

Partnership Meeting Mytime Active (Annual Review)

2022/2023

We make it simple
for people to
get more out of life

mytimeactive

Who We Are

We are a social enterprise on a mission to improve wellbeing. We make it simple for people to get more out of life by moving more, eating better, feeling positive and making new friends. We understand what it takes to make a positive impact on everyday wellbeing and we are here to make it simple, easy and more fun for everyone in our neighbourhoods to live longer, healthier and happier lives.

Across the generations, from children to grandparents and everyone in between, we help people to get to where they want to be, whatever their starting point. With swimming, gyms, golf, bowling, social and health programmes, our range of wellbeing services ensures we have something for everyone.

As an independent charity, we reinvest our profit back to where it matters – the long-term wellbeing of our local neighbourhoods.



GYM



SWIM



CLASSES



BOWLING



GOLF



DRIVIN
G
RANGE



GOLF
LESSONS



FOOTGOLF

Mytime Active Corporate Update

- **New Senior Leadership Team now in place:**

 - Chief Executive, Jason Stanton

 - Finance Director, Neil Whitehead

 - HR Director, Rhona Mason

 - Commercial Director, Kelly Stead

- **Corporate Plan 2023 and beyond**

 - 1. Increase employee engagement from an average of 33 to 50 by March '24

 - 2. Improve the Wellbeing of our Communities - our members Personal Wellbeing Factor (PWF) at least 5% greater than that of the total local community

 - 3. Deliver a sustainable EBITDA

Dibden Performance Update - Income

Key Income Headings	2022-2023 Actuals	2022/2023 Budget	2019-2020 Actuals	2019-2020 Budget	Variance Annually
Membership	£252,978	£283,581	£295,456	£266,167	£42,478
Green Fees & Societies	£415,066	£416,182	£262,210	£265,763	£152,856
F&B	£331,312	£324,301	£356,263	£410,626	£24,951
Driving Range	£62,879	£52,457	£42,759	£45,358	£20,120
					£105,547

NB – 22/23 trading comparison based on full year pre covid 19/20

- Membership down compared to 2019/2020 due to a significant drop off during Covid. (Recovery shown in Monthly KPIs throughout the year)
- F&B down but seriously improved based on the loss of a 3rd 40-hour FTE chef due to necessary structure change during Covid. The amount of dwell time and usage up however compared to 2019/2020
- Green Fees & Societies up annually in comparison to 19/20 which in contrast offsets against the drop in membership.
- Driving Range income moving in an upward fashion due family & junior participation.

Dibden Performance Update - Expenditure

Key Expenditure Headings	2019/2020 Actuals	2022/2023 Actuals	2019/2020 Budget	2022/2023 Budget	Variance 2022/2023 Comparison
Staffing	£414,452	£428,471	£476,837	£441,320	£12,849
R&M	£81,735	£53,694	£73,565	£53,766	£72
Energy	£46,857	£70,014	£57,341	£45,288	£24,726

- Staffing up due to National Minimum Wage Increase across the organisation (Remains in line with budget) Dibden continues to have a full FTE at site. Average staff to turnover percentage is £28%
- Energy costs up due to effects of Energy Crisis
- R&M increased spend in 1st Quarter of 2022/2023 was Driving Range LED Lighting Project.
- NB 14% of annual turnover contributed to central support costs.

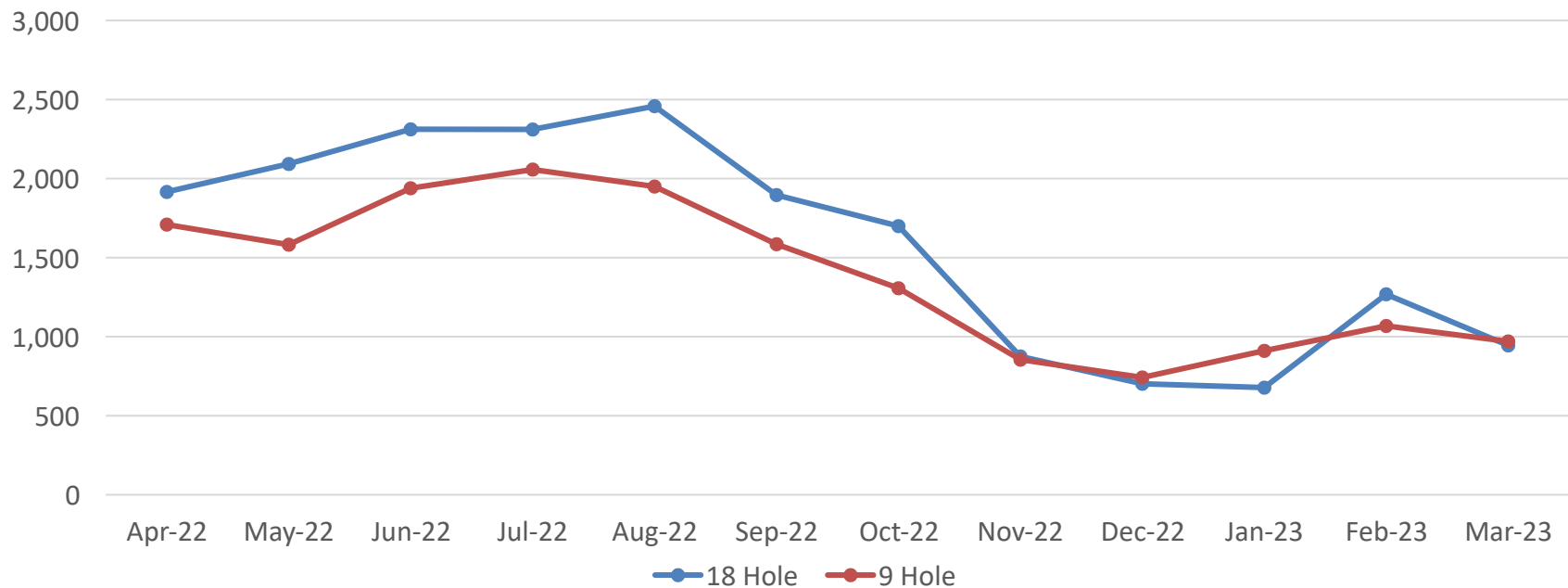
Dibden Performance Update - Overall

	2022-2023 Actual	2022/2023 Budget	2022/2023 Variance
Income	£1,136,781	£1,162,684	£25,903
Expenditure	£1,241,480	£1,215,291	£26,189
Budgeted Loss			£52,607
Net Loss			£52,092
Total Loss			£104,699

Based on unaudited accounts and includes percentage of annual turnover contributed to central support – Audited accounts to be provided October 2023. Position reflects rent relief. Priority to delivery sustainability through increased income and static payroll costs.

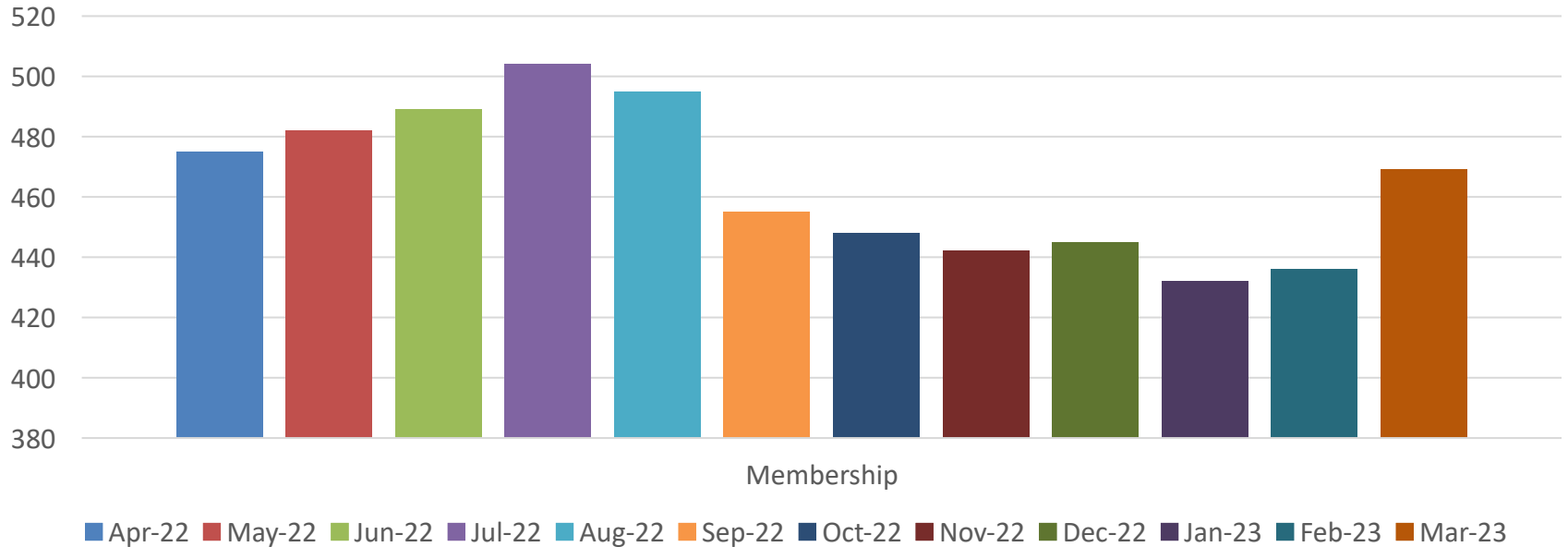
Dibden Participation Levels

Roundage 2022/2023



Golf Membership 22-23

Club Live



Completed Works April 22 – Mar 23

- LED Lighting upgrade to Driving Range
- Golf Course: Winter Mat Install
- Golf Course: Renovation to key bunkers on golf course
- Golf Course: Key works on the 3rd hole pond
- Replacement Microwave
- Clubhouse: Upgrade of Gas Supply Pipework
- Lease of 6x geo fenced buggies
- Hand Dryers replaced throughout clubhouse – **Customer Feedback**
- Clubhouse: Bar Re-decoration
- Clubhouse: Function Room & Dance Floor deep cleans & varnish/reseal
- Golf Course: Purchase of Mole Plough (improve drainage of golf course)

Customer Feedback – Based on You said we Did Strategy.

Dibden Overview – Looking Ahead

Key Aspirational Goals - SWOT

Strengths – Reputation, Dwell time and vibrancy in clubhouse, range of facilities at site & Course condition during spring/summer months.

The team at Dibden won't rest on its strengths and continue to take advantage of the dwell time with Sky TV being installed. In addition, the management team show intent to enhance the range of facilities and have recently installed practice nets.

Weaknesses – Drainage during wetter months, site configuration/customer journey, Inreach/Outreach

The below opportunities reflect a desire to improve the clubs' weaknesses. AR to drive participation through wellbeing lead at NFDC and create an effective partnership.

Opportunities – Targeted engagement in local community to drive membership and facilities, Investment in course and key areas, drive participation in golf through social media & Inreach/Outreach.

Actions – Open ditch work on the 18-hole course in September 2023. AR to provide more detail through client meetings.

Pro shop return has been signed off at board level via Capex.

Junior Golf – A large drive to raise the numbers through effective outreach in schools.

Targets – Grow membership back to pre covid level and beyond)

Actions – Strong spring and summer campaign in situ with great benefits. AR working locally to grown membership.

mytimeactive

Mission Wellbeing

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