

Year 1 – Our Journey

Alive
West Norfolk

Branding

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Staffing



250 staff TUPE from ALT and AML to the new AWN

New management team and governance structures implemented

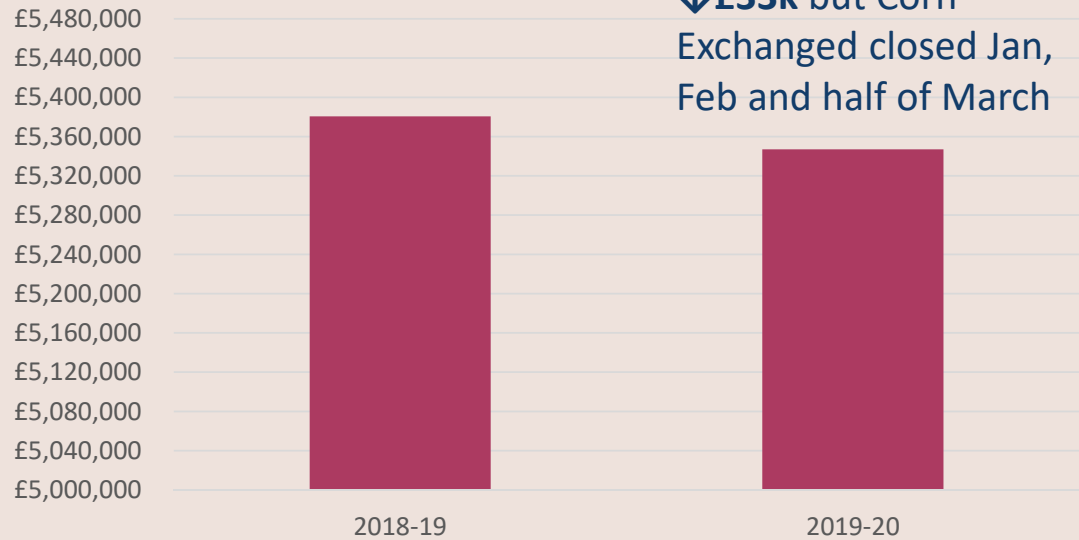
Staff savings of approximately £223k pa

A further 50 staff TUPE in March 2020 from Town Hall, Stories of Lynn and TIC

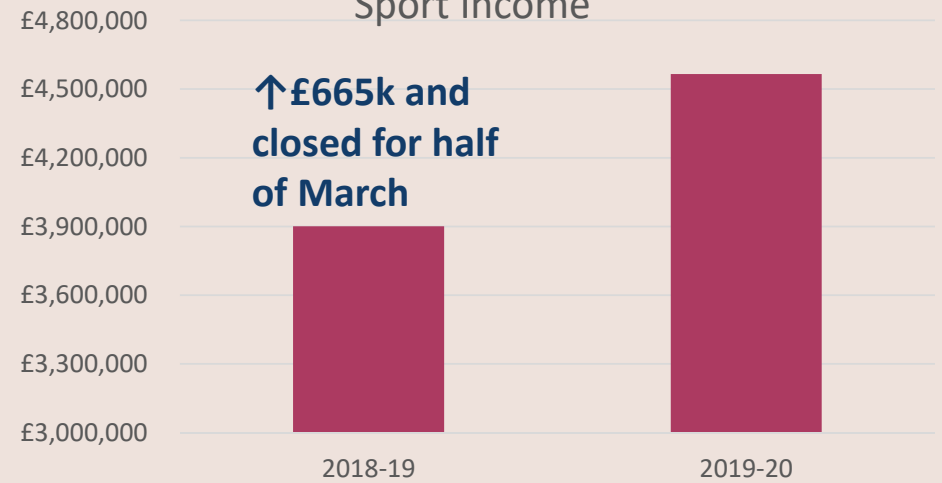
Finance



Income



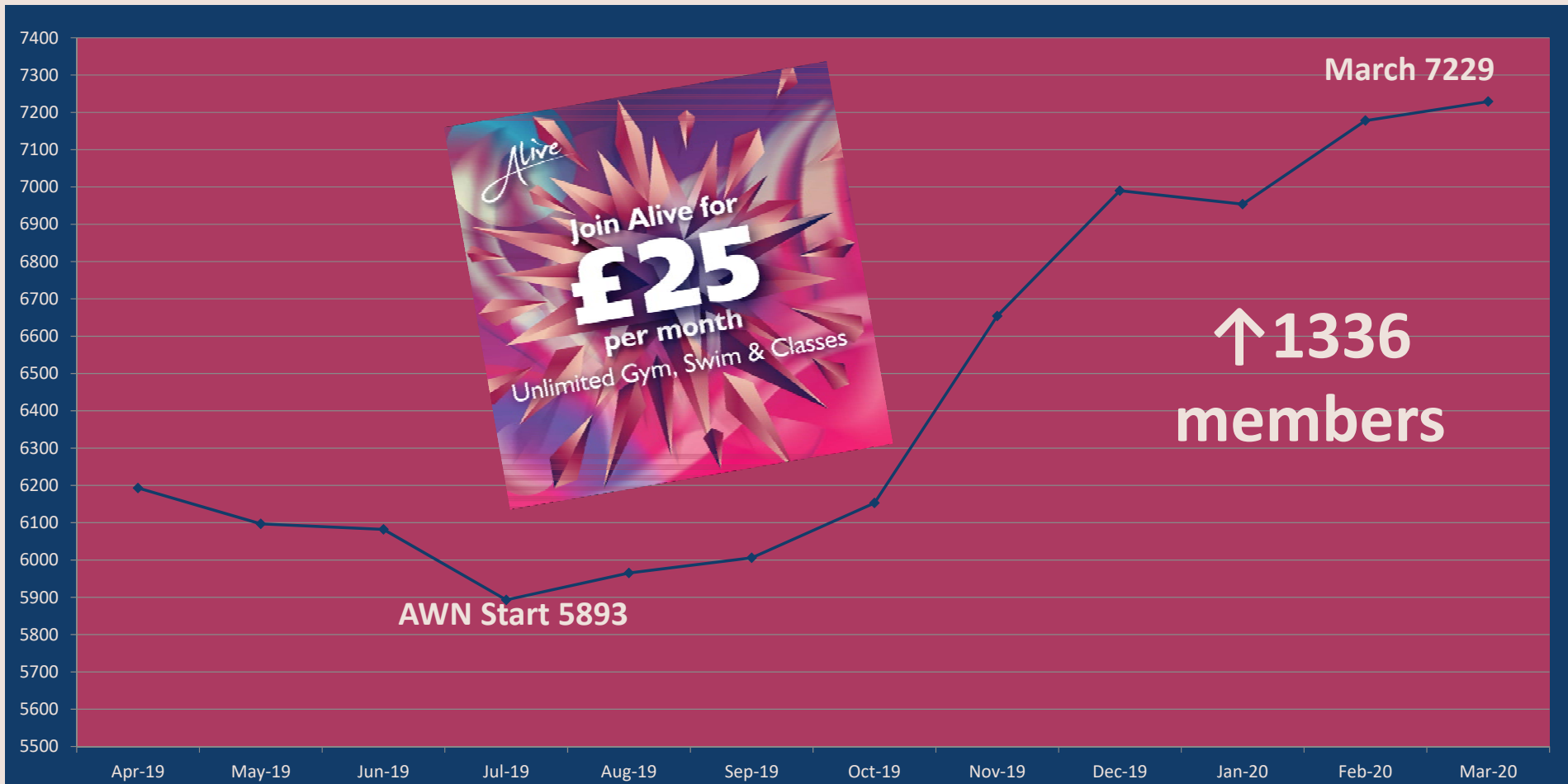
Sport Income



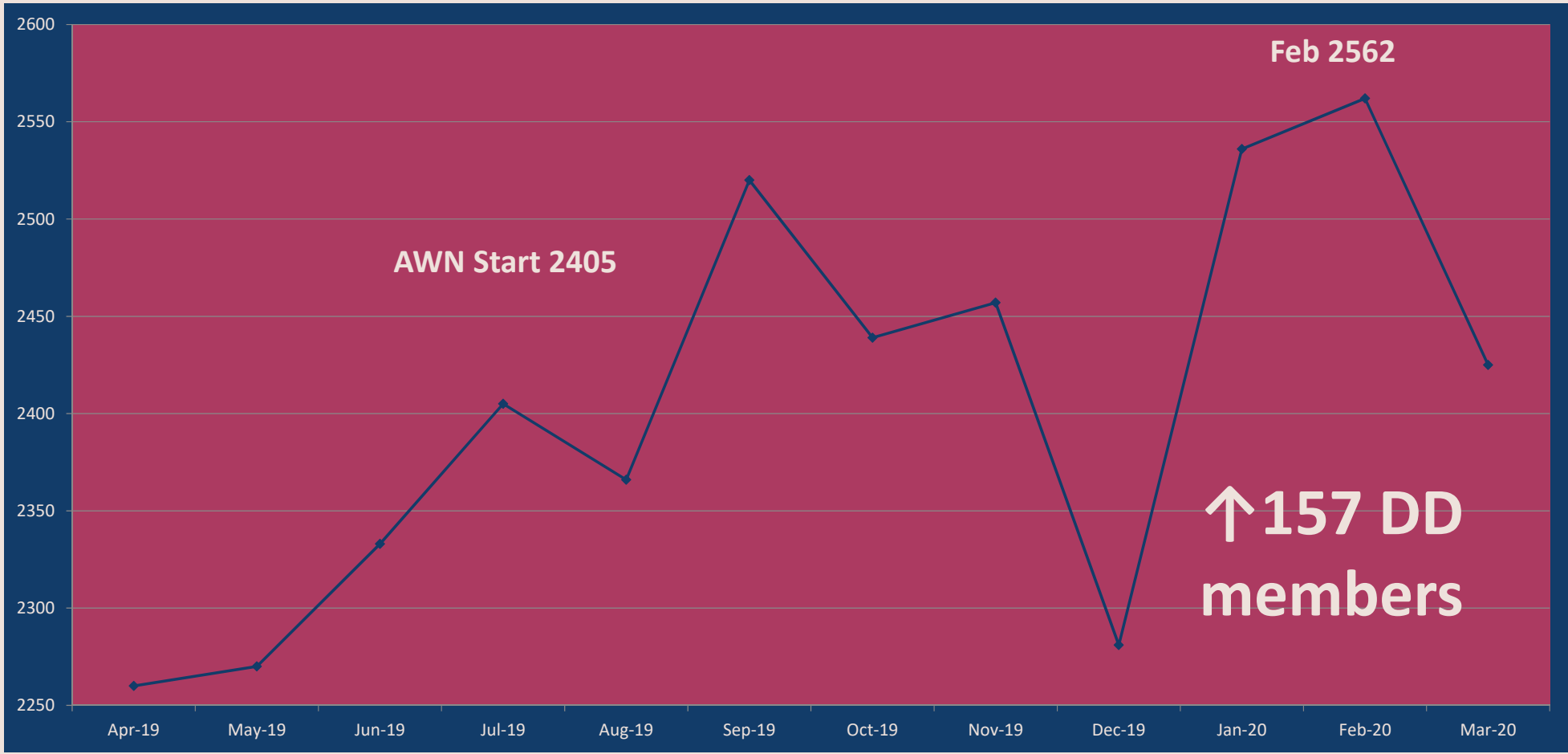
Overall Performance Against Budget: **+£75k**

Management fee to be paid to the council: **£34k**

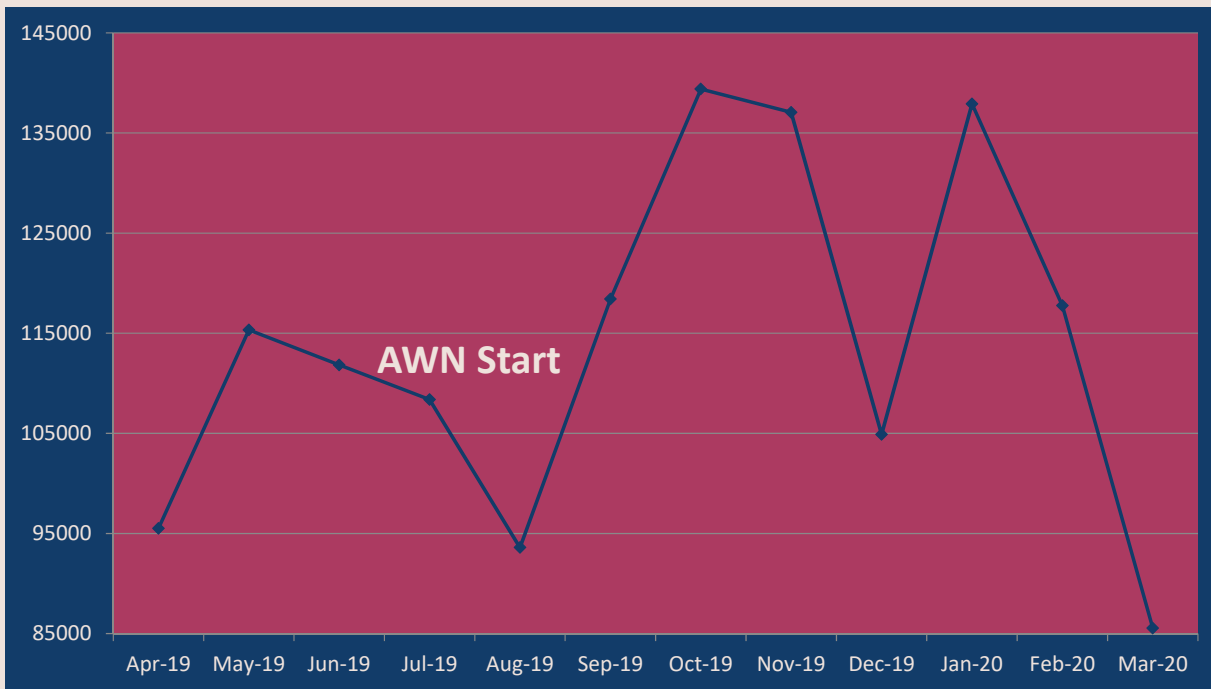
Memberships



Sports Lessons

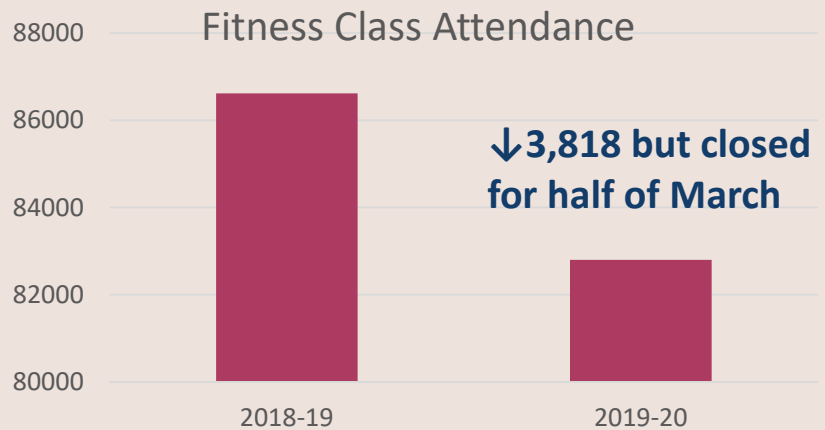
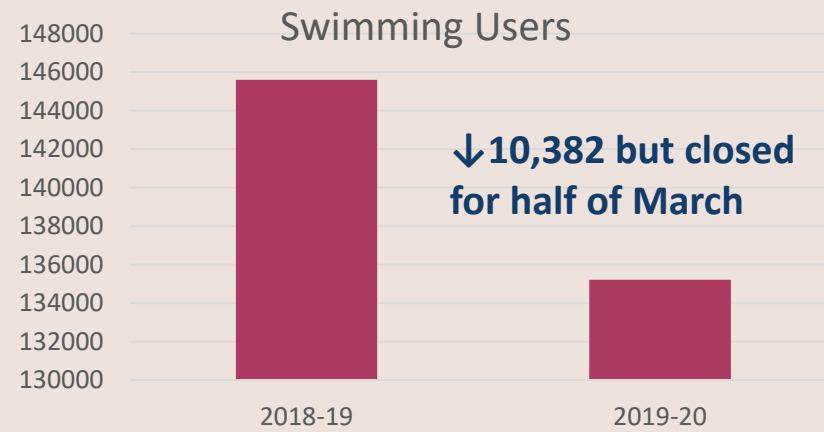
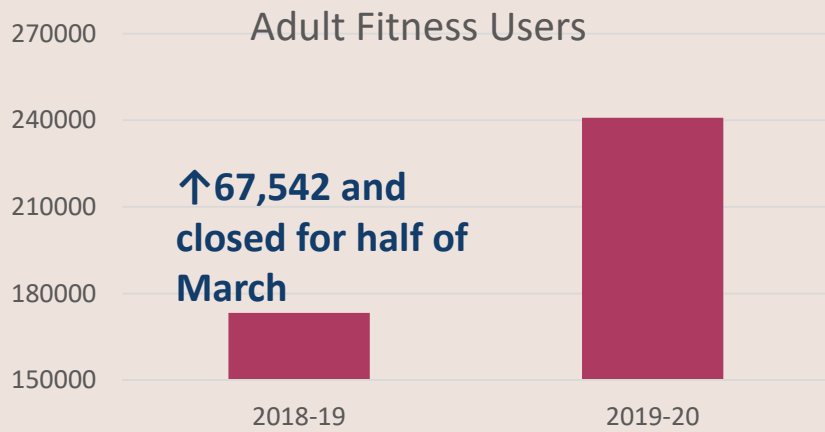


Attendances



- New method implemented for attendance calculation providing a consistent approach across all sites.
- Able to quantify 'attendance' and 'participation'.
- Clear service area reporting aiding business decisions and response action plans.

Attendance Impact



Record breaking panto with 22,413 attendances

Developments

Alive
West Norfolk



Adult Memberships

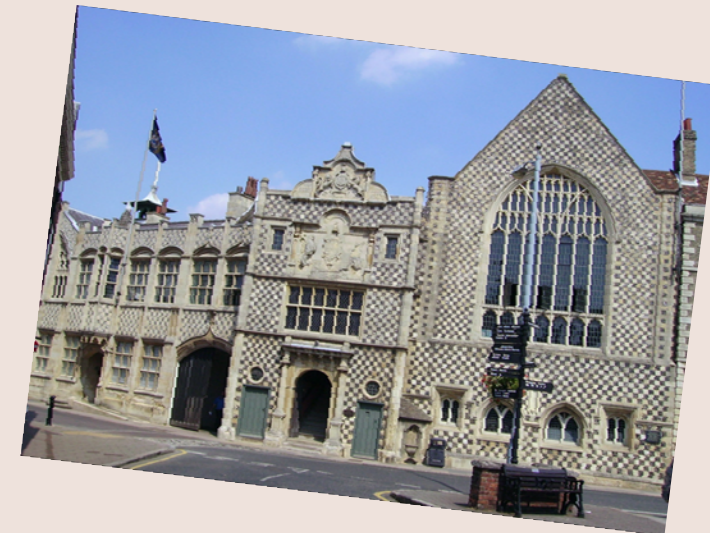
The prices displayed are adult prices (18 years and older).

[Click to book memberships](#)

Alive 1	Alive 3	Alive 3+
Choose opt from gym, swim or classes	Gym, swim & classes	Gym, swim, classes & more
Minimum term 12 month	Minimum term 12 month	Minimum term 12 month
£20 start up fee	£20 start up fee	£20 start up fee
£25 monthly	£30 monthly	£35 monthly
£275 priority (last month drop)	£330 priority (last month drop)	£385 priority (last month drop)
Sign up	Sign up	Sign up
More information	More information	More information

MEMBERSHIP ENQUIRY

BOOK A TOUR

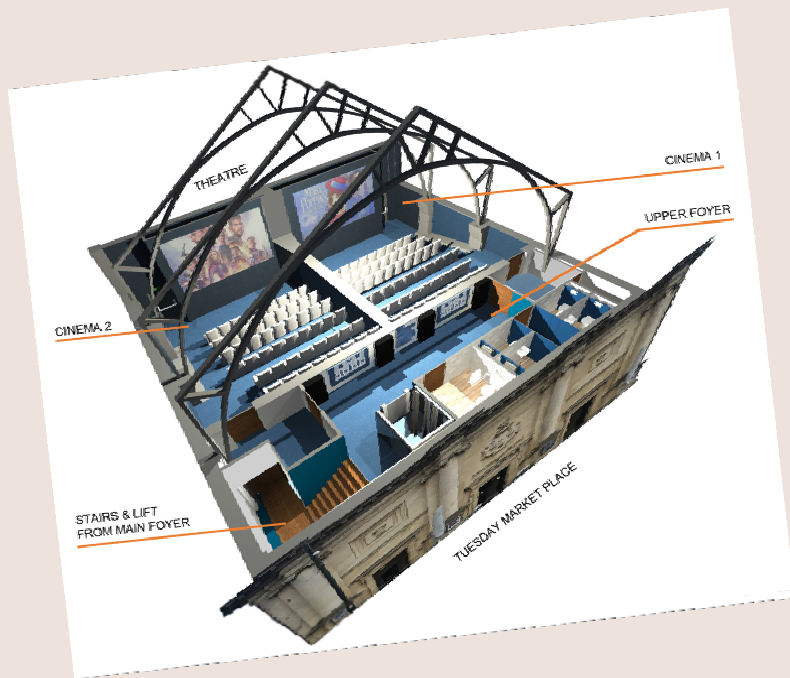


Good partnership working with the council with the Town Hall, Stories of Lynn and Custom House TIC now part of AWN

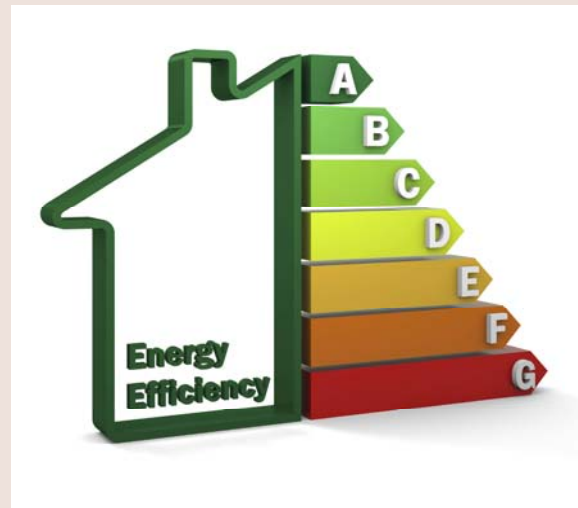
Improved data with monthly Business Performance Reports for Managers

Introduced Join Online with 30% of memberships now sold online

Developments



Corn Exchanged Closed for New Cinema development due to open Aug 2020



REFIT Energy Efficiency Project Underway



Developed the Local Football Facilities Plan with the FA and developed plans for a new 3G pitch

COVID-19 and Impact



During C-19 Awn supported the council with:

Childcare Activity Club

(**1025** bookings from **88** Children,
supporting **58** families to go to work)

Rehoming the homeless and providing meals
for the Homeless Shelter

Redeploying staff to Lily, Waste
Management, Cleaning at KC

**Since March 2020 and the start
of C-19 the impact on Awn has
been:**

£0 income for 3 months

700 members have cancelled

Following industry impact assessments we
predict income to be reduced by **£2m** for
2020-21 and it is unclear whether the Corn
Exchange will open this year.