

# Social Impact Assessment McLaren Leisure 2025



**McLaren  
Leisure**

[www.mclarenleisure.co.uk](http://www.mclarenleisure.co.uk) | 01877 330000

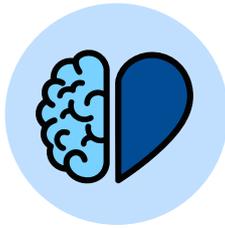


# Social Impact Snapshot 2025



**93%**

Feel more active and physically healthier thanks to McLaren Leisure.



**96%**

Say their mental wellbeing has improved through our activities.



**76%**

Have made more social connections by taking part in our programmes.



**78%**

Have boosted their confidence and skills since joining McLaren Leisure.

## IMPORTANT PEOPLE



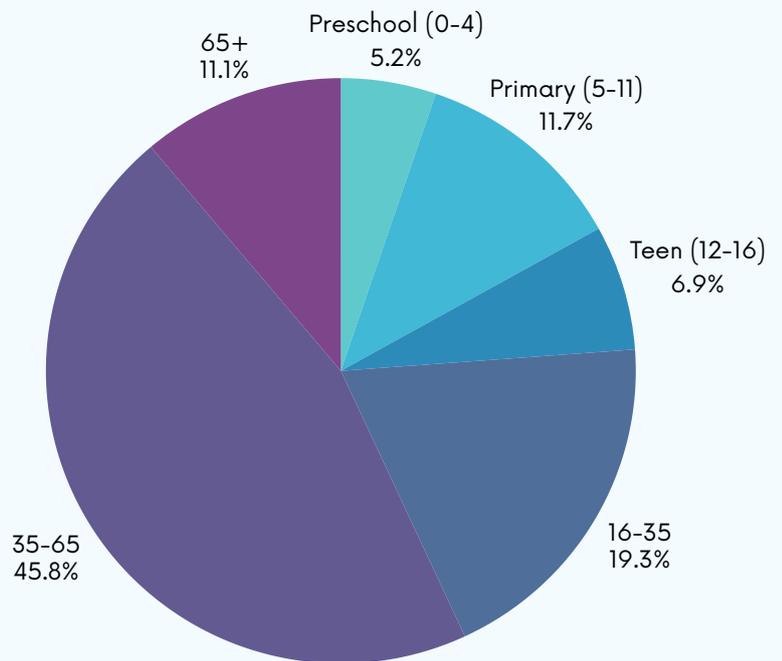
**1213  
MEMBERSHIPS**



**243,670+  
ACTIVE SESSIONS**



**34 FULL & PART  
TIME JOBS**



## KEY ACHEIVEMENTS



**HIGHEST MCLAREN LEISURE  
MEMBERSHIP UPTAKE.**



**EXPANDED SERVICES FOR  
PRESCHOOL AGE CHILDREN**



**16% INCREASE IN ADULT FITNESS  
CLASS PARTICIPATION NUMBERS**



**INCREASED TEEN PARTICIPATION  
NUMBERS**



**41,000 + CLASS PARTICIPANTS  
ANNUALLY ACROSS ALL AGES**



**PROUD LIVING WAGE EMPLOYER**

# McLaren Leisure - Social Impact Statement

A community-owned facility at the heart of Callander & the Trossachs.



Our social impact is central to our purpose and future planning. We support the local community by promoting fitness, improving health, reducing social isolation, providing employment, and contributing to the local economy.

## Strategic Objectives

- Be the destination of choice for sport, leisure, and outdoor activities for the community and visitors.
- Enhance business sustainability through increased self-sufficiency.
- Offer inclusive sport and leisure facilities and services.
- Foster strong relationships with primary and secondary schools.
- Maximise tourism opportunities through partnerships with local organisations.
- Serve as a hub for community, sport, and leisure events.

## Core Values

- Positive and welcoming approach
- Inclusivity across all services and facilities
- Focus on wellbeing and healthy lifestyles
- Collaborative partnership with the community and organisations

This Social Impact Statement supports our ongoing development and improvement plans. By providing high-quality facilities and services, we aim to encourage more people to get active and positively transform lives through sport and leisure.

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“McLaren Leisure is a registered charity, proudly managed by the community, for the community. Our mission is to provide accessible fitness, recreation, and wellbeing services that benefit everyone in the area. Your support helps us continue to reinvest in our facilities and programmes, ensuring we can serve the local community for years to come.”

# McLaren Leisure - Supporting Our Community

A community-owned facility at the heart of Callander & the Trossachs.



**Mission Statement: "To provide the highest quality, inclusive sport and leisure facilities and services for our local community and visitors to the area"**

## ACCORDING TO THE LATEST HEALTH SURVEYS:



**31%**

OF ADULT SCOTS ARE PHYSICALLY INACTIVE



**90%**

OF 16-18S REPORT 'GOOD' OR 'VERY GOOD' HEALTH



**60%**

OF 75+ REPORT 'GOOD' OR 'VERY GOOD' HEALTH



**47%**

OF ADULTS HAVE A LONG TERM HEALTH CONDITION

69% of Scots met activity guidelines in 2021. Men (73%) more likely than women (65%) to meet them.

[www.gov.scot/publications/scottish-health](http://www.gov.scot/publications/scottish-health)

## OUR SOCIAL OUTCOMES



### OUTCOME 1: SPORT & PHYSICAL ACTIVITY

Provide inclusive facilities that improve health and well-being for all.



### OUTCOME 2: EMPLOYMENT & TRAINING

Provide jobs and training, building skills and confidence locally.



### OUTCOME 3: RURAL ACCESS

Breaking down rural isolation barriers by making services accessible for all.



### OUTCOME 4: A STRONGER COMMUNITY

Building community resilience, connection, and pride.



### OUTCOME 5: LOCAL ECONOMY

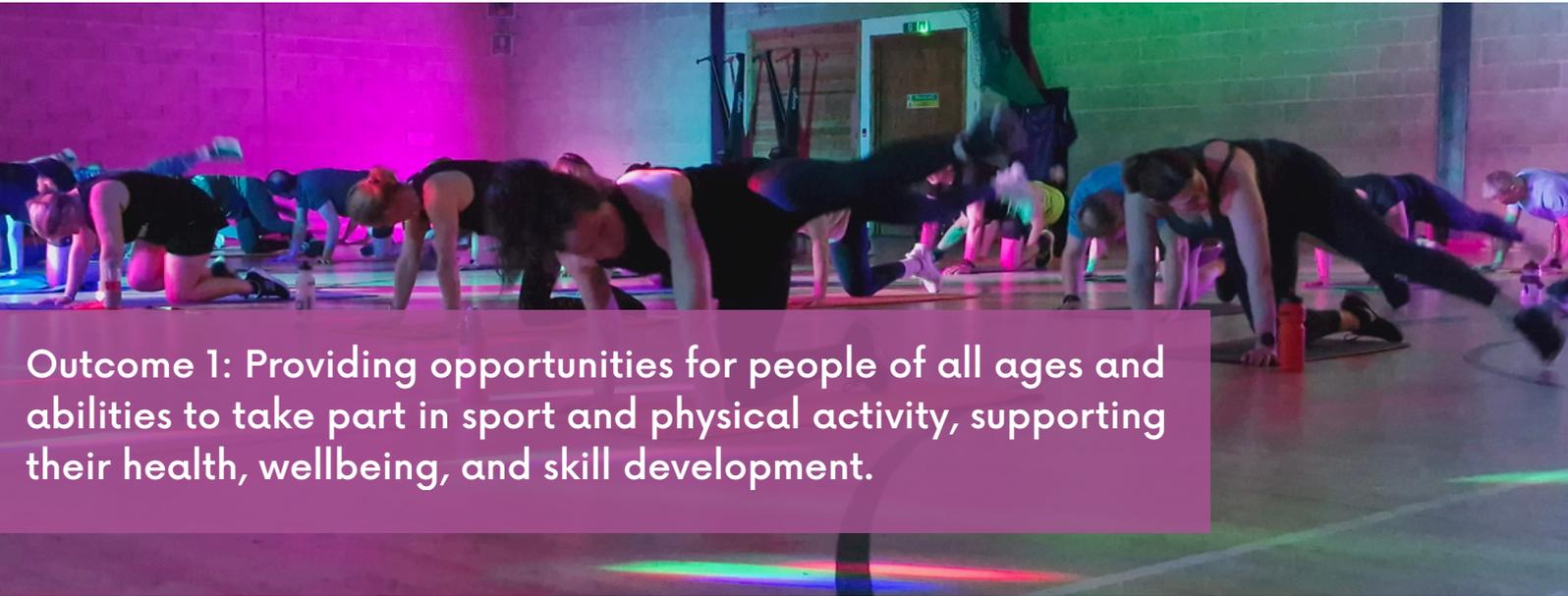
Supporting local suppliers, businesses and tourism.



“McLaren Leisure supports the Callander & Trossachs community by providing inclusive, welcoming spaces for all ages, from visitors to locals, and small groups to bigger clubs. We offer more than sport and fitness. Our services include health and wellbeing, arts, music, education, and community events. In a rurally isolated area, we create opportunities that wouldn't otherwise exist from professional services to local training and employment.”

# Outcome 1 - Sport & Physical Activity

Boosting health, social inclusion, and community connection.



**Outcome 1: Providing opportunities for people of all ages and abilities to take part in sport and physical activity, supporting their health, wellbeing, and skill development.**



McLaren Leisure is a key partner in Stirling's Sport, Physical Activity and Healthy Living Strategy (2018–2027), which promotes active lifestyles and healthy eating across all communities. Physical activity brings wide benefits; from better mental and physical health to reducing long-term health conditions and improving quality of life.

## RECOMMENDED LEVELS OF ACTIVITY

### 0 - 5 YEARS



180 mins daily light + energetic play spread across the day.  
Encourage active play & movement skills.

### 6 - 12 YEARS



60 mins+ daily moderate-to-vigorous activity.  
Bone & muscle strength 3x per week.  
Variety of play, sport, and active travel.

### 13 - 16 YEARS



60 mins+ daily moderate-to-vigorous activity.  
Vigorous & strengthening activities 3x per week.  
Encourage active travel, limit screen time.

### 17 - 64 YEARS



150 mins of moderate OR 75 mins vigorous activity spread over the week.  
Strengthening 2+ days per week.  
Break up sitting time.

### 65+ YEARS



60 mins+ daily moderate-to-vigorous activity.  
Balance & flexibility 2+ days per week.  
Adapt intensity to ability & health.

[www.nationalperformance.gov.scot](http://www.nationalperformance.gov.scot)

## MCLAREN LEISURE'S ROLE

We provide inclusive opportunities for people of all ages and abilities through memberships, pay-and-play sessions, coached classes, and partnerships with local clubs.



**243,670+** Visits annually



**1213+** Direct debit & lifetime members  
12 MONTH AVERAGE



**300** Children taught to swim annually



**600+** Young people from McLaren High School benefit through PE & extracurricular activities.



**41,000+** Class participants annually for all ages. (ML & Activity partner)

## PROVEN IMPACT

Users consistently highlight the value of accessible, affordable opportunities to stay active close to home.

**93%** of users report improved physical health

**96%** of users report improved mental health

**78%** of users report participation in more social interactions

## OUR COMMITMENT

We know that being active isn't just about fitness, it changes lives. That's why we aim to expand participation across all age groups, break down barriers to access (cost, transport, confidence), and provide a supportive, social environment that makes activity enjoyable. McLaren Leisure is more than a leisure centre, it's a gateway to healthier, happier lives.

## WHY PHYSICAL ACTIVITY MATTERS



**Physical health:** reduces chronic disease risk, supports healthy weight, lowers fall risk in older adults.



**Mental health:** improves mood, reduces stress, increases confidence.



**Social impact:** reduces isolation, develops teamwork, builds life skills.



**Community wellbeing:** stronger, healthier, more connected communities.



“Environments that encourage and support physical activity offer the greatest potential to get the nation active.”

NHS Health Scotland highlights



# Outcome 1 - Sport & Physical Activity

## BABIES, TODDLERS & PRESCHOOL

SUPPORTING CHILDREN AND FAMILIES THROUGH ACTIVITY, PLAY AND WELLBEING.



Outcome 1: Providing opportunities for people of all ages and abilities to take part in sport and physical activity, supporting their health, wellbeing, and skill development.

### ACTIVE FUN & LEARNING LITTLE ONES



**50+**

**Baby & preschool swim participants**

Building water confidence and skills



**2500+**

**Activity partner provided sessions**

Dance, gymnastics, football & more



**17,000+**

**Soft play uses per year**

Fun, active play for little explorers



**590**

**Playgroup session bookings**

Early learning, socialisation & creativity (initial 20 weeks)



**697**

**MumFIT participants**

Fitness, recovery, socialisation & wellbeing

### Case Study: Community Access to Free Playgroups

Supporting Rural Families Through Connection and Early Learning

June, Thornhill

"I am a grandmother and disabled. That doesn't define me but is always at the forefront of my life. One through love and the other through necessity. Attending the Thursday playgroup has been a joy and a blessing. Budgeting is something I have no choice but to do so the class being free is a godsend and the work and time spent behind the scenes in planning is greatly appreciated.

The uplift to my mental health and well-being watching my grandchildren listen to stories, dance, sing, climb and to be there to witness and sometimes join in is freeing. Especially as I can't always do what they want or need.

To see them blossom and learn and to be part of that is the most magic part of my week. We look forward to it, we plan it, I feel like a functioning adult and they get to learn, it is a win to us all. I have loved every moment of the playgroup and hope that it continues. Children need good foundations to start their journey into the world and the cost of living is taking away that support. To have a free resource on your doorsteps where other parents can compare notes, interact with their children and enjoy the moment is amazing. Never mind the joy it gives to us grandparents who use this amazing space"



### WHY IT MATTERS



**Child Development**

Improves physical, emotional and cognitive development.



**Parental Support & Networking**

Helps parents and carers build supportive networks



**Healthy Lifestyle Habits**

Promotes healthy lifestyles from day one.

# Outcome 1 - Sport & Physical Activity

## CHILDREN AGES 5 - 12 YEARS

SUPPORTING CHILDREN TO LEARN, STAY SAFE, AND STAY ACTIVE.



Outcome 1: Providing opportunities for people of all ages and abilities to take part in sport and physical activity, supporting their health, wellbeing, and skill development.



**13,800+**

Activity partner provided sessions

Dance, gymnastics, football & more



**2319+**

Sport & social activity bookings

Organised sports classes, pool inflatables & more.



**1073**

Holiday Sports Club Sessions

Keeping kids active and social throughout school holidays.



**1056**

Before & After School Sports

Active mornings & afternoons with walking bus to Callander primary



**205**

Active Junior Members

Memberships encourage regular participation in fun & social activities.

### Case Study: Swimming Towards Confidence and Safety Swimming Lessons at McLaren Leisure

#### McLaren Leisure Swim School

McLaren Leisure's Learn to Swim programme helps children and young people from the local communities develop essential swimming and water safety skills, building confidence, competence, and lifelong enjoyment in the water.

Our structured programme follows the Scottish Swimming Learn to Swim framework, led by qualified instructors who provide a safe, inclusive, and encouraging environment. Lessons cater to all ages and abilities, from early years to advanced swimmers, supporting over 400 local children annually.

Through McLaren Swim Lessons, participants develop water confidence, safety awareness, physical fitness, and coordination, gaining motivation and pride through achievement and steady progression. Many go on to join swim clubs or continue recreational swimming, contributing to improved community health and engagement.



**250+**

Participants attending swim lessons annually

Building water confidence and skills

### WHY IT MATTERS



#### Builds Confidence

Kids gain self-belief and independence through fun, skill-based activities.



#### Healthy Habits

Encourages active lifestyles and physical wellbeing from an early age



#### Develops Social Skills

Helps children make friends, work in teams, and build resilience.

# Outcome 1 - Sport & Physical Activity

## TEENS AGE 13 - 16 YEARS

KEEPING TEENAGERS ACTIVE, CONFIDENT, AND CONNECTED.



Outcome 1: Providing opportunities for people of all ages and abilities to take part in sport and physical activity, supporting their health, wellbeing, and skill development.



**95**

**Active Teen Members**

Empowering teens to stay active with accessible membership opportunities beyond school hours.



**834**

**TeenFIT participants**

Gym-based sessions help young people build confidence, independence, and familiarity in a safe, supportive environment.



**300**

**SportFIT participants**

Building confidence, strength, and healthy exercise habits that last a lifetime.



**600+**

**McLaren High School Students**

Empowering teens to stay active with accessible membership opportunities beyond school hours.



**1500+**

**Hours of PE facility use p.a.**

Supporting hundreds of hours of active learning through shared community facilities.

### Case Study: Building Skills Through School & Sport P.E. Facilities & Extracurricular Activities

#### McLaren High School

McLaren Leisure provides vital support to McLaren High School's Physical Education (PE) curriculum through the provision of high-quality sport, swimming, and fitness facilities. This partnership enables the school to deliver a broad and engaging PE programme that enhances pupils' physical health, wellbeing, and personal development.

Each year, over 600 students access McLaren Leisure's facilities as part of their core and certificate PE programmes, Lunchtime and afterschool activities and scheduled sessions in the fitness suite. Through this collaboration, students develop physical confidence and competence, teamwork and leadership skills, improved wellbeing in a supportive and inclusive environment.

McLaren Leisure's contribution strengthens the delivery of physical education at McLaren High School, supporting pupils' overall health and providing a foundation for lifelong participation in physical activity.



### WHY IT MATTERS



#### Lifelong Habits

Builds lifelong habits around fitness, confidence, and wellbeing.



#### Safe Space

Creates a safe, social space for teens to stay active and connected.



#### Healthy Future

Encourages independence and resilience, preparing young people for a healthy future.

# Outcome 1 - Sport & Physical Activity

## ADULTS & OVER 65'S

KEEPING ADULTS OF ALL AGES MOVING, CONNECTED & THRIVING



Outcome 1: Providing opportunities for people of all ages and abilities to take part in sport and physical activity, supporting their health, wellbeing, and skill development.



**21,500+**

Adult  
Fitness Class  
participants

Individuals taking part in group fitness sessions such as CycleFIT, Yoga, and PowerFIT.

**16%**

Increase in  
participant  
numbers

Growth in total class attendance year-on-year (23/24 - 24/25)

**5680**

Participants in  
classes designed for  
older adults.

Sessions designed for those aged 65+, promoting mobility, strength, and social connection.

**660**

Participants in NHS  
funded 'healthy  
movement' sessions

Supporting those referred through NHS pathways to improve mobility, confidence, and wellbeing.

**913**

Active Adult  
Members  
(16+)

Regular adult members engaging in McLaren Leisure programmes and facilities.

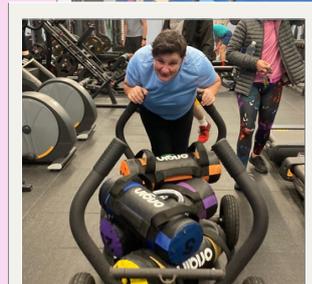
### Case Study: Lorna's Journey to Strength

How McLaren Leisure became a key part of Lorna's recovery story

Lorna, Callander

Over the past year, I've had two total knee replacements, and the support from the team at McLaren Leisure has been incredible. The staff always seem to know when to encourage me to push a little harder and when to take things slow, which has helped my rehab progress quicker than expected. I love the AquaFIT classes! They're so well run and have really helped me regain my mobility, they're always fun and full of surprises; you never know what to expect!

The welcoming, family-like atmosphere at McLaren Leisure makes such a difference, everyone is always smiling, supportive, and willing to help, nothing ever feels like too much hassle. The variety and availability of classes, along with the fantastic facilities, have helped me stay motivated throughout my journey. The instructors genuinely care about each person's individual needs, and I always feel supported, seen, and encouraged every time I walk through the door.



### WHY IT MATTERS



#### Active Ageing

Promotes active ageing, helping older adults stay strong, mobile, and independent.



#### Social Network

Reduces loneliness by offering friendly, inclusive group activities.



#### Healthy Lifestyle

Improves health and confidence, allowing people to live well for longer

# Outcome 2 - Employment & Training

Providing opportunities to work, learn, and grow.



**Outcome 2: Providing local jobs, skill development, and training opportunities for staff, young people, and the wider community.**

## MCLAREN LEISURE'S ROLE

McLaren Leisure is proud to be one of the largest local employers, offering meaningful jobs, training, and skills development for our community.



**34** Local jobs  
(Full & Part time)



**15** young people (ages 16–25) gaining valuable experience, training and skills.



**400+** hours of in house staff training annually  
(first aid, health & Safety, lifeguarding and more)



**150+** hours of external specialist training provided, including qualifications up to SVQ Level 4 and beyond.

## Case Study: Workplace Learning in Action Gavin's Journey at McLaren Leisure

Gavin, Callander

"I have worked at McLaren Leisure for 6 years now, having started when I was in high school as a part time lifeguard to building my way up to relief duty manager and now full-time manager has been an incredible journey! During this I have covered a range of duties in my time including life guarding, kids' camps, fitness classes, big events and on top of this being responsible for the building and everyone in it during my duty manager shifts. Despite all this, furthering skills through training is continuous and always encouraged here at McLaren, my next training course is already booked as I look to become a spin instructor come the end of October. I couldn't write about employment and training without mentioning the amazing work that goes in to also help with external training and opportunities. The flexibility in shift patterns allows for staff to go to university, college, volunteer or even start and run their own business all while having the security of their job here at McLaren, a lot of staff don't just work here but also have something out with McLaren that they are working on. The structure and opportunities I have received at McLaren has allowed me to grow as a person, improving many skills and personal qualities as well as meeting and connecting with staff members and customers from all ages and backgrounds. McLaren truly is an amazing place to work that I would always recommend to young people who are driven to succeed."



“MCLAREN LEISURE ISN'T JUST A LEISURE CENTRE, IT'S A PLACE WHERE LOCAL PEOPLE GAIN SKILLS, TRAINING, AND MEANINGFUL EMPLOYMENT.”

# Outcome 3 - Rural Access

Reducing isolation by bringing services closer to home.



**Outcome 3: Breaking down barriers for our rural community, where alternative public provision is limited, travel times are long, and public transport is often unavailable or inconvenient.**



## SERVING A RURAL COMMUNITY

- Based in Callander, serving the wider Trossachs & Teith Ward.
- 1,400 km<sup>2</sup> catchment, with villages of fewer than 30 residents.
- 11,300 residents locally, plus many more visitors through tourism.



## ACCESS TO SERVICES

- The only local sports & leisure hub for most of the community.
- Without McLaren Leisure, many would have no regular access to sport & fitness.
- Nearest alternative public facilities 2.5 hr round trip for some residents / 1+ hr round trip even from Callander

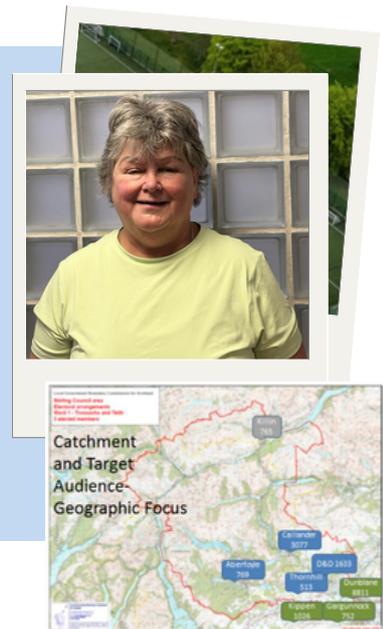
## Case Study: Supporting Our Rural Community

Reducing Isolation and Improving Wellbeing in Rural Areas

Joyce, Kippen

"I live in Kippen, a rural village within the McLaren Catchment. I joined McLaren Leisure originally to help ease stiff joints. I quickly found that the Active Life classes, Aquafit and swimming suited me perfectly, and they've now become part of my regular routine. I've even discovered a new favourite workout, the Hydroider, which I absolutely love.

Every time I walk through the doors, it feels like being part of an extended family. The staff are absolutely brilliant, always welcoming, supportive and genuinely caring, and I've met so many wonderful friends along the way. Member challenges like Swim the Loch are great fun and really motivate you to get active. McLaren Leisure isn't just a place to exercise; it's a vital community hub that helps me stay active, connected and healthy close to home."



## WHY IT MATTERS



### Rural Lifeline

Connecting our community, reducing social isolation, supporting health and wellbeing for all ages, teaching vital skills, and boosting the local economy.



### Removing Barriers

By removing barriers to access, we keep people active and healthy and provide a social hub for isolated communities.

# Outcome 4 - A Stronger Community

Working together for a healthier, more connected community.



Outcome 4: Supporting a stronger and more resilient community by engaging people and volunteers, building lasting connections, and working with local groups to achieve wider development goals.



**12+**

**Community Groups**

Local clubs, activities, and partnerships benefiting from ML facilities and support.



**1895**

**Community Group Hours Used**

Total hours of community access and engagement delivered this year.



**192+**

**Wider Community Development Hours**

Supporting local schools, events, and community organisations annually



**9**

**Volunteer Directors**

Our volunteer board ensures our services reflect community needs.



**1213+**

**Active Members**

Individuals who actively take part in and benefit from our community programs and facilities.

## Case Study: From Active Member to Board Leader Championing Health, Wellbeing, and Community

Lynne, Callander

Lynne has been an active member of McLaren Leisure since 2011 and joined the Board in 2023. With over 30 years of experience working in the NHS, she is a passionate advocate for health and wellbeing and believes in the importance of taking personal responsibility for living a healthy lifestyle.

Since moving to Callander, McLaren Leisure has played a central role in Lynne's family life. Her three children grew up enjoying swimming lessons, holiday clubs, and a range of activities at the centre. Personally, Lynne combines her love of the outdoors with regular fitness classes and gym training, which have supported her trail running and endurance events. Her favourite classes include CycleFit and RigFit, and she recently competed in her first doubles Hyrox event, crediting McLaren's facilities and training for her success.

Lynne values McLaren as an essential community hub that provides accessible opportunities for all ages and stages of life. Through her Board role, she is committed to giving back to an organisation that has enriched her family's life and continues to foster strong community connections.



## COMMUNITY LEADERSHIP

- Community-led organisation guided by a board of volunteer directors.
- Governed by 9 Volunteer Directors.
- Services and facilities are shaped by the needs of those who use them.
- Promotes a sense of ownership, accountability, and local empowerment.

# Outcome 5 - Supporting the Local Economy

Boosting tourism, business, and local employment.



**Outcome 5: Supporting the local economy by delivering services and facilities that benefit visitors, local groups, and businesses.**



## BOOSTING THE VISITOR ECONOMY

- Facilities & events attract 5000+ visitors annually
- Supports local hospitality, retail, and tourism businesses.
- Hosting activities locally retains spending in Callander and drives footfall to shops, cafés, and hotels.



## INVESTING IN LOCAL BUSINESSES

- Local contractors (such as builders, electricians etc.) wherever possible for our maintenance needs.
- Partner with 12 local micro & SME businesses each year.
- Keeps investment circulating in the community.



## ENHANCING ACCESS & WELLBEING

- Local leisure, sport, and wellbeing services reduce the need to travel.
- Affordable programmes ensure everyone can participate.
- Benefits both residents and visitors.

“ Being able to hold our classes at McLaren Leisure has been a huge asset to our club as well as the local community. Making gymnastics accessible to more rural areas and creating opportunities for the local children to participate in the sport. Increasing their confidence, resilience, motor skills and gymnastics skill level.

Innovate Gymnastics ”

“ We all love our badminton both from the aspect of keeping fit and healthy from playing a game we love, and also the social side. McLaren Leisure is the perfect facility for our club, we'd be lost without it. There would be a definite dip in the health and wellbeing of our members if we didn't have the Leisure Centre in which to play.

McLaren Badminton Club ”

“ McLaren Leisure is a valuable resource which allows all ages to come together and participate in sporting activities and events that would otherwise go by the wayside. It is invaluable to this community and provides the perfect space for our classes.

Callander Physiotherapy ”

