Annual Report

@yourLiveWire



Working in partnership with WARRINGTON Borough Council



Contents

01 Warm Welcomes	
Statement From LiveWire's Chair Of The Board	3
Statement From LiveWire's Managing Director	4-5
02 Who We Are	
What We Do	6
Our Mission & Vision	7
03 Our Numbers	
LiveWire In Numbers	8-9
04 Reviewing 2018-19 Review Of The Year	10-12
Things we want to shout about from 2019/2020	13
Looking Forward to 2020/2021 and Beyond	14
LiveWire In The News	15-16
05 Key Partners	
Key Partners	17
06 Feedback	
What LiveWire Customers Say	18-19



Statement from LiveWire's Chair of the Board, **Alan Yates**

Welcome to the Annual Report for LiveWire (Warrington) CIC for the 2019-20 financial year.

Following a challenging - but rewarding - year in 2019-20, this Annual Report demonstrates that, working alongside our partners, the company continued to make good progress in terms of meeting the aims laid out in the Business Plan. This document showcases how LiveWire and its employees have continued to take every opportunity to help improve the lives of the residents of Warrington.

We continued to develop and improve our core offers across Leisure, Libraries and our Lifestyle services. In addition, we have helped to reach those residents most in need of extra support through our Sports Development outreach schemes.

The Covid-19 pandemic hit in the final weeks of the 2019-20 financial year. As a result the doors to our leisure and library sites across the borough were closed; the effects of which will be long-lasting and impact in the next financial year.

However, for now, let us look back on a rewarding – if challenging – 12 months.

In January 2020 Great Sankey Neighbourhood Hub celebrated The University of Stirling Gold Award for Dementia Design, the first public building in the world to receive this prestigious accolade. This honour is a testament to the vision and hard work of the LiveWire project team, Warrington Borough Council, (WBC) partners and the Hub's staff. The year also saw the reopening of the refurbished swimming pools at Great Sankey. The site was also nominated for two awards, ie. a National Lottery 25th Birthday Award and a Community Leisure UK award.

We continued to work in partnership with WBC and the Library Partnership Board to deliver individual business cases for each library site. As part of WBC's Library Modernisation Programme, Stockton Heath Library underwent a £195,000 redevelopment. It became the borough's first stand-alone dementia friendly library and we feel confident the library will continue to play an important role in the south Warrington community. The library's redevelopment was also nominated for a Community Leisure UK Award; while it didn't take away the prize, the nomination was welcome recognition of the project. Also undergoing a major revamp was Warrington Central Library in the town centre. In partnership with Culture Warrington, the library underwent some exciting cosmetic changes - including redesigning some library spaces to create flexible areas for wider community use. In addition, for the first time, Sunday opening was introduced to encourage more participation by families. The outcome is that a holistic offer of diverse engagement activities is now provided from the building - which has been rebranded Warrington Museum and Library.

We celebrated our best ever Summer Reading Challenge participation figures - helping to keep the borough's youngsters reading during the summer school holiday.

Our school holiday support scheme Fit, Fed and Read is an important programme aimed at assisting young people and families who need help and support. This continues to evolve and be delivered by the Sports Development Team and Community Librarians and was shortlisted for a national award.

LiveWire Liverpool continued to help people in some of the hardest to reach areas of the city take positive steps to becoming healthier.

The Board recognises the significant challenges that LiveWire faced this year and will continue to face. These include growing competition in the leisure sector, the condition of some of our older facilities and the severe and ongoing financial implications of the COVID-19 pandemic that hit at the very end of this financial year.

Despite the circumstances, I am extremely proud of the work that LiveWire continues to do to improve the health and happiness of Warrington people.

It only remains for me to record my thanks to my colleague Board Directors, the dedicated and friendly staff who have worked tirelessly in very demanding circumstances to improve our services which are needed more than ever now. I also want to thank all of our partners, in particular Warrington Borough Council and all our members for their ongoing support.

There is no doubt that the next year will be challenging but the resilience and ingenuity on display in our community to date will undoubtedly see us emerge from this pandemic stronger, ready to achieve even greater triumphs.

Statement from LiveWire's Managing Director,

Emma Hutchinson



I am delighted to present the Annual Report 2019/20 for LiveWire, highlighting how we have continued in our mission to improve the health and wellbeing of the people of Warrington.

It has been another exciting year – albeit one that came to a close at an uncertain and worrying time with the COVID-19 enforced shutdown in late March.

However, the 11 and a half months prior to this significant event produced some fantastic achievements for the company.

The official ribbon cutting at the redeveloped Great Sankey Hub took place – a milestone that coincided with the venue receiving the Gold Award for Dementia Design from the University of Stirling, the first ever public building in the world to receive this award – a wonderful honour. I pass my heartfelt congratulations onto the whole project team who have worked so hard on the redevelopment for a number of years. With the opening of the Bewsey and Dallam Hub next on the horizon, we continue to offer first class leisure facilities to residents of the borough.

Following a two-day peer review by the Local Government Association, we were pleased that LiveWire's library service was classified as 'very good'. Key areas of praise included acknowledgement of a strong commitment from Warrington Borough Council and LiveWire to maintaining and improving the standard of libraries in the borough, good improved community engagement library offer and a committed workforce. This is recognition of the work undertaken alongside Warrington Borough Council to modernise and develop the town's library offer.

The stellar work by our Lifestyles Team continued with Smokefree Warrington named the second most successful service in England for helping people to quit in four weeks - a fantastic achievement. Just before the first national lockdown in March 2020 the Lifestyles Team launched its new 'Health Analysis' health check service – which as well as giving people access to a health 'MOT', this health check service has created a potential for new income for the organisation in these challenging times. The new chargeable service involves staff delivering 10 tests as part of the health checks - including blood pressure, cholesterol and diabetes testing. It also enables LiveWire to talk to customers about lifestyle choices and offer appropriate support and signposting where possible.

As a company, LiveWire embraced and supported a number of national awareness campaigns in 2019/20, including National Fitness Day, Stoptober and Sport England's #WeAreUndefeatable – aimed at encouraging people living with long-term conditions to exercise. We were also a partner in Cancer Research UK's Pretty Muddy's obstacle course held in Victoria Park; supporting and helping to promote the event. Staff and our members were proud to wear the trademark pink and raise money for the charity by completing the 5K course, with over 50 people taking part in the 'LiveWire Wave'. It was a privilege for LiveWire to be involved in this fantastic event that was a testament to the spirit, determination and generosity of the people of Warrington.

Our whole ethos is to improve the health and wellbeing of Warrington's residents and our teams consistently deliver against the Business Plan to achieve this aim.

Emma Hutchinson

Through the activity programmes delivered by our Sports Development Team – such as Fit, Fed and Read and the Park Lives summer drop in sessions, LiveWire continues to play a key role in addressing the health issues within the town's most deprived areas. The team is an instrumental part of our outreach offer and form key partnerships to help offer support to families who need it.

Following a £3,500 grant from the Chesire Police Crime and Commisioner David Keane, in partnership with Warrington Police and Cycling Projects, LiveWire was proud to deliver the Warrington Community Bike Project; the first for the borough. The aim of the project was to help build community cohesion and involved selected participants renovating and repairing a reclaimed bike over a six week period, under the guidance of expert technicians. At the end of the project participants get to keep the bikes and receive a certificate of attendance.

I want to thank our Board Directors, our partners, our staff and our volunteers for the key role they have played in delivering a remarkable set of performance figures this year. Their enthusiasm, talent and commitment have enabled us to deliver life-changing services to our customers. I am as proud as ever to be the Managing Director for LiveWire and I look forward to another year of hard work and forward-thinking that will help us to create opportunities that support more residents to become happier and healthier.

Looking ahead, to what we know will be challenging times given the current ongoing COVID-19 pandemic, I am confident that the Company can continue to help improve the mental and physical health of our town. We will achieve this through our affordable, safe and accessible leisure activities, our extensive library offer – both physical and digital – and our invaluable lifestyles services.

I

What We Do

LiveWire is a Community Interest Company (CIC) with over 400 employees who have been delivering leisure, library and lifestyle services in Warrington since May 2012.

LiveWire is now the largest provider of leisure and library facilities in the town; operating three neighbourhood hubs, three leisure centres and nine standalone libraries – which, together, have attracted more than 3 million visitors over the last year.

LiveWire delivers and supports a wide variety of initiatives, activities and campaigns.

Leisure

The leisure offer encompasses sports development - including swimming lessons, sports coaching and a PE and School Sports Programme.

Lifestyle

Warrington's lifestyles offer includes smoking cessation, weight management and get back into exercise programmes. Throughout the year, Liverpool Health Trainers have provided guidance and motivation to help people lose weight, stop smoking, reduce alcohol consumption and reduce stress and anxiety.

Library

Library and literacy initiatives range from Reading Ahead, the annual Summer Reading Challenge, National Bookstart Week, author talks and Read to Relax.

Community

As a Community Interest Company, LiveWire's social objective is to deliver a range of health and wellbeing services across the Borough with the aim of improving the mental and physical health of Warrington residents.





Our Mission

To be the number one provider of affordable, innovative wellbeing, libraries, sports and leisure opportunities for all residents, visitors and people working in Warrington.

Our Vision

To be a thriving, financially strong Company with fantastic facilities in every neighbourhood area of Warrington, inspiring and supporting residents to be the healthiest, most active and happiest in the UK. Visits to LiveWire services in the last 12 months



☆≣

2,998,722 Visits to LiveWire leisure facilities



teachers and school support staff attended or received training

3,050 Children participated in the PE and School Sports Team experience days

762



12.423

People participated in activities and events organised by the PE and School Sports Team

26% Of leisure memberships are concessionary





52,716 Children participated in LiveWire's School Swim programme Community



£1,913,239 Value of trade with Warrington based suppliers

Days training delivered to employees throughout 2019-20

479

2,323 Customers provided

2,323 Customers provided feedback about LiveWire's services

> Twitter Followers As at December 2019

5,613

5,<u>488</u>

Facebook Likes As at December 2019



2,575 Volunteer hours supported across the Company



425 Staff employed by LiveWire



£596,312 Value of free publicity in 2019-20



Employees commenced a Leisure Duty Manager apprenticeship

£30,155 External funding secured in 2019/20





26,154 Library members

24% Of library memberships

are concessionary

333,497 books, talking books, CDs and DVDs issued in 2019-20



2,866 eBook and A were issued

eBook and Audiobooks



339 Activities delivered by Friends of Libraries



5,31 Participants in activities delivered by Friends of Libraries

1,033 Children completed the Summer Reading Challenge

3,869 Activities were delivered in LiveWire libraries during 2019-20



36,383 People participated in activities in LiveWire libraries

Lifestyle



Stone lost by Fit 2 Tackle participants



Participants accessed LiveWire's lifestyles services

Lifestyle consultations

3,998



People completed LiveWire's Stay on Your Feet programme

83%

Of clients with falls history report reduction in falls after participating in LiveWire's Stay on Your Feet programme

1,007

Reach for Health clients continued to exercise 12 months after the programme



840

People quit smoking with help from the Lifestyles Smokefree Warrington Team



People referred into the Stop Smoking service set a quit date



332

People on the Weight Management programme achieved $\geq 5\%$ weight loss at 6 months

Review Of The Year

LiveWire's 7th year of contract performance since 2012 has seen significant achievements in delivering against the strategic aims set out in the Business Plan 2018-2022. The following highlights our progress to achieving health and wellbeing outcomes for Warrington residents during 2019/20.

AIM: To be customer service focused	Established a Contact Centre to provide an efficient and effective customer service
	Launched LiveWire Liverpool App in the Google Play and Apple App Store
	Introduced a Personal Training offer across LiveWire's leisure sites
	In partnership with Warrington Borough Council completed a series of stakeholder engagement sessions; gathering residents feedback on the proposed changes at Warrington Museum and Central Library
	Customer feedback totem toured LiveWire sites capturing customer feedback
	Introduced Butterfly, an electronic assessment system, to improve the accuracy of the reporting of children attaining KS2 level in swimming for the schools participating in LiveWire's School Swimming programme
AIM: To provide	Opened Phase 2 of Great Sankey Neighbourhood Hub which involved the reopening of the pool at the site
accessible, modern and well maintained	Carried out a mini refurbishment of Warrington Central Library to create a hub of creativity, heritage and learning for the town by increasing the links between the museum and library services with the introduction of new opening hours including Sunday opening
facilities that cater	Continued to work with Warrington Borough Council and partners on library business cases as part of the Library Modernisation Programme
for all our customers	Procured a new library eBook provider and introduced a free Audiobook provision to LiveWire's online resources
	Concluded the Windows 10 roll out with the rebuild of all the Library Peoples Network PCs
	Completed the £200k refurbishment project at Stockton Heath Library; LiveWire's first standalone dementia friendly site
AIM: To increase participation in wellbeing, leisure, learning, health activities, sport and physical activity	Extension of lifestyles health checks to include glucose and cholesterol testing
	Piloted a 12 week Family Time Weekends scheme at Great Sankey and Orford Neighbourhood Hubs
	Great Sankey Neighbourhood Hub delivered a programme of activities to raise awareness of dementia in support of Dementia Action Week, including hosting 'The Song-a-minute Man'
	Chester Zoo delivered a programme of interactive workshops focused on the zoo's conservation projects titled 'Only One Planet Earth' at 6 LiveWire libraries
	Hosted a series of author events in LiveWire's libraries including The Great North West Read 2019 author, Phaedra Patrick, Warrington born, Mandasue Heller, and well-known local Warrington author, Janice Hayes
	LiveWire's libraries hosted 4 murder mystery events throughout the year including Murder at Lemon Grove, written by thriller writer, Kate Ellis
	Daresbury Laboratory delivered a series of stories, crafts and inter-active digital workshops at Culcheth, Padgate and Westbrook libraries
	Developed the Personal Training programme by expanding the offer across LiveWire's facilities
	Continued to form new partnerships by signing up to the Warrington 3rd Sector Alliance agreement
	Great Sankey Hub hosted Everton in the Community football camp during the summer holidays

Review Of The Year

Delivered a series of crash course swimming lessons during school holidays to improve children's skills and technique and help them to progress to the next stage in the Learn to Swim programme

Launched a fortnightly camera club at Westbrook Library

LiveWire's Community Librarian Team delivered a programme of digital activities and workshops including coding clubs, digibots and augmented reality

Culcheth and Warrington libraries hosted Express Arts' camera club project for young people during the summer holidays

Delivered a programme of activities encouraging children to participate in the national space themed Summer Reading Challenge

Supported Silver Rainbows and Body Positive by hosting 'From Prejudice to Pride' exhibition at Warrington Library to raise awareness of LGBT inclusion in Warrington which is a 'blind spot' in terms of engaging with and raising awareness of LGBT communities

Extended the opening hours at Culcheth Library to include Friday opening

Over 150 children participated in LiveWire's tennis players competition week

PE and School Sports Team introduced 'Creative Steps Dance' as part of their programme

AIM: To address disadvantage and inequality and contribute towards a positive reduction in health inequalities	Progressed the Bewsey and Dallam Community Hub project
	Relaunched Fit to Tackle Boot Camp in April
	Relocated LiveWire Liverpool Team to a more accessible site within the city
	Continued to be a key partner in delivering the national annual Reading Ahead scheme; Warrington libraries were proudly recognised as having the third most completers in the country
	Introduced a weekly youth project in Padgate to encourage young people in the area to engage in positive activities
	Piloted Warrington Bike Project at Orford; an innovative free six week community project aimed at teaching young people essential bike maintenance skills
	Active LiveWire Team received funding from Parklives to deliver a parks activity programme for families
	Commenced Active 10, a programme aimed at encouraging residents who are at risk of long term health conditions to become more active
	Launched Silver Foxes and Sassy Ladies activity groups at Burtonwood library
	Launched Reading Well for Children books collection to provide quality-assured information, stories and advice to support children's mental health and wellbeing
	Celebrated Libraries Week with a programme of activities and introduced a 'food for fines' initiative
	Introduced weekly walking and back to netball sessions at Orford and Great Sankey Neighbourhood Hubs aimed at inspiring older residents or those looking at returning to the sport
	Launched a 12 week walking rugby programme with Warrington Wolves Charitable Foundation
	Lifestyles Team worked with local GPs to pilot a programme aimed at embedding good practice and culture among practice staff to support discussion with patients helping them to make healthier lifestyle changes
	Supported Priestley College with their Smokefree Campaign
	Liverpool Health Trainers Team introduced a series of groups within community locations across the city
	In partnership with Liverpool Football Club's Community Programme, the Health Trainer Programme supported a walking football group attended by Alan Kennedy

Review Of The Year

maintain financialImplemented a new delivery model within the Active LiveWire Teamviability and deliverAwarded grant funding from The Football Foundation for the work on the 3G pitch at Broomfields Leisure Centrelong term unstantSports Development Team received £31,010 funding from various awarding bodies to support	financial viability and deliver long term growth and sustainability	Completed a review of leisure membership packages
viability and deliver long term growth and sustainability for LiveWire Awarded grant funding from The Football Foundation for the work on the 3G pitch at Broomfields Leisure Centre Sports Development Team received £31,010 funding from various awarding bodies to support the delivery of the team's Outreach Activity Programme aimed at encouraging young people and families to participate in wellbeing activities New membership prospecting system, Gymsales, launched in February aimed at growing memberships through performance management of sales targets LiveWire Liverpool awarded a five year social prescribing contract AIM: To position LiveWire as the employer of choice 19 employees undertook Mental Health First Aid (MHFA) training as part of LiveWire's commitment to providing support in the work place for employees with poor mental health Presented a positive gender pay gap report for 2019/20 17 HR polices were reviewed, ensuring they reflect current legislation and LiveWire's working practices Supported students working towards their 3 year degree/masters qualification by offering 15 hour voulnteer placements within our lifestyles programmes Commenced delivery of LiveWire's bespoke Managing People Course for first line managers Delivered a range of library specialist training courses Supported 30 Duke of Edinburgh placement for a young person with Special Educational Needs and Disabilities (SEND) AIM: Introduced a weekly Fit to Tackle blog offering an insight into the popular programme from a participant's perspective davelop and Introduced LiveWire's Smokefr		Implemented a new delivery model within the Active LiveWire Team
growth and sustainability for LiveWire options Description for the delivery of the team's Outrace A cativity Programme aimed at encouraging young people and families to participate in wellbeing activities AIM: To position LiveWire at the employer of choice 19 employees undertook Mental Health First Aid (MHFA) training as part of LiveWire's commitment to providing support in the work place for employees with poor mental health Presented a positive gender pay gap report for 2019/20 17 HR polices were reviewed, ensuring they reflect current legislation and LiveWire's working practices Supported students working towards their 3 year degree/masters qualification by offering 15 hour vouInteer placements within our lifestyles programmes Commenced delivery of LiveWire's bespoke Managing People Course for first line managers Delivered a range of library specialist training courses Supported 30 Duke of Edinburgh placements in libraries Westbrook Library supported an Internship placement for a young person with Special Educational Needs and Disabilities (SEND) AIM: Continue to develop and further the LiveWire brand Introduced a weekly Fit to Tackle blog offering an insight into the popular programme from a participant's perspective Launched Fit 2 Tackle merchandise During National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire's Smokefree Facebook Page Initiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		Awarded grant funding from The Football Foundation for the work on the 3G pitch at Broomfields Leisure Centre
AIM: 19 employees undertook Mental Health First Aid (MHFA) training as part of LiveWire's commitment to providing support in the work place for employees with poor mental health Presented a positive gender pay gap report for 2019/20 17 HR polices were reviewed, ensuring they reflect current legislation and LiveWire's working practices Supported students working towards their 3 year degree/masters qualification by offering 15 hour voulnteer placements within our lifestyles programmes Commenced delivery of LiveWire's bespoke Managing People Course for first line managers Delivered a range of library specialist training courses Supported 30 Duke of Edinburgh placement for a young person with Special Educational Needs and Disabilities (SEND) AIM: Introduced a weekly Fit to Tackle blog offering an insight into the popular programme from a participant's perspective Launched Fit 2 Tackle merchandise During National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire's Smokefree Facebook Page Initiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		the delivery of the team's Outreach Activity Programme aimed at encouraging young people and
AIM: 19 employees undertook Mental Health First Aid (MHFA) training as part of LiveWire's commitment to providing support in the work place for employees with poor mental health Desition Presented a positive gender pay gap report for 2019/20 17 HR polices were reviewed, ensuring they reflect current legislation and LiveWire's working practices Supported students working towards their 3 year degree/masters qualification by offering 15 hour voulnteer placements within our lifestyles programmes Commenced delivery of LiveWire's bespoke Managing People Course for first line managers Delivered a range of library specialist training courses Supported 30 Duke of Edinburgh placements in libraries Westbrook Library supported an internship placement for a young person with Special Educational Needs and Disabilities (SEND) AIM: Continue to develop and further strengthen the LiveWire's Smokefree Facebook Page Introduced a weekly Fit to Tackle blog offering an insight into the popular programme from a participant's perspective Launched Fit 2 Tackle merchandise During National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire's Smokefree Facebook Page Introduced LiveWire's Smokefree Facebook Page Initiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		
To position LiveWire as the employer of choicecommitment to providing support in the work place for employees with poor mental health Presented a positive gender pay gap report for 2019/20 17 HR polices were reviewed, ensuring they reflect current legislation and LiveWire's working practicesSupported students working towards their 3 year degree/masters qualification by offering 15 hour vouInteer placements within our lifestyles programmes Commenced delivery of LiveWire's bespoke Managing People Course for first line managersDelivered a range of library specialist training courses Supported 30 Duke of Edinburgh placements in librariesWestbrook Library supported an internship placement for a young person with Special Educational Needs and Disabilities (SEND)AIM: Continue to develop and further strengthen the LiveWire brandIntroduced a weekly Fit to Tackle blog offering an insight into the popular programme from a participant's perspective Launched Fit 2 Tackle merchandiseDuring National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire's Smokefree Facebook Page Introduced LiveWire's Smokefree Facebook PageIntroduced LiveWire's Smokefree Facebook Page Livitiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		LiveWire Liverpool awarded a five year social prescribing contract
To position LiveWire as the employer of choicecommitment to providing support in the work place for employees with poor mental health Presented a positive gender pay gap report for 2019/2017 HR polices were reviewed, ensuring they reflect current legislation and LiveWire's working practicesSupported students working towards their 3 year degree/masters qualification by offering 15 hour vouInteer placements within our lifestyles programmesCommenced delivery of LiveWire's bespoke Managing People Course for first line managersDelivered a range of library specialist training coursesSupported 30 Duke of Edinburgh placements in librariesWestbrook Library supported an internship placement for a young person with Special Educational Needs and Disabilities (SEND)AIM: Continue to develop and further strengthen the LiveWire brandIntroduced a weekly Fit to Tackle blog offering an insight into the popular programme from a participant's perspectiveLaunched Fit 2 Tackle merchandiseDuring National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire's Smokefree Facebook PageIntroduced LiveWire's Smokefree Facebook PageInitiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		
the employer of choicePresented a positive gender pay gap report for 2019/2017 HR polices were reviewed, ensuring they reflect current legislation and LiveWire's working practicesSupported students working towards their 3 year degree/masters qualification by offering 15 hour vouInteer placements within our lifestyles programmesCommenced delivery of LiveWire's bespoke Managing People Course for first line managersDelivered a range of library specialist training coursesSupported 30 Duke of Edinburgh placements in librariesWestbrook Library supported an internship placement for a young person with Special Educational Needs and Disabilities (SEND)AIM: Continue to develop and further strengthen the LiveWireDuring National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire brand and the benefits of being activeIntroduced LiveWire's Smokefree Facebook Page Initiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities	To position	
AIM: Commenced delivery of LiveWire's bespoke Managing People Course for first line managers Delivered a range of library specialist training courses Supported 30 Duke of Edinburgh placements in libraries Westbrook Library supported an internship placement for a young person with Special Educational Needs and Disabilities (SEND) AIM: Continue to develop and further the LiveWire brand and the benefits of being active During National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire's Smokefree Facebook Page Introduced LiveWire's Smokefree Facebook Page Initiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities	the employer	Presented a positive gender pay gap report for 2019/20
hour voulnteer placements within our lifestyles programmesCommenced delivery of LiveWire's bespoke Managing People Course for first line managersDelivered a range of library specialist training coursesSupported 30 Duke of Edinburgh placements in librariesWestbrook Library supported an internship placement for a young person with Special Educational Needs and Disabilities (SEND)AIM: Continue to develop and further strengthen the LiveWire brandIntroduced a weekly Fit to Tackle blog offering an insight into the popular programme from a participant's perspectiveLaunched Fit 2 Tackle merchandiseDuring National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire's Smokefree Facebook PageIntroduced LiveWire's Smokefree Facebook PageInitiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities	of choice	
AlM: Delivered a range of library specialist training courses Supported 30 Duke of Edinburgh placements in libraries Westbrook Library supported an internship placement for a young person with Special Educational Needs and Disabilities (SEND) AlM: Continue to develop and further strengthen the LiveWire brand During National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire brand and the benefits of being active Introduced LiveWire's Smokefree Facebook Page Initiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		
AIM: Supported 30 Duke of Edinburgh placements in libraries Westbrook Library supported an internship placement for a young person with Special Educational Needs and Disabilities (SEND) AIM: Introduced a weekly Fit to Tackle blog offering an insight into the popular programme from a participant's perspective Launched Fit 2 Tackle merchandise During National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire brand and the benefits of being active Introduced LiveWire's Smokefree Facebook Page Initiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		Commenced delivery of LiveWire's bespoke Managing People Course for first line managers
Westbrook Library supported an internship placement for a young person with Special Educational Needs and Disabilities (SEND)AIM: Continue to develop and further strengthen the LiveWire brandIntroduced a weekly Fit to Tackle blog offering an insight into the popular programme from a participant's perspective Launched Fit 2 Tackle merchandiseDuring National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire brand and the benefits of being activeIntroduced LiveWire's Smokefree Facebook PageInitiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		Delivered a range of library specialist training courses
Educational Needs and Disabilities (SEND) AIM: Continue to develop and further strengthen the LiveWire brand During National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire brand and the benefits of being active Introduced LiveWire's Smokefree Facebook Page Initiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		Supported 30 Duke of Edinburgh placements in libraries
Continue to develop and further strengthen the LiveWire brandparticipant's perspective Launched Fit 2 Tackle merchandiseDuring National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire brand and the benefits of being activeIntroduced LiveWire's Smokefree Facebook PageInitiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		
Continue to develop and further strengthen the LiveWire brandparticipant's perspective Launched Fit 2 Tackle merchandiseDuring National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire brand and the benefits of being activeIntroduced LiveWire's Smokefree Facebook PageInitiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		
further Launched Fit 2 Tackle merchandise strengthen During National Fitness Day, Jet, LiveWire's mascot, visited various sites across the borough to promote the LiveWire brand and the benefits of being active brand Introduced LiveWire's Smokefree Facebook Page Initiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities	Continue to develop and further strengthen the LiveWire	
the LiveWire During National Putters Day, Set, Everyire's mascot, visited validus sites across the bolodgin to promote the LiveWire brand and the benefits of being active brand Introduced LiveWire's Smokefree Facebook Page Initiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		Launched Fit 2 Tackle merchandise
Introduced LiveWire's Smokefree Facebook Page Initiated a video-led 'Start Today' campaign aimed at increasing membership sales by challenging misconceptions around the standard of the LiveWire leisure facilities		
challenging misconceptions around the standard of the LiveWire leisure facilities		Introduced LiveWire's Smokefree Facebook Page
Continued to build on the #LoveLiveWire campaign to raise awareness of LiveWire as a		
Community Interest Company and as a not for profit organisation, i.e. money being allocated to services and facilities for the benefit of local people on a continual basis		Community Interest Company and as a not for profit organisation, i.e. money being allocated to
LiveWire supported Sport England's #WeAreUndefeatable, a campaign aimed at raising awareness about the benefits of exercising for those residents managing long term health conditions		awareness about the benefits of exercising for those residents managing long term health



oluntee Liverpool Health rampr S.

With

- Over 1,000 young people completed the national Summer Reading Challenge which this year was space themed; a 19% increase on the previous year
- Over 50 Warrington residents signed up to LiveWire's 12 week Fit to Tackle Programme in September
- In July, Public Health Warrington published a series of positive findings from service users accessing LiveWire's Weight Management Programme
- LiveWire's Tennis Team participated in a week-long tournament in Torquay; players took part in 94 matches - winning 66. The team was acknowledged by the tournament referee as the standout best performing group of the tournament
- The Smokefree Warrington Team was acknowledged as achieving the second highest proportion of successful quitters in four weeks (77%); evidenced in a report released by NHS England
- Fit, Fed and Read shortlisted for StreetGames' "Outstanding Community Initiative"

Looking Forward to 2020/2021 and Beyond

LiveWire continually seeks ways to create opportunities to inspire people to improve their health and wellbeing; encouraging and supporting residents of Warrington to adopt a healthier lifestyle. As a result, LiveWire is proud to be a key partner in the Bewsey and Dallam Community Hub. The Hub, which will be operated by LiveWire in partnership with WBC Neighbourhoods Teams, will provide much needed community and wellbeing facilities for the area - including a fitness suite, IT suite, hydro-therapy pool, lifestyle services and library facilities.

We are looking forward to the completion of the long awaited new 3G Artificial Grass Pitch at Broomfields Leisure Centre, a key strand of the town's playing pitch strategy. This joint initiative between LiveWire, Bridgewater High School and Appleton AFC, funded by Warrington Borough Council and The Football Foundation will provide a FIFA approved pitch that will enable competitive match play to take place at the site along with recreational and education use. Our libraries will be delivering the town's first week long literary festival. The aim of the festival is to engage existing and new audiences through a diverse range of reading events and activities which will be delivered using both physical and digital resources. The festival will be based around the themes of 'Novels that shaped our world' and will be designed to offer something for all ages and interests.

We are proud of our achievements during the past year - although recognise that during 2020/21 we will continue to face many hurdles. These include a rapidly rising cost base, increased leisure competition across the borough and deterioration in the condition of some of our older facilities. The year ahead will involve continuing to work with LiveWire's Board Directors and Warrington Borough Council to address these issues and improve our services for the residents of the town.

At the time of writing, LiveWire along with the rest of the country and beyond are operating in some unprecedented times brought about by the coronavirus pandemic (COVID-19); which has significantly impacted on the Company's commercial income that makes up the majority of our annual turnover. The Senior Management Team will continue to monitor the impact of COVID-19 on our services and will seek to introduce measures aimed at reducing the risk COVID-19 poses to the sustainability of LiveWire's services in both the short and long term.

LiveWire In The News...

2019's top library book borrowers celebrated at special event at Warrington Library

2019-20

GREAT SANKEY NEIGHBOURHOOD HUB HAS BEEN OFFICIALLY NAMED AS THE WORLD'S FIRST PUBLIC BUILDING TO ACHIEVE UNIVERSITY OF STIRLING'S DEMENTIA SERVICE DEVELOPMENT CENTRE 'GOLD' AWARD

LiveWire's Fit To Tackle Bootcamp celebrate incredible weight loss success of over 50 stone Vikings take over Warrington Museum and Library with free family activities

LiveWire is bidding to get Warrington moving on National Fitness Day, Wednesday 25th September, with the help of its mascot 'Jet'

LiveWire In The News... HEADLINE CUTTINGS

Learning 'comes to life' at LiveWire-run libraries thanks to new augmented reality books

LIVEWIRE TO TAKE PART IN DROWNING PREVENTION WEEK 2019

Family Time Weekends With LiveWire

WORK BEGINS ON BEWSEY AND DALLAM COMMUNITY HUB

Join LiveWire in 2019 - Your Town, Your Wellbeing, Your LiveWire

Key Partners

- Warrington Borough Council
- NHS
- Clinical Commissioning Group
- Liverpool City Council
- Liverpool Clinical Commissioning Group
- Macmillan Cancer Support
- St. Rocco's Hospice
- Cheshire Police
- Culture Warrington
- Warrington Wolves
- Warrington Town FC
- Warrington Guardian
- Warrington Worldwide
- Warrington and Vale Royal College
- Citizens Advice Bureau
- Golden Gates Housing Trust (Torus)
- Active Cheshire
- Warrington Schools Sports Partnership
- Cheshire School Sports Partnership
- Warrington Disability Partnership
- Third Sector Hub
- The Gateway
- Warrington Voluntary Action
- The Reading Agency
- Time to Read

- Network Warrington
- Community Leisure UK (CLUK)
- Sport England
- The Football Association (FA)
- Lawn Tennis Association (LTA)
- Association of Senior Children's and Education Librarians (ASCEL)
- Liverpool Charity and Voluntary Services
- Inspiring Healthy Living (Wigan)
- Salford Community Leisure
- Touchline Embroidery
- Warrington Wolves Charitable Foundation
- and many more...

















What LiveWire **Customers Say**

Leisure

Started Swimming after 15 years. Woolston Hub is great; the staff are lovely and very informative. Thank you!

Sports Development Team

I would go as far to say that you are a strategic piece in the puzzle for dealing with ASB related issues and assisting the police and the council offices in rehabilitating offenders outside of a court setting.

You are one of my primary go to people to tackle issues surrounding youths, and engaging them in a positive diversionary option, either individually or as a group of people.

You open a lot of doors with regards to free services and are able to access funding that other agencies struggle to achieve, and use this for open days, activities, and even feeding people with healthy food.

(Paull Caswell A/Sqt 4657, Warrington Beat Team)

Aquatics

Just want to say how wonderful the aquatics staff have been with my daughter, Sofia, and her swimming lessons. She has multiple disabilities and they have been so patient with her and spent so much time helping her. Thank you (Parent, Learn to Swim Programme)

What LiveWire Customers Say

Libraries

Thank you so much for your lovely email and for running such a brilliant event! When I read about the Silver Foxes it brought tears to my eyes. It just shows the vital role libraries have in a community, and I am so pleased that they are able to meet others and help combat loneliness. I hadn't thought about there being a lack of events for men before. I am so pleased the event went well and the Silver Foxes look like such a fun bunch! This is such a brilliant event, I know the author will be so thrilled to know that the event helped bring people together. I will make sure to retweet now from the Bookends and Hodder channels. This has really brightened my day – thank you so much! (Hodder Publishers)

> Both my children have loved being part of the reading challenge this year, it has encouraged them to keep reading over the summer.
> (Library Member, Penketh Library)

Lifestyles

I have been quit for 610 days now, and feel so much healthier. I came in to get help and support with the LiveWire's Smokefree Warrington Team and used patches to help me to quit smoking, I am now using an e-cigarette just now and then. But feel so much better. My asthma is a lot better, which helped to me to improve my fitness, I was going to the gym regularly and this made me feel so much better. I felt that I could do the running machine better because I wasn't smoking.

Liverpool

Health Trainer has made me realise that managing my pain at present is key to me moving on her referral to the wellbeing centre was great as last week I did the relaxation and acupuncture and really found that beneficial also I have now dropped down to 2.5 days in work so this may help further.
(Client, Liverpool Health Trainer programme)





✓ info@livewirewarrington.org

WARRINGTON

Borough Council

LiveWire (Warrington) CIC is a limited company registered in England and Wales. Registered number 07972958. VAT registered number 134 9170 16. Registered office Orford Jubilee Neighbourhood Hub, Jubilee Way, Warrington, WA2 8HE. LiveWire (Warrington) CIC trades under the name LiveWire[®].

@yourLiveWire



