

Oxford Leisure Annual Service Plan

April 2025 to March 2026

An introduction to More Leisure and our Oxford partnership

More Leisure Community Trust is a solutions organisation whose vision is:

To inspire all individuals to engage in activity and to be at the heart of improving health and wellbeing in the community.

And our mission:

Working with strategic partners to promote active and healthy lifestyles for all, in a safe, warm, clean, friendly and fun environment.

Our partnership with Oxford City Council

We started our 10 year (plus 5 year option to extend) partnership with Oxford City Council in March 2024. Our values align with key Council strategies such as the Thriving Communities Strategy, Health and Wellbeing Strategy and wider ones such as Oxfordshire County Council's Health and Wellbeing Strategy, and Sport England's Uniting the Movement. Our National Active Wellbeing Strategy supports community development and integration with the health sector, recognising the need for strong partnership working and pivoting from a traditional leisure model to active wellbeing.

Health inequalities in Oxford

Oxford City faces notable health inequalities, with life expectancy varying significantly across different areas. Men in the most deprived areas live up to 13 years less than those in the least deprived areas, while women face a gap of around 9 years. Approximately 21% of children live in poverty, rising to 26% after housing costs. Our partnership plays a crucial role in supporting residents to lead healthy lifestyles, connecting with the health and voluntary sectors.

Achievements and highlights from last year

The contract was effectively mobilised and started on 30th March 2024, starting from a low baseline in terms of performance and facility management. Some of the key achievements and highlights from the first year of the contract include:

Barton Leisure Centre

- Full gym refurbishment
- Replacement of Spin bikes & Aerobic equipment
- Replacement of the reception floor
- Rebranding of centre
- Installation of Lynxight (assisted lifeguard technology)

Ferry Leisure Centre

- Full gym refurbishment and E-GYM
- Refurb of two squash courts
- Commencement of conversion of unused squash court into indoor studio
- Replacement of spin bikes
- Café refurbishment
- Rebranding
- Inflatables
- Installation of Lynxight (assisted lifeguard technology)

Leys Pools and Leisure Centre

- Full gym refurbishment and E-GYM
- Youth Hub works
- Sports hall conversion, creating a new climbing area, soft play and tag x; refresh of other half of hall
- Installation of Lynxight (assisted lifeguard technology)
- Branding
- Replacement of café furniture
- Indoor cycling studio including the purchase of new bikes

Hinksey Heated Outdoor Pool

- Opened on time – Mobilised within 10 days of contract commencement
- New outdoor seating
- rebranding/redecoration including beach hut theme

Oxford Ice Rink

- New ice pad
- Installation of low-emissivity ceiling (Salix-funded, in partnership with OCC)
- Replacement flooring around the rink
- Rebranded

Contract-wide

- Extended opening hours at all leisure centres
- New energy and water saving showers at all leisure centres (Salix-funded, in partnership with OCC)
- Two Big Open Weekends
- Outreach events attended e.g. Older People's Day
- Contract wide recruitment strategy

Key deliverables for this year – capital works and active communities

Barton

- Sauna/indoor cycling (tbc)
- Wet and dry changing room refurbishment

Ferry

- Pool water features
- Indoor cycle studio
- Dry change (subject to agreement and tenders)
- Wet change

Leys

- Pool water features
- Sand and reseal of the sports hall floor
- Dry changing rooms (subject to agreement and tenders)
- We will explore the feasibility of a crèche, with the aim of it being operational in 2026/27

Hinksey Pool

- New in-house catering
- New seating

Ice Rink

- Toilet refurbishment
- New in-house catering

Key active communities deliverables

- Implementation of Active Communities Plan (Appendix 2)
- MECC training for front of house staff
- Exercise referral pathway (including social prescribing)
- Launch of Leys Youth Hub
- Increased participation of all demographics
- An Increase in early years, parents/carers and young people engagement
- An Increase in women and girl's provision
- Implementation of a wellbeing programme of activities across all sites
- An Increase multi-cultural communities' engagement
- An Increase in specific activities and initiatives for those with a long term health condition, neurological disorder, disability and neurodivergence
- Physical activity programme delivered alongside NHS education and support schemes
- Healthy food offer to be in place including all food served and vending machines by April 2026

- Free drinking water available and opportunity for wider community to refill their drinking water bottles
- Concessions for You Move/Move Together participants

Key performance indicators

Measure	Baseline (Year 1, 2024/25)	Target (Year 2, 2025/26)
Total members	4,611	3%
Total participation	280,311	3%
Gender breakdown <ul style="list-style-type: none"> • Male • Female • Other 	48.4% 51.2% 0.4%	
Age breakdown <ul style="list-style-type: none"> • Under 18s • Adults (18 to 64) • 50+ 	106,486 170,529 3,296	3% 3% 3%

How we're organised

