



**XCITE**

**ANNUAL REVIEW**

**2023/24**

**REAL  
IMPACT**

**YOUR CHARITY, INVESTING  
EVERY PENNY YOU SPEND  
BACK INTO A HEALTHIER AND  
HAPPIER WEST LOTHIAN.**

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## CHAIRMAN'S OVERVIEW



SERGIO TANSINI,  
CHAIRMAN

I'm delighted to welcome this year's report – it tells the story of the incredible impact we've made over the past 12 months. The past year has tested our resilience, demanded tough decisions, and required unwavering commitment from every member of our organisation. Despite these difficulties, I am pleased to report we are concluding the year with a much improved financial position and a renewed sense of purpose.

We've seen positive outcomes with real impact. These include:

- **Reducing our operating deficit by 55%**, moving us further towards financial sustainability.
- Record numbers of **2.6 million visits** to our venues and services.
- **£13.4 million** reinvested back into the local community.
- **£14.4 million** achieved in social value.
- Record concessionary scheme visits (**97k**), an increase of **25%**.

Our achievements would not have been possible without the extraordinary dedication and hard work of our staff, volunteers, with ongoing support from our key partners at West Lothian Council. I am excited about the opportunities the future holds and I am delighted to welcome Michelle Chambers-Cran to our Board of Directors.

Going forward we plan to build on the solid foundation we have established this year by expanding our programmes and exploring new initiatives that align with our vision of a West Lothian where everyone can live a healthier, happier and longer life.

“We're delighted to have achieved a 12% increase in social value this year, at £14.4 million.”

Sergio Tansini, Chairman

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OUR REAL IMPACT



Concessionary visits:

+25%



Number of teen gym sessions:

+52%



Number of members:

20,181



Sports club attendances:

290,496

Visits recorded at our venues and services:

GYM

2.6 MILLION



Group fitness attendances:

238,538



% increase in participation:

+7%



Health/exercise referrals:

1,961



Coaching attendances:

326,140



Social value to the community:

+12%

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## INTRODUCTION



**BEN LAMB**  
**CHIEF EXECUTIVE OFFICER**  
**WEST LOTHIAN LEISURE**

As a charitable organisation, we are constantly trying to strike the right balance between efficiency and growth, with our ultimate purpose of providing cost effective and accessible services to the people of West Lothian. It is not easy, but through it all, we remain resolutely committed to our vision: a West Lothian where everyone can live a healthier, happier, and longer life.

Over the past year, we have made great strides toward building a sustainable future for West Lothian Leisure. We welcomed 2.6 million visits to our venues and services and once again achieved significant growth in our children's coaching programmes, helping to teach valuable life skills to the next generation. Our efforts to improve access to community spaces have also been impactful, with activities across our school estate attracting over 396,000 visits.

Our health and wellbeing programme continues to thrive, transforming lives through innovative, community-focused solutions. This year, we expanded our reach by partnering with organisations such as Chest, Heart & Stroke Scotland and Parkinson's UK. Together with Scottish Gymnastics, we introduced the 'Love to Move' cognitive movement programme, which has proven highly effective in supporting people living with dementia, older adults, and care home residents.

We remain committed to investing in our venues and services to increase participation, enhance the customer experience, and boost capacity and income, all while striving for financial sustainability. This report details some of our most impactful projects on page six, illustrating how these investments are shaping a vibrant future for our communities.

It is particularly pleasing to see a 25% increase in concessionary visits through our Access Xcite programme, alongside continued efforts to create meaningful opportunities for older people to enjoy our services with initiatives such as the annual Canalympics event for care home residents. A reminder of the vital role we play in providing accessible services to those who need them most.

As we look ahead, our focus remains resolutely on growing participation and expanding impact within our communities. A heartfelt thank you to our incredible staff, loyal customers, and dedicated partners who are helping make this exciting future a reality.

“We have made great strides towards building a sustainable future for West Lothian Leisure.”

Ben Lamb, CEO

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**IMPACT**

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## Tween ski champion's strength training

We launched our Fitness Factory programme in May 2024, the first provider in our area to introduce strength training for 12-15 year olds. It has proved incredibly popular and, with a new policy of this age group being able to use the gym unsupervised by parents, it has resulted in a significant increase in gym attendance from young people in this age range. The programme involves a three stage induction which, when completed, allows the tween and teen gym users access to programmed fixed resistance equipment, programmed cardio equipment and programmed functional equipment.

Twelve year old **Fluer Bunskoek** joined the programme in May in order to train for her downhill alpine ski race taking place in June. Visiting between two to three times a week, Fleur said:

I turned 12 in May and booked in for three stages of the Fitness Factory. On the third stage, I received my personalised programme and the gym instructor made it especially to support my downhill alpine race skiing. In the middle of June, I had the annual Linlithgow cluster primaries ski competition, and I came first for the second year in a row! I am sure that the programme has helped me to perform better, as it includes balancing and core exercises, as well as exercises to strengthen my legs. Better yet, my time improved compared to last year too! I am super happy I joined Xcite Linlithgow as they have really cool weekly challenges also!

“I enjoy visiting the gym a lot. It gives me something to do, helps give me good routine and I feel energised.”

Oliwia, 15, Xcite Fitness Factory Teen Gym User

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## KEY PROJECTS

1



First Indoor Padel Tennis Court in West Lothian

2



Exert HIIT Studio Launches at Xcite Bathgate

3



New Trackman Indoor Golf Simulator

4



Xcite Academy Arena Opens, Expanding Coaching Programme

5



Further Expanding the Gym @ Xcite Linlithgow

6



Launch of Xcite Personal Training

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## 'Canalympics' for West Lothian's elderly

Residents from eleven care homes across West Lothian came together in June 2023 to participate in the ninth annual 'Canalympics,' a lively afternoon of friendly competition and sporting challenges at our Xcite Craigswood venue, organised by our Xcite Ageing Well team.

The Canalympics event plays a key role in our team's mission to encourage elderly residents to stay active. This year's event featured a variety of fun activities, including New Age Kurling, penalty shootouts, hook-a-duck, and even sock pairing.

The event was hosted in partnership with the West Lothian Care Activity Network, which brings together West Lothian's Community Leisure Trust, West Lothian Leisure, West Lothian Council, and the NHS, to collaborate on activities that support the health and wellbeing of care home residents.

Avril Clerkson, Xcite Ageing Well Development Officer, said:

**“The Canalympics event is always a highlight in our calendar, and this year was no exception. We have an exceptional team of volunteers and care activity co-ordinators whose dedication and support make this event such a success year after year. The Canalympics is a fantastic example of the many events and activities that take place under the Xcite Ageing Well initiative and a great reminder that keeping fit and active can be a lot of fun! Mansewood Court care home was our well deserving 2023 champions. It was a fantastic day.”**

“It's a wonderful afternoon, you can really sense the joy and pride from the participants.”

Lisa Hunter, Health and Wellbeing Manager

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## WEST LOTHIAN LEISURE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2024

### ACCOUNTS INCOME

	2024 £'000	2023 £'000
	General	General
	<u>Unrestricted Funds</u>	<u>Unrestricted Funds</u>
<b>Income and endowments from:</b>		
Donations and legacies	2	4
Charitable activities		
- Membership fees	6,356	5,646
- Leisure services	4,120	4,130
- Management service fee	2,025	3,691
Investments	82	50
Other		
- Financial income, refunds & fees	120	135
<b>Total</b>	<b>12,705</b>	<b>13,656</b>

### ACCOUNTS EXPENDITURE

	2024 £'000	2023 £'000
	General	General
	<u>Unrestricted Funds</u>	<u>Unrestricted Funds</u>
<b>Expenditure</b>		
Employee Costs	6,724	6,397
Property Costs	2,785	3,210
Transport Costs	68	77
Supplies and Services	2,403	2,534
Irrecoverable VAT	631	692
Depreciation of Assets	350	212
Other	275	252
	13,236	13,374
Pension Scheme Costs	86	623
<b>Total (Deficit for the year)</b>	<b>(617)</b>	<b>(341)</b>



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“Great facilities, great staff. I have been a member for over 20 years so you must be doing it right!”

Iain Kirkwood, 68, Xcite Active 65+ member

## Beating Osteoarthritis with exercise

**Lizzie Woollams** is an Active 65+ member who joined Xcite West Lothian Leisure in March 2024, following the advice of her doctor and a diagnosis of Osteoarthritis in her knee. Lizzie regularly attends one of our gyms and also attends our low impact, gentle Easy Line and Health and Wellbeing exercise classes at Xcite Bathgate and Xcite Craigswood. Now almost 70 and visiting at least four times a week, since becoming a member Lizzie has seen a big difference in her physical and mental wellbeing, with the classes providing much needed community following her recent retirement.

Lizzie said:

“My doctor recommended the health and wellbeing programme at West Lothian Leisure. It’s made a big difference to how I feel, and it’s certainly made a difference to my knee. I’ve got osteoarthritis in my knee, but now it’s vastly improved. I’d only recently retired and I sat in the house over winter, and I felt miserable. I used to laugh at gym bunnies and thought ‘no’, but here I am nearly 70 and I’m a gym bunny!”



LIZZIE WOOLLAMS

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# XCITE

A West Lothian where everyone can live a healthier, happier, longer life.



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## OUR VENUES

### Secondary Schools

- 1. Armadale Academy
- 2. Deans Community High School
- 3. Inveralmond Community High School
- 4. James Young High School
- 5. Linlithgow Academy
- 6. St Kentigern's Academy
- 7. St Margaret's Academy
- 8. West Calder High School
- 9. Winchburgh Sports & Wellbeing Hub

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# XCITE KIDS COLOUR RUN



“It was such a vibrant afternoon filled with fun, colour and a lot of laughter!”

Lorraine Pollock, Sports Development Manager

## Colour Run brightens up end of Easter holidays

At Easter we held our first ever Colour Run for kids, attracting over 200 children at Xcite Bathgate, who celebrated a colourful end to the school holidays.

The children were encouraged to dance, walk or run around the Colour Run course, which included slip and slides, cargo net crawls and an inflatable obstacle course to tackle along the way. Volunteers were on hand to cover the children with colourful powder paints as they worked their way around the course. The children were encouraged to wear colourful accessories to the event, including tutus, wigs and coloured socks, and the ultimate aim was to leave the event as full of colour as possible!

Due to its popularity, the Colour Run is going to become a regular feature on our yearly calendar.

Sports Development Manager, Lorraine Pollock, said:

“This was the first time we had organised an event of this kind and we were absolutely thrilled by the turnout. Events like these bring the community together and create amazing memories for the children. It was such a vibrant afternoon filled with fun, colour and a lot of laughter!”



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**XCITE  
Team**

[westlothianleisure.com](http://westlothianleisure.com)

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