

# Social Impact Assessment McLaren Leisure 2022 - 2023



**McLaren**  
Leisure





## Foreword

Our Social Impact matters to us, it is a key part of why we continue to exist and plan for the future. McLaren Leisure makes a difference to our local community; primarily through providing opportunities for people to be fit and active, improving health and reducing social isolation, but also through providing employment and making a contribution to the local economy. We regularly revise our Strategic Plan, with our Social Impact acting as a key driver for future upgrades to the facilities and services we offer.

### Strategic Objectives

- To be the destination of choice for sport, leisure and outdoor gateways for our local community and visitors.
- To maintain and increase business sustainability by improving self sufficiency.
- To provide inclusive facilities and services for sport and leisure activities.
- To promote and harmonize relationships with primary and secondary school users.
- To maximize opportunities for tourism and work in partnership with local organisations.
- To act as a hub for community, sport and leisure activities, indoor and outdoor events.

### Our Core Values

- Displaying a positive and welcoming approach
- Ensuring inclusivity across all our services and facilities
- Focusing on wellbeing and promoting a healthy lifestyle
- Working in partnership with the community & other organisation

This Social Impact Statement will be used to support our development and improvement plans and we believe that this strategic approach will ensure the best outcome for all of our centre users. Providing the best possible facilities and services will encourage more people to get active, with the potential fundamentally to change lives through sport and leisure activities.

David Moore  
Chairman of the Board of Directors



# Contents

Foreword	Page 2
Contents	Page 3
Introduction	Page 4
Our Social Impact	Page 5
<b>Outcome 1: Sport &amp; Physical Activity</b>	<b>Page 6 - 8</b>
<i>Babies, Toddlers &amp; Preschool</i>	<i>Page 9</i>
<i>Primary &amp; Highschool</i>	<i>Page 10</i>
<i>Adults</i>	<i>Page 12</i>
<i>Over 65's</i>	<i>Page 12</i>
<b>Outcome 2: Employment &amp; Training</b>	<b>Page 13</b>
<b>Outcome 3: Rural Access</b>	<b>Page 14</b>
<b>Outcome 4: Stronger Community</b>	<b>Page 15</b>
<i>Accessible facilities for all</i>	<i>Page 16</i>
<b>Outcome 5: Supporting the local economy</b>	<b>Page 17</b>
Continuing to make an impact	Page 18

# Introduction

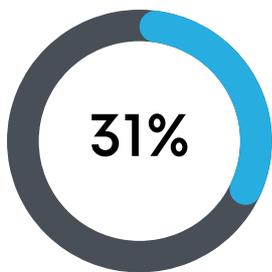
McLaren Leisure is a community-owned leisure facility in the Trossachs town of Callander. The centre is open to the local and surrounding communities in the Trossachs area 7 days a week. In addition, through an agreement with Stirling Council, McLaren High School use the facilities as part of their PE and wider sporting activity.

## Mission Statement

McLaren Leisure will continue to provide the highest quality, inclusive sport and leisure facilities and services for our local community and visitors to the area.

Why?

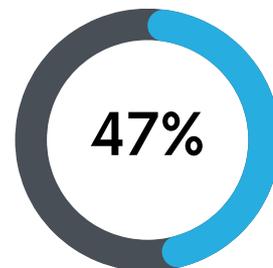
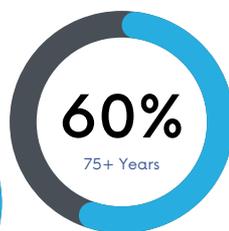
According to the latest health surveys:



of the adult population in Scotland are physically inactive.



in 2021, the proportion of adults reporting being in 'good' or 'very good' health decreased with age.



of adults have a long term health condition.

Two thirds of adults in Scotland (69%) met the guidelines for Moderate or Vigorous Physical Activity (MVPA) in 2021.

Adherence to MVPA guidelines declined with age, from 76% of those aged 16–44 to 44% of those aged 75 and above.

Men (73%) continued to be more likely than women (65%) to meet the MVPA guidelines.

<https://nationalperformance.gov.scot/measuring-progress/national-indicator-performance>

<https://www.gov.scot/publications/scottish-health-survey-2021-volume-1-main-report/pages/11/>



# Our Social Impact

McLaren Leisure provide facilities and services to the Callander & Trossachs community. Allowing those communities to be active and enjoy all the health benefits which that brings. From the youngest to the oldest, smallest groups to the larger clubs, from the visitor to the local, we provide a place where people are welcomed, and services they can enjoy. McLaren Leisure is about more than just sport and leisure, we also work with our community to support practical arts and crafts, performance art and music, educational events and much more.

We serve an area which experiences rural isolation and offer opportunities that would not otherwise exist. We have a fantastic range of services which are delivered by professionally qualified staff and we grow our local talent through providing training, skills and employment opportunities.

Our community is at the heart of everything we do. We are here for the community and led by our community -through our board of Volunteer Directors, who make decisions about strategy and policy influenced by regular consultation with our users and members. We also work in partnership with local schools and other local groups to help make our community stronger, healthier and a better place to live. This document demonstrates the benefits we provide to our community and sets out through case studies the stories of our users and community. It focusses on the impact we create directly through the facilities and services we offer.

The following Outcomes demonstrate the positive contribution that McLaren Leisure makes to the community of Callander and the Trossachs & Teith Ward



**Outcome 1:**  
Sport and  
Physical  
Activity

We provide opportunities for people of all ages and abilities to participate in sport and physical activity. Both to improve their health and wellbeing and develop skills to participate and compete in various sports.



**Outcome 2:**  
Employment  
and  
Training

We provide employment training and learning opportunities through the jobs, training and skills we offer both for our staff and the wider public.



**Outcome 3:**  
Rural  
Access

We break down barriers to people accessing services from our rural community where there is little in the way of alternative public provision, where travel times are large and public transport not available for inconvenient.



**Outcome 4:**  
A Stronger  
Community

We support a stronger, more resilient community by engaging the community and volunteers and by helping to build links to other groups to achieve wider strategic development aims.



**Outcome 5:**  
Supporting  
the Local  
Economy

We contribute to the local economy through both the economic impact of the services we offer and through providing facilities which support the visitor economy and other groups and businesses.

Set out below are the ways we have measured our impact for each of these outcomes broken down into different categories. But the numbers\* only tell half the story; our story and our value is much better understood by the case studies which show the ways in which the people we serve benefit from our facilities and services.

\* Numbers used throughout are latest full year available, April 2022 – March 2023, unless stated otherwise.

# Outcome 1: Sport & Physical Activity

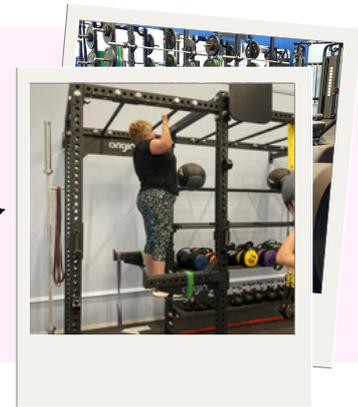
We have seen an incredibly healthy recovery on return to exercise with a 60% increase in our membership uptake. This has been hugely supported by our new all inclusive membership offer, gym upgrade and extensive fitness class timetable.

## Lynn said:

'Since I retired I have found myself coming to McLaren most days of the week, making use of the brilliant all in membership. Support and encouragement to try new things has been fabulous and I've found myself attempting activities I never thought I would manage.

Just look at those pull ups!

It has been confidence building and my strength, mobility and general fitness has improved so very much, and meeting up with old and new friends at each class keeps me engaged and in good spirits.'



The Sport, Physical Activity and Healthy Living Strategy for Stirling is an aspirational framework for all people, across all communities in Stirling, to ensure a better understanding of the benefits of being active, staying active, and eating a balanced diet.

The health benefits to all ages of being physically active, are widely known, and there is extensive research which evidences that being active regularly can reduced incidence of chronic conditions, be associated with better health and cognitive function among older people, reduce the risk of falls in those with mobility problems, The benefits of being physically active can also include, improved mental and physical health and well-being, improved sleep, and maintaining a healthy weight. Evidence clearly states that being physically active can help you achieve an overall healthier and happier life.

Analysis of data and evidence gathered show there remains deep rooted challenges across Stirling. Although Stirling is relatively affluent, there remains a high degree of social polarisation, with individuals, families and communities facing complex social, economic and health challenges. Callander and the wider Trossachs and Teith area has its own additional challenges due to the nature of a predominantly rural catchment area. In Stirling, addressing these inequalities through sport and physical activity is already an embedded approach, as demonstrated in the Sport, Physical Activity and Health Living Strategy 2018-2027 and associated Development Plan. McLaren Leisure, as one of the partners on the Leadership Group, is committed to implementing this Strategy to progress, monitor and report on the impact this approach is making on the lives of those individuals, groups and communities evidenced to be most in need.

## Recommended Levels of Physical Activity



Children: at least 60 minute of moderate to vigorous intensity PA every day. Children who are under 5 who are capable of walking unaided should be physically active for at least 180 minutes, spread through the day.



Adults: 150 minutes' minimum of moderate activity per week, in bouts of 10 minutes or more. The overall amount of activity is more important than the type, intensity or frequency, and one way to achieve this is to do 30 minutes on at least 5 days a week.



# Outcome 1: Sport & Physical Activity

NHS Health Scotland says “the creation and provision of environments that encourage and support physical activity offers the greatest potential to get the nation active”.

 We provide opportunities for people of all ages and abilities to participate in sport and physical activity to both improve the health and wellbeing and develop skills to participate and compete in a range of clubs and activities.

## Benefits of Physical Activity

The health benefits to all ages of being physically active are widely known, and there is extensive research which evidences that being active regularly can reduce incidence of chronic conditions, be associated with better health and cognitive function among older people and reduce the risk of falls in those with mobility problems. The benefits of being physically active can also include improved mental and physical health and well-being, improved sleep, and maintaining a healthy weight. Evidence clearly states that being physically active can help people achieve an overall healthier and happier life.

## McLaren Leisure’s Role

McLaren Leisure offers a huge range of activities from pay and play fitness, climbing, swimming and sport activities to coached classes taken by our own instructors and independent clubs. With so many different types of users, tracking all the sport and physical activity we deliver can be difficult, but we estimate that our centre is used over **253,200** times a year by members, the local community and visitors for sport, leisure and physical activity. This does not include school users or attendees at events – in which case this visitor number could easily exceed **303,300** times a year.

We have around 870 members, including direct debit and lifetime. We provide a home for many local sports clubs and groups, including but not limited to:



As part of our coached activity we teach around 400 children aged 0-16 every year through our swimming lessons and over 150 children per year visit us from satellite primary schools for P5 swimming lessons.

Furthermore, around 650 young people a year attending McLaren High School benefit from priority use of the facilities for their PE classes and extracurricular sport.

We believe sport and physical activity is important. It is well known that participation in sport and physical activity contributes to better physical health and mental health and this is supported by what our users say:

- 94% of our users say their physical health has improved as a result of the activities they do at McLaren Leisure.
- 95% of our users state their mental health has improved as a result of the activities they do at McLaren Leisure.



# Outcome 1: Sport & Physical Activity

There are a wide range of benefits available from participation in sport and physical activity. From learning social skills to reducing isolation and antisocial behaviour. We aim to bring these benefits to as many of our community as possible.



From the young to the young at heart 



The following sections provide details of the services and facilities provided to each age group on an annual basis.



## Outcome 1: Sport & Physical Activity

### Babies, Toddlers & Preschool

We provide over 4500 participant sessions of coached activity for babies, toddlers and pre-schoolers annually through our swimming lessons. We are home to multiple external activity providers who provide over 1600 participant sessions annually for this age group.

Our soft play is used over 15,000 times a year by babies, toddlers and younger children (up to aged 8) and their guardians.

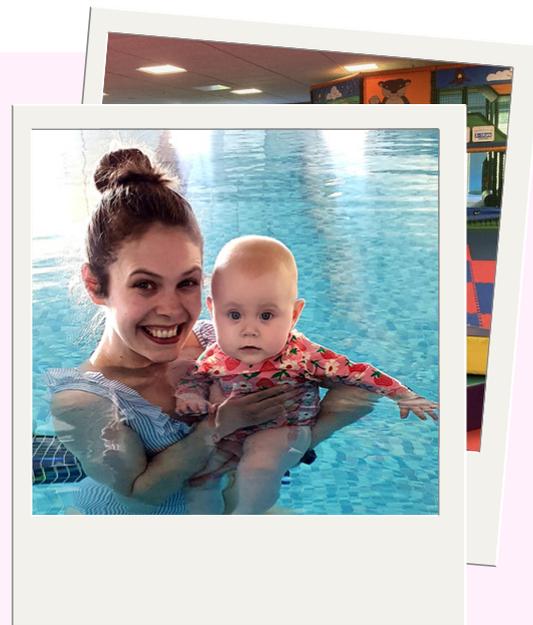
#### Case Study:

#### Baby Swimming Lessons & MumFIT

Hannah & Mary, Doune

"We have been attending baby swim classes since Mary was just 6 months old and both she and I have gotten so much out of it! As well as learning the foundation of swimming skills, we have both gained a huge amount of confidence and swimming is now one of our favourite things to do together. Rachel always makes the classes great fun and they are a brilliant way to meet other local families.

As well as attending swimming lessons at McLaren Leisure, Mary and I also go to Mum fit fitness classes which are another highlight of our week. As a new mum I was finding it very difficult to find time to exercise and didn't really know where to start after pregnancy/labour. Claire has helped me rediscover my love of fitness and the fact that Mary can play with other children the same age as her in a safe and fun environment is just fantastic. I can honestly say we would be lost without McLaren Leisure Centre."



Since its introduction to McLaren Leisure MumFIT (Small group sessions for new mums and pre primary age children) has provided over 220 participant sessions. Supporting new mums in their post partum fitness and recovery. Reducing social isolation and supporting their mental and physical health and wellbeing.



# Outcome 1: Sport & Physical Activity

## Primary & High School

We provide over 9500 term time sessions of coached swimming and sport activity for Primary and high school aged children. Together with external activity providers sessions for this age group this number well exceeds 28,000 per year

### Case Study: McLaren Leisure Swim School

Being a rural area many of the children in our catchment play near lochs and rivers regularly. While this brings easier access to sports such as open water swimming, kayaking and sailing, it also provides a dangerous play environment. Learning to swim is an essential support skill for these activities as well as an important life skill and McLaren Leisure provides the only Public Learn to Swim Programme for the whole catchment area.

**Over 450 children a year are staying active and learning to swim at McLaren Leisure.**



#### Even more swimming:

-  Approximately 150 children currently attend the P5 school swimming programme which is the first time some children from the more remote communities learn any swimming skills.
-  Through the High School PE curriculum high school Children learn swimming skills as part of their core and certificate PE.
-  Over the last 25 years, we have trained over 50 people from our area to become qualified swimming instructors.

The alternative nearest Public Pool is a round trip of 52 miles, over 75 minutes travelling for some of the Trossachs community. It is also over an hour round trip from Callander, which is not feasible for regular swimming lessons for most families and not practical for High School PE provision. The swimming pool at McLaren Leisure means that, despite being a rural area, a high proportion of the children and young people have swimming skills, which help to keep them safe, get them active and open up more opportunities for more activities that are available on their doorstep.

**We travel from Kilbarchan, Renfrewshire every week for swimming lessons because of the excellent facilities, environment, class size and teachers' skills. Nothing close to us compares! Harriet has made friends and there's a real sense of community you don't get in our larger local leisure centres. – Lesley**



# Outcome 1: Sport & Physical Activity

## Primary & High School cont.

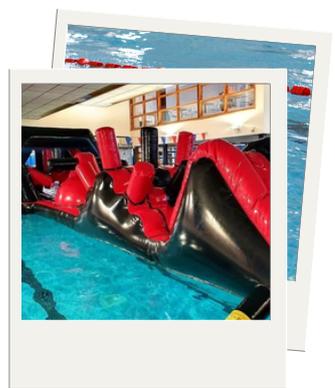
After identifying a need and consulting with the local community, McLaren Leisure introduced a before and after school sports club for primary school age children in August 2017. In the last year alone this service has been used over 1300 times and over 5000 times since its inception.

We also provide 'Holiday Camp' style sports club sessions during school holidays offering around 1500 participant sessions per year.

McLaren Leisure are home to many activity providing partners who offer weekly sessions of extracurricular coached activity for primary and high school aged young people. This includes Dance, Hockey, Gymnastics, Cricket, Athletics and Taekwondo who provide over 19,600 participant sessions per year.

One of the most popular activities with this age group is our Determinator (pool inflatable) sessions which run every Friday evening. This fun session was enjoyed around 2000 times over this year.

McLaren Leisure also provides the changing facilities for over 600 McLaren High School PE students every year, as well as providing facilities for the following sport and fitness activities as part of their core and certificate class PE, lunchtime and afterschool activities.



Swimming

Netball

Football

Basketball

Badminton

Athletics

Fitness Suite

Scottish Country Dancing

Canoe Club

Climbing

After identifying a demand from Highschool age students for fitness suite use (age 14-16) McLaren Leisure have introduced four instructed gym based 'TeenFIT' sessions. Since its inception this service has been accessed more than 320 times. (25 Oct 2022 - Mar 23)



# Outcome 1: Sport & Physical Activity

## Adults

In the last year we have provided over 9300 participant sessions of class based coached activity for adults. Including but not limited to, CycleFIT, Yoga, PowerFit and Aquacise.

In addition to the above, various sports clubs offering adult participation are either based at or train at McLaren Leisure including Callander Thistle AFC, Trossachs Tigers Hockey, Central Athletics and Callander Taekwondo.

## Over 65's

McLaren Leisure has provided over 1000 participant sessions of Active Life Fitness Classes and 1100 participant sessions of Aqua Therapy for older people over the course of a year. The local community has a higher proportion of people aged over 65 with many people choosing to move here when they retire. We know from our user surveys these make up a significant proportion of our regular users.

### Case Study: Fitness & recovery

Amy, Thornhill

'I was diagnosed with cancer during lockdown. I have had surgery and must continue on a cancer drug which affects my joints. I discovered Aquacise classes in 2021. Since joining my life has been returned to normal. I have always enjoyed exercise and outdoor activities, all of which I could not participate in pre classes. I would recommend the aquacise and active life classes, they offer fun, fitness and much needed support after medical trauma. We all support one another and have a great laugh. McLaren Leisure should be an automatic prescription from surrounding G.P's.



I recently attended a hospital appointment and my consultant wished he could record our meeting and play it to other patients. I was apparently showing all the signs of participating in exercise classes, mentally and physically. Everyone should have access to classes!'



## Outcome 2: Employment & training

We provide employment, training and learning opportunities through the jobs, training and skills we offer both for staff and the wider public.

McLaren leisure is one of the biggest employers in the local area providing 30 local fulltime and part time positions. We understand the local issues with employment opportunities for young people and currently employ 15 young people (age 16 - 25), providing them with good training opportunities and further development skills.

We invest in our staff and, in addition to 110 hours of offsite specialist training to SVQ Level 4 or above, we provided over 400 hours of staff training including First Aid, health and safety and lifeguarding.

McLaren Leisure is a responsible employer with an open recruitment policy which supports candidates with all abilities applying for vacancies in line with legislation. In addition, McLaren Leisure provides employment and training opportunities specifically for those with barriers to access to the jobs market or additional support needs.

### Case Study: My McLaren Journey

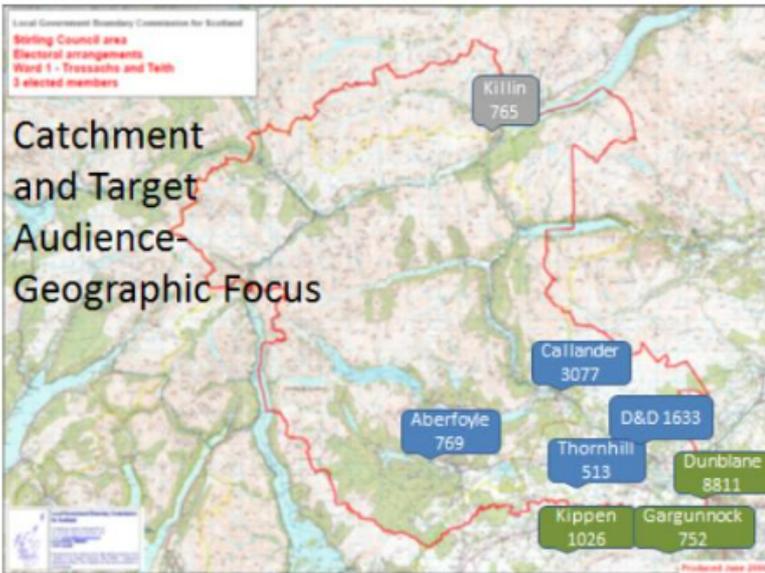
Leigh, Callander

I have worked at McLaren leisure now for 3 years. I started off in the job as a lifeguard and throughout my journey I have been able to work alongside a great team where everyone's role is different, in this job I have a range of different roles, from swim teaching, lifeguard, aqua aerobics Instructor, coaching kids camp to being a duty manager. This is just a small list of the skills I have earned during my 3 years of employment. With this it means that every shift is different. I am always kept on my toes and get to work with all different types of people including young people and older, because of this I have been able to gain great friends in my work colleagues and strengthen my people skills. You never get bored working at McLaren leisure centre there's always a new challenge to overcome new skills to learn and new people to meet



## Outcome 3: Rural access

We break down barriers to people accessing services from our rural community where public services are thinly spread and where travel times are large.



Our community is rural with the town of Callander being our location, but we also serve villages and rural settlements with populations of less than 30 across the 1,400 square kilometres of our catchment area. Our resident population is some 11,300 but this is substantially increased by tourism.

The majority of our users have no access to a closer sports and leisure provision and many would be less active without the facilities and services provided by McLaren Leisure.

With travel time of over 2.5 hours for a round trip to the nearest alternative public facilities for some of those within our catchment these facilities provide a vital service which give them more opportunities to stay active and keep healthy.





## Outcome 4: Stronger Community

We support a stronger more resilient community by engaging the community and volunteers and by helping to build links to other groups to achieve wider strategic development aims.



McLaren Leisure is a community led organisation with a board of volunteer directors. The community leadership of our organisation is one of our key strengths, we are guided in our service and facility provision by the needs of those that use us.



We are a membership organisation with approximately 800 members and 8 Volunteer Directors. Our services are supported by over 20 volunteers from the community who give up more than 260 hours of their time in support of our activities.



We are home to over 12 local groups and support various local events annually. We have also contributed to the following as part of wider community development aims including supporting;

Local schools  
Summer Fest

Winter Fest  
Callander Enterprise

Callander Community Development Trust  
Callander Landscape Partnership

### Case Study: Volunteer Board Member

Sylvi Kerr, Callander

I'm a local resident with two school age children. My whole family use the leisure centre regularly for swimming, dancing, hockey, gym, kids' clubs and more. In fact someone is at the centre almost every day. So, I was very happy to be able to support this great facility as a volunteer board member.

The leisure centre is not only a valuable focus for school and community sports and activities but also for people's health and wellbeing. Our experience during the centre's lockdown closure made us further appreciate what it adds to our quality of life. It acts as a community hub for so many in Callander and the surrounding villages.

There is no doubt that my family's lives are enriched with the wide range of services offered at McLaren, while it's locality helps us to keep our carbon footprint down, avoiding the taxiing of children to/from Stirling for swimming, dance or gymnastic lessons. I'm motivated to support the management team and other board members to make sound investment decisions at the centre so that it continues to be the valuable asset it is.





## Outcome 4: Stronger Community

### Accessible Facilities for all



At McLaren Leisure, we strive to make our facilities accessible to all our customers. The building has easy wheelchair access and encourages any individual or groups with special requirements to use the centre.



The building facilitates those with special requirements through having single level entry to the centre, lift access to all levels, automatic doors in key areas including access to the fitness suite, swimming pool and soft play and a state of the art Pool pod hoist for safe and easy entry into the swimming pool.



Our soft play provided a safe and exciting play space for the children in our community. The addition of a Sensory projector, which creates colourful and engaging floor projections that respond and interact with body movement and the new addition of a sensory corner with tactile play, bubble wall, den and lights provides a great opportunity for more inclusive play. We continue to expand this area as funding becomes available.



We work with the Accessible Callander and the Trossachs group on local initiatives, have an Accessibility Guide available on our website and a listing on Euan's Guide.

We also regularly host groups such as PLUS Forth Valley and FABB Scotland, supporting them in their sport and play sessions.



## Outcome 5: Supporting the local economy

**We contribute to the local economy through both the economic impact of the services we offer and through providing facilities which support the visitor economy and other groups and businesses.**

McLaren Leisure makes an important contribution to the local economy both the direct economic impact of the jobs (both direct and indirect) it creates and through the local supply chains it helps support. McLaren Leisure provides facilities which help to attract visitors to the area and to stay longer.

11 Micro and Small to Medium Enterprises use McLaren Leisure's facilities a year and McLaren Leisure works closely with other groups and bodies such as the Loch Lomond & Trossachs National Park to achieve wider economic development aims. We also use local contractors (such as builders, electricians etc.) wherever possible for our maintenance needs.

In addition to the 20 FTE jobs created with a direct income effect of £418,000 McLaren Leisure creates additional indirect jobs through the supply chain as part of the induced effect of additional household spending in the economy. The induced effect of increased household spending is particularly valuable in rural economies, as the fact that the employees live locally means this effect is more likely to remain within the local economy through increased demand for local services.

**Glow Bambinos:** 'The combination of awesome friendly staff and a well maintained leisure centre makes the perfect spot for my classes. Thank you for providing such a fantastic facility'

**Innovate Gymnastics:** 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.

**McLaren Badminton Club:** 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 - friendship and chat. McLaren Leisure Centre is the perfect facility for our club, with 3 full-size, high-ceilinged courts and 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.

**Callander Physiotherapy:** 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.

**Strength & Balance Sessions:** The participants really enjoy the classes and have noted it has not only improved their physical wellbeing also their mental and social. Having the classes at the McLaren also helps them feel more included in the community.



## CONTINUING TO MAKE AN IMPACT

The above 'outcomes' are all interrelated. They set out measurable ways in which McLaren Leisure is making our community a better place to live. However, they do not tell the whole story, we believe our impact goes further than these outcomes. Every day we see how people meet here, make friends here, find out what else is going on, have community meetings and fundraisers, find something to keep the kids entertained and active when the weather is bad and while that might sound trivial they are all part of creating and sustaining a community.

### **But we want to do more...**

In order to keep our facilities viable, we need to change and meet a wider range of local needs, we need to work more closely with other local groups and to make our facilities more efficient. We already know where we want to start. Our user surveys and other consultations have identified that McLaren Leisure could contribute to:

- **Providing a wider range of activities for parents with young children and more for babies under 6m within our soft play area.**
- **Providing a wider range of youth activity focused on girls and young women**
- **Engaging older people in social physical activity which is linked to other services**
- **Widening services for people with accessibility requirements or special needs.**
- **Physical improvements and upgrades to the facility.**
- **Maintaining McLaren Leisure for future users.**