

ALIVE

I M P A C T R E P O R T 2 0 2 4 / 2 5

MAKING WEST NORFOLK AN ACTIVE
HEALTHY AND HAPPY PLACE
TO LIVE, WORK AND VISIT

ALIVE

Part of:

Borough Council of
King's Lynn &
West Norfolk



M E S S A G E F R O M T H E S E N I O R M A N A G E M E N T T E A M

Alive West Norfolk had a very positive year both with attendances to our services across our community, leisure & arts & entertainment provision & financially surpassing income budgets. Over the year work has been undertaken to transition Alive from a Local Authority Controlled Company back to within the council which completed on the 1st April 2025.

Paul Billington joined the team as Interim Assistant Director before Richard Allan joined as the new Assistant Director for Leisure & Culture in March 2025. Key work has been undertaken to look at our leisure facilities working up options & investment plans which looks an exciting project for the future.

We built upon strong partnerships with NHS colleagues to further develop out Active Wellbeing provision with Active Now exercise referral, Cancer Physical Activity Programme in partnership with the QEH, Falls Prevention programmes and FREE Active Community programmes delivered around the borough thanks to funding from the UKSPF, ICB & Active Norfolk.



M E S S A G E F R O M T H E S E N I O R M A N A G E M E N T T E A M

Across our services we saw over 1.5m attendances, 1m of which were for physical activity. Through our sport & leisure provision we generated more than £4.3m in social value. We had 32,000 attendances to our holiday programmes funded by the Borough Council of Kings Lynn and West Norfolk and the DfE's Holiday Activity Fund which also saw 6,000 free meals for children who attended. We had 50,000 attendances to Active Community activities which take place outside of our leisure centres & we delivered 1500 sessions in local schools.

Our panto was a huge success with 22,181 attendances to Cinderella at the Corn Exchange alongside successful years for the theatre & cinema.

Overall, a very successful year with Alive West Norfolk in a very good place as we re-join the Borough Council team.

A thank you to our board of directors who will now pass the baton onto the council as we look forward to an exciting future ahead.



H I G H L I G H T S

A T T E N D A N C E S P A R T I C I P A T I O N I N C O M E



1.5m

Total AWN Customer Attendances

130k

Corn Exchange attendances

25.8k

Cinema attendances

22k

Cinderella Panto attendances

32,000

Holiday Programme attendance including Big Norfolk Holiday Fun & BCKLWN subsidised clubs

6,000

Free meals were issued to eligible attendees of the holiday programme



1M Sports Participation

£4,377,288

Social Value

£2,783

Outreach Activities

6,630

Members

3,291

Sports Courses

Active Schools

1,500 Sessions

42,000 Participation



£7.9m

Total Income

£5.5m

Total Sport Income

£2.4m

Total Culture Income



H I G H L I G H T S



NPS

Leisure Score

43

National Benchmark for Customer Satisfaction Score 33



Health & Safety

96%

National Average 82%

NPS

Culture Score

81

National Benchmark for Customer Satisfaction Score 73



Lynnsport shortlisted for Regional (South) UK Centre of the Year in the annual UK Active Awards which recognise excellence & innovation across health, wellbeing, & fitness in the UK



20+ staff upskilled to deliver swimming lessons, trained & qualified through the STA by our in house tutors

219 Films offered at CEX across 1898 screenings



HEALTH & WELLBEING

ACTIVE WELLBEING SCHEMES

531

Referrals in to Alive Wellbeing Programmes (38% from GP practices)

191

Customers on our Just Move Community Falls Prevention programme

449

Participants on the Active Now exercise referral programme

72

QEH Cancer Rehab attendees



Wellness Outreach Talks to: Rotary Club, Parkinsons Group, Stroke Association, Lung Health Group & Strength & Conditioning Fundamentals workshop for females over 50



HEALTH & WELLBEING

KEY PARTNERS & STAKEHOLDERS

Borough Council of
**King's Lynn &
West Norfolk**



King's Lynn and
West Norfolk
**Health &
Wellbeing
Partnership**



NORFOLK
SCHOOL SPORT
PARTNERSHIPS
WEST NORFOLK



Norfolk and Waveney
Integrated Care Board



**The Queen Elizabeth
Hospital King's Lynn**
NHS Foundation Trust



Improving lives together
Norfolk and Waveney Integrated Care System



WEST NORFOLK
A MARMOT PLACE



INCREASED PARTICIPATION

ATTENDANCES

1.5M	Attendances
1M	Sports Participation Visits
196,000	Culture Visits
262,126	Gym Admissions
216,711	General Swimming
80,000	Fitness Class Admissions
55,000	Active Community Attendances

MEMBERS

6630	Members
7361	Alive Discount Card Holders
2865	Alive Discount Concession Card Holders

SPORTS COURSE NUMBERS

3291	Sports Lessons & Courses
1639	Swimming
986	Gymnastics
564	Football
90	Tennis



I N C R E A S E D P A R T I C I P A T I O N

Introduced learn to swim gala in partnership with WNSC. Medals were awarded to all swimmers. Some swimmers were spotted to join the swimming club.

Swimming lessons at Alive St James learner pool for stages 1 & 2 are now taught in-water. This has created a positive response to customers experiences & has seen improved ratings.



King's Lynn Elite Football headed over to The Nest, home to Norwich City Community Sports Foundation to compete in their annual elite football tournament competing with teams such as Norwich City, Portsmouth, Colchester City, Watford, Aston Villa to name a few.



The Time to Talk Football programme has proved to be a great success with 80 men attending weekly to promote / improve mental health & wellbeing. JPL under 14 squad reached the semi final of the national cup & were runners up in the National Premier Conference league.

I N C R E A S E D P A R T I C I P A T I O N

Scotland Tour 2025 - 24 players attended the annual tour to Rangers Football club for two professional training sessions & a tour of the Ibrox stadium. We also visited a live Scottish championship game, Partick Thistle vs Hamilton Academic

Gymnastics surpassed 1000 members for the first time & celebrated its 50th anniversary, they increased attendance for Gymnasts attending competitions, with excellent performances at National & Regional levels

Introduced Adult Beginners & Adult Intermediate Plus Tennis sessions, & LTA Youth Start tennis programmes to encourage beginner adults & young people to participate in Tennis

KLCF expanded to Girls pathways & Girls School Leagues whilst maintaining Elite, Ability Counts, Walking Football & Time to Talk Football

The girls school football league, supported by Athena care homes has again been well attended monthly with 6 schools meeting monthly to compete in fixtures to support the growth of the girls' game



I N C R E A S E D P A R T I C I P A T I O N



Active Community programmes saw over 50K attendance

Active Community Programme benefitted from UKSPF Funding to expand its reach across the borough with over 11K attendances

Active Schools saw 1,500 sessions delivered in schools across the borough with 42k child attendances

Active Schools had 44 bookings across our extra-curricular programmes (Healthy Body/Healthy Mind, Game Changers & Sports Leaders)

Supported the council by delivering creating communities events across North Lynn, South Lynn & Gaywood

Partnered with the council in Hunstanton to deliver Beach Sports events at the seafront across the Summer

 Delivered activities on the Tuesday Market Place in King's Lynn throughout the Summer, engaging passers by with FREE fun activities

Delivered sessions at Mr B's nursery at St Augustines engaging preschool children & families.

Supported organisations such as Purfleet Trust in developing an outdoor gym & supporting fund raising events



I N C R E A S E D P A R T I C I P A T I O N



32K

HOLIDAY CLUB attendances with funding from the council & the Holiday Activity Fund in partnership with Big Norfolk Holiday Fun



6000

Children received free meals



INCLUSIVE SPORT has seen us introduce wheelchair rugby league as part of our Ability Counts programme & a partnership with Kings Lynn Knights to set up a competitive wheelchair rugby team



Town Hall & Stories of Lynn attendance increased by **7%**



AWN has a total of **175** regular block bookers

E V E N T S



GEAR came storming back with 2,100 people starting the main race & 700 children in the Mini-Gear.



Hunstanton Bowls Tournament saw 278 engagements.

Glow Ride Halloween event saw 85 children & parents take to the track for the spooky cycling event.



Mega Inflatables
We accommodated a Halloween themed inflatable session, continuing our partnership with Mega Inflatable.



Gymnastics celebrated its 50th birthday. The display saw over 500 gymnasts taking part & over 1200 tickets sold. Lights & sound hugely improved from previous years.

**East region Tumbling Prelims April 24
3 gymnasts qualified for the national finals.**

Inter-regional Acro championships April 24 - IDP 1 pair finished in 3rd place, securing a bronze medal.

English Gold & Silver Tumbling finals June 24 - 1 x 2nd place and 1 x 3rd place finish, securing silver and bronze medals.

Inter-regional Challenge cup tumbling finals July 24 - 3rd place, bronze medal achieved.

Inter club tumbling competition Feb 25 - 164 tumblers competed over 2 days. Many of our youngest gymnasts competing for the 1st time.

East region Acro prelims March 25 - 25 gymnasts attended, 2 x Gold, 1 X Silver, 1 X Bronze medals achieved. 2 partnerships qualified for the National Finals & 1 partnership qualified for the Inter-regional championships. prelims 25 qualifiers.

E V E N T S



Round Norfolk Relay - For the 28th consecutive year, we proudly hosted the Round Norfolk Relay Events, 198 mile relay around the Norfolk border the event for around 1000 people, which was first held here in 1996, with the starters pistol fired by Dame Kelly Holmes DBE.



We delivered an event for 130 girl guides & brownies which included a day full of activities such as climbing, gymnastics, squash, multisport, tennis & badminton. Followed by a Pyjama Party, Disco & sleepover & breakfast the next morning.



West Norfolk Textiles Fair. Around a 1000 people in attendance across the weekend.

Christmas Extravaganza



The Christmas Extravaganza at Lynnsport returned for its 3rd year & proved to be as popular as ever with around 100 children enjoying Christmas themed activities such as arts & crafts, movies, reindeer food making, glitter tattoos, music & even a visit and gift from the big man himself.



Time to Talk Football tournament raised £2k for the 8:56 Foundation



King's Lynn Corn Exchange open Day attracted 1500 people

King's Lynn Town Hall had over 1000 visitors for the annual Heritage open day



COMMUNITY ENGAGEMENT & PARTNERSHIPS

Engaged with over 30 schools across our Active Schools programme including Curriculum and Extra-curricular activities, Healthy Body/Healthy Mind, Game Changers, Sports Leaders and the Omnes Games Events.

Delivered over 1500 school sessions, engaging over **42,000** participants.

50K Active Community programme attendances across 19 programmes and 18 locations around the borough.

Worked in partnership with the the council on developing the Marmot Programme.

Contributed to RISE North Lynn in partnership with the Police.

West Norfolk has been identified as priority 1 for Sport England's Place Partnerships programme & AWN are in the leadership group for this.

Worked with Norfolk County Council Children's Services, the Family Hub & Active Norfolk as part of Sport England's Patchwork programme delivering our new Active Families programme.

Launched a My Movement My Way Promotion with inspiring local celebrities.

As part of the UKSPF Cycling Development scheme, a cycle hire centre was opened at Alive Lynnsport. Alongside the cycle hire provision a successful Cycling Development programme was launched in partnership with Velouse Flyers, to deliver a range of engaging cycling activities for targeted groups.



COMMUNITY ENGAGEMENT & PARTNERSHIPS



Corn Exchange working with Vision Norfolk for audio described performances for week-long shows.

Rotary club partnership offering 4 screenings per month for the over 60s.

Dementia friendly, Toddler Tuesday & Senior screenings enjoyed increased attendance.

Team GB Shot Putter, Sophie McKinna paid a visit during her preparation for the Paris Olympic Games selection. Sophie provided some local young athletes the opportunity to train alongside her whilst utilising our facilities.



Hosted some 'Dragons on the Move' visits. These visits from the 'Dragons' (Disability Real Action Group of Norfolk) facilitated disability groups to conduct user led accessibility reviews of our facility which provided first hand feedback on how we can make our facilities more user friendly & accessible to people with disabilities.

A good practice case study was developed featuring AWN Dragons On The Move: Alive Lynnsport.



Swim safe introduced in partnership with the council, Swim England and the RNLI, & partially funded by the Hunstanton Rotary club.

A great collaboration with the council, teaching the children of our coastal community how to enjoy their local environment safely.



OUR ENVIRONMENT



AWN were awarded £37,502 in grants from the Sport England Swimming Pool Support Fund for new LED lighting at Alive Downham and Alive St James.

Right Directions in conjunction with Sport England conducted an environmental audit at St James.

We scored **70%** which was within the top quartile of centres assessed.

Alive Oasis replaced their existing pool lights to LED lighting.

AWN has been working in partnership with the Borough Council to work towards the net zero target. This has included the development of a platform that brings together all utility usage v monetary spend in one system.



As part of the AWN's QMS development we have developed an Environmental Strategy and environmental operating procedures. These documents guide our business and operational decisions and support staff development

CUSTOMER EXPERIENCE & OPERATIONAL SUSTAINABILITY



Customer rate their experience with Alive highly. The Leisure net promoter score was 34% above national benchmarks and the Corn Exchange was 11% above national benchmarks

Refurbished the Gymnastics Centre at Lynnsport, at a cost of over £120k.



Re-laid the 3G pitch surface at Lynnsport at a cost of over £400k.

Attracted over £370k in grant funding.

Membership sales over 20% up on previous year.



Les Mills Virtual classes launched.

Introduced DINES mobile bar & catering ordering system at the Corn Exchange.

CUSTOMER EXPERIENCE & OPERATIONAL SUSTAINABILITY



AWN commercial training introduced advanced Swim stage training, external NPLQs, external Swim teacher course & Tourni-key training.

Alive Downham converted an unused school change to a meeting & health & wellbeing room.

A programme of member retention events & pop-up classes introduced. Sessions included Aqua circuits, Women's only Weights sessions & PowerWave in the park.

2 members of staff undertook Mental Health First Aid Training. This will initially support the work we do with the 8:56 foundation & 'Time to Talk' football.



A number of staff have undertaken training including level 3,5 & 7 management. Coaching awards from Gymnastics helper, level 1 & 2 coaching. FA UEFA B & C licences, NPLQ, First Aid, Swim Teacher, Gym Instructor, Personal Training, Les Mills fitness, Cancer Rehab & Cardiac Rehab Instructor training & Seated Exercise training to name a few.

ASPIRATIONAL
HAPPY ENERGY
AMBITIOUS
FAIR FOCUSSED
VIBRANT
IMAGINATIVE
POSITIVE
FUN
ALIVE
INCLUSIVE
DYNAMIC
CARING
HEALTHY
INNOVATIVE
ACTIVE
COLLABORATIVE
INSPIRATIONAL
MOTIVATED