

# ALIVE

U P D A T E

F E B R U A R Y 2 0 2 6

ALIVE

Part of:

Borough Council of  
King's Lynn &  
West Norfolk



# KEY POINTS



**Attendances - 1,122,998**



**Total Members - 6,144**



**Total Live Cards - 5,373**



**Total Live Concession Cards - 3,235**



**Corn Exchange Panto - 23K**



**Social Value - £7.1M**



**Health & Safety - 97%**

National Average: 82%

Alive occupy 6 places in the top 25 nationally from 476 sites

# C U S T O M E R E X P E R I E N C E

## NET PROMOTER SCORE

An industry standard measuring customer loyalty and satisfaction. Customers indicate how likely they are to recommend a company on a 0-10 scale.

9-10 = Promoters, 7-8 = Passives, 0-6 = Detractors.

### Overall

Leisure

National benchmark for  
Customer Satisfaction: 33

43

Arts & Entertainment

National benchmark for  
Customer Satisfaction: 73

81

### Internal Customer Surveys

91

PT Start Up

64

New Member Welcome Survey

55

Fitness Classes

47

Swimming Lessons

39

Membership Cancellations



# NEW DEVELOPMENTS

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**Website & App**



**Active Wellbeing Service**



**Active Community Fitness Classes**



**Aqua HydroHex and Virtual Classes**



**GoodBoost**

# FITNESS CLASSES

Number of Classes per week

120

Attendances

60,564



Responses

234

2,352 Sent - 10%



Bookings made online

85%



NPS

55



Booking satisfaction

4.5



Value For Money

4.4



Rated our Team as Excellent

75%



# KEY DEVELOPMENTS FOR FITNESS CLASSES



FREE Just Move  
Entry Classes



BEGINNER Friendly  
Timetable



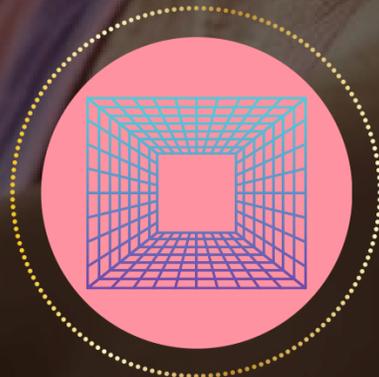
FREE Sit To Fit  
Bridging Classes



GoodBoost AI Aquatic  
& Land Based Training



FREE Community  
Classes



Introduction of  
HydroHex and  
Virtual classes



**Excellent instructor, good facilities and costs -ALIVE Downham**

**I enjoy the classes and instructors are excellent. - ALIVE Downham**

**Lynnsport always has a friendly feel. I joined to help with a bereavement and improve my mental health. I feel happy when I come. Everyone in the classes are always friendly and helpful. The instructors are friendly and very patient and always willing to help and advise - ALIVE Lynnsport**

**The classes have helped me get back to a better level of fitness following illness and surgery - ALIVE Lynnsport**

**Friendly staff who are always willing to help. Great value monthly payment for use of pool classes and gym - ALIVE Oasis**

**I'm new to classes and have found the signing on process straight forward. Staff have been warm, friendly and helpful. The instructor is knowledgeable, encouraging and good humoured. - ALIVE Oasis**

**Great value, location and exercise class. I also love that I can travel on the bus into town, use the gym, attend water aerobics and swim at the same venue at the same time. - ALIVE St James Pool**

# CUSTOMER EXPERIENCE & OPERATIONAL SUSTAINABILITY

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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.

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# CUSTOMER EXPERIENCE & OPERATIONAL SUSTAINABILITY

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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.

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