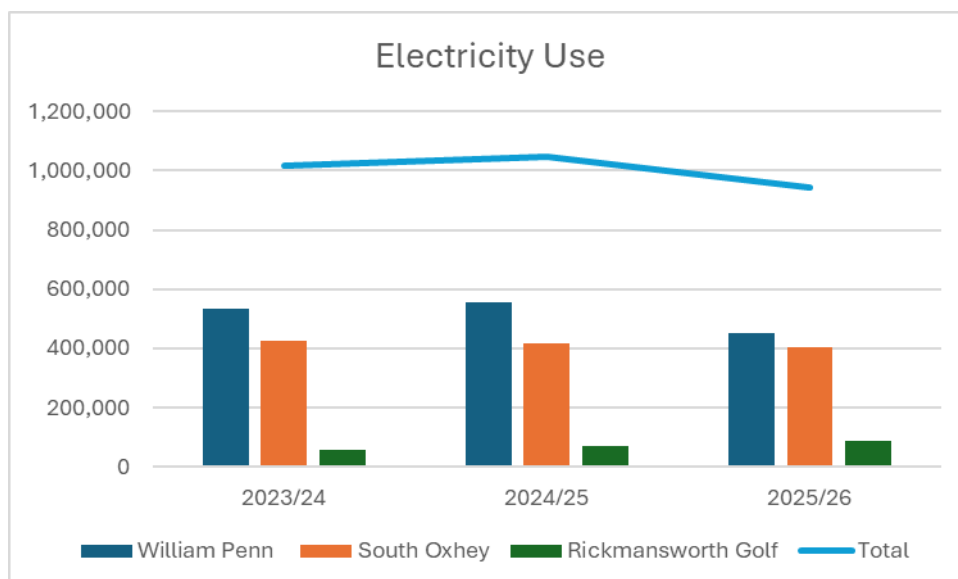
	South Oxhey	15,942	100,888
	William Penn	22,521	103,582

3.3 Utility Comparison Year on Year



Gas	2023/24	2024/25	2025/26	Variance	Variance %
William Penn	1,347,142	973,774	746,542	-227,232	-23%
South Oxhey	1,379,737	1,124,707	1,006,360	-118,347	-11%
Rickmansworth Golf	76,682	90,692	75,051	-15,641	-17%
Total	2,803,561	2,189,173	1,827,953	-361,220	-17%

Gas used across the three facilities has decreased by 27% 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.



Electricity	2023/24	2024/25	2025/26	Variance	Variance %
William Penn	533,894	557,037	453,207	-103,830	-19%
South Oxhey	427,415	417,685	403,321	-14,364	-3%
Rickmansworth Golf	55,769	71,978	87,124	15,146	21%
Total	1,017,078	1,046,700	943,652	-103,048	-10%

Electricity usage has decreased year on year across the facilities in total. This year has seen a 21% increase however at Rickmansworth Golf Course. This increase is linked to increased use of Buggies across the year due to the introduction of the paths allowing buggy use all year round.

William Penn continued their strong performance from last year and continue to see the benefits of the solar install, especially with a full year of usage now available. South Oxhey are also showing positive signs with decreased consumption since the more recent solar install.

4 Customer Forum Summaries

Customer Forums were held at all three facilities in each quarter of 2025/26 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

MacMillan Coffee mornings were hosted across all sites and the teams and customers done an amazing job, raising over £700. In a new approach, the site teams emailed target groups and local community groups invitations to the day which was well attended and received.



On 4th November, South Oxhey & William Penn both hosted 'Purple Tuesday' in partnership with Three Rivers District Council, with colleagues and customers wearing purple in support, and to raise funds for the scheme that is dedicated to improving customer experiences for disabled people and their families. We had customers and colleagues support the wonderful cause and flooded social media pages to raise awareness.



South Oxhey have 'adopted' St Josephs Primary School offering free swimming to all of its pupils, and two weeks free fitness memberships to its parents and staff. William Penn attended St Clement Danes to promote the facilities.



William Penn & South Oxhey had a real focus on community activities in March. Both sites celebrated International Women's Day with a range of activities and classes. William Penn also offered a female only Health Suite session and pool session. We had over 60 participants attend the sessions across both sites.



South Oxhey has partnered with Pinewood Lodge Care Home, and have been delivering a weekly Zumba classes since 19th March with Amy & Saz going in to complete. The South Oxhey Team also hosted it's own bake-off to raise awareness for cancer research. William Penn launched its Family Hub Coffee Morning, and also hosted a Dementia Information Day on the 5th March which was very well attended.



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.

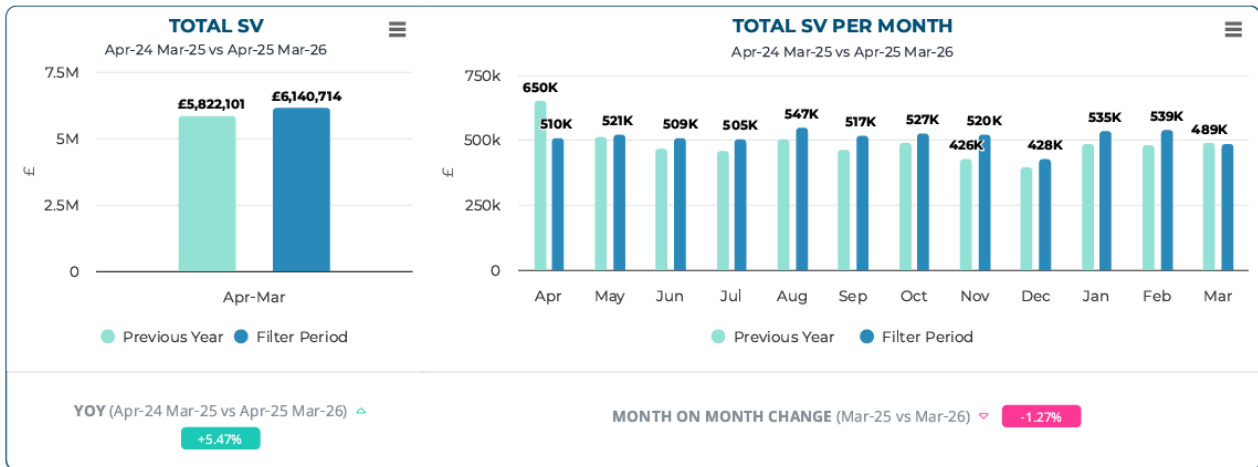
Using evidence based academic research, undertaken by Sheffield Hallam University, and funded by the Department for Culture, Media, Sport and Sport England, Social Value Calculator (SVC) gives operators the ability to accurately measure and value the impacts of sports and physical activity they offer.

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.

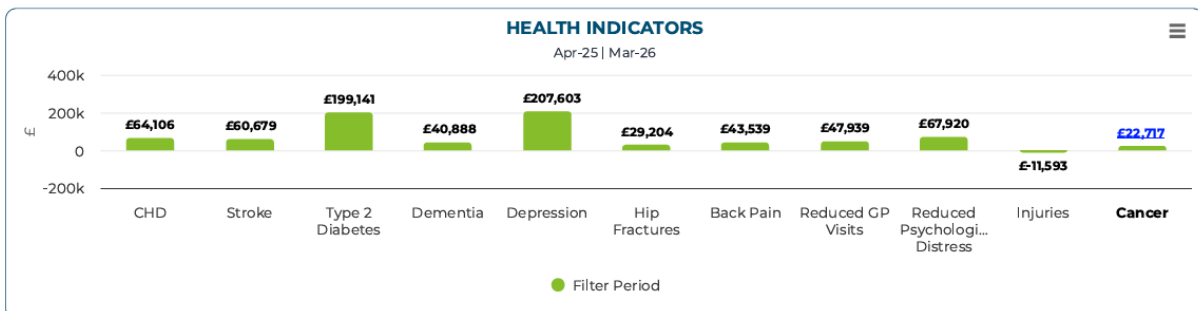
- Gives stakeholders an indication of the social value created from investment in sport and physical activity.
- Supports funding applications and programme commissioning while identifying areas with high social value potential through targeted activity.
- Transparent evidencing of community impact of 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 5.47% and £318,613 year on year.



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

INDICATORS



PHYSICAL AND MENTAL HEALTH

14 health outcomes (reduced risk of various health conditions) are valued by estimating the number of reduced cases resulting from participation in sport and physical activity multiplied by the associated average annual direct (healthcare) and indirect (social and informal care) cost per case for each health outcome.

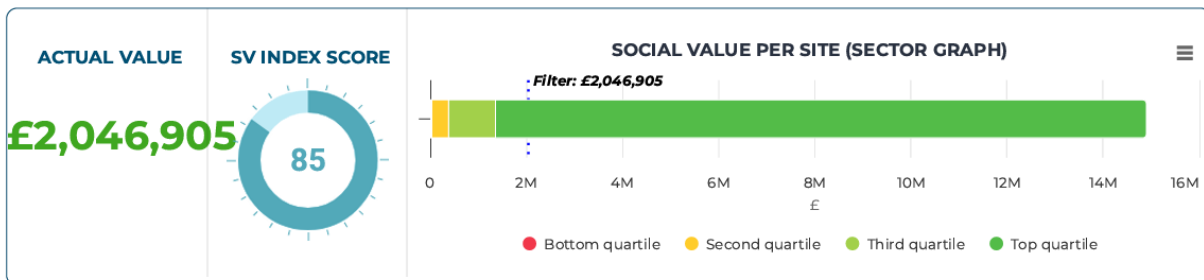
INDIVIDUAL WELLBEING: This outcome is calculated by multiplying the value of the increase in life satisfaction associated with sport and physical activity participation (using the guidance on wellbeing valuation approach) by the number of adults (aged 16+) and children (aged 11-16) meeting a specific threshold of participation.

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 in the filter. This value is then benchmarked with all sites across the sector.

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 85% and average of £2m of social value delivered per site. This is an increase from last years 81% and £1.2m per site. A score of 100% would be the best performing area in the country.

7 12-month work programme

Exercise on Referral

Increasing participation in the Exercise on Referral schemes at William Penn Leisure Centre and South Oxhey Leisure Centre will be a key focus over the next 12 months. Although both centres continue to provide valuable health and wellbeing opportunities for residents, referral numbers have remained lower than expected during the past year, and further work is required to strengthen awareness, accessibility and referral pathways.

A new referral process has recently been trialled using QR codes within local GP surgeries, creating a simpler and more direct route for healthcare professionals and residents to access the programme. Over the coming year, this approach will be expanded further, with a focus on engaging Healthy Hubs, social prescribers and other local health partners to increase visibility of the scheme and improve the number of appropriate referrals into the centres.

Alongside this, the local teams will continue to review the customer journey from referral through to participation, ensuring that residents feel supported, welcomed and confident when accessing the facilities. The aim is to build a stronger connection between leisure, health and community services, helping more residents use physical activity as a positive tool to improve long-term health and wellbeing.

Community Health and Wellbeing Programmes

A key area of focus for the next 12 months will be the continued development of community health and wellbeing programmes across the Three Rivers contract. Both William Penn Leisure Centre and South Oxhey Leisure Centre play an important role in supporting residents who may not traditionally access leisure facilities, particularly those facing barriers linked to confidence, health, cost, age or social isolation.

The contract will continue to explore opportunities to work with local partners, community groups and health organisations to develop targeted programmes that support wider council priorities around prevention, inclusion and active lifestyles. This will include reviewing existing activities, identifying gaps in provision and creating clearer pathways into the leisure centres for residents who may benefit most from structured support.

By strengthening links with local organisations and making better use of the facilities as community wellbeing hubs, the aim is to increase participation from underrepresented groups and ensure the centres continue to support both physical and mental wellbeing across the district.

Decarbonisation of Leisure Facilities

Continuing to explore opportunities to decarbonise the leisure facilities will remain a key priority over the next 12 months. Both William Penn Leisure Centre and South Oxhey Leisure Centre have already maximised the available roof space for solar arrays, which has supported reductions in electricity consumption and strengthened the contract's contribution towards wider environmental targets.

Building on this progress, Everyone Active will continue to work closely with Three Rivers District Council to review further opportunities to reduce carbon emissions across the centres, including the potential for solar canopies, heat pump technology and other energy-efficient plant improvements. These projects will require careful feasibility work, funding review and operational planning, but remain important long-term opportunities to support the council's decarbonisation ambitions while ensuring the leisure facilities remain sustainable, efficient and fit for the future.