

## **The Pulse**

The Pulse has opened and closed its doors 3 times due to covid since March 2020. Despite the disruption there have been some key achievements on the road to business recovery.

The key achievements in 2021

1. Successfully re-opening after the 3<sup>rd</sup> lockdown for the leisure industry and welcoming back both old and new customers
2. Increasing memberships from 700 in the height of covid, to 1200 at the end of 2021
3. Achieving 'very good' in the latest Quest assessment (industry kite mark for the leisure industry) with all the covid measure in place
4. Delivered a full and varied programme to meet the needs of the local community
5. Increased availability of swimming lessons and capacity above pre covid levels
6. Trained four mental health first aiders
7. Created strong internal links with the health and wellbeing team and supported the HAF project
8. Finished the year with both CHP units working.

Key priorities for 2022

1. Increase the number of Healthy lifestyle trained instructors to fully support increased participation in the scheme with a view to working out in the community
2. Maximise income, bringing it back to at least pre-covid levels, whilst stabilising expenditure to reduce the subsidy to the council
3. Increase membership base to 1400 members
4. Support the delivery of the Leisure and Wellbeing strategy
5. Continue to work closely with the health and wellbeing team to support the health and physical activity action plan
6. Stabilise the management structure at the Pulse with the right resource in the right roles
7. Continue to work with Swim England to deliver courses for swimming teachers as there is currently a national shortage