#### ABERDEEN CITY COUNCIL

#### **ALEO – ANNUAL REPORT**

ORGANISATION:	Aberdeen Sports Village
	Important note — ASV's financial year (referred to as the <u>contract year</u> in the Joint Venture Agreement) starts on the 1 <sup>st</sup> August and ends on the 31 <sup>st</sup> July. The information provided in this report is for contract year 2020 — 2021.
REPORT COMPLETED BY:	The ASV Executive Team
DATE:	22 <sup>ND</sup> November 2021

#### **SECTION 1 - Outcomes and outputs**

## Please provide a qualitative summary of outcomes, outputs, activities undertaken and progress made to date:

The worldwide battle with COVID-19 would once again prove to be the dominating influence in ASV's ability to deliver on strategic outcomes and performance indicators.

This reporting year for ASV starts on 1<sup>st</sup> August 2020, ending on the 31<sup>st</sup> July 2021. The two national lockdowns breached this reporting year and resulted in ASV being closed for approximately 5 months out of the 12.

ASV closes Friday 20<sup>th</sup> March 2020 – Opens Monday 31<sup>st</sup> August 2021

ASV closes on 24th December 2020 - Opens Monday 26th April 2021

Re-opening facilities of the size and complexity of ASV is not a simple matter. It involved adapting to changed customer restrictions and guidance, risk assessing new ways of working and customer flow and working very closely with all sporting clubs and organisations on their COVID arrangements. The sector has been hugely impacted and participation levels in sport will take a long time to bring back to pre pandemic levels. Young people and residents of SIMD areas have been particularly affected.

On a more positive note, there is still lots to share in the 7 months that ASV was open in 2020/2021 which is shared later in this submission.

#### **Performance indicators:**

This is the quantitative progress you have made in meeting targets over the year. These were agreed in your business plan / development plan and should be confirmed in your first quarterly meeting with your Lead Officer PLEASE DO NOT CHANGE THE BASELINE OR TARGET FIGURES.

Please complete all boxes			oxes
INDICATOR		TARGET 20-21	ACHIEVED 20-21
See below table for full details			

Providing an outstanding customer experience, always	Measure
Attaining an annual average score of 80% or above from the quarterly mystery visit reports	_
Have less than 0.5 complaints per 1000 customers	0.1
Conduct annual customer surveys with an average satisfaction rating of 80% or above	-
To have an annual net promoter score of 8 or above	8
Although ASV did not carry out an annual customer survey this year, ASV engaged with customers on Covid safety. A 'Return to ASV' Survey was conducted:	
<ul> <li>95% of our customers felt safe/very safe from survey</li> <li>Net Promote Score of "Great" - 53 out of 100</li> </ul>	
• 93% of our customers were Extremely Satisfied or Satisfied with our offering upon	
reopening  Having the highest standard of safety and quality in our facilities	Measure
Quest internal auditing programme - IV assessments	4 per year
Meet all HASAW targets detailed in the quarterly report	. ,
Asset Plan (Lifecycle reserve) Report to the ASV Board every six months	_
Asset Flan (Enecycle reserve) Report to the ASV Board every six months  Achieve Pool water management best practice - Quality standard	_
Encouraging healthy and active lifestyle choices	Measure
Increase participation across all structured activity programmes by 5%	ivicasure
Increase general participation by 3% (linked to 1m visits per year)	-
Deliver two sustainable health initiatives in partnership	2
Improve the performance of the membership offer as identified in supporting KPI's	2
Total number of members	5,392
Yield (Average member income)	£19
Average length of member	14
	14
Attrition	10%
	10% 1%
Attrition Joiner Rate Total income	10%
Attrition Joiner Rate Total income Loving sport and promoting as a force for good	10% 1% 626,924
Attrition Joiner Rate Total income  Loving sport and promoting as a force for good  Establish reporting measures for focus sports and establish the return on investment	10% 1% 626,924
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Produce and develop an annual investment statement (annual report) for the shareholders	Complete
Grow student participation at ASV	-
Review the operating agreement with shareholders	-
Produce an options appraisal and supporting business case for a fourth phase in ASV's development	-

Continually growing our business in a responsible and sustainable way	Target
Reduce our reliance on partner funding	33%
Become more efficient as a company as identified in supporting KPI's	
Recovery rate (Net income/expenditure)	46%
Staff costs as a % of gross income	129%
Staff costs as a % of gross expenditure	59%
Subsidy per admission	£3.18
Annual Operating Costs (£/82,401m2)	£5.50
Produce a Environmental strategy for ASV	
Generate a surplus of 3% of net income for reinvestment in the business	-
Improve financial performance across identified KPI's	
Income per marketing spend	£12.60
Marketing expenditure ratio	8%
Spend per admission (net income/admission)	£4.13

## If you have not met the targets set please give any reasons or explanation for this:

The Coronavirus pandemic, the subsequent national lockdown and tier restrictions. ASV operated for 8 months of contract year 2020/21.

## Please provide a summary of particular successes or case studies:

Throughout the period of the pandemic, ASV closely followed guidance from the Scottish Government, **sport**scotland and all relevant sporting and fitness governing bodies. The year 2020-2021 subsequently followed a broken timeline of closures and phased opening-up to various groups, under a variety of restrictions.

## **AUGUST – SEPTEMBER 2020**

During the summer lockdown period in August, only outdoor sport and activities were permitted, in very small groups; ASV was one of the first facilities in Scotland to open up to outdoor sports clubs, and indeed ASV provided provision for a selected group of Scottish swimmers and divers.

Slowly some indoor sport and activity was permitted to return from **31**<sup>st</sup> **August,** and the ASV gym and pools opened up; a carefully phased re-introduction of programmed activity (including community sport, University sport, learn to swim, and performance sports programmes).

#### **Testimonial:**

"A short note from me to offer a huge thanks for all of your support in opening up the facility to some of our swimmers and divers. It's a great step forward for us and hopefully will help with your future plans also. It also demonstrates the strength of the partnership in working hard to realise this opportunity and thanks again. As it stands, I'm sure you must be the most active sports venue in Scotland!"

(Euan Lowe, Chief Executive of Scottish Swimming)

## OCTOBER – DECEMBER 2020

ASV progressed with their phased return of sport, health and fitness services in line with guidance; with numerous other facility operators use ASV's approach as the basis of their recovery.

The University Sport's clubs returned as permitted, with all 46 clubs who train within ASV's facilities returning to some form of activity, as well as the full range of Community Clubs. ASV worked collaboratively with other pool operators across the city to ensure that all Aberdeen swimming clubs were offered equitable access to the city pools that had been able to open, an approach applicated by Scottish Swimming.

#### **Testimonial:**

"We have worked with ASV to formulate guidance to enable a safe return to training. We are fortunate to have a world class venue available to us and the processes, video walkthrough and procedures they have provided have meant our athletics, coaches and parents are comfortable in returning to a safe environment. Dyce ASC are delighted to be back in the water and are grateful to ASV for their assistance in enabling this."

(Dyce Amateur Swimming Club President)

## **Instant Neighbour Project**

Throughout December 2020, members of the ASV Team organised collections of food and toiletries from ASV staff and customers, to donate to the Instant Neighbour charity, to help support those in need in the local area.



## JANUARY - MARCH 2021

#### **Lockdown Fitness**

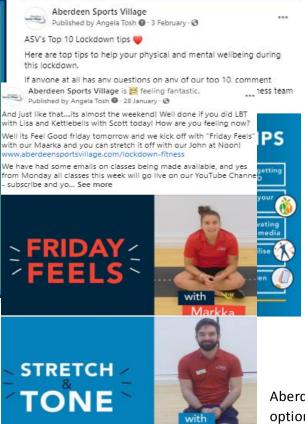
ASV closed its doors once again on **24**<sup>th</sup> **December 2020** and prepared for another period of lockdown. In early January 2021, ASV initially worked in collaboration with the local media, with an extensive feature highlighting the benefits of home fitness during lockdown and during the winter months, and how ASV was supporting the community with their suite of virtual classes.

On a weekly basis, the gym team and marketing team worked together to produce new material and content to provide on-going engagement.

A new web page was created and designed to ensure accessing the classes was easy for the user; eye-catching thumbnails were utilised to make the classes stand out on social media platforms; branded ASV memes and tips were posted; to ensure that the engagement was as strong as possible.







## **PE with ASV**

ASV reached out to local primary schools in Aberdeenshire to provide some additional and their weekly PE curriculum. The themed PE Aberdeen and optional support to classes were very

positively received with great engagement from a number of schools during the lockdown period. As the younger year groups (P1-P3) returned to school, we were delighted to hear that schools then began playing ASV's PE classes during assembly for the children to enjoy and join in.



#### **Performance Sport**

Under government guidelines, a number of local athletes were identified as having eligibility to travel, train and compete. ASV worked with the **sport**scotland institute of sport to ensure that all eligibility and permissions were completed, and were able to support athletes from swimming, diving, ladies' rugby, men's football and athletics.

On the back of this, Zoey Clark was selected by Team GB and led the women's 4x400m relay team to a silver medal at the European Indoor Athletics Championships in March 2021.

#### **Testimonial:**

"Just a note to thank you for your continued support around our performance athletes, and more specifically Zoey Clark... her success due in no small measure to her being able to continue accessing ASV, so thank you again."

Donald Pirie, **sport**scotland institute of sport Regional Manager

## **APRIL - MAY 2021**

Following another successful and safe re-opening of the indoor facilities to the community on **24**<sup>th</sup> **April 2021**, our members, community sports clubs and programmes slowly returned, as well as the slow re-introduction of events.

As an example, the number of members returning to the ASV aquatics programmes during this re-opening, as compared to pre-pandemic were: Learn to Swim 82%; Learn to Dive 71%; Diving Club 99% and Performance Swimming programme 95%.

## **JUNE - JULY 2021**

#### **Summer Camps**

The summer holiday programme of activities for children exceeded our originally expected offer, with the largest variety of camps that ASV has hosted to date.

With a total of 19 different week-long camps (multi-sports, table tennis, swimming athletics, badminton and diving), there were 822 participants; a total of over 19,000 participation hours.



# **ASV Families Summer Camps**

To continue our work within the local Seaton area, ASV secured funding to provide free family sports camps, aimed at families in the local SIMD areas who have at least one child in primary school. The parents or guardians and other siblings all attended, so that ASV could facilitate healthy and fun activities for the whole family, whilst also supporting the physical and mental wellbeing of families during the summer holiday period. The camps offered free activities for 55 participants and 275 free meals.



#### **Testimonial:**

"It's a great initiative and one I would like to see continuing. It gave the children opportunities to experience sports they wouldn't otherwise get to. The lunches were substantial as well which is positive.

Parent from ASV Families Camp

## **Summer of Play at ASV**

As a participating partner within Aberdeen City, and through accessing the governing funding via Aberdeen City Council, ASV was able to provide 1 hour of free family activity, every single day of the summer holidays, with a choice of swimming, badminton, table tennis, squash and pickleball; a total of 280 available sessions. In addition, 104 free places were offered on a range of children's multi-sports and learn to swim camps.

In addition, ASV worked in collaboration with a number of clubs and governing bodies to provide further camps. Most notably, the Scottish Football Association (SFA) "GOFitba" camps; 2 weeks of football camps for children in the SIMD areas in ASV's locale, with coaching provided by the SFA and meals by ASV (60 participants, and 300 free meals).

#### PERFORMANCE SPORT

ASV has been delighted to support local athletics competing at Tokyo 2020, in both the Olympic and Paralympic Games. Zoey Clark ran in the semi-final of the 4x400m relay to secure a 5<sup>th</sup> place for the team. Swimmers

Conner Morrison and Toni Shaw performed in their debut Paralympic Games, with Conner reaching the final of his event, and Toni winning an outstanding bronze medal for Team GB. ASV's Performance Coach Gregor McMillan was part of the GB Paralympic coaching team.



# **ASV AQUATICS ACADEMY**

This year's Aquatics Academy operated in partnership with St Machar Academy; ASV delivered free academy training specifically aimed at dive coaching. 6 young people were guided through a number of industry qualifications including dive coaching, safeguarding and lifeguarding. This has not only provided valuable qualifications for these senior pupils, but will also provide employment opportunities, and will serve to enhance our diving team.



## Testimonial:

"I found the Aquatics Academy experience brilliant - it was very enjoyable and informative and has allowed me to improve as a coach while also giving me an amazing SQA qualification for it!"

ASV Aquatics Academy candidate

## **EVENTS**

During the periods of opening in this period, ASV held a greatly reduced number of events; 36 in total, including 17 local, 12 regional and 7 National events / training camps, including:

- The Scottish Athletics **National Open Championships** and SuperTeams
- A Scottish Sirens Netball Camp and an outdoor Netball Festival for junior and recreational players
- The 5<sup>th</sup> annual **ASV Santa Run** by necessity went virtual this year; individuals and families ran 1k or 5k, in one of our Santa hats to raise money for the Children's Hospices across Scotland (CHAS) and ASV's EnAble programme.



• The Scottish Swimming Festival of Swimming signalling the return of indoor events. ASV was 1 of 3 Scottish venues; 3 day event in July 2021, for all age groups, 200 athletes per session, 3 sessions per day, all action live streamed for family and friends.



• In partnership with Scottish Swimming and Scottish Water, ASV delivered sessions to all Junior Learn to Swim classes on water safety awareness, as part of **Drowning Prevention Week**, an annual campaign led by the Royal Life Saving Society.

## Please provide a summary of any problems or issues that have required attention or action:

The COVID-19 pandemic, the subsequent national lockdown and tier restrictions.

## **ACC Strategies and Action Plan Priorities:**

See LOIP information included in next section of annual report.

Please provide a summary of how your activities have delivered against ACC strategies and action plan priorities.

### **Local Priorities:**

Please highlight where your outcomes, outputs or activities align against the priorities of the Local Outcome Improvement Plan. <a href="https://communityplanningaberdeen.org.uk/aberdeen-city-local-outcome-improvement-plan-2016-26/">https://communityplanningaberdeen.org.uk/aberdeen-city-local-outcome-improvement-plan-2016-26/</a>

# LOCAL OUTCOME IMPROVEMENT PLAN THEMES

# 1. People (Children and Young People)

Directly linked to targets relating to increasing physical, mental, emotional health and wellbeing, ASV ordinarily delivers a suite of activities, specifically tailored for children and young people. This year, due to Covid restrictions, there were more limited opportunities to deliver recreational sports sessions for groups of children and young people, however programme delivery began to return where possible:

- Activities for pre-school children: to allow very young children to play and learn; no sporting activity sessions, however there were 53 aquatics lessons returned each week specifically for early learners (decrease of 26%)
- Activities and sports for school-age children: introducing children and young people to healthy and fun
  regular activity; working with key partner clubs to offer a seamless pathway to a club environment; a limited
  number of sporting sessions returned where ASV were able to deliver in partnership with community clubs,
  however junior learn to swim and learn to dive lessons returned strongly, to near pre-pandemic levels
- Sports and supervised gym sessions for **teenagers**: providing an opportunity to socialise with peers whilst enjoying being active; these sessions returned in the summer
- A **holiday sports camp programme** for all ages and abilities: following a quiet year of camps, the summer holiday programme was refreshed and revamped following the period of lockdown, with ASV delivering many more sports-specific camps, in partnership with clubs and governing bodies, and camps which offer more flexible hours for working families (see further information in the section above)
- Children's aquatics programme: already well established in the city, there were 1,600 children and adults enrolled in the whole aquatics programme prior to the pandemic, with 1,150 children in the learn to swim programme; following many adaptations throughout the year, the programme built back to 1,350 total members, and 950 children in learn to swim by July 2021 (a decrease of circa 16%). Plans are in place to

further expand the programme following a successful summer of intensive learn to swim and learn to dive camps.

In relation to improving **post-school learning and employment opportunities**, ASV is committed to offering opportunities for vocational learning and work experience, with a view to supporting a well trained and prepared future workforce in the city.

- With a high proportion of the ASV workforce under the age of 25, with many still in further or higher education, ASV provides mentoring support, and on-going training to its young people
- Engagement with the young team was of particular importance during the periods of furlough for various team members, with ASV offered a comprehensive suite of online training opportunities
- ASV provides part-time and flexible employment opportunities for University and College students, and invaluable first steps and experience in the industry to senior school pupils
- The partnership with DYW North East (Developing the Young Workforce) has been positive for our youngest employees, and we continue to work with the group to facilitate modern apprenticeships and professional development
- ASV has supported a number of staff to become qualified in their field to deliver high quality, governing body recognised training courses; the short-term aim is to expand its delivery in relation to such courses, with a view to building a nationally recognised Training Academy, which will continually provide education and training
- Secured funding for delivery of training to young people free of charge to enhance their employment potential will continue to be pursued and delivered

## 2. People (Adults)

The key areas where ASV will continue to evidence support in this area include building resilience within communities and supporting families, and increasing healthy life expectancies.

- Through enhanced customer engagement, ASV provides flexible and affordable opportunities for adults to participate in a variety of activities, via the Lifestyle Membership, or Lifestyle Day Pass
  - o 265,649 visits to ASV
  - On average there were 5,392 individuals with membership at ASV, a decrease of 33%
- For senior members (over 60s) the Evergreens Lifestyle Membership lies at the core of the programme; a
  heavily discounted membership giving access to over 30 specialised sessions of sport and physical activity
  each week
  - o Evergreens membership saw 705 Evergreens members on average across the year
  - o 28 specialised sessions of sport and physical activity each week for Evergreens
  - 15,637 Evergreens participations
- ASV will continue to support the integration and health and wellbeing of our local population, working to
  deliver in partnership with the relevant bodies; whilst specialist classes such as Cardiac Rehabilitation and
  Stable and Able were not able to return in this year, ASV has continue to engage with the NHS, the
  instructors and participants, and classes will return to the same level

# 3. Place

Contributing to the city, and enhancing the positive environment in which people can live, work, study and visit, is very important to ASV.

- As a community sports facility, we aim to continue to evolve our ASV 'family' and make the facility as welcoming as possible for all people.
- We will continue to support our very local communities, by utilising funding opportunities and volunteers to deliver activities, food and education, through community projects (previous projects include breakfast clubs, family projects and sheltered housing projects within the Seaton area)
- We are committed to reducing our carbon emissions

• We support our ASV Team with their own voluntary community-based projects, such as collecting presents or raising money for local charities, or collecting food for local distribution; ASV will encourage and champion such individual and team efforts in light of current and on-going challenges

#### 4. Economy

The past year has been exceptionally challenging to the sport and leisure industry, but ASV continued to operate efficiently and effectively, where permitted within the guidelines, and contributed to the city's economy in a variety of ways, including:

- **Development of the skilled workforce**: With the majority of ASV's workforce being young people under the age of 25, ASV invests in significant in-house training each year. Through on-going Continued Professional Development and investment in professional members of the team, ASV offers a comprehensive suite of vocational training courses.
  - ASV employed 203 individuals, with over half the workforce being young people under 25 years of age
  - Up to 3% of staff costs were invested into training and development; with numerous in-house training opportunities for the ASV team
  - ASV Training Academy: 218 people gained qualifications, from 27 accredited courses
  - ASV supported 3 modern apprenticeships
- Investment in infrastructure: ASV has a substantial life-cycle reserve of £3.3 million which will be reinvested in ASV facilities over the 10 year investment programme. In the financial year 2020-2021, ASV invested in the following:
  - o £41,000 invested in operational facility maintenance
  - o £61,000 investment in the technology and reception refurbishment
  - £26,000 investment in swimming pool maintenance
- Contributing to the city's tourism: Ordinarily ASV would host up to 200 events each year, including up to 20 national or international events, which have been evidenced to bring significant income to the city. Please refer to previous section for summary of events held.

# **Training & Education:**

Please provide further information in respect to any education programmes delivered.

During a challenging 2020-21 year Aberdeen Sports Village continued to prioritise the development of it's workforce. We looked at the restrictions put in place as a potential opportunity to grow our training academy. We ran an extensive amount of training courses for not just our internal staff, but also for externals individuals and organisations. This training opportunities included:

- National Pool Lifeguard Qualification with AED, First Aid at Work, Anaphylaxis
- Emergency First Aid at Work with AED
- Life support 3
- National trainer assessor
- RLSS internal quality assessor
- National rescue award for swim teachers and coaches
- PXB
- Covid first aid training
- Worldhost- principles of customer service

- Worldhost 2020 customer service during COVID
- Modern apprenticeship scheme
- CIMSPA Training Courses
- IOSH managing safely qualification
- E-learning compliance software launched H&S, Fire, Stress & resilience, Manual handling, DES, Covid safety

# **Employment**

## Please provide information about your volunteers, if you have any:

- What roles do your volunteers undertake within the organisation?
- Training and Policy in action?
- Example of volunteer success stories such as transition to employment?

ASV volunteers help greatly in the delivery of Sports Camps, Evergreens and children's' programmes.

- ASV has 15 regular volunteers, with many more temporary and casual volunteers
- During the 2020-2021 period, there were 774 hours of volunteer coaching, primarily supporting the delivery of ASV Sports programmes, such as children's table tennis and badminton sessions
- In addition, the volunteers who support the performance programmes and events at ASV are invaluable; numerous individuals who give their time as coaches, officials or committee members
- Throughout lockdown, our performance coaches continued to engage with the young people from their
  programmes, providing lockdown workouts, and online social opportunities, which proved invaluable for
  club members, helping to facilitate a more comfortable return for the young people
- ASV supports a volunteer package, whereby regular volunteers are offered training courses to further enhance their skills

# SECTION 2 – Users, Participants and Investment

Please complete this section to report on the number of participants from each of the identified areas who have participated during the year.

Participants	Target	Total 20-21
Number of participatory opportunities targeted for priority groups		
Older People (65+) *ASV records 60+ customers through the Evergreens Programme		15,637
Disability (mental health physical, sensory (e.g. BSL users) and carers of disabled people)		We provide fully inclusive programmes
Ethnic minority communities including Gypsy/ Travellers	This data is not collected nor recorded	

Sex	ual orientation (LGBTQ)	This data is not collected nor recorded	
Res	idents of regeneration areas within Aberdeen City		
	CIMAD Avec	D.C. walang	% Total
	SIMD Area	Members	Members
1	Torry	27	0.5%
2	Middlefield, Mastrick, Northfield, Sheddocksley	241	3%
3	Seaton	748	8%
4	Tillydrone	188	2%
5	Woodside	199	2%
6	George Street	305	3%
Oth	er (please specify)		

Please complete this section to report on visitor numbers in relation to your programming.

Customer participation/user	Target	Total 20-21
Total participations		265,649
User number from Aberdeen City		87%
User number from the wider region or further		13%
% of customers rating experience as 'excellent' or 'good'		80%

We are keen to evidence the added economic value and social return of investment, as such we request that you please complete the table below.

Income 2020-2021	Total £
Value of Grant(s) from Aberdeen City Council	
ASV – Sports Centre and Aquatics Centre	£844,550
ASV – Performance Swimming	£94,153
Grant funding - University of Aberdeen	£844,550
Sponsorship & Donations	£610,068
Tradingincome	£1,104,261
Other (please specify)	
Total add income	£3,497,582

# Section 3 - Support Material

We recommend you provide up to five items of support material to help demonstrate the quality and impact of your activity. This may include; case studies, photographs, videos, web links, publications, marketing material, reports, participant testimonials and feedback. If emailing please keep all support material to under 5mb. Please supply details on your support material below

By submitting this you are providing permission for each item to be used for publication. You should ensure you have the creators consent and accreditation is provided where necessary.

Support Material 1:	Aberdeen Sports Village web-site:
	https://www.aberdeensportsvillage.com/
Support Material 2:	Link to Aberdeen Sports Village Annual Report video:
	https://online.flippingbook.com/view/85066125/

Support Material 3:	
Support Material 4:	

#### Section 4- Declaration on use of information

Aberdeen City Council collects and maintains the data on this form about your organisation for the purpose of contacting you in relation to the funding, monitoring purposes and to collate information for statistical and audit purposes. We will retain Personal Data for six years in accordance with the organisation's Corporate Records Retention and Disposal Schedule and for the purpose of administering, processing and assessing your report.

For the purposes of processing this information Aberdeen City Council is the Data Controller. The Information Commissioner Office is the UK's regulator of data protection law (<a href="www.ico.org.uk">www.ico.org.uk</a>). More information about all of the rights you have is available on our we bsite at: <a href="https://www.aberdeencity.gov.uk/your-data">https://www.aberdeencity.gov.uk/your-data</a>.

Whenever the Council processes personal data we need to make sure we have a basis for doing so. We understand our basis in GDPR to be Article 6(1)(e) as we consider that it is in our public task to collect this information under our powers set down in the Local Government and Planning (Scotland) Act, 1982 section 14, as amended by section 128 of the Local Government etc. (Scotland) Act, 1994. The act provides for us doing or contributing towards the expenses of providing or doing, anything necessary or expedient for the purpose of ensuring that there are facilities available for recreational, sporting, cultural or social activities as we consider appropriate.

To confirm that all information included in this report is accurate and that you have read and followed the terms and conditions, please sign and date below. If submitting by email an electronic signature or the typed name of
the appropriate contact should be inserted.
Name:
Date: