

Circadian Trust

Annual Report

2022/23



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1

Welcome & Summary of 2022-23 from Chair and Chief Executive



Welcome

We are very pleased to welcome you to our annual report.

Circadian Trust is a special organisation both in the way that it is structured, but more importantly in the way it operates.

We are proud to be a charitable company and social enterprise. This means we focus on trading successfully but with a real social purpose.

We have to compete with the best commercially, meaning we work to be efficient, effective and very customer focussed. But we also have to deliver tangible social benefits, which add real value to the communities we serve. To this end, we constantly strive to improve the quality of the outcomes we deliver to our customers and clients whether this is:

- Helping people improve their health and wellbeing.
- Assisting people in meeting their fitness aspirations.
- Providing places for people and clubs for training and preparing for informal or formal sports activities.
- Being a social hub for recreation, meetings or events both formal and informal.
- Helping people with special requirements achieve their goals.
- Working in partnership with other organisations in health, education or community development.

Summary of 22 - 23

The last of the personal and business restrictions around Covid-19 were removed in March 2022. This meant that we began the financial year (for the first time in 2 years) without any restrictions in place. Nonetheless, there was a general wariness amongst the public and the business continued “in recovery” throughout the period.

Physical Activity visits grew to just over 2 million, up from 1.8 million in 2021-22. (This is still below the 2.65 million achieved in 2019-20 pre-pandemic time.) However, in the last quarter of the financial year, visitor numbers were almost back on par with the pre-pandemic period. These figures correlate well with the national average return rates, which are available from Sport England via its Moving Communities portal. Where we are amongst the higher performers.

By the end of the financial year the Company had over 12,900 Health & Fitness pre-paid members (compared to 12,500 at the end of March 2021), whilst swimming lessons had over 10,900 pupils attending each week (compared to 10,000 at the end of March 2021). Swimming lessons have made a full recovery to pre-pandemic levels, whilst health and fitness membership targets are taking longer to achieve in the current economic climate.

In a rolling 12-month period between April 2022 and March 2023 CT generated a total of £13.17 million social value compared to £10.71 million in 2021/22. This is still below the £14.6 million achieved pre-pandemic but is recovering well.

Circadian Trust remains in the top quartile for Annual Social Value Change when benchmarked against other leisure providers.



SECTION

2

Introduction

Circadian Trust (CT) is an independent charitable company delivering a range of sports and leisure outcomes in partnership with South Gloucestershire Council and working strongly in partnership with a broad range of other stakeholders.

Since it was established in 2005 CT has developed as a focused social enterprise, balancing commercial reality with a social conscience, delivering social return on investment in the local communities it serves.

This has led to noteworthy achievements; including significant reductions in delivery cost; major investment into its facility portfolio and its services; tangible and increased service quality and the development of exciting cross cutting partnerships which are delivering improved rates of participation in physical activity and community and social outcomes to a broad range of customers.

CT operate five lifestyle centres within South Gloucestershire at Bradley Stoke, Kingswood, Longwell Green, Thornbury, and Yate and employs over 240 full time equivalent staff (over 500 individuals).



CT is a business that trades only for a social purpose, our charitable aims are to undertake and promote for the benefit of the general public:

- The provision of high-quality facilities for sport, recreation or other physical activity or other leisure time occupation of individuals who have need of such facilities and services by reason of their youth, age, infirmity or disablement, financial hardship or social and economic circumstances or for the public at large in the interests of social welfare.
- The promotion and protection of good health through community participation in healthy activity.
- The maintenance and improvement of public amenities and the provision of schemes to assist and encourage the use of such facilities by the general public.
- The advancement of education and training in leisure and sport related subjects.





SECTION

3

Mission, Vision and Values

Circadian Trust is an independent Charitable Company based in South Gloucestershire managing a range of sports, leisure and lifestyle facilities and services for its local community.

OUR MISSION:

“Inspiring Active Lifestyles”

OUR VISION:

“A Healthy, Active Community”

Underneath the Mission and Vision statements are 3 “overarching” values which underpin the culture of the Trust and its planning and decision-making processes, as well as linking, via stated actions, to the Charitable objects (see Public Benefit section on the next page).

OUR VALUES:		
CUSTOMER FIRST	EMPOWERMENT	INCLUSION
We look at everything through our customer’s eyes and strive to give them the best possible experience.	We develop our people to be experts in their field, to help our community develop active lifestyles, and to act like owners – spending money where it matters most.	We offer services to our whole community and ensure equality in everything we do.

At the beginning of the 2021 - 22 financial year, Circadian Trust launched a new Strategic Plan: 'Reset' to cover the years 2021-2023. The plan recognises that the impact of Covid has affected our previous long-term plans and places focus on the recovery and normalisation of our commercial business first; this is to enable the long terms sustainability of those facilities and services that require cross subsidy. The key aims of the plan are:

1

Delivering a sustainable charitable business for our customers and communities

2

Re-establishing the charity and the customer base

3

Capitalising on new social value and business opportunities

Achieving the strategic aims is the focus of the business with the ultimate aim of delivering our public benefit objectives. The purpose of this Annual Report is to demonstrate how we are working towards these aims and our charitable objects.

The impact of Covid-19 has severely affected the Charity since early 2020 and will continue to impact as we recover to a “new normal”. Many of the challenges that we had in 2021-22 have continued into 2022-23 including the recruitment crisis with a lack of available workforce as we attempt to operate services and continue to increase capacity.

Economic pressures including higher than forecast inflation, energy costs and the “cost of living” crisis continued to affect the Charity in 2022-23 and it seems will continue to do so throughout 2023 and into 2024.

Circadian Trust prides itself on its business approach to generate funds to re-invest in services for public benefit. Our company structure is geared to ensuring that we offer services that are accessible to the whole community, and this is enshrined within our memorandum and articles of association.





Each week the charity delivers public benefit to thousands of visitors and the examples below provide a flavour of the work we carry out. This has been severely disrupted since February 2020 due to Covid-19 but has recovered well in 2022 - 23.

The results for 2022 -23 show that the trust has survived the pandemic and is in better financial and organisational health than we thought we would be at the start of the period.

However, it remains the case that it will take longer than first envisaged to recover services and finances to a position similar to that enjoyed prior to the first lockdown in March 2020. This will be exacerbated in the short to medium term by the headwinds affecting the economy – particularly rising costs to the business and the chilling effect of inflation on our customer's disposable income – on which we rely.

Trustees would like to place on record their thanks for the strong partnership support displayed by the Charity's main stakeholder and commissioner, South Gloucestershire Council, since the pandemic.

SECTION

4

Governance and Company Structure

Organisational Structure and Decision Making Process

Board Structure and Meetings:

The full Board usually meets at least once a quarter to take decisions on strategic and development issues. It met 5 times during 22/23.

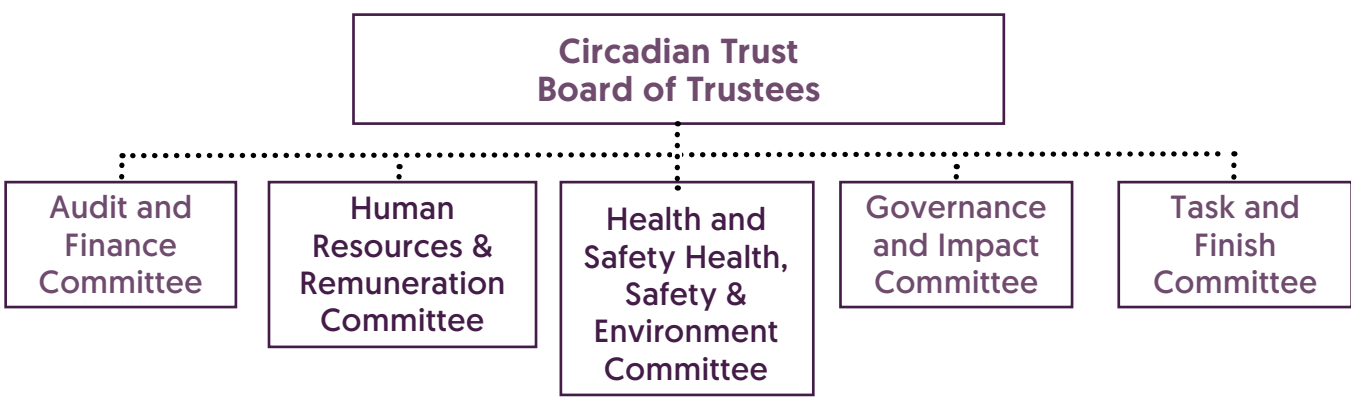
The charity structure allows for the creation of committees to scrutinise detailed policy decisions and proposals and carry out delegated tasks on behalf of the full Board. In 2022-23 Board committees were:

- Audit and Finance Committee with responsibility for scrutiny of the finances, risk and auditing of the organisation; this met four times to consider the organisation's finances and monitor the planned recovery once Covid restrictions had been fully lifted from April 2022.
- Human Resources & Remuneration Committee dealing with strategic employment issues such as terms and conditions of employment and the appointments of senior staff and Trustees. This met four times to consider the organisation's employment policies, legislative requirements, and remuneration and employee benefits due to recruitment issues that continued in 2022 - 23.
- Health and Safety Committee deals with strategic issues including monitoring external health and safety audits and the implementation of any recommendations. This met four times to consider health and safety compliance and practices. This committee also added the Environment and the environmental performance of the company to its governance and is now called the Health and Safety and Environment Committee.
- Governance and Impact Committee reviewing Governance, Board Policy and looking at the measurement, evaluation, and reporting aspects of the social impact of the charity. The G&I Committee met 4 times in the year. The main considerations included the delivery of the Strategic Plan - "Reset", reviewing the charity's corporate governance framework, and recommending a revised Strategic Decision and Delegation policy to the main Board.
- A new Task and Finish Committee was formed to work with the charity's executive to consider revised contract arrangements with South Gloucestershire Council and a review of our membership of the Local Government Pension Scheme. This committee met twice in 2022 -23 and its work is ongoing.

BOARD EFFECTIVENESS

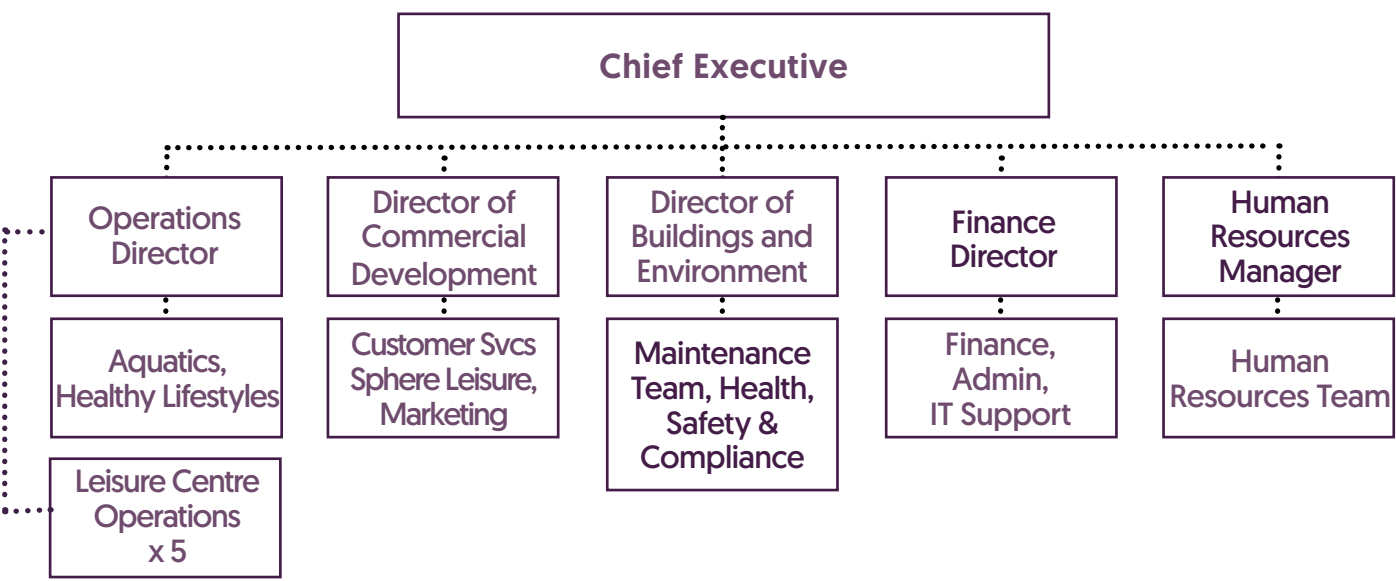
Board Structure:

In March 2022, Circadian Trust Board instructed an external auditor to carry out a governance audit and board effectiveness review. This was completed in May and the results were accepted by Board that month. The results showed that Circadian Trust is effectively governed, and an improvement action plan was adopted to deal with the minor recommendations from the audit.



Executive Structure:

The operational management of the company is delegated to the Chief Executive Team (CEOT) led by the Chief Executive. CEOT consists of the Chief Executive, Operations Director, Director of Commercial Development, Director of Buildings and Environment and Human Resources Manager, and Finance Director.



We are very proud of the partnerships and services we offer that make a real difference to people's lives, particularly those in health or social need, demonstrating what is best and different about Circadian Trust. We continue to work with partners and key organisations listed below:



SECTION

5

Business Performance

The Executive Management Team (consisting of the Chief Executive and 4 Directors) reviews the performance of the Charity on a monthly basis to ensure that the organisation is hitting key targets in relation to business performance and other factors. Performance and results are scrutinised on a quarterly basis by Trustees.

Coronavirus (Covid-19) and its impact in 2022- 23

The last of the personal and business restrictions around Covid 19 were not removed until March 2022. This meant that we began the financial year (for the first time in 2 years) without any restrictions in place. Nonetheless, there was a general wariness amongst the public and the business continued “in recovery” throughout the period.

The pandemic therefore continued to affect the business’s performance with income at 95% of 2019 -20 levels (up from 77% in 2021 – 22). However, income had recovered to within 2% of pre-pandemic levels when comparing the last quarter of the financial year.

Performance measurement

The Trust’s management team and Board developed a new balanced scorecard for use from 2022 – 23 which was designed to measure performance of the business against both the Reset Strategy and key strategic success factors.

For the purpose of this report selected measures that focus on customer “physical activity” uptake, visitor experience, quality, financial performance and social value scores have been selected from both the balanced scorecard and Sport England’s national social value benchmarking tool known as the “Moving Communities” portal.

Table 1 shows the following extracts from the balanced scorecard with explanations given below:

MEASUREMENT / METRIC [SOURCE]	TARGET	2022 – 23 ACTUAL
Total Profit / Surplus [Balanced Scorecard]	£73,000	£326,000
Total Physical Activity Visits [Moving Communities]	1,873,293	2,079,799
Social Value Score £’s [Moving Communities]	£10,698,000	£13,992,000
Average Quest Assessment Score [Moving Communities]	Very Good	Very Good
Net Promoter Score [Balanced Scorecard]	42	42
DEC Certification [Balanced Scorecard]	B	B

Table 2 gives a more detailed breakdown of participation by physical activity area.

CATEGORY	TOTAL VISITS 2022–23	2021-22
Health and Fitness (Gym)	422,244	459,023
Swimming Lessons	511,240	401,693
Group Exercise Classes	182,774	131,304
Swimming Activities	446,419	400,876
Sports Hall Hire	83,556	68,507
Other Activities (Inc. Commercial)	433,566	411,890
TOTAL	2,079,799	1,873,293

These tables show:

- We achieved a surplus (profit) for the first time since 2019 – 20 and this was ahead of target.
- An 11% growth in our physical or leisure activity visits in 2022 – 23 when compared to 2020 - 21. In the last quarter of the financial year, visitor numbers were almost back on par with the pre-pandemic period. These figures correlate well with the national average return rates, which are available from Sport England via its Moving Communities portal. We are amongst the higher performers.
- Our social value score measured in £'s via the moving communities hub increased by 30%. This added value is driven by participation in physical activity and the benefits derived from improvements in health, prevention of ill health, crime diversion, education, and subjective well-being. This is weighted by gender, age, and other information anonymously collected from our membership database about visitors when they book or attend a session. Those of greater (or younger) age, with disabilities, or with other registered health conditions will score higher on the social value scale. Such a large increase this year has been made possible as all vulnerable groups and sessions have returned to centres following the pandemic.

- Quest is the Sport England recognised strategic and quality management accreditation based on the EFQM (European Foundation for Quality Management) framework. Our aim is to have all centres in the upper quartile of this scheme and we achieved this with three sites accredited as very good and two as excellent (putting them in the top 10% in the country).
- Our net promoter score (how well our customer rates us based on whether they would recommend our services) is on par with service providers from our sector who subscribe to the scheme.
- Finally the Display Energy Certification (DEC) Scheme measures our energy (gas and electricity) consumption and benchmarks this with all public sector leisure providers, the certification is based on an A – G scheme (similar to that used on electrical appliances) where D is the average. Our aim is to have all sites rated B or better. Currently we have three sites rated B and two rated A putting our stock at the lower end for consumption and higher end for energy efficiency.

2022 – 23 has been a very successful period following the havoc wreaked by Covid 19 restrictions in the previous 2 financial years. It sets the Trust on a firm footing for the future.





Financial Review

Total income for the year rose to just under £12m (2021-22 £10m) due to the lifestyle centres recovering from Covid-19 restrictions and some reprogramming at sites.

As a result, trading income was also over £0.3m higher than in 2021 -22; although remained £0.3 million lower than 2019-20. The Company continued to control costs through careful management of staffing levels and utilisation of energy and other resources.

Overall, the Charity made a surplus of £370k in its unrestricted funds with net current assets increasing by over 40%. Cash Balances had been high at the beginning of the pandemic due to an unpaid rent debt to the council.

South Gloucestershire Council have supported the charity by converting the debt to a long-term liability thus ensuring the solvency of the charity. Cash Balances at the end of the year were at just over £3m.

Before the FRS 102 adjustment to take account of the Pension Deficit the group showed a surplus for the year of £42k. The Board are reviewing Pension arrangements as part of their long-term strategy to meet the challenges of rising staff costs due to increases in the national minimum and living wages. The Company intends to begin to rebuild its reserves and net current assets to protect the business during 2023–4.

The Trustees expect the charity to continue making surpluses, enabling further investment in facilities and services into the future.

Reserves Policy

The Trustees have reviewed the risks to the Company and established a Reserves Policy to ensure that the Company has sufficient “free reserve” funds to guard against longer term risks. This was reviewed in May 2022.

In the short term, reserves will continue to be built to cover any requirements as a result of learning from the ongoing effects of the Covid-19 Pandemic. This has been set at C. £950k.

In the longer term, the Company will aim to rebuild free reserves of up to 3 months trading expenses. However, it is recognised that given the current economic operating environment, this will be difficult to achieve.

The general reserve at the end of the year was £1.9m (2021-22: £1.5m) (before FRS102 pension adjustments). This year the FRS102 Pension Valuation showed a pension deficit of £489k (2021-22: £6.2m). This is now lower than our general reserves and Trustees continue to review the pension arrangements and ways to limit the costs of the scheme are being explored.

Capital Investment

The company is committed when funds allow; to invest in improvements to the facilities it manages, the equipment it provides for customers and staff; and the services it delivers across the business.

We budgeted for a capital investment programme in 2022-23, and this is covered in the plans for the future section below.

Quality Accreditations

- CT is expected to ensure that its facilities are accredited to a recognised Quality Management Programme and has continued with Quest, the industry approved quality scheme supported by Sport England. Bradley Stoke and Thornbury have been rated as 'Excellent' and our other 3 Centres were rated as "Very Good" in 2021-23.
- CT is also accredited to ISO14001 – Energy and Environmental Management, ISO9001 – Quality Management and ISO45001 – Health and Safety Management.





SECTION

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Achievements and Performance

The Trustee Board approved a new strategic plan “Reset” in May 2021. The focus for years 2021-23 is to RESET the business following the significant disruption to our organisation due to Covid-19. The Trust worked very hard to keep the charity viable for the future and to recover its customer base, to this end in 2022–23 the Trust:

- Managed to operate all our facilities and as many services as remain feasible given current operating restraints such as labour shortages.
- Worked hard to recover the customer and membership base in those services which have historically provided our sound finances, in order to support the charity in its further objectives.
- Not only re-established its Swim Academy after Covid but increased total customer numbers from 10,100 in April 2022 to 11,000 at the end of March 2023
- Continued to show adherence to all guidelines applied regarding the grant from Sport England’s National Leisure Recovery Fund (NRLF) in partnership with South Gloucestershire Council to help our business and services recover in the post-pandemic restrictions period. This has included maintaining all activities for which the funding was specifically granted.
- Managed staffing shortages due to a nationwide shortage of staff across the country, in this and the remainder of the leisure and hospitality sector.
- Undertook a further staff pay and benefits review due to the increase in the National Minimum Wage including looking at staff pay differentials.
- HR and Finance Emergency Payroll process was developed and completed.
- The roll out of mandatory Training to all staff including Safeguarding, Data Protection and Health and Safety was nearly complete by the end of the financial year.
- Following the recruitment of an Events Manager, achieved a record year in event income and contracted with a new external catering company.
- Re-opened Thornbury café with a new leaseholder, Café Perk.
- Poolview Drowning Detection System in place at Bradley Stoke
- Upgraded our customer booking system to Leisurehub, the latest iteration of our CRM software focusing on more self-service and online bookings.
- Revised and re-launched our new fitness On Track product, which focused on making it easier and quicker for new and returning customers to access the facilities. This also included the recording of an online fitness video and the introduction of a new online fitness programme creation tool via our App.
- Following a full IT network systems review, we have changed and upgraded all our IT systems, network, and telephony, and moved to a scalable Cloud environment with a new supplier.
- In January 2023 we achieved Cyber Essentials Plus accreditation
- Further improved our staff systems including communications and payroll to keep our staff involved, informed, and consulted.

- Further improved our staff systems including communications and payroll to keep our staff involved, informed, and consulted.
- Completed and submitted a bid to operate Bristol City Council and Hanger 16U, Filton leisure facilities.

Continued to nurture successful partnerships with:

- » South Gloucestershire Council
- » Sirona Health and Care
- » Bristol, Bath, North Somerset, and South Gloucestershire Integrated Care Board
- » Southern Brooks Community Partnerships
- » Swim England
- » Local GP Practices

These partnerships continue to develop and will enable the creation of new services in Health and education to deepen our social impact delivery in future.

Started investing in environmental and energy projects such as reinstating the gas turbine CHP at Longwell Green.





SECTION

7

Plans for the Future

Short Term (2023–24)

- Our 2-year Covid recovery strategy “Reset” comes to an end at the end of 2022 – 23, by the end of the financial year we were in the process of developing a new 5-year strategy covering the period 2023- 28. This will be in place by summer 2023.
- Completion of outstanding lease and contract documentation with SGC; and as part of this review our membership of the Local Government Pension Scheme.
- Continue developing our new customer journey to encompass our new product suite including developing its structure, developing our workforce to deliver this, and reframing the messages to our customers.
- Work hard to recover the customer and membership base in those services which have historically provided our sound finances, to support the charity in its further objectives.
- Continue to improve customer booking and entry systems to simplify processes for our customers with a special focus to Yate and Kingswood Active Lifestyle Centres.
- Delivering agreed environmental and energy projects by installing large Photo Voltaic units at our Bradley Stoke and Yate centres in 2023.
- Implement Poolview Drowning detection system at Yate Active Lifestyle Centre.
- Continue to manage increasing costs including energy costs, the National Living Wage, pension costs and increased inflation.
- Working up any bids for new or extended contracts where this is in our interest.

Medium Term (2024–26)

- Develop our teams so that we “grow our own” technically qualified and professional staff.
- Working with partners and stakeholders to ensure that lessons and opportunities arising from the Covid-19 pandemic are applied locally. For example, the very important part that physical activity and fitness play in physical and mental resilience both preventing and reducing the severity of illness and improving mental health and wellbeing across the population.
- Working to reduce the impact of high energy costs on the business by working with the owner of our buildings South Gloucestershire Council to invest in energy saving technology and reducing our carbon footprint.

Long Term

- To continually improve the range of services available to customers and ensure they match demand including significant facility development (as our estate of facilities is ageing).
- To continue to develop and deliver activities which encourage all sections of the population to undertake healthy active lifestyles, being innovative in our approach and intervening for public benefit where necessary to do so.
- To ensure that our long-term strategy is congruent with our stakeholders' plans.
- To develop the range of Business and Partnerships opportunities to improve the overall business performance of Circadian Trust.



SECTION

8

Appendix: Social Impact Report

A Social Impact and Community Outcomes

B Community Outcomes Further Data

Social Impact and Community Outcomes Report

Access and Inclusivity

The Trust works hard to make the facilities accessible to customers who are disabled. All of our changing facilities are developed to “changing places” standards; with hoists and equipment up to the standard of being able to deal with quadriplegic disability. All of our facilities have ramps and internal lifts making over 90% of our floor areas accessible to wheel chair users.

Carer partnership concession prices are offered so that customers requiring a carer to accompany them can participate at no cost to the carer.

The charity will employ disabled persons when they are suitable for a vacancy, and every effort is made to ensure that they are given full and fair consideration when such vacancies arise. There is a redeployment scheme in operation so that employees who have been injured or disabled during their period of employment can, where possible, continue in employment with the Charity.

During employment, the charity seeks to work with employees, considering their personal circumstances, to ensure appropriate training, development and advancement opportunities are available to enable them to reach their full potential.

The charity also ensures that its staff undertakes equality, diversity, and inclusivity training; [this was reinstated coming out of the pandemic, for all staff, in 2023.]

The Trust also works with many groups representing disability, equality and inclusiveness such as Paul's Place, Avon Autistic Group and South Gloucestershire Chinese Association. We welcome the inclusion of all.

Clubs and Groups

Our facilities provide a home to over 90 local sports clubs and community groups providing everything from Aikido to Swimming Clubs, and also hosted training sessions and competitions up to national standard on their behalf. These are all voluntary organisations – just like Circadian Trust.

GB Representative Athletes

The Trust offers complimentary memberships given to local individuals representing Great Britain at various sports, most GB athletes receive no funding to pursue their success. In 2022 – 23, 50 sportsmen or women including Gymnasts, Paralympians and Badminton players receive memberships whilst they represent their country to help them maintain their fitness.

Healthy Lifestyle Management and Partnerships

The 'Healthy Lifestyle on Referral' project at our five Lifestyle Centres was created to help and support people with medical or long term conditions become more active had become a great success.

There are now referral pathways to all 27 local GP surgeries, Sirona Care and Health, North Bristol Trust, Southmead and Cosham Hospital.

In 2021-22, the Trust delivered 850 referrals. In 2022-23 1,346 referrals were delivered which is a superb achievement.

In respect of Referral patients continuing to use services. This is now well over 100% of the level we were in 2019–20 with 533 referrals converting to direct debit memberships and 168 regular pay as you go customers by Q4 of 2022-23. There are now 701 current live members compared to 502 in 2021-22.

Exercise On Referral Programme

The HLOR team have continued to look at new opportunities. There are now a range of new contracts that focus on facility operation and physical activity service delivery. Some examples of what has already taken place is Escape Pain in partnership with the Integrated Care Board, and Healthy Weight Management in partnership with SGC Public Health. Following our Specialist Referral Staff obtaining further qualifications we can explore new partners hips and opportunities with McMillan, Cosham Hospital, North Bristol NHS Trust and Southmead Hospital.





Choices4U Group



Active in Life



Active Breathing



Impact Mentoring



Breakthrough Mentoring

Sirona Care and Health

Sirona Care and Health is a local large not for profit health care provider commissioned to deliver a range of services by the NHS in the sub region. They relocated to Thornbury Active Lifestyle Centre in 2018 having previously been based at Thornbury Hospital and are seeing over a thousand clients a month. Sirona confirm this partnership has been a real success.

The Centre and Sirona Care are working together to offer options for Sirona patients to come into the Trust's gyms, swimming pools and classes to continue strengthening and rehabilitation after their treatments.

Other Access and Community Groups

A number of groups continue to use our sites including Active Breathing, Reach, Impact Mentoring, Breakthrough Mentoring, Choices 4U, Osteoarthritis Exercise, Multiple Sclerosis / Parkinson Disease Classes, and Post Natal Classes.

Besides Health, Sports and Education our facilities managed and offered services to a wide range of community partners / organisations including Active Play for babies and toddlers extra needs – as prescribed by SGC Children's Services team and U3A which is a group formed of retired and semi-retired people.

Active Breathing – At Bradley Stoke, and Longwell Green. These classes are designed to decrease breathlessness and increase muscle strength for those suffering with emphysema, chronic bronchitis, asthma, ILD and bronchiectasis. Referrals come from North Bristol Pulmonary Rehabilitation team.

Impact Mentoring – Offered across all of our centres, Impact Mentoring bring young people in a bid to make a positive and lasting impact, giving them the confidence and support needed to achieve their true potential, regardless of the challenges they face.

Breakthrough Mentoring – Delivered by the public health team but within our centres, we are a main partner to deliver specialist help to children and adults with a range of complex issues; nutrition, mental health, sexual health, drugs and addiction support.

Choices4U group – Bookings running at Kingswood, Yate, and Bradley Stoke Lifestyle Centres. Choices4U aims to support adults with learning difficulties access community and leisure activities to promote independence and social engagement.

Osteoarthritis Exercise – These sessions take place weekly at Thornbury and Yate. Exercise is considered the most effective non-drug treatment for reducing pain and improving movement.

Multiple Sclerosis / Parkinson's Disease classes – Running at Yate. These classes offer more gentle exercises for those suffering with life changing long term conditions.

Post Natal classes – Running at Yate. These classes are specifically tailored to those returning to exercise after having a baby.

Free Swimming for Refugees - During 2022 working in partnership with the Council we introduced, and continue to offer, free swimming to refugees who have been granted refugee status. The hope is that this initiative will play a small part in making refugees' experience of life in the UK a positive one.

Autism Friendly Swimming Sessions - Kingswood and Longwell Green regularly run exclusive Autism Friendly Swimming Pool Sessions for local families who have at least one child with Autism. Swimming can be a particularly stressful experience for many autistic children. These sessions help children enjoy the water in a relaxed way.



Choices4U Group



Osteoarthritis Exercise Class



Multiple Sclerosis Classes



Post Natal Classes



Free Swimming for Refugees

TESTIMONIAL FROM YATE ACTIVE LIFESTYLE CENTRE

I was already a reasonably active person but in September 2021, at the age of 61 I was admitted to hospital with a suspected heart attack. During my five days stay the care was excellent but I was discharged with very little information on how to deal with my condition.

At this point I did not know if I would be able to regain the lifestyle, I had previously enjoyed which included regular aquafit and gym sessions, walking, foreign travel, windsurfing, and skiing.

My Husband and I accessed information from the British Heart Foundation, and I started their exercise programme which was helpful but as this was based at home, I found it very limited and isolating.

The real turning point was when my GP agreed to refer me to the Healthy Lifestyle scheme at Yate Active Lifestyle Centre and my first meeting with the Healthy Lifestyle Specialist. At last, we were able to talk to a lifestyle professional, face to face and begin to develop a progressive exercise programme. This gave us both so much confidence and the reassurance that we needed to re-gain fitness and to get our lives back on track. The Healthy Lifestyle Specialist explained so much to us about various aspects of training which we are still benefitting from now.

They were supportive and professional throughout and I'm sure that without their input I would not have progressed to where I am again now.

It took five months to get the results of my final cardiac tests and it has been concluded that I probably suffered an episode of myocarditis, fortunately with no damage to the heart. I do think it is important to stress that while the main concern is the physiological effect of something such as this, however the psychological affect should not be underestimated.

I am fairly sure that things would have not gone anywhere near as well for both me and my Husband had it not been for the Healthy Lifestyle scheme.

YATE CUSTOMER



◀ **KELLY SMITH,**
*Healthy Lifestyle on
Referral Specialist*

Community Impact

Besides Health, Sports and Education our facilities managed and offered services to a wide range of community partners / organisations in 2019-20. These services were cancelled in 2020-21 due to Covid-19 but all started again in 2021-22.

Active Swimstars – Focus has been on increasing the number of children learning to swim. Covid-19 had a devastating impact on swimming lessons. In March 2020, 9,687 customers were on our learn to swim programme. Reopening in August 2020, when Covid restrictions were still in place meant our pools had to operate with severely reduced capacities, resulting in the business only being able to accommodate 6,863 learn to swim customers. As restrictions eased we have grown from 7,375 customers in April 2021 to 9,889 in April 2022 which is a phenomenal achievement. The demand for swimming lessons remains consistently high due to the time missed in the pool during covid.

TESTIMONIAL ON ACTIVE SWIMSTARS SWIMMING LESSONS

My son has made great progress with his swimming, which undoubtedly is down to the excellent teaching provided. The Swimming Teacher is always friendly with the children and my son loves his teaching methods.

The lessons are structured, and include fun games, this means my son really looks forward to them, (which could have been problematic as they were straight after school.) My son has now moved up to Stage 6. Please can you pass on my sincere gratitude to Longwell Green for their sterling work, my son really has made such brilliant progress thanks to your efforts.

Active Play – Managed on behalf of the Council's Children's and Young People's Directorate, at no cost to the Council. The scheme relaunched in July 2022 and grants young people, who meet the following criteria, to access free swimming and soft play sessions:

- Live in South Gloucestershire
- Be under 5 years old or aged 5-16 with a disability
- Have underdeveloped play skills,
- behavioural problems, developmental delay, or poor physical health

Or children who 'live in circumstances that hinder their progress', such as:

- Lack of quality time for child and parents
- Parent/guardian ill health
- Social/marital problems exist
- A lack of play facilities locally

Walking football and netball – These sessions are particularly popular as they are tailored so that everyone can play regardless of age or fitness level. Sessions are dementia friendly and accommodate for those who are injured.

U3A – Yate LC provides activities to members of the University of the Third Age which are made up of retired and semi-retired people. This restarted in September 2021.

Swimarathon – in partnership with Thornbury Rotary Club and hosted by Thornbury Active Lifestyle Centre. For over 30 years, hundreds of local and district residents have helped to raise over £400,000 through the Swimarathon sponsored swim team relays.

Community Outcomes

Further Data

The Social Impact of Sport and Physical Activity in South Gloucestershire

In line with its mission 'Inspiring Active Lifestyles,' CT's driving force is to encourage and deliver increased uptake in physical activity in South Gloucestershire.

It can only do this by continuing to deliver quality services that people wish to use and by investing in facilities and developing services to meet the demand and need.

CT has previously increased facility usage year on year. Unfortunately, due to the impact of Covid-19 usage has sharply declined, which is why CT have implemented a new strategic 'Reset' Strategy as explained earlier in this report.



Pricing – The Trust's pricing strategy for customers without need for further support is firmly based in the value for money category. This is also underpinned by a range of payment methods including a "pay as you play" philosophy for most activities we provide.

Furthermore, a comprehensive "concessionary" pricing offering discounts of up to 50% for those in need of special assistance related to age, health or socio-economic circumstances is made. The majority of concessionary prices offer access to facilities and services at a cost of less than the cost of providing the service.

The inclusive pricing policy also extends to local sports clubs who use our facilities with junior and disability sports clubs benefiting from concessionary prices for the facilities they hire from the charity.



Programming – Priority is given to programming our facilities to meet the needs of a diverse community and to make special efforts to offer programmes for customers who require access because of age, disability, sex or other needs. Examples of this include older people's activities, junior programmes, disability access sessions and sex-specific sessions where appropriate. Covid restrictions are now fully removed and so no longer have an impact on our programming.

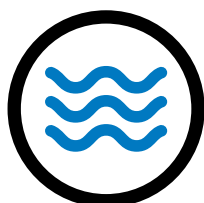


Clubs and Groups – Prior to Covid-19 our centres provided a home to over 200 local sports clubs and community groups offering everything from Aikido to Water Polo; and also hosted training sessions and competitions up to national standard on their behalf. These are all voluntary organisations – just like Circadian Trust. Unfortunately, they had nowhere to meet, practice or play for part of the year 2021/22 due to the pandemic. In 2021/22 approximately 91 Clubs have returned to our centres following the lifting of Covid-19 restrictions. However, several clubs did not survive the pandemic.



Aquatics Management – As the major provider of public swimming facilities in the district, the Trust continues to work in partnership with Swim England to deliver our Aquatics Strategy, which aims to:

- Increase participation in all aquatic areas; but with special focus on adult swimming.
- Improve access and opportunity for all.
- Successful development (Learn to Swim to club) pathways.



Pool Programming – The opportunity has been taken to further reprogram all 5 Centres swimming pools following consideration of the customer data from the last two years to better relate to our target markets and the fact that pools were able to reprogram due to the lifting of any Covid-19 restrictions. Sites still have to take into consideration a lack of Lifeguards (Leisure Assistants) and Swim Teachers due to the ongoing staff and recruitment issues affecting the whole industry.



Schools Learn to Swim – Schools learn to swim and disability swim groups are fully re-engaged in 2022-23.



Disability swim groups – was also restricted in 2020-21 due to Covid but are now reengaged. Several of our sites run sessions or host clubs specifically for swimmers with a disability including Dippers at Yate, Sharks Development Squad at Bradley Stoke and Dolphins at Kingswood.



Free Swimming to Pregnant Women – This activity was started to offer free swimming to pregnant women during public swim sessions across all Active Lifestyle Centres. The 12-month pilot scheme began on 1st February 2020. This was suspended throughout 2020-21 financial year.

The scheme has been set up to help overcome the increasing prevalence of obesity and in particular the effects of obesity during pregnancy, which increases the risk of adverse health outcomes to both mother and child. This has been identified as a particular problem in South Gloucestershire.

In addition, obesity during pregnancy increases the risk of life-long health problems in children, including obesity, type 2 diabetes, and heart disease. The scheme restarted again in April 2021 with over 450 women enrolled up until end March 2022. The Board made the decision to continue with this scheme on a permanent basis in May 2022 and it now had 690 women enrolled up until end March 2023.

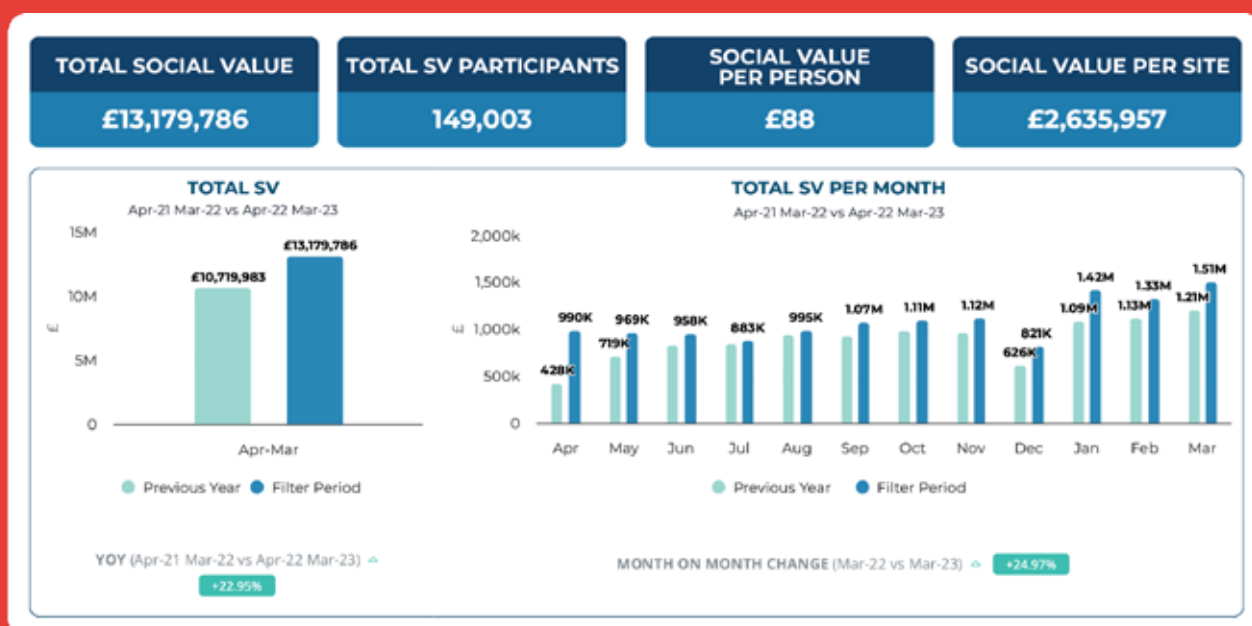
The Social Value Calculator

It is now possible to evidence a relationship between sport, physical activity, and social impact in a number of categories including improved health, reduced crime, increased educational attainment and improved life satisfaction or “subjective wellbeing”. CT are now one of several leisure providers using a Social Value Calculator developed by a strategic partnership including Sheffield Hallam University, Sport England, 4 Global, and Experian. This methodology is recognised and accepted by both Sport England and The Department for Digital, Culture, Media & Sport (DCMS) as a national measure and benchmarking service for Social Value in the sector. CT can now measure and value the impact of physical activity offered in our facilities and benchmark how well we are doing in relation to other leisure providers and Trusts within the DataHub.

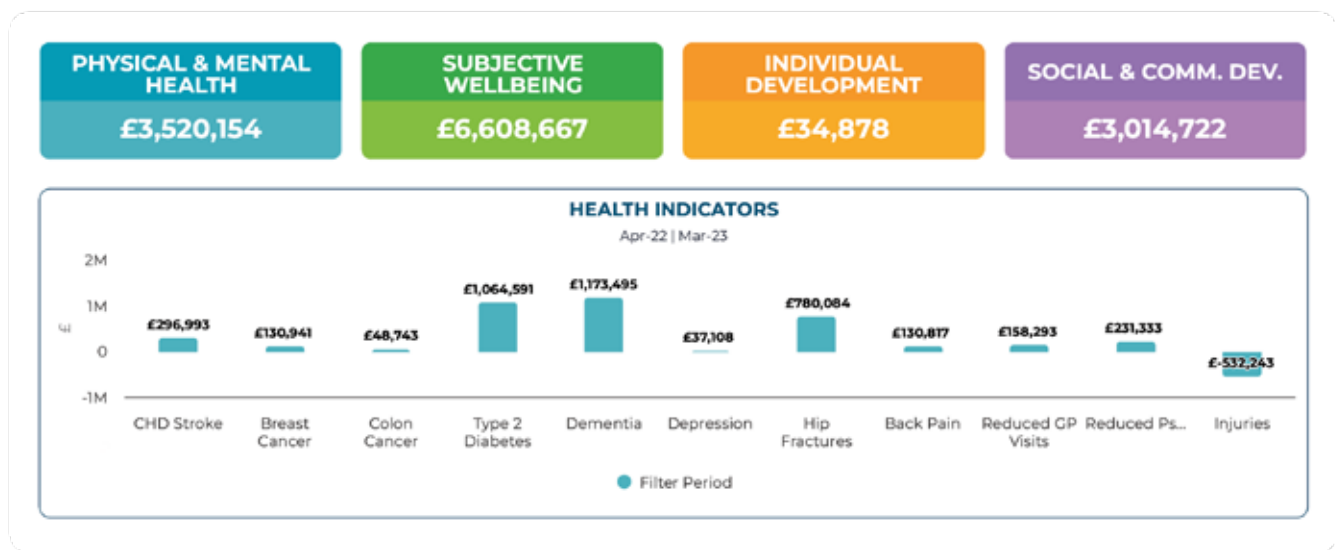
In a rolling 12 month period between April 2022 and March 2023 CT generated a total of £13.17m social value compared to 2021/22 total of £10.71m in all activities across all facilities. This places CT in the top quartile for Annual Social Value Change when benchmarked against other leisure providers. The following graphs highlight this and also breakdown the social value associated within each category of social impact:

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.



Indicators



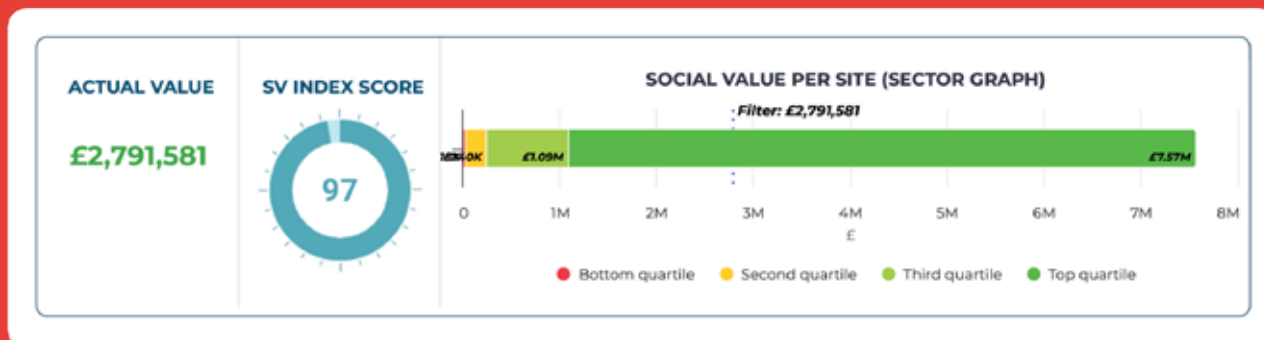
Health Indicators

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.

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.



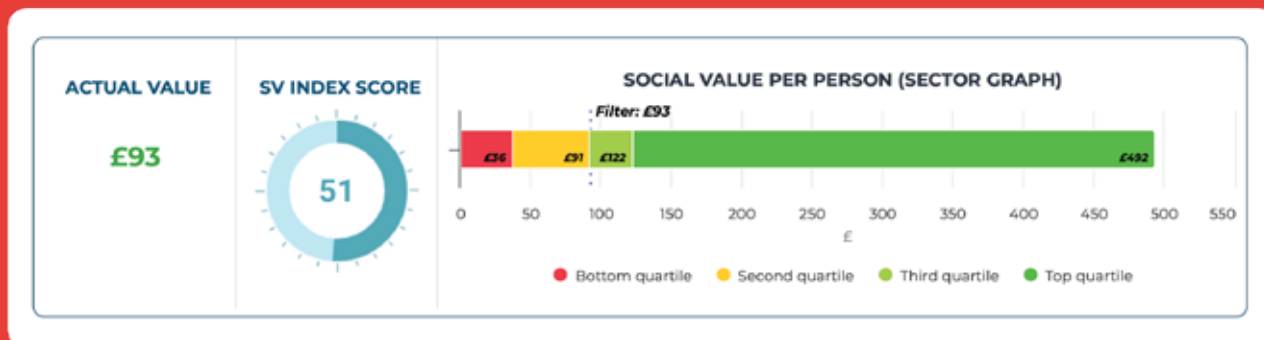
Social Value Per Site

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.

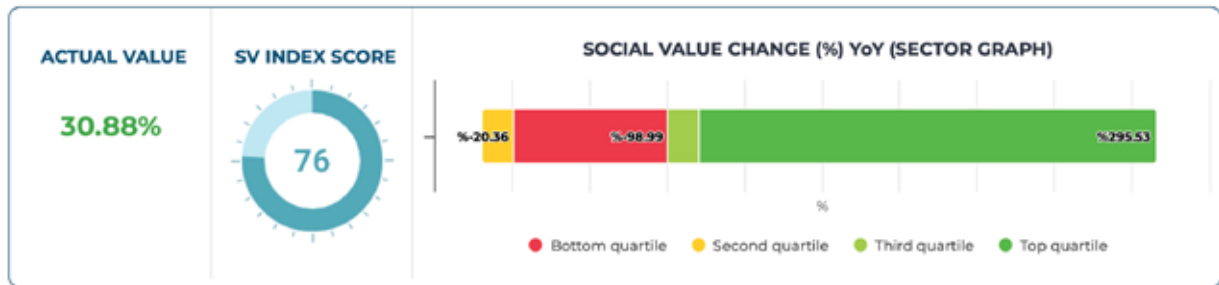
Index Score: The percentage score (1 to 100) given to the operator (or the site) based on their performance against the rest of the sector – a higher score represents better performance (i.e. 100 is the best performing site/ operator).

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.



Social Value Per Person

Average social value generated by each person within the selected time period. This value is calculated by the division of the total social value by the number of participants that generated social value.



Social Value Change (%) -YoY

This value represents the change in social value generated by the selected operator/site compared to the same time period in the benchmark year.



People Outcomes

This section focuses on the activity levels of individuals required to generate social value following the WHO guidelines for physical activity. Social value is generated for 'active' participants at the physical activity threshold of 150+ minutes per week of moderate activity. In addition, for health outcomes, social value is also generated for 'fairly active' participants (30-149 minutes) based on the reduced risk of developing various health conditions.

SOCIAL VALUE PARTICIPANTS	PERSON TYPE BREAKDOWN		ACTIVITY LEVEL BREAKDOWN		SOCIAL VALUE PER PERSON	
149,003	57,145	91,858	33,714	115,289	£244	£3.14
	MEMBER	CASUAL	ACTIVE	FAIRLY ACTIVE	ACTIVE	FAIRLY ACTIVE

Notes

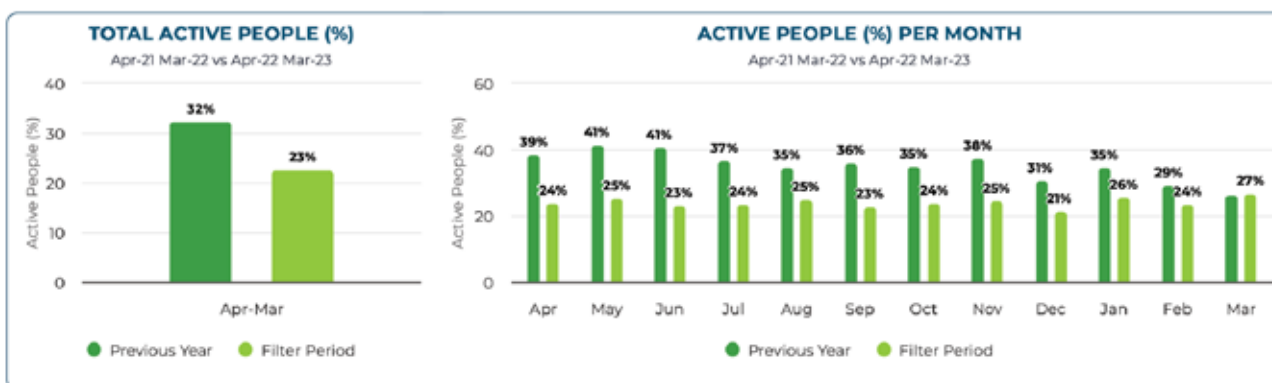
In addition to the activity level classification based on the activity duration within the month, each member is assigned to a demographic segment based on their age and gender and to a Mosaic segment based on their postcode information. These three indicators (activity level, demographic and Mosaic segmentation) combined are used to determine the risk reduction rates for health outcomes and impact the social value generated.

Social Value Participants: The total number of unique individuals (member and casual users) that generated social value within the selected time period.

Person Type Breakdown: Members are defined as facility users with an active subscription (paid or unpaid) to use the facility. Casuals are all facility users without an active subscription using the facility to do physical activity occasionally or regularly.

Participant Breakdown: The total number of Active (150+ minutes per week) and Fairly Active (30-149 minutes per week) participants averaged across a month, including members and casual users.

Social Value Per Person: Average social value generated by each Active (150+ minutes per week) and Fairly Active (30-149 min per week) person within the selected time period.



Total Active People

In the above graph, the percentage of active people (150+ minutes per week) over total number of leisure centre users for each month within the selected time period is compared with the same time period in the benchmark year.

PHYSICAL & MENTAL HEALTH

147,934

SUBJECTIVE WELLBEING

24,758

INDIVIDUAL DEVELOPMENT

4,920

SOCIAL & COMM. DEV.

25,915

SV Participants Per Outcome

Total number of unique individuals (members and casual users) that generated social value in four outcome areas - physical and mental health, subjective wellbeing, individual development and social and community development are displayed above.



League Table

HIGHEST SV (REGION) £13,179,786 UNKNOWN REGION	HIGHEST SV (CONTRACT) £13,179,786 ACTIVE	HIGHEST SV (SITE) £3,472,889 BRADLEY STOKE ACTIVE LIFESTY	HIGHEST SV GROWTH (SITE) 45% YATE ACTIVE LIFESTYLE CENTRE
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The data tables in this section display the main social value KPIs for the top five regions, contract and sites of the operator based on selected filters with comparisons against the same period in the previous year. The full tables are available in SVC3 and can be exported in excel, csv and pdf format.

Social Value Leaderboard

The region, contract and leisure centre of the operator generating the highest total social value within the selected time period are displayed in the above KPI boxes. In addition, the leisure centre with the highest growth in social value generation is presented with its year-on-year growth rate.

League Table - Region (Top 5)

Region	Social Value (Filter Period)	SV YoY % Change	People Count (Filter Period)	AVG Value Per Person (Filter Period)	AVG SV YoY % Change
Unknown Region	£13,179,786	+22.95%	149,003	£88	-9.99%

League Table - Contract (Top 5)

Contract	Region	Social Value (Filter Period)	SV YoY % Change	People Count (Filter Period)	AVG Value Per Person (Filter Period)	AVG SV YoY % Change
Active	Unknown Region	£13,179,786	+22.95%	149,003	£88	-9.99%

League Table - Site (Top 5)

Site	Contract	Region	Social Value (Filter Period)	SV YoY % Change	People Count (Filter Period)	AVG Value Per Person (Filter Period)	AVG SV YoY % Change
Bradley Stoke Active Lifestyle Centre	Active	Unknown Region	£3,472,889	+9.24%	39,178	£89	-7.47%
Yate Active Lifestyle Centre	Active	Unknown Region	£3,124,270	+45.38%	32,671	£96	-13.29%
Longwell Green Active Lifestyle Centre	Active	Unknown Region	£2,558,789	+17.82%	30,431	£84	-12.56%
Kingswood Active Lifestyle Centre	Active	Unknown Region	£2,255,963	+18.25%	27,979	£81	-9.89%
Thornbury Active Lifestyle Centre	Active	Unknown Region	£1,767,875	+11.98%	18,743	£94	-8.60%

Map

The heat map displays the social value generated by the selected sites on a map view using the same filters from the dashboards.





Circadian Trust

Head Office

Thornbury Leisure Centre
Alveston Hill
Thornbury
South Gloucestershire
BS35 3JB

T: 01454 279927

E: headoffice@circadiantrust.org