

Impact Report | 24/25

www.activeluton.co.uk

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Introduction

I am proud to present this year's report, which reflects both the challenges we have faced and the incredible achievements of Active Luton over the past 12 months. Despite ongoing financial pressures affecting both the sector nationally and Luton businesses, Active Luton remains resilient. We are on a firm footing for the 2025/26 financial year, with exciting plans ahead to further enhance our services, facilities, and community impact.

A particular highlight this year was working with independent economic consultants, Volterra Partners LLP, who evaluated the social value we deliver. Their report confirmed that **for every £1 of funding received in 2023/24, Active Luton generated over £7.40 in social return for our community** - a powerful demonstration of the positive difference we make to the health, wellbeing, and life chances of local people.

We were delighted to be recognised nationally and locally for our work. We won a Community Leisure UK Seriously Social Award for our Power Our Minds mental health initiative, and a Luton Best award for Luton in Harmony, recognising our Energise Luton programme. We were also proud to be named a Great Place to Work® for the second year running. These accolades are a tribute to the dedication, skill, and care shown by our team every day.

This year also saw the appointment of our new Chair of Trustees, Abdul Ghafoor. Abdul brings a wealth of experience, and we look forward to working with him as we continue to strengthen Active Luton for the future.

Our report highlights just some of what we've achieved: investment in our sites; expanding inclusive programmes for children and adults with additional needs; making significant progress in sustainability; supporting the health of our community through targeted services; and continuing to develop and inspire our fantastic team.

Thank you to our team, volunteers, partners, funders and community for your ongoing support. Together, we are building a healthier and more inclusive Luton.

Lawrence Kay

CEO Active Luton





Health and Wellbeing – Total Wellbeing

Working in partnership with Luton Borough Council, Public Health and Turning Point, our Total Wellbeing Luton team continues to improve lives across Luton by delivering vital health, wellbeing and exercise programmes in our centres and directly in the community.

We were proud to meet or exceed all KPIs this year – a testament to the commitment of our team and the value of preventative, community-based support.

We were also delighted to win the 'Community' national award from Community Leisure UK for our 'Power our Minds' programme.

A YEAR IN NUMBERS

-  12,500 people referred into our Healthy Lifestyles programme
-  70+ community trial exercise sessions in diverse venues including a Hindu Temple, The Gurdwara, mosques, sheltered housing and GP surgeries
-  500+ professionals trained in Making Every Contact Count (MECC) to support healthier conversations
-  96% of users would recommend our service

TACKLING LONG TERM CONDITIONS – REAL RESULTS

Our Long Term Conditions programme empowers people to manage their health more effectively, improving quality of life and reducing pressure on NHS services.

- **80%** reported fewer GP visits
- **95%** saw improved emotional wellbeing
- **65%** improved self-management of their condition
- **90%** increased their physical activity

What our clients say

"I'm so impressed with the help and support I receive on the cardiac rehab programme at Inspire. I tell all my friends about it! The instructors are amazing, friendly and encouraging – I really look forward to going every Friday."

-Janet

"The programme has helped me focus despite work and health issues. I've reduced my stress, improved strength and fitness, and better understand how to manage my condition. I'd absolutely recommend it."

-Brian

OUR TOTAL WELLBEING PROGRAMMES

Weight Management (adults, children and families)

Long Term Conditions and Exercise Referral

Making Every Contact Count (MECC)

NHS Stop Smoking

Adult Social Prescription

Young People's Social Prescription

High Intensity UseqProgramme

**Total
Wellbeing
Luton**

SOCIAL PRESCRIPTION – A LIFELINE FOR OVERSTRETCHED SERVICES

We supported 1,772 individuals through our Social Prescription service — helping people with non-clinical needs improve their wellbeing. We were delighted to host an event at Inspire: Luton Sports Village to celebrate National Social Prescribing Day.

- **94%** reduction in GP visits
- **97%** reduction in hospital attendances

"The service has been amazing — flexible and accommodating. I feel healthier, more fulfilled — and my asthma has improved. I didn't even overeat like I feared. I'm proud I quit I loved the variety: gym, swim, group sessions. I highly recommend it to anyone who needs support."

-Mustaf

"The service has been amazing — flexible and accommodating. I loved the variety: gym, swim, group sessions. I highly recommend it to anyone who needs support."

-Sanita



STOP SMOKING – HELPING PEOPLE BREATHE EASY

Through behavioural support, compassion, and expert advice, our team helped 1,416 people quit smoking in 2024–25.

- **333** with a mental health condition quit
- **797** with a long-term health condition quit

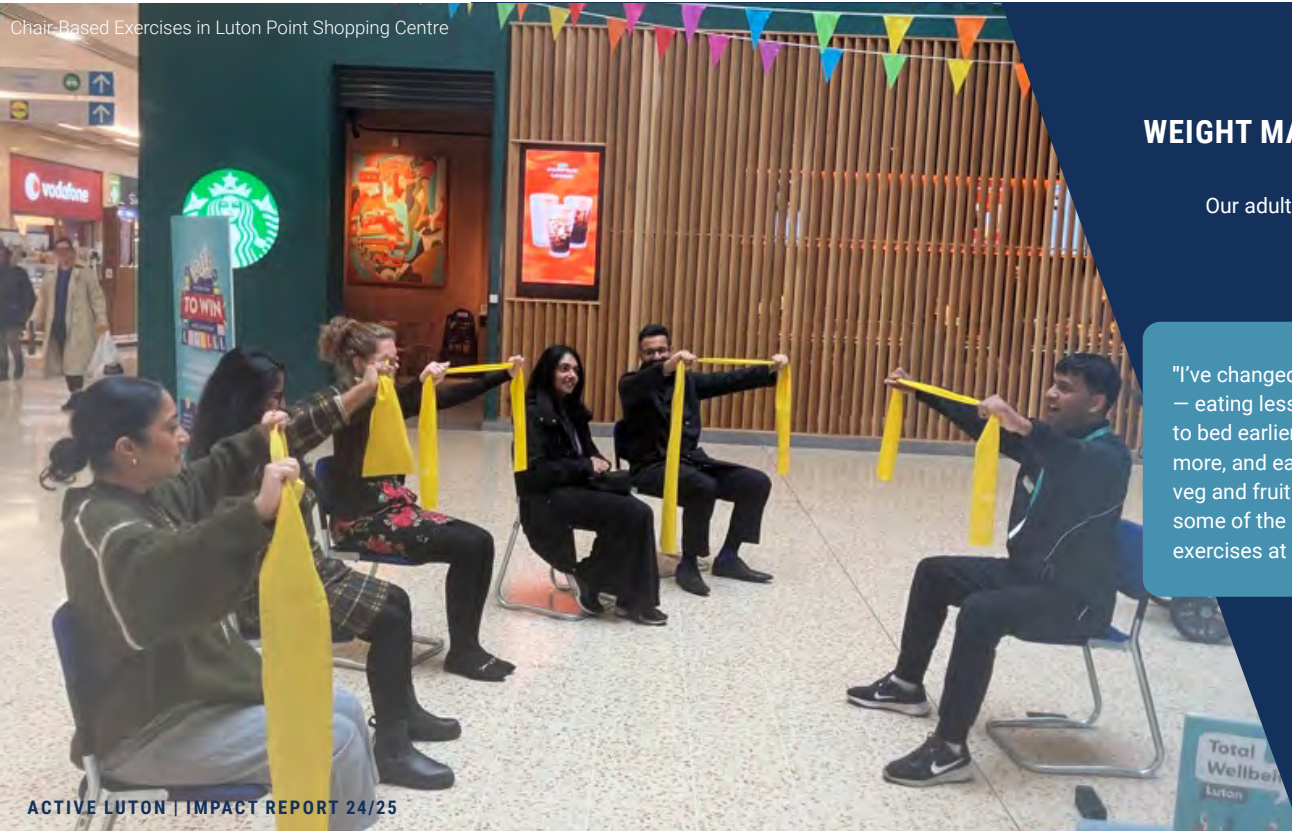
"The Stop Smoking team changed my life. I'm so glad they were my advisors."

-Amir



Winning the Community Leisure UK National Award

Chair-Based Exercises in Luton Point Shopping Centre



WEIGHT MANAGEMENT – SUPPORTING HEALTHIER LIFESTYLES

Our adult and children's weight management programmes focus on sustainable, long-term change.

Adults:



85% increased physical activity



65% reduced waist circumference



85% increased fruit and veg intake



1195 referrals

Children:



379 children took part in Cook and Eat school sessions

"I've changed my habits — eating less junk, going to bed earlier, reading more, and eating more veg and fruit. I even do some of the circuit exercises at home."

-Nila

Supporting our Community

We are incredibly grateful to our funding partners, whose support allows us to reach the children, families, and adults in our community who need it most.

ENERGISE LUTON

Energise Luton is Luton's Holiday Activity and Food (HAF) Programme, funded by the Department for Education and delivered in collaboration with the Public Health team at Luton Borough Council. It offers free access to physical activity, enriching activities and nutritious food for school-age children up to 16 years who receive income-related Free School Meals.

This year, our reach and engagement were the highest ever and as a result, Luton was selected as one of only nine local authority areas to pilot February Half Term camps.

Across the year, Energise Luton partnered with 44 external providers to offer diverse, high-quality experiences for children. Camps were hosted at eight Active Luton sites and reached into schools, mosques, community centres, private venues, and charitable organisations ensuring broad, inclusive access across the town.

We invited local dignitaries and partners to a 'Celebration' event to help us continue raising the profile of Energise Luton and to celebrate the fantastic work taking place across the town.



Award-Winning! Winner of the 'Luton in Harmony' Award at Luton's Best Awards.

6448	children accessed Energise Luton camps
76%	overall attendance rate
84%	of attendees on Free School Meals
697	children with Special Educational Needs and Disabilities supported
2,274	hygiene packs distributed (with The Hygiene Bank)
1,080	food parcels delivered (with The Food Bank)

PARENT AND CHILD FEEDBACK LUTON

My son loves the clubs. He is autistic...they have helped build his self-confidence.

He made new friends and developed his skills noticeably. We appreciate the organisation and the welcoming atmosphere

I was very nervous at first because I didn't know anyone. But the teachers did fun games to introduce everyone and now we are friends and I'm very excited to see them again. I liked making things, the quiz and going to the Discovery Centre and playing golf. And the cake was the best!



Energise Celebration Event

CASE STUDY - BOBBY'S STORY

Background: Bobby is an 8-year-old boy with Autism and moderate anxiety. Tailored Approach: Coaches carefully selected a group of children with similar interests to create a nurturing environment for Bobby. His mum shared: "...he said every day that everyone was kind. He particularly said Mark was so much fun!"

Progress Over Two Weeks: Initially shy and withdrawn, Bobby slowly gained confidence, joined in activities, and even earned a "Star Player" certificate. By the end, he had formed lasting friendships and proudly told his mum it was "the best time ever."



Fun & Games Session

NAVIGATING LOCAL SYSTEMS (NLS) SPORT ENGLAND FUNDING

This project aims to embed physical activity within Luton's care system. This year, the focus was on Adult Social Care, and we built closer collaboration with teams at Luton Borough Council via the 'Stepping Into Their Shoes' initiative.

FUN & GAMES SESSIONS (NLS)

A pilot movement session for adults with disabilities was held at Inspire: Luton Sports Village, attended by 90 individuals plus carers. Due to overwhelming positive feedback, these now run weekly at Lea Manor Recreation Centre. Some participants also now use their Go 4 Less cards for swim and pool access.



Fun & Games Session

FAITH SETTINGS CHAIR-BASED AEROBICS (NLS)

We collaborated with faith settings to launch accessible exercise sessions for worshippers, including Blenheim Baptist Church, the West Indian Community, and several mosques. Two volunteers at each location are now training for recognised qualifications in exercise delivery, first aid, and safeguarding, ensuring long-term sustainability.

CARE WORKERS' TRAINING PROGRAMME (NLS)

We trained care workers across day and residential settings to deliver inclusive, fun movement sessions. The programme included training on games for all abilities, equipment usage, and creating sustainable routines—resulting in increased activity levels across services.

VIRTUALLY ACTIVE, TRULY ENGAGED

Funded by the Police and Crime Commissioner (PCC), this project delivered targeted support for young people in educational settings - including Pupil Referral Units.

Using virtual reality headsets and one-to-one support sessions, the programme provided:

- Structured physical activities
- Mentoring and anger management support
- Emotional regulation workshops

OUTCOMES

- ✓ Improved student attendance and engagement
- ✓ Greater self-control and teamwork
- ✓ Reduced behavioural incidents
- ✓ Enrolment in FA coaching courses
- ✓ Boosted self-esteem and resilience



Virtual Reality Headsets

CHILDREN IN NEED

OVERVIEW

Funded by Luton Borough Council and Virtual Schools, this project supports vulnerable children's emotional and behavioural development through physical activity. 147 students from 16 schools took part this year.

Key Goals:

- Build self-worth and social skills
- Improve communication and emotional regulation
- Manage frustration positively

STAFF FEEDBACK

Facilitators built strong rapport with the children, who responded with enthusiasm and trust. Staff praised the session leaders as role models who balanced fun with structure, helping children improve teamwork, build friendships, and engage in healthy conflict resolution. Many noted a rise in confidence and joy as students connected with each other and with physical activity.



Fun & Games Session

Leisure Centres - Wellbeing Hubs for our Communities

LEA MANOR RECREATION CENTRE – INVESTING IN INCLUSIVE, HOLISTIC HEALTH

We invested £25,000 to transform a studio space at Lea Manor into a welcoming environment for holistic health and wellbeing classes. Improvements included:

- Brand new flooring and modern redecoration
- Blinds for enhanced comfort during Women's Only sessions plus sun protection
- New air conditioning for temperature control
- Upgraded sound system to enhance class delivery

In addition, we installed air conditioning in a key meeting room, improving the comfort of block bookings, group sessions, and community meetings.

INSPIRE: LUTON SPORTS VILLAGE – INNOVATION AND ENERGY EFFICIENCY

Over £100,000 has been invested in the latest high-tech strength training equipment, helping members of all abilities train smarter and better.

OTHER HIGHLIGHTS:



Free e-cycle hire – now extended until July 2026



Installed 18 energy-efficient shower heads, saving water and reducing costs



Ongoing sustainability efforts across the site



SWIMMING AND DIVING – CHAMPIONING TALENT AND INCLUSION

3,200 school children participated in swimming lessons

230 children learned to dive

Hosted 10 swimming galas, including regional competitions

Home to 18 swimming clubs, 6 diving clubs

Host to Luton Tigers Canoe Club, underwater hockey, British Sub Aqua, Pool2Lake, and Triathlon coaching.

We proudly hosted an Adam Peaty Race Clinic, giving local swimmers a world-class experience.

We also continue to support a range of disability swimming sessions including our long-running Hydra Health programme.

LEWSEY SPORTS PARK AND POOL – A SPLASHING SUCCESS



Between January and March 2025, almost 1,000 people were learning to swim – our highest number ever!



Due to customer demand, we converted one of the squash courts into an additional gym space. This new area formed part of a two-phased approach to increase the gym capacity and replace the equipment across the main gym area.

Splashing Success



EVENTS THAT BRING PEOPLE TOGETHER

A selection of the many activities hosted across our centres:

- Community events: Diwali, Eid, ComicCon and Lego shows
- Sports & recreation: Walking Football, School Games, judo, karate, badminton, dance and more
- Youth programmes: Energise Luton Camps, Active Retired Club
- Featured on ITV News while hosting underwater hockey!



Comic Con

GROUP FITNESS – A PROGRAMME THAT PACKS A PUNCH

- In October, we launched the Les Mills Body Combat 100 event, welcoming over 40 participants to this high-energy, martial-arts inspired workout
- Circuits made a popular return to our weekly schedule
- Our Mindfulness Course remains a well-attended staple



Les Mills

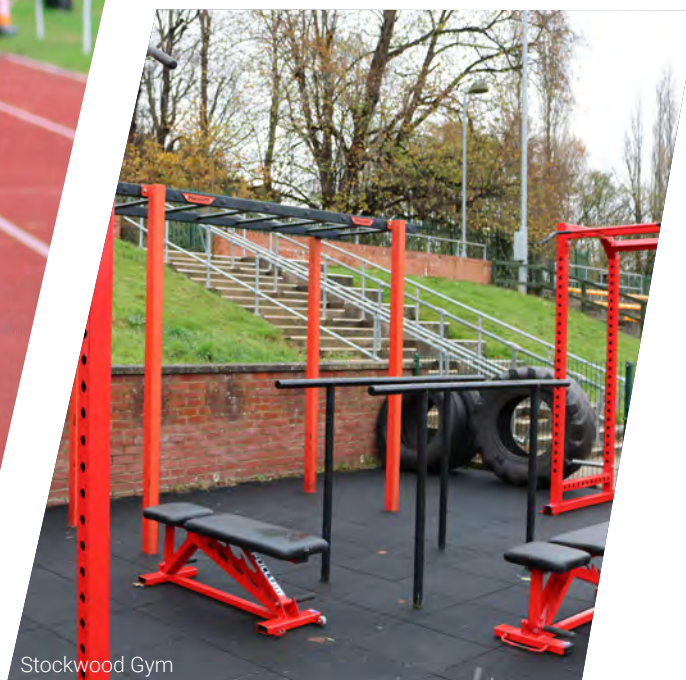


E-Cycle

Golf, Athletics and Community Centres

From elite development to grassroots community programmes, our athletics, golf, and community centre sites are playing a vital role in improving physical health, mental wellbeing, and inclusion across Luton.

STOCKWOOD PARK ATHLETICS CENTRE – A GOLD-STANDARD FACILITY FOR ALL



Stockwood Gym

We hosted:

15

School Sports Days

11

Luton School Games events,
including SEND school
competitions



We were proud to achieve the prestigious TrackMark Award from UK Athletics, which recognises the Centre as:

- Safe, well-maintained, and fully inclusive
- Compliant with national Track & Field standards
- Welcoming to participants of all ages and abilities

In response to customer demand, we also upgraded our Performance Gym, adding some additional equipment.



POWERED BY PARTNERSHIPS

We work alongside a wide range of clubs and organisations to widen participation and nurture talent, including:

Roots2Rings Running Club

Community Interest Luton – Men's Only Group

Harpenden Arrows & Stopsley Striders

Saints Athletics Club

Luton Phoenix FC, Caddington FC, Harpenden Rovers, and YP Community

OPENING DOORS FOR LOCAL PEOPLE

Our inclusive community sessions offer accessible ways into sport and social connection:

- Track Skills for 4–8 year olds – a development pathway into clubs
- Buggy Fitness and Social Walking – active, sociable and child-friendly
- Energise Luton Camps – keeping children active and fed during school holidays

STOCKWOOD PARK GOLF CENTRE – A COURSE FOR EVERYONE



Junior Success

Several young golfers coached at Stockwood are now competing at County level – an exciting testament to our player development pathway.



Extended Range Hours

We listened to customer feedback and extended opening hours for the Practice Range to better meet local needs.



Pro Shop Revamp

The shop now features:

- Bespoke Stockwood Park Golf Kit
- A digital ordering tablet for wider equipment choice



Inclusive Competitions

Together with Stockwood Golf Club, we introduced multi-level competitions designed so everyone – from beginners to experienced players – can win.



We now have a partnership with Luton Airport and Luton Town Football Club.

HEALTH AND INCLUSION

Stockwood is more than just golf – it's a space for health, wellbeing, and inclusion:

- NHS partner HCRG delivers adult community health services
- Total Wellbeing Luton provides:
 - Weight Management support
 - Stop Smoking courses
 - Social Prescription activities

Our Maintenance Mates team (9 individuals with learning disabilities or additional needs) continue to thrive with a blend of paid and voluntary roles at the course.

This programme was nominated for a national Community Leisure UK 'Inclusion' award!



Stockwood Park Golf Centre

HIGHTOWN COMMUNITY SPORTS & ARTS CENTRE – A SPACE THAT DOES IT ALL

At Hightown, our spaces are used from early years to elderly care, by grassroots groups, schools, health partners, refugees, and women's networks. Activities include:

- Belly Dancing, Zumba, Taekwondo, Dance School
- Chair-based exercise and fitness for long-term conditions
- Badminton (including No Strings development)
- Soccer sessions – including programmes for asylum seekers
- Baby Weighing (with Flying Start)
- St Matthews School PE
- Group therapy, Stop Smoking sessions, Happy Baby Groups
- Stitch & Sew
- Energise Luton Holiday Camps
- Women-only netball
- Brownies

Hightown is a truly multi-purpose venue that adapts to the changing needs of the local community.

HART HILL COMMUNITY CENTRE

With thanks to funding from BLCF, Hart Hill provided many activities for the local community include coffee mornings, healthy ageing physical activity programmes, a prayer group, football and boxing. They were also host to local community interest group 'Grow your Potential', working with young people across the borough.

POWERED BY THE SUN – HIGHTOWN'S SOLAR PANELS

Since installation in early 2024, our solar panels have generated:

41,189 kWh (Feb–Dec 2024)

60.34 MWh total to date



That's the equivalent of powering an electric car for 201,113 miles!

More on this in our Environment section.



Stockwood Gym



Children in the Library

Luton Libraries – Open Doors, Open Minds

Luton Libraries have continued to thrive as welcoming community hubs, sparking creativity, curiosity, and connection. With a blend of investment, innovation, inclusive programming and outreach, we're proud to serve everyone who lives, works, and studies in Luton.

A SNAPSHOT OF SUCCESS

414,199 items borrowed – including 111,277 from the eLibrary
(a 24.68% increase on last year)

317,812 library visits across Luton

7,715 new library memberships

12,802 attendances at regular children's activities

1,431 attendances at adult sessions

People's Network usage up 6.19%

Library app usage up 16.8%

Website visits up 9.08%

LIBRARIES AND LEISURE – BRINGING FAMILIES TOGETHER

The proximity of Marsh Farm Library and Lea Manor Recreation Centre enables families to combine reading and swimming.

We go swimming after the Family Fun Time session [at the library] – my daughters love it. The activities challenge their thinking and creativity. Keep up the great work!



£250,000 INVESTMENT IN LUTON CENTRAL LIBRARY

In 2024, we proudly reopened Luton Central Library following a £250,000 investment from Active Luton. The space was transformed into a light, modern and inclusive environment – sparking joy and pride in the community.



The new library looks amazing! I'm excited to bring my daughter – it's beautiful and something Luton should be proud of.

GOLD AWARD WINNERS!



96% satisfaction



Gold Award from Luton BID following a mystery shopper visit

The member of staff was an excellent representative – welcoming, knowledgeable, and enthusiastic. I left feeling valued



Luton Central Library



INCLUSIVE FOR ALL – SUPPORTING PEOPLE WITH SEND

In partnership with community organisations including EPIC, we've enhanced resources for children and young people with special educational needs.

- Created a Widgit Social Stories about the changes at Luton Central Library
- Introduced new sensory tools: digital magnifiers, symbol-based communication software, and disco balls with lights and speakers

These changes help ensure libraries are safe, supportive spaces for all.



ACTIVITIES & EVENTS – LIBRARIES FULL OF LIFE



Summer Reading Challenge – Marvellous Makers

2,035 children took part – including 116 under 4s



Luton Literature Festival at Central Library with storytelling, crafts, local author showcases, workshops and more



Library Games at Stopsley Library is popular, with 14 children attending weekly and working together to build Lego creations, prompted by books and fuelled by their imaginations.



At Lewsey Library, the space was reorganised and enhanced, creating a more defined area for children and teenagers. As a result, activities like Rhyme Time have seen increased attendance.



New additions this year:

- SEND-inclusive Winter Energise Camp
- Author talks and theatre visits
- Digital Drop-ins, Stitch & Sew, and much more

POWERED BY PARTNERSHIPS



Home Library Service receives 50%+ of referrals from the Stroke Association



Stop Smoking surgeries weekly in four libraries



Happy Baby Groups at Leagrave Library (with Total Wellbeing Luton)



The Well & Wise Room hosts:

- Healthwatch
- Enspire
- Menopause Alliance
- Keech Hospice
- Mind BLMK
- Talk Club and more



Welcomed 25 refugees via Care4Calais

Widgit Social Story: I can find the children's books in the library

To find the children's books, I need

to go to the first floor of the library.

I can choose to climb the stairs or

to go up in the lift.

The children's area has a green floor.

I can use the green floor as a base

Created in WidgitOnline.com for LutonLibraries by Collar & Cuffs Co
Widgit Symbols © Widgit Software Ltd 2002 - 2025

TAKING THE LIBRARY TO THE COMMUNITY

We take our library service into the community – from pre-schools to care homes – sharing books, fun activities and wellbeing resources.



Memory Box Reminiscence Collection used by community organisations across the town



From Denbigh Preschool Coffee Mornings to Carbon Literacy Day at Luton Adult Learning



Barnfield College and Mary Seacole Support sessions

CREATIVE CRAFTS

Creative Crafts runs weekly at Leagrave, Central and Marsh Farm Libraries. Participants may be facing isolation or mental health challenges and can be referred by our Total Wellbeing Social Prescription team.

My 12 free sessions are up – but I'm still coming! I haven't done art in years, but now I look forward to it. The pricing is fair, and I've opened up more.
Thank you.



Creative Crafts

Active Education

Our team of qualified teachers works with Luton's schools to develop PE excellence, and to incorporate more physical activity into the whole school day, supporting children in their overall development.

SEND – BUILDING LIFE SKILLS AND INDEPENDENCE

We're proud to partner with Luton Borough Council to deliver a tailored programme for Key Stage 5 pupils with Special Educational Needs. The initiative helps young adults build confidence, develop practical life skills, and strengthen their social and emotional wellbeing. By engaging in a diverse range of community-based activities, participants are supported on their journey towards greater independence.

CASE STUDY: PUPIL A'S JOURNEY

A previously quiet and reserved pupil joined the programme with low confidence and limited communication skills. With support, she developed key leadership skills - especially teamwork and empathy. A highlight was her confident delivery at a Girls' Football Festival, where she collaborated with peers from another school.

Her confidence has grown so much that she now independently shops for healthy lunches, takes initiative in group activities, and even completed a successful work placement at Inspire: Luton Sports Village, helping customers and supporting the administration team.



School Games

WORK EXPERIENCE – INSPIRING FUTURE CAREERS

We have significantly increased our Work Experience opportunities this year with 123 students from 31 schools and colleges completing placements across our organisation - from leisure centres and libraries to Head Office and the Total Wellbeing team.

Each student had a dedicated mentor, supporting them through the experience. Many expressed an interest in pursuing further qualifications including:

- Swimming Teacher certifications
- Lifeguard training
- Customer care courses
- Apprenticeships in the sector

Our team also regularly attends career fairs and BESP events in schools to inspire the next generation.

GIRLS' FOOTBALL – BREAKING BARRIERS, BUILDING CONFIDENCE



We're proud to be working in partnership with the Barclays Girls' Football School Partnership to open up more opportunities for girls to play football. This year, 26 primary and 7 secondary schools in Luton registered with the scheme, and we're continuing to support many schools in the town to improve access to football for every girl who wants to take part.

IMPROVING ACCESS TO GIRLS' FOOTBALL

Key Stage	Curriculum Football	Extra-curricular Football
KS2 Luton	83%	76%
KS2 National	91%	83%
KS3 Luton	88%	100%
KS3 National	79%	100%

100% of Luton secondary schools offer extra-curricular football for girls!

SCHOOL GAMES

95% of Luton schools took part

65,136 participants

49% were girls

80% from diverse ethnicities

10% had additional needs (SEND)

32 different sports

108 events, tournaments & leagues

532 young leaders

60 volunteers



LEARNING OUTSIDE THE CLASSROOM – BROADENING HORIZONS

We've helped schools enrich the curriculum with 5,529 approved educational visits – a 4% increase on last year. These included:

- 107 residentials
- 17 overseas trips
- 349 involving adventurous activities

Over 170,000 children and young people benefitted from experiences beyond the classroom.



School Games

PROFESSIONAL DEVELOPMENT FOR SCHOOL STAFF

We're investing in the people who make PE possible. Over 177 school staff have taken part in professional development through our CPD programme, covering everything from gymnastics to dance and inclusive PE.

We've also run an accredited PE subject leaders' course, supporting 10 teachers to deepen their expertise and take their learning back to their schools to drive improvement.

RIVERBANK SCHOOL – SUPPORTING CONFIDENT TEACHING

At Riverbank School, our team has provided weekly PE support from Year 1 to Year 6. We've worked alongside staff in a co-teaching model and provided practical guidance across PE disciplines including gymnastics, dance and games.

We also delivered a dedicated Gymnastics CPD INSET day, helping staff make the most of their gym apparatus and deliver safe, engaging sessions.

ICKNIELD PRIMARY SCHOOL – INCLUSIVE, SPECIALIST SUPPORT

At Icknield Primary, our team works with teachers from Reception to Year 6 to help deliver high-quality PE using the school's Get Set 4 PE Curriculum. We've delivered whole-staff CPD, supported delivery for SEND pupils, and advised on PE safety and equipment.

Thank you so much for the training session! It was really beneficial and lots of the staff commented on how useful it was. - Lizzie Stocker, PE Co-ordinator



School Games



School Games



Infant and Child First Aid Awareness

Active Training and Development

916	participants completed training courses
71%	female participation
43%	from diverse ethnic backgrounds
7%	under 18 years old
83	newly qualified lifeguards
332	learners achieved Level 3 First Aid qualifications

INFANT AND CHILD FIRST AID AWARENESS – SUPPORTING SAFER FAMILIES

In partnership with Total Wellbeing Luton and the Early Years Alliance, we're empowering parents and carers in the Luton community with vital lifesaving skills.




Our monthly 2-hour sessions, delivered at various Active Luton venues, provide accessible, hands-on training for:

- Expectant couples
- Parents of babies and young children
- Carers and guardians

The sessions are designed to boost confidence and ensure more families know what to do in the event of a medical emergency.

BLEED CONTROL KITS – SAVING LIVES IN THE COMMUNITY

With knife crime rates in Bedfordshire amongst the highest in England, ensuring the general public have access to life-saving skills and equipment is essential. In partnership with Wingman Mentors and Luton Borough Council, we trained 48 members of the public in:

-  Cardiopulmonary resuscitation (CPR)
-  The use of a defibrillator
-  Managing traumatic bleeding

The training is open to members of the public, empowering individuals with the confidence and skills to act quickly in a life-threatening emergency.

SKILLS THAT COULD SAVE A LIFE

- ✓ Unconscious casualty management
- ✓ Airway management
- ✓ When and how to call for help
- ✓ CPR and using a defibrillator on children & infants
- ✓ Recognising and treating bleeding
- ✓ Burns and scalds: what to do
- ✓ Choking management
- ✓ Treating anaphylaxis (severe allergic reactions)



CPR Training

Members of the public in Luton now have access to Bleed Control Kits, which are available in key public locations across the borough. These kits were:

- Designed by the Daniel Baird Foundation
- Commissioned by the Bedfordshire Violence and Exploitation Reduction Unit
- Delivered in partnership with the Office of the Police and Crime Commissioner

Our Impact

What we have done to help?

We facilitated the Playzone community consultation in Marsh Farm spanning over

6 months

We recruited our **Luton Ambassador** to support our place work and partnership working with Adult Social Care

We supported **18** schools through **Opening Schools Facilities Funding**

5

Secondary

190

secondary aged girls took part in the Girls into Coaching programme

1

Combined School

12

Primary

We directly supported around **£400,000** of funding being invested into our communities

Luton Healthy Weight & Physical Activity Grants



3 Live Longer Better meetings hosted with **94** attendees

104

health professionals attended the event put on in partnership with Flippin Pain

£18,000

was secured from the local health system to support the delivery of the Active Well MSK programme

51

people were consulted as part of our Bedfordshire Disability Survey

Some grants included

Active Communities Developments Grants

Couch 2 Coach Luton



Facility refurbishment and development

Sport England Movement Fund

10

Safeguarding and welfare courses, webinars and workshops were held across the year

Stroke pathway set up in partnership between UoB and Stroke Association



Inspiring Bedfordshire to move more

Be Active, hosted by Active Luton, work across Bedfordshire to support, develop and promote opportunities for people to be active for life.

Be Active raises the profile of physical activity as a tool to improve lives, create inclusive, safe opportunities and build community resilience.

We influence and support the system to ensure that physical activity is part of the solution and support, inspire and empower our communities as articulated in our strategy "Moving Forwards Together".

The team is split into four areas of focus including, Active Environments, People, Health and Inequalities and Children and Young People. This is supported by a sport and welfare officer, insight and impact and marketing roles. There are significant challenges to many audiences across Bedfordshire with regards to keeping physically active but the infographic opposite demonstrates some of the success over the last 12 months.

Environment and Sustainability

At Active Luton, we continue to reduce our environmental impact through practical actions and community initiatives:



We are now able to accept small electrical items to be recycled via Luton Borough Council.



We support the charity One Impossible Thing, collecting used trainers and sports shoes at our sites so they can be re-homed, not sent to landfill.



Team members took part in Luton Borough Council's 'Spring into Wellbeing' Challenge, choosing active travel—walking, cycling, or scooting to work.



During Keep Luton Tidy Week, our team joined lunchtime litter-picking sessions to help clean up the local area.

HIGHTOWN SOLAR PANELS – POWERING A GREENER FUTURE



Our solar panels at Hightown have made a significant contribution to sustainability:

60.34 MWh of solar energy generated

Equivalent to driving 201,113 electric miles

55.38 tons of CO₂ emissions prevented

Saved the equivalent of 22.22 tons of coal from being burned

One Impossible Thing and Electrical Recycling





Green Champions



Low Flow Shower Units



HEALTH & SAFETY AUDIT

We were delighted to achieve an average Health & Safety score of 91% across our sites. Our external providers advised that the national average score is 82%.



200 FREE E-CYCLE LOANS

We're proud to continue our partnership with Luton Borough Council and Cycling UK to offer free e-cycle taster sessions and loan schemes from Inspire: Luton Sports Village. This initiative is helping to make active, low-carbon travel more accessible for local residents.



CHP UNITS – SMART ENERGY FOR BIG IMPACT

Combined Heat and Power (CHP) units at Inspire: Luton Sports Village and Lea Manor Recreation Centre generate electricity and heat in a single, efficient process – significantly reducing waste. In 2024, running these systems consistently across both sites prevented 224 tonnes of CO₂ emissions.



PRINT RELEAF EXCHANGE

In 2024, we joined the Print Releaf Exchange, a global reforestation and carbon offsetting initiative. In just seven months, Active Luton offset the equivalent of 93,384 standard sheets of paper – equal to 11.21 trees reforested through certified projects.



LOW FLOW SHOWER UNITS

Thanks to the Swimming Pool Support Fund (SPSF) via Sport England, in partnership with Luton Borough Council, we've replaced the 18 most-used showers at Inspire with Low Flow Shower Units. These reduce water consumption while maintaining a high-quality experience.



LED LIGHTING UPGRADES

We've invested in energy-efficient LED lighting across our estate - including in the Sports Hall at Hightown and Squash Courts at Lewsey Sports Park. We're continuing a site-by-site review and aim to complete LED upgrades across all remaining areas by March 2026.



GREEN CHAMPIONS – LEADING THE CHANGE

Our Green Champions are team members from across the organisation who promote and support environmental sustainability in the workplace. Each has now completed an Environmental Culture, Awareness and Management course, equipping them to advocate for positive change and engage colleagues in greener practices.

We're proud of these steps - and of our team's dedication to creating a cleaner, greener Luton.

Our Team

CALLUM INGLEDEW – FROM LIFEGUARD TO DIRECTOR OF OPERATIONS

Callum's journey through Active Luton is a testament to the power of opportunity, ambition, and continuous development.



Our people are at the heart of everything we do. The skills, commitment, and passion of our team - supported by meaningful investment in their development - are what make Active Luton the organisation it is today.

Born and raised in Luton, Callum began his career with Active Luton in **2006** as a Casual Lifeguard and Activity Assistant at Putteridge Recreation Centre, while studying sport science and personal training at college. He quickly gained experience leading children's party packages and school holiday camps.

After college, he progressed into an entry-level management role at Luton Regional Sports Centre. In **2012**, Callum became Duty Manager at our new flagship site, Inspire: Luton Sports Village, also supporting catering operations at Luton Town Football Club.

A career break in **2013** to travel Southeast Asia broadened his perspective, and by **2015**, he was leading teams across multiple sites. He undertook a Level 5 NVQ in Management and Leadership, followed by a NEBOSH Health and Safety qualification - skills he brought into his **2018** role as Operations Manager.

In July **2024**, Callum became Active Luton's Director of Operations – responsible for 6 leisure facilities and leading the organisation's work in both Health & Safety and Environmental Sustainability.

That same year, he stepped into a multi-site General Manager role, and by **2023** was promoted to Assistant Director of Operations, overseeing five sites and taking on key responsibilities in corporate health and safety.

In **2019**, Callum was appointed General Manager at Inspire and began a Chartered Manager Degree Apprenticeship, graduating in **2021** with First-Class Honours in Business and Management. In **2022**, he was awarded Chartered Manager status by the Chartered Management Institute.

GOING THE EXTRA MILE – GEM AWARDS

Our GEM (Going the Extra Mile) award celebrates colleagues who show exceptional commitment, initiative, or creativity.

One of this year's standout nominees was Clare Molyneux, a Community Link Worker in the High Intensity Unit. Clare raised the alarm when she suspected a vulnerable elderly client was being financially abused by a neighbour. Her actions triggered a police investigation, which uncovered significant theft. Clare worked closely with the social worker to relocate the client to safer housing near his wife's care home. Thanks to her vigilance and teamwork, the client is now safe, supported, and reunited with his wife - truly reflecting our values of Teamwork, Inclusivity, Innovation, and Excellence.

GREAT PLACE TO WORK – CERTIFIED AGAIN!

We were proud to be officially certified as a Great Place to Work® for the second consecutive year, following feedback from our team in the annual workplace survey.

The past year has brought significant change - including a new CEO and additions to our senior leadership team - so this recognition was especially meaningful, affirming that our colleagues continue to feel valued and supported at Active Luton.



A NEW FOCUS ON TEAM WELLBEING

LAUNCH OF OUR WELLBEING STRATEGY

We believe that a culture of positive wellbeing is the foundation of a high-performing, engaged team - and an organisation people are proud to be part of. This year, we launched a new Wellbeing Strategy, co-created with colleagues across Active Luton. It is built around four key pillars: Physical, Mental, Financial, and Social Wellbeing. We've committed to supporting every member of our team and volunteer network by promoting good health, breaking down barriers to access, and embedding wellbeing into the fabric of our workplace.

VOLUNTEERS

We are very grateful to our many volunteers who dedicate their time and expertise to Active Luton, including our 16 Board Members, our 6 'Maintenance Mates' and all of the incredible individuals working across our sites.

Our Strategic Priorities

Our 5 year Strategic Priorities were developed to align with, and support those of the Luton 2040 strategy and the Marmot principles.

- Supporting children in our communities to get the best start in life
- Supporting the wellbeing of our community
- Developing skills and lifelong learning
- Developing further as a great place to work
- Strengthening financial viability and sustainability
- Conducting our business in an environmentally sustainable manner



THE SOCIAL AND ECONOMIC VALUE OF ACTIVE LUTON

For every **£1** of funding received in 2023/24, we delivered over **£7.40** in social return to the local community.

Physical Health **£9.3m**



Reduced risk of illness and disease through sports participation.

Benefits of exercise referrals as an alternative to constant GP visits.

Mental Wellbeing **£6m**



Enhanced subjective wellbeing.

Increased wellbeing from volunteering.

Individual Development **£6.4m**



Higher educational attainment and productivity through physical activity.

Opportunities for volunteering and apprenticeships.

Library Provision **£9.4m**



Improved education through reading for pleasure.

Enhanced sense of belonging and community cohesion through programmes and sessions.

Accessibility **£3.7m**



Discounted memberships and 'Pay As You Go' options.

Provision for deprived areas.

Inclusive access, including disability provision.



Holiday activity and food programmes.

Active Luton Programmes **£8.9m**



Social prescribing service.

High-intensity use programme.

Smoking prevention programme.

Source:
Volterra Report – Socio-economic Impact of Active Luton 2023/24.

Total Annual Benefit **£44m**

- Equivalent to 141% of the economic output of the arts, entertainment, and recreation sector in Luton.
- Thirty-four times the estimated budget net expenditure on recreation and sport in Luton.

Creating opportunities for communities to thrive.
activeluton.co.uk

Luton

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