

Performance Management – Liberty Leisure Limited**1. Background - Corporate Plan**

The Broxtowe Borough Council Corporate Plan was approved by Council on 10 July 2024. It has been developed setting out the Council's priorities to achieve its vision to make "A greener, safer, healthier Broxtowe where everyone prospers." Over the next few years, the Council will focus on the priorities of Housing, Business Growth, Community Safety, Health, and Environment.

The Council's Local Authority Trading Company, Liberty Leisure Limited, is guided by the Service Agreement and its company strategies. These documents align the work of Liberty Leisure Limited with other local, regional, and national plans to ensure the company's work contributes to wider objectives. These include the Council's Corporate Plan that prioritises local community needs and resources are directed toward the things they think are most important. These needs are aligned to ensure the ambitions set out in the Council's Corporate Plan are realistic and achievable.

2. Business Plans

The Liberty Leisure Limited Business Plan is reviewed annually. The Business Plan 2026/29 was approved by the Liberty Leisure Limited Board in January 2026. The Liberty Leisure Limited Business Plan 2026/29 was noted at Full Council on 4 March 2026.

The Liberty Leisure Limited Business Plan links to the Council's corporate priority of Health that was approved by Council on 4 March 2026. The Council's priority for Health is to 'Healthy and supported Communities'. Its objectives are to:

- Promote active and healthy lifestyles in every area of Broxtowe (He1)
- Develop plans to renew our leisure facilities in Broxtowe (He2)
- Support people to live well with dementia and support those who are lonely or have mental health issues Broxtowe (He3)

The Liberty Leisure Limited Business Plan details the projects and activities undertaken in support of the Corporate Plan 2024-2028 for each the Council's Health priority areas.

3. Performance Management

This report provides a summary of the progress made to date on key tasks and priorities for improvement in 2026/27 (as extracted from the performance management system). It also provides the latest data relating to Key Performance Indicators (KPIs).

The Council and Liberty Leisure Limited monitor performance using the performance management system. Members have been provided with access to the system via a generic user name and password, enabling them to interrogate the system on a 'view only' basis. Members will be aware of the red, amber, and green traffic light symbols that are used to provide an indication of performance at a particular point in time.

The key to the symbols used in the performance reports is as follows:

Action Status Key

Icon	Status	Description
	Completed	Action/task has been completed
	In Progress	Action/task is in progress and is currently expected to meet the due date
	Warning	Action/task is approaching its due date (and/or one or more milestones is approaching or has passed its due date)
	Overdue	Action/task has passed its due date
	Cancelled	Action/task has been cancelled or postponed

Performance Indicator Key

Icon	Performance Indicator Status
	Alert
	Warning
	Satisfactory
	Unknown
	Data Only

The Performance Indicator Status in the tables shows the position related to the frequency of reporting as described in the column titled "Frequency". Where the frequency is annually this will be for the previous year 2025/26.

Liberty Leisure Limited- Performance Indicators 2026/27

Status	Code / Indicator	Frequency	2024/25 Achieved	2025/26 Achieved	2026/27 Q1 Value	2026/27 Q1 Target	Notes
Data Only 	LLData_G05 Management Fee from the Council to Liberty Leisure Limited	Annually	£271k	£135k	-	£48.9K	No management fee has been requested to date for 2026/27. The company manage its finances through a monthly cash flow review.
Green 	LLLocal_G02 Total Attendance - Liberty Leisure Limited (All)	Monthly	800,736	817,572	249,005	960,000 240,000 (Q1)	Achieved target for attendance across all areas. Slightly down on target at Bramcote Leisure Centre and Chilwell Olympia but Stapleford Community Pavilion is significantly up and increasing well.
Green 	LLLocal_G04 Operating Expenditure - Liberty Leisure Limited (Including central charges)	Monthly	-£2,753k	-£2,923k	-£581k	-£3,272k -£818k (per quarter)	Reduction in staffing through rota efficiencies and staff on maternity leave. Increase expenditure for NBA club courts but more than matched by income. Annual forecast = -£3,253k
Green 	LLLocal_G05 Total Income (excluding Management Fee) - Liberty Leisure Limited	Monthly	£2,582k	£2,810k	£752k	£3,076k £769k (per quarter)	Gym memberships and swim lessons are on track with the addition of Stapleford Community Pavilion. Annual target = £3,076k
Red 	LLLocal_G12 Total number of members (Fitness and Swim School)	Monthly	5,513	5,513	5,684	6,278	Figures are the combined totals for Fitness and Swim School Memberships and include Direct Debit and annual payers and based on where Liberty Leisure Limited would like to be in March 2027. Currently 594 memberships down from end of year total. Expectation to increase but some targets are set too high, particularly swim lessons (income is on target).

Liberty Leisure Limited – Actions 2026/27

Status	Code and Action	Action Description	Progress	Due Date	Comments
In Progress 	LL2427_G02 Investigate the possibility of adopting the 'Agency Agreement' model for the operating leisure services	Review the possibility of minimising the operators VAT liability	0%	Mar-2027	This will be reviewed in the 2026/27 financial year. Due date extended in line with revised review date.
In Progress 	LL2427_G03 Review the support services and charges provided by Broxtowe Borough Council	Rationalise the support services provided to the company by BBC so that there are improved financial and operational efficiencies	50%	Mar-2027	Reviewing Service Level Agreements to ensure up to date for and to consider implications of Local Government Reorganisation. Progress reported at 71% at 2025/26 the lower value for Q1 2026/27 is due to further milestones being added to this action.
In Progress 	LL26929_G02 Operation of the new Stapleford Community Pavilion	Liberty Leisure Limited (LLL) to operate a financially sustainable facility at Stapleford Community Pavilion from 2025/26	20%	Mar-2028	Official facility opening took place on 28 October 2025 with all facilities available. Facility being well utilised and usage has increased in recent months. Padel court canopy currently in tender with a view to getting planning for lights as well to increase year-round usage.
In Progress 	LL2225_G01 Support Broxtowe Borough Council in the development of a new leisure facility at the Bramcote site	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	50%	Summer 2028	The company has provided facility mix and financial related data to the Council's leisure consultant regarding a new build leisure centre at the Bramcote site. The new centre was granted planning permission on 14 January 2026. Finance has now been agreed with cabinet and looking forward to the building being started soon. Due Date revised in line with anticipated completion date.

Status	Code and Action	Action Description	Progress	Due Date	Comments
In Progress 	LL2326_G01a Grow fitness memberships	To grow all areas of fitness income to support the objective of improving operational efficiencies. Specifically, at Bramcote Leisure Centre to ensure that the fitness membership at the site is sufficient to support the financial requirements of a potential future new facility and the potential opening of a gym facility at the Stapleford Community Pavilion	30%	Mar-2029	Gym membership on track to achieve end of year finance targets. Reviewed and improved the digital journey to increase the number of members accessing health improvement programmes as well as improving the take up for corporate health checks and workshops. Monitoring the fitness class programme across both sites to ensure high occupancy. Currently running a campaign to assist prospective members who are not confident in the gym to get started as this is a gap, we feel public leisure should fill. Progress reported at 93% at 2025/26 the lower value for Q1 2026/27 is due to further milestones being added to this action.
In Progress 	LL2427_G06 Expand Exercise Referral opportunities	Increase the number of people on the exercise referral programme. Specifically targeting young people to encourage exercise adoption from an earlier age	22%	Mar-2029	Exercise Referral memberships achieving targets. Continuing to grow Exercise Referral through direct marketing being undertaken by General Practices and delivering exercise referral in the North of the Borough with Greasley Sports and Community Centre. Active Lifestyles Team created double sided business cards to market wise moves and exercise referral with QR codes for people to scan and be directed to the referral form. This means health professionals can give out the business cards as a form of targeted self-referral and reduce admin time. Stronger with Parkinson Stronger exercise group in January. Reviewing how to expand this offering. Progress reported at 75% at 2025/26 the lower value for Q1 2026/27 is due to further milestones being added to this action.

Status	Code and Action	Action Description	Progress	Due Date	Comments
In Progress 	LL2528_G01 Grow Swimming Income (New)	Increase the operational income from Liberty Leisure Ltd Swim School, NCC School Swimming and the public swimming programme at Bramcote Leisure Centre (BLC)	25%	Mar-2029	Monitoring the swim programme and public swim programme to increase occupancy and identify ways to improve retention and attendance. Continuing to recruit and support volunteers to enable them to become swim teachers to increase the number of available swim teachers to deliver the programme. Recent success in offering free trials to prospective members has produced good levels of interest. Progress reported at 90% at 2025/26 the lower value for Q1 2026/27 is due to further milestones being added to this action.
In Progress 	LL2427_G10a Replace the gym equipment estate across the Liberty Leisure operated facilities	Capital investment to provide the gym at the Stapleford Community Pavilion (operating from 2025/26), and equipment for the new Bramcote Leisure Centre and Chilwell Olympia in 2026/27. Support the continued growth of the fitness membership to support the delivery of annual financial targets.	40%	Dec-2026	The equipment Stapleford Pavilion was procured and installed within Q3 2025/26. The equipment for Bramcote and Chilwell is included in the capital expenditure for 2026/27 The new Bramcote Leisure Centre has been pushed back slightly for a slight redesign. The gym equipment procurement for this and Chilwell Olympia will be delayed accordingly. Procurement to take place in 2026/27 and install in 2027/28. LL2427_G10a Progress reported at 100% at 2025/26 the lower value for Q1 2026/27 is for the replacement of gym equipment across the Liberty Leisure Limited estate.
In Progress 	LL2326_G04 Manage the reduction in the allocated management fee being made to the company by Broxtowe Borough Council	Deliver a balanced financial budget for 2025/26	50%	Mar-2027	Budget forecasted to reduce which is allowed for by adding a new replacement Bramcote Leisure Centre and the Stapleford Community Pavilion, efficiencies and increasing income in other areas.