LIBERTY LEISURE LIMITED BUSINESS PLAN 2023-2026

The Liberty Leisure Limited Business Plan ensures that the company's projects and performance develop the business objectives of the company while contributing towards the priorities of Broxtowe Borough Council.

This plan outlines the project priorities that Liberty Leisure Limited will implement to develop the company so it can continue to exceed the business objectives agreed with Broxtowe Borough Council.

The priority of the company is to deliver an efficient service for Broxtowe Borough Council while continuing to make contributions to the Council's Corporate Plan priority of Health. The company delivers a programme of opportunities to have a positive impact on the health of local people, to do this Liberty Leisure Limited is guided by the Service Agreement with the Council.

The business plan focuses on the delivery of actions for the coming financial year. A suite of milestones and Key Performance Indicators (KPI) will be used to monitor progress against key tasks and targets.

The Council's Vision for Broxtowe is 'a greener, safer, healthier Broxtowe where everyone prospers'.

Liberty Leisure Limited's values that contribute to the Councils vision are:

- Innovation Constantly evolving our offering
- Care Caring for our community
- Employees recognising our staff and ensuring a happy workforce for all
- Integrity always acting with integrity
- Value Delivering value for all
- Fun Vibrant and diverse leisure, culture and events that enrich lives

Liberty Leisure Limited specifically contributes to Broxtowe's Corporate Plan by:

• Encouraging active and healthy lifestyles in every area of the Borough

Supporting the council to produce and deliver its Leisure Facility Strategy

1. PUBLISHED STRATEGY AND POLICY DOCUMENTS SUPPORTING THE DELIVERY OF PRIORITIES AND OBJECTIVES

Strategy/Policy Document	Purpose of Document	Renewal Date	Responsible Officer/Contact
Broxtowe Leisure Facilities Strategy	The future of leisure facilities within the Borough of Broxtowe	March 2021	Deputy Chief Executive
Broxtowe Borough Council Corporate Plan	The Council's overarching plan for its priorities, targets and objectives. The plan sets out priorities to achieve the vision to make "Broxtowe a great place where people enjoy living, working and spending leisure time" with focus on the priorities of Housing, Business Growth, Community Safety, Health and Environment.	April 2024	Chief Executive
Get Active Delivery Plan (Previously Sports Strategy)	Providing the opportunity, motivation and support to enable people to be more active than ever before	From March 2023. Action plan to be reviewed annually	Managing Director
Joint Use Agreement	Provides legal framework for the management of the joint-use facilities in partnership with Notts County Council and school governing bodies	Agreement with Chilwell School subject to 2 years notice	Managing Director/Deputy Chief Executive
Licence to Occupy	Provides an operating agreement with EMET / Kimberley School	Sept 2022 to August 2024	Managing Director/Deputy

Strategy/Policy Document	Purpose of Document	Renewal Date	Responsible Officer/Contact
		subject to review and 3 months termination notice	Chief Executive

2. LIBERTY LEISURE LIMITED VISION AND VALUE

Promote active and healthy lifestyles in every area of Broxtowe (He1)

Service Areas covered by this Plan	Service Objectives
Vision	Leisure and Health at the heart of our community
Mission	To earn the lifelong loyalty of our customers through delivering first class leisure and health opportunities
Values	 INNOVATION – constantly evolving our offering CARE – caring for our community INTEGRITY – always acting with integrity SAFETY – provide safe and secure facilities and events VALUE FOR MONEY – delivering value for all EMPLOYEES – recognising our staff and ensuring a happy workplace for all FUN – vibrant and diverse leisure, culture and events that enrich lives

Service Areas covered by this Plan	Service Objectives
Operational Areas	Bramcote Leisure Centre; Kimberley Gym and Swim; Chilwell Olympia
	Get Active
	Business Development

3. MEASURES OF PERFORMANCE AND SERVICE DATA

PERFORMANCE INDICATORS

Indicator Description (Pentana Code)	Achieved 2018/19	Achieved 2019/20	Achieved 2020/21	Achieved 2021/22	Target 2022/23	Target 2023/24	Target 2024/25	Indicator Owner and Comments (incl. benchmarking)
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Indicator Description (Pentana Code)	Achieved 2018/19	Achieved 2019/20	Achieved 2020/21	Achieved 2021/22	Target 2022/23	Target 2023/24	Target 2024/25	Indicator Owner and Comments (incl. benchmarking)
Total Attendances for Liberty Leisure Limited LLLocal_G02	1,743,511	1,685,140	237,626	913,122	Original 887,100 Revised 985,000	1,010,600	1,025,700	Managing Director The 2023-24 attendance target is based on the 2022/23 revised target increased by 2.6% 2024/25 is a 1.5% increase on the 2023/24 target
Total number of members (fitness and swim school) LLLocal_G12	8,040	8,175	1,410	6,691	7,000 Revised 7,395	8,170	8,365	Managing Director Business Manager Targets are taken from the annual sales forecasting document using the revised figure of 7,395 as the base figure stated for April 2023

Indicator Description (Pentana Code)	Achieved 2018/19	Achieved 2019/20	Achieved 2020/21	Achieved 2021/22	Target 2022/23	Target 2023/24	Target 2024/25	Indicator Owner and Comments (incl. benchmarking)
Total Number of Annual Direct Debits Collected LLLocal_G06	94,711	96,402	16,923	69,199	83,590	94,000	95,500	Managing Director Business Manager Fitness 52,100 direct debits for the year 2023/24 Swim 41,900 direct debits for the year 2023/24
Percentage of direct debits collected LLLocal_G13	98.2%	98.2%	97.8%	98.1%	98.4%	98.4%	98.4%	Managing Director Business Manager
Total Income (excluding management fee) LLLocal_G05	£3.574m	£3.857m	£3.350m	£2.955m	£3.073m	£3.249m	£3.336m	Managing Director

Indicator Description (Pentana Code)	Achieved 2018/19	Achieved 2019/20	Achieved 2020/21	Achieved 2021/22	Target 2022/23	Target 2023/24	Target 2024/25	Indicator Owner and Comments (incl. benchmarking)
Operating Expenditure (including central charges) LLLocal_G04	£4.236m	£4,593m	£4.118m	£3.466m	£3.915m	£3.754m	£3.890m	Managing Director Assumes that an agreement for the delivery of leisure at Kimberley Leisure Centre is agreed and implemented by the end of August 2022 Excludes capital depreciation and pension back pay adjustments

Indicator Description (Pentana Code)	Achieved 2018/19	Achieved 2019/20	Achieved 2020/21	Achieved 2021/22	Target 2022/23	Target 2023/24	Target 2024/25	Indicator Owner and Comments (incl. benchmarking)
Management Fee from the Council to Liberty Leisure Ltd LLData_G05	£1,160,000	£1,030,000	£995,000	£850,000	£845,000 Fee Splits Leisure Centres £557,000 Get Active £60,000 Events £130,000 Museum £98,000	£519,000 Fee Splits Leisure Centres £262,000 surplus Get Active £3000 surplus Managing Director / Business Support £806,000 deficit Details in the comments column	£519,000 Fee Splits Leisure Centres £271,000 surplus Get Active £13,000 surplus Managing Director / Business Support £824,000 deficit Details in the comments column	Managing Director Managing Director and Business Support includes: • £240,000 Service charges paid to the council • £150,000 VAT • £63,000 Operating Licenses • £26,000 training, professional fees, subscriptions • £20,000 contingency • £16,000 Marketing

Indicator Description (Pentana Code)	Achieved 2018/19	Achieved 2019/20	Achieved 2020/21	Achieved 2021/22	Target 2022/23	Target 2023/24	Target 2024/25	Indicator Owner and Comments (incl. benchmarking)
Subsidy per visit all service areas LLLocal_G07	58.1 pence	38.0 pence	57.8 pence	49.7 pence	86.0 pence	51.4 pence	49.8 pence	Managing Director Calculation based on Management fee received divided by forecast attendances 2023 onwards excludes Cultural Services

4. KEY TASKS AND PRIORITIES FOR IMPROVEMENT 2022/23 – 2025/26 INCLUDING COMMERCIAL ACTIVITIES

Description (Pentana Code)	Targeted Outcome	Partnership/ Procurement Arrangement	Officers Responsible/ Target Date	Budget Implications/ Efficiencies/Other comments
Operate alternative leisure provision from the existing Kimberley Leisure Centre site LL2225_K01	Continue to provide fitness and swim facilities for community use during the day and evenings	East Midlands Education Trust Kimberley School Broxtowe Borough Council	Managing Director Kimberley Operations Manager Start: May 2022 End: April 2025	Kimberley only expenditure (excluding on costs) 2023/24 = £821,000 2024/25 = £850,000 Income 2023/24 = £838,000 2024/25 = £895,000 Attendance target 2023/34 = 285,000 The contract to operate at the site will be reviewed in November each year

Description (Pentana Code)	Targeted Outcome	Partnership/ Procurement Arrangement	Officers Responsible/ Target Date	Budget Implications/ Efficiencies/Other comments
Grow fitness memberships LL2326_G01a (New)	To continue to recover income lost during the lockdowns by increasing direct debit collections from fitness and gym school membership	Les Mills (Virtual Classes) Innovatise (App development) Gym Sales (Membership prospecting) Primary Care Network (Health referral partner) Big Wave (Performance Analysis)	Managing Director Business Manager Start: April 2021 End: August 2024	Total gym membership direct debits numbers (including Exercise Referral): ACTUAL 1 April 2022 = 3,342 30 September 2022 = 3,875 TARGET 31 March 2023 = target of 4,160 (24.5% increase since April 2022) 31 March 2024 = target of 4,608 (being 10.8% increase for the year) The forecast represents 93.5% of the prepandemic gym direct debit membership

Description (Pentana Code)	Targeted Outcome	Partnership/ Procurement Arrangement	Officers Responsible/ Target Date	Budget Implications/ Efficiencies/Other comments
Grow Swim School memberships LL2326_01b (New)	Complete a review with the aim of increasing the total number of people learning to swim and to improve the efficiencies in delivering the Swim School programme	Big Wave Active 4 Today	Managing Director Operations Managers Start: September 2022 End: March 2024	The Swim School at Bramcote is operating at 108% of pre-pandemic figures and is considered to perform well with limited scope to improve. Bramcote ACTUAL 1 April 2022 = 2,358 30 September 2022 = 2,379 TARGET 1 April 2023 = target of 2,390 31 March 2024 = target of 2,400 Kimberley ACTUAL 1 April 2022 = 984 30 September 2022 = 1,031 TARGET 1 April 2023 = target of 1,070 31 March 2024 = target of 1,170

Description (Pentana Code)	Targeted Outcome	Partnership/ Procurement Arrangement	Officers Responsible/ Target Date	Budget Implications/ Efficiencies/Other comments
Continue to deliver the exercise referral scheme LL2023_G08	Provide a sustainable supported referral opportunity for people with medical needs who will benefit from exercise	Primary Care Network (PCN) Social Prescribers Public Health – ABL Community Health / Physio workers PICS respiratory services	Managing Director Kimberley Operations Manager Start: April 2022 End: March 2024	Exercise Referral memberships are also included in the total gym memberships above: ACTUAL 1 April 2022 = 181 30 September 2022 = 219 TARGET 1 April 2023 = 264 (45.1% increase since Apr '22) 31 March 2024 = 335 (being a 26% increase for the year)
Implement a first aid, NPLQ and Fitness Qualification training programme LL2023_G02	LLL to provide a range of training opportunities such as First Aid to be sold commercially	NUCO NPLQ Active IQ	Managing Director Kimberley Operations Manager Start: April 2020 End: March 2024	Staffing costs are contained within an existing Duty Manager role. Proportion of existing DM role allocated £10,000 Course resources £4,000 Income target £29,000

Description (Pentana Code)	Targeted Outcome	Partnership/ Procurement Arrangement	Officers Responsible/ Target Date	Budget Implications/ Efficiencies/Other comments
Implement price changes LL2326_02 (New)	Increase the overall operational income to mitigate against expenditure increases resulting from the cost of living crisis	Board of Directors	Managing Director Start: April 2023 End: March 2024	Price changes implemented on 1 April 2023 will result in £100,000 of forecasted income and is included in the total income target
Implement a Direct Debit Bureau LL2326_03 (New)	To increase the total income surplus created by the company's operations	PayGate Gladstone LMS Broxtowe Borough Council	Managing Director Business Manager Start: April 2023 End: March 2026	Expenditure 2023/24 = £8,190 (inc set up) Expenditure 2024/25 = £2,840 Expenditure 2025/26 = £2,840 Income 2023/24 = £ 7,620 Income 2024/25 = £14,340 Income 2025/26 = £20,340 It is expected that the additional work can be contained within the existing administrative resource. The balance for the first 3 years being a surplus of £28,430
				It is expected that as incomes increase additional staff resource will be required

Description (Pentana Code)	Targeted Outcome	Partnership/ Procurement Arrangement	Officers Responsible/ Target Date	Budget Implications/ Efficiencies/Other comments
With external support review a range of potential operating efficiencies LL2326_04 (New)	To identify achievable operating efficiencies to implemented	Active 4 Today Broxtowe Borough Council	Managing Director Start: November 2022 End: March 2024	Specific operational areas to be reviewed include: Expenditures 1. Staffing structures & technology 2. Identify specific operating costs and incomes e.g. Swim School 3. Review staff contracts to ensure operational flexibility 4. Review operating hours in relation to usage 5. Review current charges paid to the council and services provided 6. Review capital repairs and renewal programme Incomes 1. Review the fitness and swim school membership and forecast changes between 2022/2026 2. Review and provide business cases for alternative sources of income 3. Review pricing and potential prices changes between 2022/2026 4. Provide a medium term financial forecast 2023/26 Other areas to be considered include: 1. Utility costs 2. Staffing pay increases 3. Superannuation and triannual review

Description (Pentana Code)	Targeted Outcome	Partnership/ Procurement Arrangement	Officers Responsible/ Target Date	Budget Implications/ Efficiencies/Other comments
Ongoing delivery of the Get Active Plan LL2225_S01	Supporting partners who deliver services to support people with mental health conditions Develop volunteer opportunities and a pathway into volunteering	BBC Communities Team Primary Care Network Active Nottinghamshire Middle Street Resource Centre Durban House Broxtowe Women's Project	Managing Director Kimberley Operations Manager Start: April 2023 End: March 2024	Provide opportunities for potentially inactive people to become more active: - Buggy and Wellbeing Walks - Work with Heya to enable Asian Women to be more active - Broxtowe Women's Project — improving leisure access - Support people with dementia to access leisure opportunities - Improving access to leisure opportunities for asylum seekers and refugees - With the NHS reduce inequalities for people with learning disabilities enabling more people to access health checks and leisure opportunities - Delivery of chair based exercise for older people at risk of falling

SUPPORTING BROXTOWE BOROUGH COUNCIL

Description (Pentana Code)	Targeted Outcome	Partnership/ Procurement Arrangement	Officers Responsible/ Target Date	Budget Implications/ Efficiencies/Other comments
Support Broxtowe Borough Council in the development of the Leisure Facilities Strategy LL2225_G01	LLL provide operational expertise to the council to ensure that any new facilities have an achievable business plan, that design and layout will meet customer expectation and enable efficiencies to be achieved	Broxtowe Borough Council	Managing Director / Business Manager April 2022 to March 2024	 Liberty Leisure Ltd will: Support the council in developing a leisure facility strategy for the Borough Provide operational expertise to enable the council to determine whether the facility mix proposed at any identified sites will provide the income required to support the development and the on-going revenue implications In addition, LLL will use the facility mix proposed to scope out a draft activity programme for the new facility, which will reflect the diverse needs of the community

Description (Pentana Code)	Targeted Outcome	Partnership/ Procurement Arrangement	Officers Responsible/ Target Date	Budget Implications/ Efficiencies/Other comments
Replacement gym equipment BBC2022c	Provide a scope of the equipment required, digital capabilities, meet with suppliers, site visits, support with scoping the details of a procurement. Redesign available gym space and work with the contractor to ensure installation is to specification and on time	BBC Procurement Officer Liberty Leisure Ltd	BBC Deputy Chief Executive June 2024	The implementation of this action is delayed from December 2021. £600k is the nominal figure included in the council's capital planning for this action. The figure will change due to the financial impact of Brexit, the future of Kimberley Leisure Centre and the timescale for implementing the leisure facility strategy

Description (Pentana Code)	Targeted Outcome	Partnership/ Procurement Arrangement	Officers Responsible/ Target Date	Budget Implications/ Efficiencies/Other comments
In line with a finalised Leisure Facilities Strategy, review the existing Management Agreement between Broxtowe Borough Council and Liberty Leisure Limited BBC2022a	To have an updated agreement that accurately details the roles and responsibilities of Broxtowe Borough Council and Liberty Leisure Ltd in the provision of leisure in Broxtowe	BBC Legal Officer	BBC Client Officer BBC Deputy Chief Executive Managing Director	Currently the direct budget costs associated with potentially delivering changes to the existing management agreement are not known. Where possible these will be contained within existing budgets, however, until the extent of the work is known, the finance cannot be set out. Areas which will be explored further are: • Reviewing payment schedules • Updating the scope of the service • Potential reductions in the Management Fee • Agreeing a reserve policy • Exploring corporation tax liabilities • Managing Repairs and Renewals • Governance of the Company

5. LINK KEY TASKS AND PRIORITIES FOR IMPROVEMENT TO THE FINANCIAL BUDGETS

All known costs, savings and financial efficiencies (actuals and estimates) identified in the key actions above have been (or will be) incorporated in the annual and medium-term budget accordingly.

Pentana Code	Revenue and Capital Budget Implications/ Efficiencies Generated 2023-24	2023/24 Budget (£)	2024/25 Budget (£)
LL2225_K01	Operate alternative leisure provision from	Operating expenditure	Operating expenditure
	the existing Kimberley Leisure Centre site	£821k	£850k
		Operating income	Operating income
		(£838k)	(£895k)
		Balance £17k operating surplus	Balance £45k operating surplus
LL2326_G01a	Grow Fitness Memberships	Incomes by site	Incomes by site
(New)		Bramcote £748k	Bramcote £812k
		Chilwell Olympia £86k	Chilwell Olympia £93.5k
		Kimberley £411k	Kimberley £436k
		TOTAL £1,245,000	TOTAL £1,341,500
LL2326_01b	Grow Swim School Memberships	Total incomes by site	Total incomes by site
(New)		Bramcote £665k	Bramcote £680k
		Kimberley £333k	Kimberley £341k
		TOTAL £998k	TOTAL £1,021k

Pentana Code	Revenue and Capital Budget Implications/ Efficiencies Generated 2023-24	2023/24 Budget (£)	2024/25 Budget (£)
LL2023_G08	Continue to deliver the exercise referral	Additional Expenditure £13.6k	Additional Expenditure £14.3k
	scheme to grow Exercise Referral	Income £68.0k	Income £74.5k
	memberships	Balance £54.4k surplus	Balance £60.2k surplus
LL2023_G02	Implement a first aid, NPLQ and Fitness	Reallocating existing staff resource £10k	Reallocated existing staff resource £10.5k
	Qualification training programme	Additional Expenditure £4k	Additional Expenditure £6k
		Income £29k	Income £40k
		Balance £15k surplus	Balance £23.5k surplus
LL2326_02 (New)	Implement price changes	Additional Income £100k	A 3% price increase is included within the overall income for 2024/25.
LL2326_03	Implement a Direct Debit Bureau	Expenditure £8,190	Expenditure £2,840
(New)		Income £7,620	Income £14,340
		Balance Deficit £570	Balance £11,500 surplus
LL2326_04 (New)	With external support review a range of potential operating efficiencies	Service savings offsetting the additional charges identified by the council £15k	Potential efficiencies to be implemented to be identified through scoping process
LL2225_S01	Ongoing delivery of the Get Active Plan	All listed projects funded with no additional costs to existing revenue budgets	All listed projects funded with no additional costs to existing revenue budgets
BBC2022c	Replacement gym equipment	Expenditure £0	Expenditure £700k

FORECASTED INCOME AND EXPENDITURE SUMMARY

Financial Element	2022/23 (Revised)	2023/24*	2024/25*	2025/26*
Operating Expenditure	£3,834,245	£3,807,600	£3.938m	£4.105m
Operating & School Income	£3,016,210	£3,244,275	£3.363m	£3.504m
Operating Balance	£818,035 deficit before management fee	£563,325 deficit before management fee	£575k deficit before management fee	£601k deficit before management fee
Allocated Management Fee	£788,390	£519k	£500k (no actual figure agreed)	£500k (no actual figure agreed)
Balance including the allocated management fee	£29,645 deficit	£44,325 deficit	£75k deficit	£101k deficit

^{*}The revenue budgets for 2023/24 and 2024/25 assumes that the estimated superannuation back pay will be paid in a lump sum rather than in monthly payments as was the arrangements between 2020/23.

6. SUMMARY OF KEY RISKS

Key Strategic Risk	Action to be taken or required to mitigate/minimise the risk or threat
1. Teckal Company	Ongoing strategic operational documents identifying a wide range of actions to develop the company
2. Lack of financial resources	A medium term financial forecast that is regularly reviewed to ensure that potential financial issues are identified in advance of the problem arising

Key Strategic Risk	Action to be taken or required to mitigate/minimise the risk or threat
3. Leisure Facilities Strategy	As per strategic risk register. The council to complete its leisure facility strategy to enable the company to develop it operational and financial planning

The top five risks (strategic or operational) arising from the key tasks and priorities for improvement

Key Task	Risk or Threat to Key Task	Covered by an existing Strategic Risk?	Action taken/required to mitigate/minimise the risk or threat
Operate alternative leisure provision from the existing Kimberley Leisure Centre site	The ongoing operation I subject to an annual review at which point notice may be issued	Yes – Risks 4 and 5 (see below)	Regular operational and review meetings with the school to ensure that operations meet both organisations expectations

Key Task	Risk or Threat to Key Task	Covered by an existing Strategic Risk?	Action taken/required to mitigate/minimise the risk or threat
Grow fitness and swim school memberships (excluding Exercise Referral)	Potential effects of the cost of living crisis on consumers disposable income Ageing buildings and insufficient maintenance budgets	Yes – Risks 4 and 5 (see below)	 Risks are mitigated as follows: Continue to diversify delivery over time to include a range of exercise referral options and to build new partnerships to grow daytime usage Retrain staff to maximise the use of the Gym Sales prospecting tool New Leisure Management System improving the online booking and joining process Continue to review the customer journey to maximise changes in technology Deliver an annual programme to promote sales and retain existing customers Continue to support the council to deliver it plans for new leisure facilities Meetings held with the councils estates team to agree priority maintenance to be discussed with the council
Implement the exercise referral scheme	Continued provision of services at Kimberley Leisure Centre Referrals are less than predicted	Yes – Risks 4 and 5 (see below)	 Risks are mitigated as follows Minimise additional expenditure for by utilising some existing staff expertise within their existing job roles to support the programme Referral targets are based on previous performance and the number of refers have been increased Increasing involvement in local NHS networks is expanding the network of health professionals who can refer

Key Task	Risk or Threat to Key Task	Covered by an existing Strategic Risk?	Action taken/required to mitigate/minimise the risk or threat
Implement a Direct Debit Bureau	Failure to attract sufficient customers to cover the expenditure Sufficient staff resilience to ensure that the service	Yes – Risks 4 and 5 (see below)	 Centralise the company's admin function to add resilience and keep expenditures contained to existing admin budgets Year 1 targets based on actual conversations with potential customers Set up costs are contained within the existing Business Development budget with no requirement to utilise the company's reserves Templates for any additional data sharing agreements are available and existing agreements and security arrangements are in place with LMS provider

Risks as extracted from the Strategic Risk Register as at November 2022:

Risk 4: Failure of strategic leisure initiatives

Risk 5: Failure of the Liberty Leisure Limited trading company

The latest Strategic Risk Register is available in full at https://intranet.broxtowe.gov.uk/finance/risk-management/