

IMPACT REPORT

Incorporating 2019/2020 Budget





OUR AMBITION IS TO
INCREASE THE NUMBER OF
PEOPLE WHO ARE MORE
ACTIVE MORE OFTEN BY **10%**.

NORTH AYRSHIRE ACTIVE COMMUNITIES STRATEGY 2016-2026



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North Ayrshire Leisure Limited is a Company Limited by Guarantee No. 202978 and a recognised Scottish Charity No. SC029780. KA Leisure is a trading name of North Ayrshire Leisure Limited.



INTRODUCTION

Every day KA Leisure helps to change people's lives across North Ayrshire.

In our new-look Impact report, we share inspiring stories from some of those who have benefitted from the opportunities we create.

We exist for the community of North Ayrshire; to improve health and wellbeing through physical activity, regardless of age or background.

Our work includes:

- Supporting physical activity
- Improving health and wellbeing
- Enhancing skills through training
- Creating pathways to employment

Over the last six years we have recorded significant increases in participation across our programmes and at our facilities.

We remain committed to keeping our programmes accessible, affordable and inclusive. Equity of opportunity is at the heart of our approach.

For those requiring a more specific approach to health and wellbeing we continue to develop and deliver co-designed, targeted and measurable projects.

KA Leisure is a proud, active partner within the North Ayrshire Community Planning Partnership (CPP) where we make positive contributions towards the priorities contained within the North Ayrshire Fair for All Inequalities Strategy.

We are also an enthusiastic member of the North Ayrshire Active Communities Strategic Partnership to ensure people are at the heart of our delivery.

Our 2018 report features some of our incredible participants whose determination and courage have inspired others in their active journey. This report highlights the impact of local delivery and the difference it is making to our communities.

As you will see, our work plays an enormous part in helping people make genuine change in their lives, for the better.

Of course, each person's journey is different, and their story personal, but all have benefitted from the investment and expertise which underpins everything we do.

Supporting this document are a series of short films which focus on some of the people we profile in this document. You can view them on our social media channels.

Our Vision

- » MORE PEOPLE
- » MORE ACTIVE
- » MORE OFTEN

Our vision and direction underpins our commitment to improve personal, social and community health outcomes across North Ayrshire.

Our innovative programmes interact with communities in compelling ways, build lasting relationships, and motivate and support people to participate.



GOVERNANCE

We, North Ayrshire Leisure Limited, trade as KA Leisure. We are a Company limited by guarantee and a registered Scottish Charity. We are also a not for profit organisation and any surpluses generated are reinvested across the Company.

We are governed by our Articles of Association which includes our charitable objectives.

OBJECTS OF THE COMPANY

1. To advance public participation in sport
2. To provide or assist in the provision of facilities for, or relating to recreation or other leisure time occupation
3. To advance the arts, heritage, culture or science; and
4. To enhance lifelong learning opportunities for individuals and community groups

The Company is established for Charitable Purposes only.

TRUSTEE DIRECTORS

Gary Higgon (Chair)
Ashley Pringle (Vice Chair)
Timothy Billings
Joy Brahim
Helen Campbell
Shaun MacAuley
Roy Martin
John Sweeney

SENIOR MANAGEMENT TEAM

Libby Cairns
Chief Executive
Lorne Campbell
Business Manger (Development)
Colin Glencorse
Business Manager (Leisure)
Laura Barrie
Business Manager (Physical Activity)

Annually we receive a contribution from our partners North Ayrshire Council to assist with the provision of activities and services. This contribution is included within the draft operating budget for 2019/20 which is detailed within this report.

FINANCIAL INFORMATION



The following table illustrates the 2019/20 budget in conjunction with the 2018/19 budget for comparison purposes. The budget takes into consideration anticipated activity levels for 2019/20 along with a pricing review of products and activities.

	2018/2019 Budget	2019/2020 Budget
Expenditure	£	£
Employee Costs	5,188,161	5,467,438
Property Costs	1,316,848	1,342,362
Supplies & Services	393,524	411,508
Transport & Plant	47,182	48,012
Administration Costs	333,331	345,050
Payments to Other Bodies	161,882	164,182
Finance/Other Expenditure	521,553	553,725
Total Expenditure	7,962,481	8,332,277
Income		
North Ayrshire Council	2,886,624	2,861,624
Other Income	5,112,295	5,475,272
Total Income	7,998,919	8,336,896
Surplus	36,438	4,619



VARIANCES IN BUDGET 2019/2020

Employee Costs

Overall employee costs are approximately £279,000 higher than 2018/19. This is mainly attributed to:

- Pay Award - an anticipated pay award of 3%
- Scottish National Living Wage
- Other Factors – mainly incremental salary increases and pension costs.

Property Costs

Property costs are approximately £25,000 higher than 2018/19 due to an increase in utility costs across all facilities and a rise in cleaning costs.

Supplies and Services

Supplies and services costs are approximately £18,000 higher than 2018/19 due to additional IT expenditure for the new Quarry Road development and additional expenditure for servicing of golf equipment.

Administration Costs

Administration costs are approximately £12,000 higher mainly due to increased legal fees and membership fees.

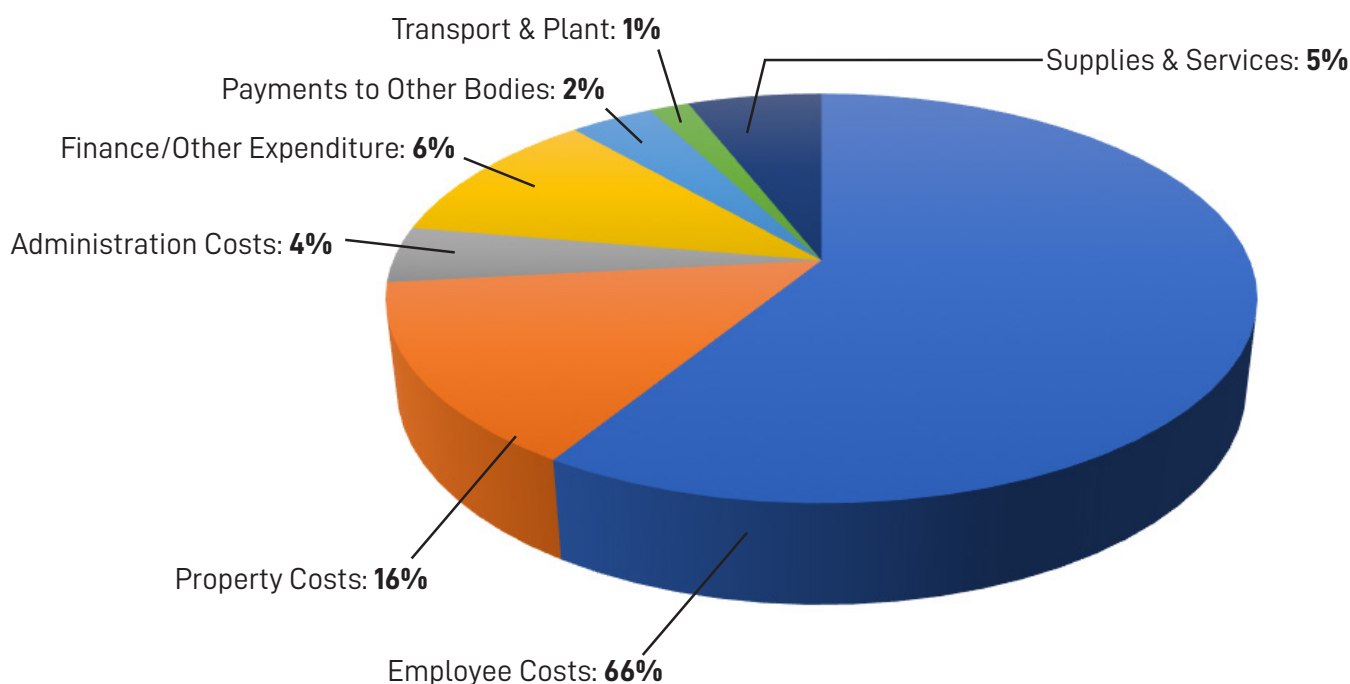
Finance and Other Expenditure

Finance and other expenditure is approximately £32,000 higher than 2018/19 predominantly due to an increase in the provision to transfer monies to investment reserves during the financial year.

Capital Investment

The income and expenditure statement for 2019/20 reveals an anticipated surplus of £4,619. The budget allows for transfer of monies totalling £80,000 of investment during the financial year.

The pie chart reveals the percentage breakdown of expenditure across KA Leisure for 2019/20. Employee costs and property costs are 66% and 16% respectively.





2019/2020 BUDGETED INCOME

Overall total income is projected to increase compared to the current financial year.

	2018/2019 Budget	2019/2020 Budget
Area	£	£
Auchenharvie Leisure Centre	1,015,480	1,030,880
Garnock Community Campus	292,200	346,700
Portal	1,210,300	1,330,000
Vikingar	553,760	554,760
KA Campus	473,700	462,650
Golf	284,429	273,969
Outdoor Sports	59,400	55,400
Physical Activity	278,420	245,700
Projects	505,684	536,801
Other	438,922	638,412
North Ayrshire Council	2,886,624	2,861,624
Income Total	7,998,919	8,336,896

Leisure Centres and Campuses

At Auchenharvie Leisure Centre overall income is projected to increase compared to the current financial year. This is mainly due to the increased utilisation of the ice rink.

Garnock Community Campus is projected to increase income compared to the current financial year due to continual development of the fitness programme.

The Portal has continued to attract a significant increase in new fitness members and participants in the Learn to Swim programme. It is projected that this trend is likely to continue due to the development of both of these programmes.

At Vikingar income projections for the financial year 2019/20 are similar to the current financial year.

KA Campus income projections are lower than compared to the current financial year this is due to activity levels being lower than anticipated predominantly due to customer migration.

Golf and Outdoor Sports

Golf income is projected to decrease in the next financial year due to lower participation levels, which is reflective in national trends. Golf development continues to be a priority for the company.

Outdoor Sports income is projected to be lower than the current financial year mainly due to a budgeted reduction in grass pitch hire income.

Physical Activity

Physical Activity income is anticipated to decrease 2019/20 due to the end of an externally funded programme. However, notification of other external funding applications is pending.

Projects

Income is budgeted to increase during 2019/20 due to additional income being received for the Mind and Be Active project.

Other Income

Other income is budgeted higher than last year due mainly to the pay award funded by North Ayrshire Council.

North Ayrshire Council

It has been advised that the financial contribution from North Ayrshire Council towards leisure services operational costs will be £2,861,624. This represents a £25,000 reduction from the previous financial year.

PERFORMANCE HIGHLIGHTS

Thousands of people across North Ayrshire take part in a variety of programmes organised in collaboration with our partners.

CUSTOMER VISITS



2,695,644

Customer visits up 43% over five years.



1 in 13

North Ayrshire residents are KA fitness members



3000+

People supported within the Access Plus discount scheme

FITNESS



1,525,235

Attendances per year as the leading fitness provider in North Ayrshire.



473

Fitness and ELEVATE Classes per week



24%

KA fitness members of the Access Plus discount scheme

AQUATICS



Swims each year

363,018

Public swimming hours available across 4 pools each week

221

Children taking part in **296** Learn to Swim lessons every week

1,483

COMMUNITY SPORT

128,854

Community sport attendances per year



75,000

visits to the ice rink per year across 11 ice sports clubs



195

junior golfers participated in our coaching programme

TRAINING & DEV



Coach Education

28 courses

655 attendees



First Aid

29 courses

213 attendees



Employability

2 courses

23 attendees

RECOGNITION



UK Active finalists
FOR THE CLUB OF THE YEAR AWARD

Finalist

2018 UK Active Club of the Year Award



Silver

Healthy Working Lives



ROSPA Gold

Health & Safety Awards



IOSH

Certificate of Merit Awards

SOCIAL MEDIA



3,569 Followers



8,988 Likes



£547,000

External funding attracted in 2017/2018 which enabled targeted physical activity projects including:

ACTIVE NORTH AYRSHIRE Exercise on Referral Programme



1,300

Referrals each year



3,000

Class attendances each month



68

Weekly classes



86%

Became active after joining the programme



54%

Participants from most deprived area postcodes



£5.45

£1 invested Social Return on Investment



New referrals per month

25

Referrals are of working age

90%

Attend to reduce social isolation

22%

28,200

Total contacts made by ACTIVATOR



1,909

Total health checks delivered



435

People identified with borderline blood pressure or above



11

led walks each week



37

community classes each week



665

weekly outreach attendances

LEARN MORE ABOUT OUR IMPACT

Our activity focuses on helping the inactive become active by creating safe, fun experiences which allow participants to develop confidence to stay active for life.

This work has had a life changing impact on so many people. Here are six amazing stories you should know about...



GIRL MAKE YOUR MOVE



Our Step Up programme – part of Girl Make Your Move – was one of 12 projects to be awarded a grant from the Sporting Equality Fund, which is overseen by Spirit of 2012.

Spirit of 2012 is an official Legacy Partner of the 2014 Glasgow Commonwealth Games and is working with the Scottish Government to distribute funding that will increase the number of women and girls in Scotland who participate in sport and physical activity.

Step Up provides fun and social opportunities for girls who wish to improve their mental wellbeing through supported physical activity.



Bouncing back to basketball with Girl Make Your Move (GMYM), Melanie Collier used to play basketball. And now she does again.

Part of a team with only boys to play with, Melanie became withdrawn, even self-conscious.

And so, when our Step Up Co-ordinator **Nikki Caig** introduced the concept of a girls-only club to pupils at Auchenharvie Academy, Melanie decided it was time to, "go for it," as she says.

"I decided I wasn't being as active as I wanted to be, so I decided to go for it, boost my confidence and make new friends," Melanie continues.

"What I enjoy most about GMYM is you get to meet new people. You can change your lifestyle the way you want to. You are not forced into anything."

That's a key part of the project Nikki explains.

"What is an essential part of this programme is getting to know the girls," she says.

"We run active and inactive clubs and this enables us to build trust, and bond with the girls.

"They are never going to knock on the door and say, 'can we come to this club' because they don't have the confidence to do so.

"We guide and support them through everything they do. We don't force them to do anything they don't want to do. We build up the confidence so they want to do it off their own back."

GMYM – which is funded by Spirit of 2012 – was the perfect opportunity to support Melanie to become more active.

"I used to do basketball but I was the only female in my team," the fourth-year pupil explains.

"I got less confident and I had to quit. If it wasn't for GMYM I don't think I would be involved in any sports or activities."

Now Melanie isn't just involved in the basketball team, she's playing her part in leading it.

Emily McDougall is another participant in the programme. She credits the enormous support of project co-ordinators like Nikki to help her find her confidence – and voice!

"With Nikki's support I can go to clubs and be happy and have confidence to do what I wouldn't have done before.

"GMYM has increased my confidence to go to clubs, because before that I wouldn't go to any," she says. "I would be shy and not talk. I wouldn't do any physical activity."

"It has increased my confidence to go into jobs like musical theatre & performing to sing and dance in front of people.

"Before GMYM, I wouldn't have any confidence to do stuff like that."



Confidence usually comes from camaraderie, something which was important to **Bethany Cameron.**

"A big part of why I joined GMYM and kept going was the social aspect," she says.

"Not only did you meet other people but you got to create bonds with other people."

These relationships, confidence and togetherness have made a lifechanging difference to our young people.

"I have seen a huge improvement in a lot of our girls," Nikki continues.

"They can now speak in a group. They won't shy away. They will speak about their feelings and how they feel about certain sports or physical activity.

"They have also joined clubs that are out with schools or joined clubs within the school which is a great achievement as well.

"Before they wouldn't have stepped into those clubs, either. It has been great for me to see those changes. It is a very rewarding job."

We are delighted with the progress of GMYM because it has allowed us to create new opportunities for often hard to reach groups.



Emily McDougall participates in Girl Make Your Move

SPREADING THEIR WINGS: SYRIAN SWANS

We have been awarded additional funds from the Sporting Equality Fund to develop Girl Make Your Move for Syrian families who have been relocated to North Ayrshire as part of the Syrian Vulnerable Persons Resettlement Scheme.

The North Ayrshire Refugee Support Team had been looking at how to respond to cultural differences which exist in order to provide more opportunities for those settling in our area to be active.

For one group of Syrian women, a new project called Syrian Swans, part of Girl Make Your Move, is providing specialist support tailored to their individual needs.

The women involved arrived in Scotland from camps in Lebanon, Egypt, Turkey, Jordan and Iraq, and are desperate to start a new life free of fear.

Zoe Clements is a Syrian Refugee Co-ordinator and has worked closely with the group as part of the Vulnerable Persons Resettlement Programme.

"These girls and women have come from a war-torn country and been displaced," she says.

"Unfortunately, there is often an additional trauma such as child protection issues, domestic abuse issues, abduction, torture, so these families have had a difficult time.

"This is a Syrian only programme at the moment," Zoe adds.

Cultural beliefs mean that participating in general physical activity is very often not possible.

Our programme respects these considerations and offers opportunities including dance, swimming, fitness and gym based classes.

Participants also benefit from an educational component which identifies the benefits of healthy eating and exercise, as well as mental health and wellbeing.

Ultimately we hope the programme will encourage long term integration into mainstream activities and support them and their families to remain active.

Key Stats

2

Pilot secondary schools

99

Girls referred
(Target was 80)

4

Physical activity opportunities
per week in each school

1

Lunchtime hub in each school

Did you know?

56% of girls that have engaged with the project participate in an activity each week

COMMUNITY SPORT HUBS



FUNDED BY
sportscotland
the national agency for sport

GO LIVE! Get ACTIVE!
fund targets support for the
inactive through the Community
Sport Hub network

HARNESSING THE POWER OF SPORT THROUGH COMMUNITY SPORT HUBS

National Lottery funded Community Sport Hubs (CSH) are one of sportscotland's key programmes which support local sports clubs to play their part in creating a world class sporting system.

In doing so, these clubs are playing a crucial part in creating a long-term legacy which will have a positive impact on our future generations.

We deliver the North Ayrshire CSH programme in partnership with North Ayrshire Council.

CSH's provide information, support and advice on a wide range of sports and physical activities to make it easier for local people to get involved and engage in a more active and healthier lifestyle.

The specifics of each hub and what it offers vary according to local need and local resource. However, all our hubs work to the following five principles:

- Growth in participation
- Engage the local community
- Promote community leadership
- Offer a range of sporting opportunities
- Bring all appropriate partners, groups and people together

NORTH AYRSHIRE COMMUNITY SPORT HUBS

We have six established Community Sport Hubs in North Ayrshire:

1. West Kilbride

2. Garnock

3. Kilwinning

4. Auchenharvie

5. Irvine

6. Arran



CSH's across North Ayrshire aim to support local sports clubs and individuals who may experience barriers to participation with a focus on age, disability, gender, and social and economic disadvantage.



MEADOW ACTIVITY CLUB

Thomas Spooner lost four and a half stone and participating in the Irvine Meadow Activity Club has played a big part in his weight loss.

After knee replacement surgery eight years ago, he piled on the pounds, tipping the scales at 20 stone.

Referred by a friend, he decided it was time to get fitter and lose weight.

"I thought it was an excellent opportunity to achieve that," he says.

"The impact has been great on my life. It has improved my mobility and allowed me to meet new friends, not all are my age range either, which has been great."

The age range that Thomas refers to is broad. Participants are as young as 20, with some in their 80s participating in the 12-week project.

Although the focus is on helping the inactive become active, the approach is all about creating a fun, safe and friendly environment for participants.



Ross McGorm is also an Irvine Meadow Activity Club participant. He's so enjoyed the programme that he convinced his dad to sign up, making it a family thing.

As well as sport, Ross learned more about the importance of diet.

"The main impact on my life has been educating me on my diet and what food to eat and to make the correct choices," he explains.

"It has been really positive. I lost half a stone in 4 weeks, and it has given me the motivation to keep going and lose more weight."

Health and nutritional topics are developed from the NHS Ayrshire & Arran Weigh To Go Ayrshire programme. This includes 12 healthy lifestyle modules including food labelling, healthy eating without dieting, staying active to manage weight, alcohol and overcoming comfort eating.

This weight management programme is delivered by KA Leisure.

Key Stats



Week programme



Total participants



Total weight lost



Most weight lost by one participant

Did you know?

Meadow Activity Club was funded by Sportscotland's GO LIVE! Get ACTIVE! Fund which was launched to celebrate the 2018 European Championships in Glasgow



"IT CHANGED MY LIFE"

EMPLOYABILITY PROJECT

Stuart McCall left school at 16. Initially a bricklayer, he then worked in a factory.

It shut down and he was unemployed for over year.

And so, when our Employability Project, funded by sportscotland was launched, Stuart was identified as a perfect candidate.

"It was the saviour," he says. "It changed my life."

The project is delivered across four weeks and provides opportunities for local people who are unemployed to learn new skills around the delivery of sport and physical activity.

Helping develop leadership skills and confidence, participants build up the competence to deliver sport and physical activity in communities across our area.

Participants are encouraged to volunteer with clubs, schools, and sports programmes within their local communities. This supports those involved to gain practical experience of working in sport and creates more opportunities for others to take part.

It's not just participants who benefit from the project because communities across North Ayrshire benefit from the opportunities now available to be active.

Throughout the programme and after its conclusion, we provide support and advice around next steps.

The projects were delivered in partnership with Community Employment Initiative Scotland (CEIS) and the North Ayrshire Job Centre who helped to recruit the participants. CEIS also provided education courses in CV writing, job searches, interview skills and employee rights.

In Dalry, nine out of the ten participants went on to positive destinations.

Stuart ultimately went on to win this year's North Ayrshire Sport Awards Volunteer of the Year.

"The main impact for me has been the improvement of my confidence," he says.

"At the beginning it wasn't something I ever thought about, but being part of the Employability Project has really improved my knowledge, skillset and my self-confidence. It has been a massive benefit to me, plus I now know what I want to do."

Stuart now plans to finish college, and enter university with a view to securing a full-time role in sport.

He's also enjoying his new role as a coach with KA Leisure, having been recruited as a result of the programme.

MEET ADAM



Stuart isn't alone. Adam Munro had dropped out of University where he had been studying to be a physical education teacher. He ended up in a job he hated.

"It has given me the perfect opportunity to get back involved in sport," he says.

"It has made a massive impact on my life. It has given me the self-belief and confidence to now work in sport, it was something I thought was passed in life.

"The project has given me a new enthusiasm. It has also enabled me to do workshops, gain new qualifications, meet new people and learn new sports.

"I aim to finish my college course and move onto university and just keep bettering myself."

We continue to use sport a vehicle for change using projects delivered in partnership with our Community Sport Hubs and their clubs.



Key Stats

2

Projects delivered in Dalry (2017) and Irvine (2018)

4

Participants moved onto further education

3

Participants became active volunteers of Dalry CSH & Active Schools

2

Participants became KA Leisure coaches

Did you know?

Stuart won North Ayrshire Sport Awards Volunteer of the Year 2018

GARNOCK: FIT FOR THE FUTURE



OPENED IN 2017

Facilities Include:

- » Swimming Pool
- » Fitness Suite
- » Sports Hall
- » Dance Studio
- » Synthetic Pitch
- » Performance Space
- » Community Café

As a working mum with a two year-old daughter, Sarah McLean's opportunities to be active have been significantly strengthened since our new facility opened within the new Garnock Community Campus in 2017.

Replacing an outdated centre, the new facilities combine the very best in leisure facilities such as fitness suite, swimming pool, dance studio, sports halls and a community cafe.

Consequently, Sarah has been able to regain the confidence she lost in her body after giving birth, by finding new opportunities to get active close to home.

"I started coming to Garnock when it opened" she said.

"I have a two year old daughter. When she was six months old, I decided I wanted to get back into keeping fit, so I was a fit mum for all the running about you have to do!

"The facilities are good, very high tech and there are lots of machines to use. I really like the classes that they have to offer. The coaches are really good and friendly.

"They don't make you feel stupid when you are starting the class when your co-ordination is like mine!"

Many new mums sometimes don't feel quite themselves after the physical and emotional impact of giving birth. Sarah admits, she struggled.

"After having my wee girl my confidence wasn't that great," she continues.

"You are not really happy with your body. Coming to the classes has helped me get back into shape. When you start to notice you are losing the weight and get muscles my confidence was definitely growing.

"The campus is really good to come to for the swimming facilities for my wee girl. We can both be active together. She is learning a life skill of swimming. I don't want her to be scared of the water.

"The changing rooms are nice and clean. It is also good that my husband can come along at the weekend as family changing facilities are also available."

Geography is an important factor. Sarah lives close by in Beith and the new centre provides a solution in terms of accessibility for those living in the area.

"A benefit is that Garnock is on our doorstep," she says.

"I don't have to travel far to come to the classes. Being a working mum, and my husband works as well, I would not be able to go to as many classes if I had to travel further. It is great to have it on the doorstep."



Mark Grimshaw relates to the impact that a healthy lifestyle can have on your mental health.

A regular at the old Garnock pool, Mark reveals that the facility itself is inspiring.

"This place has all the mod cons, all new machinery, it has state of the art machines, cardio and a lot more weights, which I am in to," he notes.

"The gym at Garnock was small, this one is airy and has air conditioning.

"It has given me more motivation. Going to the gym is about confidence and self-esteem. It is about feeling good about yourself.

"My favourite part about training is how I feel. If I miss a session, I feel bad but if I come here, I can go home at night and feel I have done my bit.

"Since the community campus opened, I feel in better shape. There is more equipment which is better for me, there are more weights. I am thankful for that. It has given me more energy, confidence in my life and self-esteem."

Better shape, improved self-esteem, and renewed body confidence.

This is the impact of our fantastic new facilities and the benefits it has to people in our communities.



Key Stats

Garnock Community Campus

131%

Increase in attendance

25%

Increase in
swimming attendance

162%

Increase in
gym attendance

Did you know?

We have increased the size of our gym facilities by 50%.

Our brand new studio programme offers 20 classes per week.

DIVING IN TO COMBAT INACTIVITY



I am now a lifeguard with KA Leisure at Auchenharvie Leisure Centre and also a coach with the club, helping with the development of the juniors and building their skills and confidence.

Abbie Freeman



When it comes to swimming we're making a real splash in North Ayrshire.

In recent years we have opened stunning new facilities at Garnock and the Portal in Irvine.

Thousands of babies, children and adults are taking part in our Learn to Swim programme, which provides opportunities to develop good swimming skills.

We deliver our Learn to Swim programme in partnership with Scottish Swimming which provides a quality teaching and learning environment and allows progression through an aquatic pathway.

Swimming is a brilliant way to be healthier and more active. Regular sessions in the pool help strengthen cardiovascular fitness levels, flexibility and toning. It's also great fun!



For **Jess Wilkie**, the facilities at The Portal in Irvine have had a game-changing effect on North Ayrshire Amateur Swimming Club.

A stunning 25 metre pool is the jewel in the crown of the KA Leisure facility which opened in 2016.

"The facilities at the Portal are fantastic," Jess explains.

"Without doubt it benefits the swimmers allowing them to develop. The equipment is first class, the electronics, blocks, and touch pads allow us to provide excellent gala events. It will help the club in the future to also make funds.

"The new centre has made a massive impact on the swimmers; you can see that already.

"We are finding more people want to be involved, swimmers are coming from all over to use the facilities here, which is great to see.

Abbie Freeman, a member of the North Ayrshire Swimming Club reveals that having joined our Learn to Swim programme in 2009 she's flourishing with the opportunities available to her.

"The pool facility provided at the Portal is brilliant, the equipment being new allows us to really train well and enjoy training," Abbie says.



Fellow member **Andrew Sutherland** agrees. He's been in the water for 12 years, having first taken the plunge as part of Learn to Swim when he was three years-old.

"I love training and going to the Portal, it is a fantastic facility and has helped improve me as a swimmer," he said.

"It has given me the confidence and opportunity to compete in national competitions. Swimming for me is amazing, the feeling of being in the water, you can feel yourself getting stronger and more powerful each training session."

Jess believes this is just the start. She's firmly focused on the future for swimming in North Ayrshire.

"We want to continue growing our intake of swimmers that we have in the programme," she explains.

"We are also looking towards the Scottish and British Championships. We'll be looking to achieve medals and improve our swimmers even further."

With talented coaches, enthusiastic young people and access to our fantastic facilities at four different swimming pools, few would bet against them.

**INTRODUCING NORTH
AYRSHIRE AMATEUR
SWIM CLUB**



North Ayrshire Amateur Swim Club (NAASC) are an elite competitive club who are passionate about swimming. They strive to provide very best training and competition opportunities for swimmers from age seven through to national Scottish and British championship level.

The club benefitted from the sportscotland Direct Club Investment programme which increased club membership during each of the last three years.

The club also have their own synchronised team and offer masters swimming for adults who want to swim for fun, fitness or to compete.

NAASC draws its membership from beyond the boundaries of North Ayrshire and have built a reputation over many years as a club which has started swimmers on their journeys to the Olympic and Commonwealth Games.



**Scottish
Swimming**



Key Stats

4

Swimming pools across
North Ayrshire

30,251

Average swims per month
across all pools

185

Active members of North Ayrshire
Amateur Swimming Club

50

Volunteers of North Ayrshire
Amateur Swimming Club

BENEFITS OF SWIMMING



Great for toning
and shaping



Develop a healthy heart



Build strength, stamina
and flexibility

Did you know?

**1,483 children are
taking part in 296
Learn to Swim
lessons each week!**

MAKING A DIFFERENCE WITH MOVE MORE

Around 5,200 people in North Ayrshire are living with cancer.

Facing up to such a diagnosis can be extremely challenging particularly when all good advice stresses the importance of physical activity.

For these reasons, we are very proud of our work with Macmillan's Move More programme. This national programme focuses on supporting people living with cancer to become physically active, both before, during and after their treatment.

We work with a range of partners including Ayrshire Hospice, local voluntary support groups, Beatson West of Scotland Cancer Centre and Eglinton Country Park.

John Wilson was suffering from Non-Hodgkin lymphoma.

He says: "I thought it would provide a great chance for me to get moving again after my treatment. I was a keen gym user years ago, so it provided me a great opportunity to get back into it.

"I am really enjoying the programme and it has been a great experience so far.

"I also suffer from multiple sclerosis so my mobility is very limited, however the volunteers and facilities has meant this has caused me no problems to get back into some sort of fitness."

Importantly, John is sure that participating in our Move More programme has helped his recovery. "No question," he says.

"Prior to getting involved, it's very easy to not to do any sort of fitness activity. I am now motivated to get up and get into the gym. I now also take part in exercises at home."

As with any successful project, it's the people who make it. Move More relies heavily upon volunteers working in local communities. So far 39 have been involved.



Jim McCreadie is one of those motivated to support others having experienced loss close to home. He's been fully trained, and now can't wait to get started.

"The classes aid with mobility for people who have been affected by cancer over the last few years," Jim explains.

"Having lost people close to me to cancer, I thought it would give me great pleasure to volunteer and help.

"I am looking forward to the classes starting up. I will be leading gentle movement, which involves mobility and relaxation elements.

"I will gain great satisfaction helping out people who have been affected by cancer.

John knows that value only too well. He relies on a wheelchair, and so a personal touch to his programme is so important.

"Ally has been my main instructor and has shaped the training to fit with my ability and needs," he continues.

"For instance, I like to use the exercise bike, but with not being able to use my legs well, he is able to provide training, which I can do using the excellent kit, doing arm cycling. He has been very supportive to me.

"The facilities on offer are amazing, it has really impressed me. Being in a wheelchair can make things very difficult, but it allows me to workout in my wheelchair and I find that excellent and has made it very comfortable for me to workout.

"The benefits have really re-motivated me to get fitter and feel better about myself."

Knowing there's practical support there can make a world of difference in every sense.



Linda Tedford
Park Ranger

I am based at Eglinton Country Park and my role as North Ayrshire Ranger involves promoting the green space here for health and wellbeing and provide any support for activities with KA Leisure and Macmillan Cancer Support.

All our staff have now completed Macmillan core training and have more awareness of cancer and its impact. We will be providing support required across the three strands of Move More North Ayrshire and the park will be a great facility for this.

With support from KA Leisure, the staff were trained on how best to support people affected by cancer and we received guidance on when to signpost to support services.

One of the team has also been trained in gentle movement to allow this to be incorporated into gardening activities.

Moving forward we are really excited to be an official Macmillan Friendly Park.

How can you Move More?



Rehab Circuits: Delivered by specially qualified rehab instructors this strand provides a high level of expertise in exercise prescription for participants during and after treatment.



Walking: Five Macmillan Friendly walks available in North Ayrshire.



Gentle Movement: Based on Chi Gung this activity can be done seated or standing so is suitable for all fitness levels.



Gardening: Experience benefits of working outdoors whilst increasing activity.



Key Stats

5,200

Living with cancer
in North Ayrshire

795

Attendances

39

Volunteers across two
strands of training

1,300

People referred to Active
North Ayrshire Our Exercise on
Referral programmes

Did you know?

**Eglinton Park is
now a Macmillan
Friendly Park**



A DrEAM come true

With more people active across North Ayrshire than ever before, our second DrEAM Day was an amazing success!



Thousands of people across North Ayrshire got active during our Drop Everything and Move Day 2018 in November.

DrEAM is our approach to encourage people to live more active lives. We want to help them celebrate every step.

One of the day's biggest highlights was at Arran View Care Home where children from Kilwinning Community Nursery joined residents for a very special music and dancing sessions.

From the moment the sound of excitable nursery kids could be heard down the hall, the residents' faces all lit up – it was magical!

Our brilliant instructors had a whole box of goodies and music, and led the residents and nursery children through a variety of activities with song and dance.

This event highlights the importance of bringing people together both in terms of physical and mental health. We are committed to creating new intergenerational opportunities in the year ahead.

DrEAM Day itself was a spectacular success.

Blacklands Primary School and Whitehirst Primary School got things underway with an early morning digital dance off, before lots of other primary and secondary schools across the area got involved in the action.

Hundreds of pupils in Largs attended a sport festival at Inverclyde. Sessions were led by volunteers from Largs Academy.

The Provost, Councillor Ian Clarkson joined a Walking Football session in Irvine for a session at The Portal; and there was a cycle challenge as part of a Health & Social Care project.

Go Fitba combines football with a cooked meal for local children. Meatballs were on the menu.

And in Irvine and Dalry, Twilight Basketball proved to be hugely popular with younger people.

We know the benefits of being active, and on DrEAM Day that was never more apparent.



What is DrEAM?

The strategy behind DrEAM – which brings together a host of key partners from across the area - focuses on five key areas:



Celebrates
every step



Recognises
everyone's start &
finish line is different



Encourages
"supportive starter"



Creates
joined up approaches
between partners



Guides
people to the right
opportunities

The thinking behind DrEAM fits into North Ayrshire's Active Community Strategy 2016-2026 which ambitiously aims to increase physical activity across North Ayrshire by 10%.

DrEAM Partners



leisure

sportscotland
the national agency for sport



Ayrshire College

This collaboration is a key part of finding people who are harder to reach, providing them with accessible opportunities to be more active.

LOOKING AHEAD



We are proud that we help change people's lives every single day.

This means we are limitless in our ambition to support people across North Ayrshire to become healthier and happier.

To fulfil these goals, we will continue to encourage participation, make significant investments in our facilities, and create innovative opportunities to help the inactive become active.

As our customer base continues to grow it is essential that we ensure that those who choose to join us, and stay, are supported to do so.

There are of course those who are not active, and this will remain a strong focus of our work

Inactivity carries significant health, social and economic risks. Working with our partners in North Ayrshire and beyond, we will continue to develop innovative programmes such as our Syrian Swans, Step Up and Meadow Activity Club.

We will carry out a comprehensive review of our customer discount scheme (Access Plus) to ensure that those most in need, and furthest from an active healthy lifestyle within our communities, have access to discounted activities.

Our efforts are part of a preventative and supportive strategy to help manage long

term health conditions. We want to help people age well, so that they can lead independent, active and longer lives.

This is acknowledged in the creation of our new three year funding agreement with North Ayrshire Health and Social care Partnership to continue to deliver an integrated Health and Wellbeing Service across North Ayrshire

We are pleased to be delivering the Scottish Government Changing Lives fund beginning in 2019, called North Ayrshire Champions for Change.



Champions for Change will support young people in North Ayrshire to change lives through sport and physical activity, supporting skills training and creating pathways to employment.

In doing so, we believe this programme will draw on the significant energy and passion that young people in North Ayrshire have.

Creating a climate of change is also underpinned by significant investment in our facilities and infrastructure.

North Ayrshire now has some fantastic facilities.

We have now opened the new Garnock Community Campus, The Portal and Largs Campus as well as our investment in fitness and internal building infrastructure across our portfolio.

We will be purchasing new, state of the art gym and fitness equipment for our refurbished gym facility at Auchenharvie Leisure Centre.

In 2019 we will open the second phase of our Quarry Road development. This will offer impressive new indoor and outdoor synthetic pitches with associated changing facilities.

We will continue to develop our information and communication technology infrastructure during 2019, ensuring we operate as efficiently as possible while providing excellent customer service through improving our technology interfaces with our customers.

We have a publicly stated ambition within North Ayrshires Active Community strategy, to increase the number of people who are more active more often by 10% by 2026.

We believe this ambition remains achievable.

But it will take more than KA Leisure to deliver this across North Ayrshire.

We must and will continue to work with our communities, clubs, participants and partners to ensure everyone has an opportunity to move more often.



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