

XCITE

IMPACT

REPORT  
24/25

**"Our vision: A West Lothian where everyone can live a healthier, happier, longer life."**

**Sergio Tansini, Chairman**



# WELCOME FROM OUR CHAIR.

As we close the 2024/25 financial year, I am proud to reflect on a year of resilience, progress, and meaningful impact. Despite financial pressures and a challenging operating climate, our organisation has shown remarkable determination and ambition, staying true to our purpose of helping people live **healthier, happier, longer lives**.

This year more than 2.6 million visits were made to our facilities, with concessionary use growing by over 20% - a powerful reminder of the essential role we play in ensuring access for those who need it most. Alongside this, we celebrated another year of record performance, with key milestones including:

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**Growth in earned income** by 5.5% and monthly direct debit revenues by 17%, boosting our financial resilience.

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**Continued progress towards sustainability**, with subsidy per visit falling by 31%, from £1.18 to 81p.

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**Greater impact through health and wellbeing programmes**, with GP referral visits increasing by 26% and a record 71,000 visits to the wider health & wellbeing programme.

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**Continued investment in our people**, relaunching our staff awards to celebrate excellence and further enhancing employee benefits.

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**Continued reinvestment into our facilities and services**, from expanded gyms to our award-winning Nourish coffee bar and a brand-new indoor Padel court.

None of this would have been possible without the passion and commitment of our staff, volunteers, and leadership team, whose energy and dedication shine through every day. I would also like to thank our Board of Trustees for their invaluable support and guidance, and West Lothian Council for their continued partnership in what we know is a challenging funding environment.

Looking ahead, our new Strategic Plan for 2025-2027 sets a clear and exciting path forward. While challenges remain, I am confident that with the strength of our people, the loyalty of our customers, and the support of our partners, we will continue to adapt, grow, and make an even greater difference across West Lothian.

Thank you for your continued support.



**Sergio Tansini, Chairman**

# ACTIVITY TIMELINE



## APRIL

**New season, new sport!** We introduced badminton coaching for children aged 5+ at Xcite Broxburn. The response was a smash hit, leading to more sessions at Xcite Craigswood which launched later in the Spring.



## MAY

**Big gains in Linlithgow.** Our newly extended gym opened its doors, complete with a fresh functional training room and 11 brand new Pure Strength machines - making Xcite Linlithgow fitter, faster, and stronger than ever.



## JUNE

**Making history.** We became the first venue in West Lothian to offer an indoor Padel court. Councillor Harry Cartmill and Chairman Sergio Tansini joined the Xcite team to cut the ribbon and serve up this exciting new addition.



## JULY

**Confident starts.** Strength16 launched with confidence at the core. This 30-minute guided session was created to give 16-year-olds their first safe and positive experience of strength training, with our expert instructors supporting them every step of the way.



## AUGUST

**A colourful finale.** The summer holidays ended in a burst of colour as more than 200 children joined us at Xcite Broxburn for our third Colour Run. With the help of volunteers and Broxburn Fire Station, it was a vibrant, fun-filled end to the season.



## SEPTEMBER

**Say hello to Nourish.** Our new coffee bar arrived at Xcite Craigswood, inspired by community ideas and designed to bring people together. The launch was celebrated with Councillor Danny Logue, CEO Ben Lamb, and the Craigswood team.



## OCTOBER

**Empowering change.** We concluded the first Xcite Women's Health Menopause course - an eight-week course led by industry experts. Participants left with confidence, knowledge, and positivity for the journey ahead.



## NOVEMBER

**Fitness + community.** Xcite Linlithgow hosted our first-ever functional fitness event, Xcite Fit 1.0. More than 30 participants came together for a lively mix of functional challenges and community spirit.



## DECEMBER

**A Christmas gift for Whitburn.** We unwrapped a bigger, better gym at Xcite Whitburn, featuring a dedicated strength area, an extended free weights zone, plus upgraded cardio and functional spaces - the perfect early Christmas present.



## JANUARY

**New year, new energy!** We launched Family Fitness Factory a fun-filled 30-minute class for kids 8-11 and their grown-ups. Think functional fitness basics, family teamwork, and a whole lot of fun.



## FEBRUARY

**Stronger together.** We announced a new partnership with Smile Counselling, a brilliant local charity. Together, we're supporting young people and families with a whole-health approach - focusing on both physical and mental wellbeing.



## MARCH

**A night to remember.** The Xcite Staff Celebration Awards 2025 brought the whole organisation together for the first time in over a decade. It was a fantastic evening celebrating the dedication, passion, and commitment that make our team so special.

# KEY STATS.

**2,644,699**

VISITS TO OUR VENUES



+2%

**2,476**

HEALTH (EXERCISE) REFERRALS



+26%

**118,207**

CONCESSIONARY ACCESS



+21%

**21,968**

TOTAL NUMBER OF XCITE MEMBERS



+10%

**257,340**

VISITS TO GROUP FITNESS CLASSES



+8%

**330,267**

COACHING PROGRAMME ATTENDANCES



+1%

**349,380**

SPORTS CLUB ATTENDANCES



+20%

**77,549**

TEEN GYM SESSIONS



+5%

**20,277,101**

SOCIAL VALUE GENERATED



+40%

# REFLECTIONS FROM OUR CEO.

**It's been another year of real progress, with more people choosing to be active with us than ever before. From record levels of membership income to thousands more people taking part in health and wellbeing programmes, the progress made is a credit to the hard work of our staff and volunteers.**

**I am delighted to see further growth in our Xcite Access scheme, making activity more affordable and accessible for those who need it most — a clear reflection of our vision to help more people live healthier, happier, longer lives.**

We have not been immune to financial and operating pressures, yet our teams have responded with resilience - finding smarter ways to deliver services, investing in facilities, and continuing to put people at the heart of everything we do.

I want to express my sincere thanks to everyone who makes this possible. To our staff, who are without doubt our greatest asset; to our customers, for their continued support; and to all of our partners, especially West Lothian Council, for their ongoing commitment and collaboration.

Looking ahead, our Shaping Our Future 2025-2027 strategy sets out a clear direction:

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**Strengthening our core business** by attracting and retaining more customers, delivering consistently high-quality experiences, and working smarter to improve performance.

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**Driving revenue growth** by keeping our offer fresh with exciting new products and services, exploring new markets, and discovering innovative ways to grow our income.

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**Investing in people and partnerships** so we can keep building a culture where staff thrive and collaboration creates greater impact.

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With this focus, we are confident of moving towards long-term financial sustainability while delivering even greater value for the communities we serve.



*Ben Lamb, Chief Executive Officer*



# GROWING OUR HEALTH & FITNESS SPACES.

*"our largest gym...  
boasts 138 pieces  
of equipment and  
space for up to  
180 users"*



# OUR COMMITMENT TO PROVIDING FIRST-CLASS HEALTH AND FITNESS SPACES CONTINUES.

***“Gym visits to our venues for 2024/2025 increased by 49.5k (+9%)”***



## XCITE LINLITHGOW

Xcite Linlithgow completed a major project to expand the gym floor by repurposing a former storage area. The upgrade featured a full redesign of the functional training room, along with the arrival of 11 brand-new Pure Strength machines - a first for Linlithgow.

As one of our busiest facilities, the expansion has significantly reduced wait times for equipment and enhanced the overall customer experience.



## XCITE CRAIGSWOOD

In January 2025, we proudly unveiled a brand-new, state-of-the-art fitness and boxing studio at Xcite Craigswood. As the latest step in expanding the fitness offering at one of our busiest venues, a previously underutilised studio has been transformed into an energising new space, equipped with boxing bags and a wide range of functional training equipment. Experiential mood lighting adds the finishing touch, creating an immersive environment designed to inspire every workout.

Ahead of the official launch, Livingston FC captain Jamie Brandon and midfielder Olly Green put the studio through its paces, giving members an exclusive preview of this exciting addition to our programme.



## XCITE WHITBURN

December brought a special moment at Xcite Whitburn when Scotland's Strongest Man, Chris Beetham, officially opened the newly extended gym by lifting the first weight in the dedicated strength space. The project repurposed an underused soft play area to create a state-of-the-art training zone, including Technogym Universe Multi Racks and eight Pure Strength plate-loaded machines.

Members also benefit from enhanced free weights and strength areas, plus a new staircase linking to the upper-level gym, now re-equipped with cardio, resistance, and functional machines.



## XCITE BATHGATE

In April 2025, we officially opened the extension to Xcite Bathgate, now our largest gym with 138 pieces of equipment and capacity for 180 users. The expansion has helped us keep pace with growing demand while offering members more space, more choice, and a better workout experience than ever before.

The upgraded gym also features Technogym Biostrength™ equipment, using AI to monitor performance in real time and help users achieve results up to 30% faster. Bathgate also became just the second site in Scotland to launch the Technogym CheckUp, a cutting-edge wellness station that assesses body composition, balance, strength, cardio and even cognitive ability, feeding results directly into the Technogym App for a fully personalised plan.

# NOURISH AT XCITE CRAIGSWOOD

A community space to enjoy



Pupils from the Beatlie School

In September, we were delighted to open Nourish - our brand-new coffee bar at Xcite Craigswood. Created in response to requests from customers and the wider community, the foyer has been transformed into a warm and welcoming space where people can meet, relax and refuel. Serving high-quality drinks and light bites at great value, Nourish also places a strong emphasis on using produce from local and Scottish suppliers.

A highlight of the space is our colourful gallery wall showcasing artwork by pupils from the neighbouring Beatlie School, which supports children with severe, complex and medical needs. On 10 October 2024, the young artists visited to see their work proudly displayed and to enjoy some well-deserved treats from the menu. Their creativity has given Nourish a unique and meaningful identity, making it a place that feels truly rooted in the community.

The hard work of the Nourish team has already been recognised in a big way. Just six months after opening, Nourish was named Best Café at the Regional 2025 Scotland's Business Awards. Being nominated so soon after launching was an honour - but bringing home the award was the cherry on top. Winning regionally now means the team is headed to the National Awards Ceremony in Glasgow in November 2025, where they'll proudly represent West Lothian Leisure on an even bigger stage.

**SINCE OPENING,  
NOURISH HAS SERVED  
7,135 CUPS OF COFFEE  
TO OUR LOCAL  
CUSTOMERS**



# HEALTH & WELLBEING

Building momentum in 2024



2024 marked a turning point for the Xcite Health & Wellbeing team, with fresh approaches and stronger partnerships encouraging more people than ever to engage with our programmes. Referrals reached 2,425 (a 26% increase on last year), and most importantly, 62% of participants continued their physical activity journey with Xcite beyond the initial 12-week programme.

This success has brought greater stability and investment. We'd like to thank our partners at West Lothian Health & Social Care Partnership, whose support has been vital to our progress. Their confirmation of £24,000 in additional funding to enhance delivery, along with a two-year Service Level Agreement (normally agreed year to year), has given us both financial certainty and the opportunity to grow the programme in line with community needs. Looking ahead, a new Falls Prevention Programme has also been approved for pilot launch in 2025-26.

External funding enabled the expansion of specialist support, including a Parkinson's-specific class and the dementia-friendly Love to Move programme, which has already exceeded expectations. The Ageing Well initiative also shone brightly, with the much-loved Canalympics featured on STV News, BBC Radio Scotland, and in local press. Volunteers and staff gained national recognition too: Eileen, in her eighties, was shortlisted for a CLUK Volunteer Award, and former coordinator Avril was nominated for UKActive's Physical Activity Hero award.

Together, these milestones highlight the real impact of our Health & Wellbeing work - helping more people across West Lothian live healthier, happier and longer lives.

**MORE THAN 71,000 VISITS WERE RECORDED ACROSS WELLBEING, AGEING WELL, AND OUR SPECIALIST CLASSES.**

## Our Health & Wellbeing Team Delivers:

Health & Wellbeing Referral Programme - with NHS Lothian

Love to Move - with Scottish Gymnastics

Parkinson's Physical Activity Programme - with Parkinson's UK

Xcite Ageing Well Programme

Community Mental Health & Wellbeing Events

Falls Prevention Programme (pilot 2025-26)

# FAMILY FITNESS FACTORY

Building healthy habits together.



January 2024 saw the launch of Family Fitness Factory - a fresh and exciting way for children and their parents to work out together. With inactivity on the rise among young people, these high-energy, 30-minute classes make fitness fun, while showing that healthy habits start at home. Families with children aged 8 to 11 get the chance to move side by side, building strength and confidence, and discovering that exercise can be both playful and purposeful. For many children, it's also their first introduction to using gym equipment - in a safe, welcoming space.

The idea came from 10-year-old Xcite member Harris, a keen sports enthusiast with a big imagination. Passionate about training alongside his family, he wanted to design a class that captured the energy and excitement he felt in his own workouts. Armed with sketches of squats, box jumps and press-ups, Harris shared his vision with the Xcite team, suggesting a lively mix of bodyweight drills, agility challenges and boxing moves. His creativity was infectious, and soon the Family Fitness Factory concept was born.

What started as one young member's idea has grown into a community success story. Harris's vision showed the power of listening to young voices, and in recognition of his contribution he became the very first recipient of West Lothian Leisure's Young Person Rising Star Award in March.

**WE NOW HAVE 10 FAMILY FITNESS FACTORY CLASSES ON OUR TIMETABLES, AND HAVE WELCOMED OVER 500 VISITS ALONG TO THE CLASSES**

# AWARDS & NOMINATIONS



## CLUK SERIOUSLY SOCIAL AWARDS 2024

**One of our longest-standing volunteers, Eileen Milne MBE, was shortlisted for the Outstanding Volunteer Award at the very first Seriously Social Awards in November.**

Hosted by Community Leisure UK, the awards celebrate the incredible work of charitable trusts and social enterprises that put people above profit, showcasing the difference they make to individuals, communities, and society as a whole.

Now in her eighties, Eileen is a shining example of the benefits of staying active in later life. She has been volunteering with the Ageing Well programme for 17 years, helping people over 50 to be active and stay active.

While she didn't take home the award on the night, being shortlisted was a huge achievement and we are incredibly proud of her dedication and impact.

## UKACTIVE AWARDS 2024

**Avril Clerkson, Xcite Ageing Well coordinator, was shortlisted for the Physical Activity Hero Award at the 2024 UKActive Awards.**

Avril established the Xcite Ageing Well programme back in 1998, leading it until her retirement in 2023. Over the years, she helped create opportunities for older adults to stay active through activities such as line dancing, walking groups, and social initiatives like Knit and Natter and Singing for Health.

Even after retiring from her coordinator role, Avril continues to lead group fitness classes. With more than 30 years at West Lothian Leisure, she remains as passionate as ever about improving lives through physical activity.

At the same event, the Xcite Senior Leadership Team were also finalists for the Outstanding Leadership Team Award, highlighting the collective dedication and vision driving our organisation forward through a challenging few years.

## SLNG AWARDS 2024

**We were thrilled to take home the Impact & Innovation Award at the Scottish Leisure Network Group Annual Conference in November.**

This recognition highlights our Xcite Fitness Factory programme, launched in May last year, which made us the first provider in the area to offer unrestricted gym access and strength training for young people aged 12-15. Unlike traditional cardio and bodyweight-only approaches, the programme was designed in response to member needs, emerging trends, and sports development priorities for this age group.

The Fitness Factory programme offers a carefully structured experience tailored for teens, with a three-stage induction process that ensures participants are educated, capable, and confident in their training. It develops key competencies while providing flexibility and ongoing support to help members progress.

Since its launch, teen gym sessions have grown by an impressive 52%, with over 3,500 additional induction sessions delivered year-on-year for this age group. We are incredibly proud of this achievement and look forward to welcoming even more young people - helping to inspire the next generation to enjoy healthy, active lives.

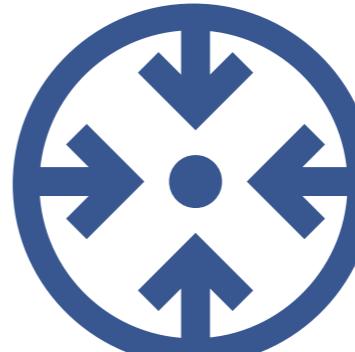
# ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2025

	2025	2025	2025	2024
	£'000	£'000	£'000	£'000
	Unrestricted Funds	Restricted Funds	Total Funds	Total (Unrestricted) Funds
<b>Income and endowments from:</b>				
Donations and legacies	12	-	12	2
Charitable activities				
Membership fees	7,158	-	7,158	6,356
Leisure services	3,877	-	3,877	4,120
Management service fee	1,705	-	1,705	2,025
Investments	49	-	49	82
<b>Other</b>				
Financial income, refunds & fees	112	294	406	120
<b>Total</b>	<b>12,913</b>	<b>294</b>	<b>13,207</b>	<b>12,705</b>
<b>Expenditure</b>				
Employee Costs	6,936	-	6,936	6,724
Property Costs	2,832	-	2,832	2,785
Transport Costs	86	-	86	68
Supplies and Services	2,009	-	2,009	2,403
Irrecoverable VAT	674	-	674	631
Depreciation of Assets	394	-	394	350
Other	149	-	149	275
<b>Total expenditure</b>	<b>13,080</b>	<b>-</b>	<b>13,080</b>	<b>13,236</b>
Pension Scheme Costs	68	-	68	86
<b>Surplus / (Deficit) for the year</b>	<b>(235)</b>	<b>294</b>	<b>59</b>	<b>(617)</b>

# SHAPING OUR FUTURE: STRATEGIC PRIORITIES 2025-2027

We've set out a clear set of priorities to guide us over the next few years — helping us grow stronger, work smarter, and make an even bigger difference in our communities.

These priorities focus on what matters most: delivering brilliant services, reaching more people, supporting our team, and building a sustainable future.



## PRIORITY 1: STRENGTHEN OUR CORE BUSINESS:

We aim to attract more people to our venues, provide great experiences that keep them coming back, and continually improve how we operate.



## PRIORITY 2: DRIVE REVENUE GROWTH:

We will keep things fresh with new products and services while exploring opportunities to grow our income in sustainable and creative ways.



## PRIORITY 3: INVEST IN PEOPLE & PARTNERSHIPS:

We are committed to supporting our staff and volunteers to thrive, while building strong partnerships that help us reach and support more communities.

# OUR SOCIAL VALUE



**LAST YEAR, WE GENERATED £20.2M OF ATTRIBUTABLE SOCIAL VALUE.**



**+40% vs 2023/2024**

Equating to £269 per participant.

**Social Value we've created in some specific health areas:**

 **Reduced GP Visits\*:**  
**£160,858**

 **Depression:**  
**£689,306**

 **Type 2 Diabetes:**  
**£659,115**

 **Reduced Psychotherapy:**  
**£227,767**

 **Coronary Heart Disease:**  
**£212,202**

 **Stroke:**  
**£200,782**

The 2024/2025 figures have been calculated by the new Social Value Calculator 4.0 (SVC4), a robust methodology that applies actual participation data rather than predictive averages. The model is aligned with HM Treasury's Green Book and captures a broad range of outcomes, including physical and mental health impacts, reduced GP and mental health service use, improved wellbeing, individual development, and stronger community cohesion. It provides a clear, evidence-based picture of how our facilities contribute to health, wellbeing, and community outcomes.

\*The social value generated by reduced GP visits relates to limiting the required GP appointments / referrals for various treatments and the costs associated. Unlike the other health categories, it does not focus on the prevalence rate and the reduced risk of specific diseases.



**[westlothianleisure.com](http://westlothianleisure.com)**

West Lothian Leisure Head Office,  
Xcite Bathgate, Balbardie Park,  
Torphichen Road, Bathgate,  
West Lothian, EH48 4LA

West Lothian Leisure (known as Xcite) is a Scottish Charity, SC027470