

1. Overview of Service Delivery 2024/25

Museum service performance indicators 2024/25 (with 2023/24 comparators)

	Q1 2024/25	Q1 2023/24	Q2 2024/25	Q2 2023/24	Q3 2024/25	Q3 2023/24	Q4 2024/25	Q4 2023/24	2024/25 Targets	2024/25 Actual	2023/24 Actual
Number of visits in person to Council funded or part funded museums	5015	4,929	5075	5,502	4452	5,826	3441	3,170	19623	17983	19,427
Digital access to Council funded of part funded museums	9445	10,913	11,577	11,126	14,764	9,919	17,940	13,024	46,080	53,726	44,982
Total visits	14,460	15,842	16,652	16,628	19,216	15,745	21,381	16,194	65,703	71,709	64,409

Library Services performance indicators 2024/25 (with 2023/24 comparators)

	Q1 2024/25	Q1 2023/24	Q2 2024/25	Q2 2023/24	Q3 2024/25	Q3 2023/24	Q4 2024/25	Q4 2023/24	2024/25 Targets	2024/25 Actual	2023/24 Actual
Physical visits	75,862	78,096	75,861	80,224	75,541	71,015	77,223	74,919	311,798	304,487	304,254
Digital access	173,159	155,712	186,393	151,939	189,653	156,399	193,797	173,950	650,760	743,002	638,000

Total visits	249,021	233,808	262,254	232,163	265,194	219,059	271,020	248,869	962,558	1,047,489	942,254
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Leisure Centres

Allander Leisure Centre

Over the past year, ALC has demonstrated significant growth and community engagement. The Centre achieved a 36% increase in income, reflecting successful programming, enhanced facilities and strong customer support. Additionally, attendances rose by 31%, indicating a growing demand for health, fitness and leisure activities within the local area.

Average weekly attendances rose from 9,660 to 12,638 with the highest attended week of the year being recorded at 15,875. Monthly membership has grown from 5027 to 6311 an increase of 25% from the previous year.

These results highlight Allander's continued commitment to providing accessible, high-quality services and promoting active lifestyles in the community.

A diverse Group Fitness Class programme has provided opportunities for all demographics and due to demand, additional NHS Vitality classes have been added to the programme as well as Parkinson and Back Pain classes.

The addition of a Triage Officer to assist with the Live Active programme has proved to be extremely beneficial to assist and encourage many into a physical activity programme. These group fitness classes not only provide structure to some participants weekly routine but also much needed social interaction.

Pickleball has quickly become one of the most popular activities at the ALC, attracting participants of all ages and abilities. With increased court bookings and growing interest from new players, the sport has played a key role in boosting overall attendance, especially during times that were previously looked upon as off-peak. The centre continues to support this growth by offering dedicated court time, hosting Pickleball Festivals and providing opportunities for both social and competitive play.

A highlight of the year was the Radio Scotland presenters: 'The Thousand Mile Challenge', swimming a total of 25 miles between them during a the first week in November. BBC Scotland were on site to promote the challenge via short live radio broadcasts and a film crew recorded the challenge to produce a half-hour program which was broadcast on Friday 15 November as part of BBC Scotland's Children in Need appeal show.

The Centre has been nationally recognised for setting a "benchmark for modern, inclusive public architecture" at the prestigious Civic Trust Awards.

The Allander project – which was built by East Dunbartonshire Council, with architectural design by Holmes Miller – won a Selwyn Goldsmith Award for Universal Design and was also "Highly Commended" overall.

Judges highlighted the "exceptional commitment to addressing diverse needs". They noted, "The project exemplifies a visionary approach to community-centred design, seamlessly integrating health, wellbeing and inclusivity into a single, cohesive civic space."

Kirkintilloch Leisure Centre

Increased overall centre usage was 6% higher than 23/24 year and Gym usage grew by 10% which was good continued growth in customer visits, topping out at 305,140 for the full year and 25% up on two years ago. This is impressive for the smallest of the 3 EDLC centres with the fewest income generating spaces within the facility.

The Gym had another very good year in respect of usage numbers and income levels, breaking its own records once more. The increased demand has brought operational logistics challenges at specific times of the day and week when pressure pinch points occur. Staffing patterns have been tweaked to try and cope with these particularly busy times.

The Centre had a varied blend of events taking place this year. Two Duathlon events were held by Glasgow Triathlon Club, Springburn Harriers held two schools' cross-country championships, the annual Neil McCover Half Marathon ran once again as did the Kirkintilloch Gala Week. A new experience for the Centre was hosting a local government ward bye-election in February 2025. Due to the specific facility arrangements at the site, considerable operational logistics were involved in connecting up and removing post count an external power generator to ensure the electronic vote counting machines and the count itself ran smoothly.

Leisuredrome

The Leisuredrome had a very successful 2024/2025 with the total number of visitors up by 1.8% on last year.

The Leisuredrome and Kirkintilloch Leisure Centre hosted National Fitness Day on Wednesday 18th September 2024.

Free swimming, soft play, badminton, pickleball and group fitness classes were made available to EDLC members and our wider communities. The activities were enjoyed by many and the feedback from participants was very positive. Having started back in 2011, National Fitness Day has seen millions get involved each year and while bringing people together through physical activity has a hugely positive impact, the campaign has evolved to encourage everyone to view this day as just one step in a much bigger journey. This was evidence with EDLC as the membership offer introduced 70 new members.

The Scottish Schools Swimming East Dunbartonshire heats were held earlier at the Leisuredrome with almost 100 swimmers taking part from local schools. The annual event was organised by Swimming Development and supported by Active Schools and our valued volunteers from local swimming clubs. Over 200 runners took part in the Jack Crawford 10km hosted by Springburn Harriers with the start and finish point at the Leisuredrome.

Cross-Centres Activity

EDLC amended the class cancellation scheme to further reduce the number of no-attendees. A two-hour minimum cancellation period was introduced, and this has reduced the number of empty places for the popular Group Fitness delivery.

A RLSS National Pool Lifeguard working group was formed to review the lifeguard training to internal teams and the provision of external training to support EDLC Leisure Assistant recruitment going forward. During the year EDLC Leisure Centres delivered 10 courses with a net profit of £10,500. Over 65 candidates were trained and qualified as lifeguards. A number of these candidates were then employed by EDLC.

Direct Debit – Membership

The paying direct debit membership at the Leisure Centres has grown significantly since Period 12 2023: 7,275 to Period 12 2025: 13,830 (90.1% increase) This has been primarily due to the new Allander Leisure Centre opening on 6 March 2023 but also the new equipment and layout within each of the gyms, the online sign-up process being simplified, competitive pricing and the expansion of the Group Fitness Programme. Direct Debit collections alone increased by £807k compared to the previous year. The direct debit is the most significant annual source of income that the Trust generates.

Period 1 – 12 (2024 – 2025)	DD Gym Memberships
P12 (2023 – 2024)	11,552
P1	11,973
P2	12,094
P3	12,288
P4	12,526
P5	12,824
P6	13,009
P7	12,809
P8	12,890
P9	12,857
P10	13,319
P11	13,599
P12	13,830

Leisure Centre Attendances:

- 2024/2025 attendances including Sports Development:
- Total 1,413,365 (Sports Development – 151,923)
- Wetside 509,129
- Dryside 544,895
- Gym 359,341
- 88.33% of the DD membership are East Dunbartonshire residents.
- 13,830 All Inclusive and Swim DD members
- 2,623 Juniors (up to 18 years)
- 11,207 Adults (19 and over)

Leisure Centre Headcounts Overall					
19/20	20/21	21/22	22/23	23/24	24/25
1,160,294	52,333	556,414	837,636	1,238,283	1,413,365

Leisure Centre Activities Dryside					
19/20	20/21	21/22	22/23	23/24	24/25
790,750	37,789	210,183	250,401	416,677	544,895
		111,129*	173,107*	324,006*	359,341

*Gym

Leisure Centre Activities Wetside					
19/20	20/21	21/22	22/23	23/24	24/25
369,544	14,544	235,102	368,031	497,600	509,129

Outdoor Usage 24/25

Year on Year Comparison

Outdoor Usage 19/20 to 24/25 Year					
19/20	20/21	21/22	22/23	23/24	24/25
87,107	37,928	127,588	131,831	135,919	144,831

Key Achievements

Outdoor usage continued to grow, increasing by six percent on the previous year, which was the same percentage rise as 23/24 year. Also similar to last year, weather conditions impacted upon competitive fixtures with weather-related cancellations negatively affecting usage levels. Towards the end of the reporting year storm damage and parking congestion issues at Colquhoun Park multi-pitch site also caused a drop in bookings there due to health & safety considerations.

On a more positive note, the newly opened Lennoxton High Park Community Sports Complex 3G facility had very good performance in respect of usage. The previous 2 grass pitches saw an annual usage total of just under three hundred, in comparison to the new 3G pitch which had over eighteen and a half thousand in 24/25.

Merkland Outdoor Recreation Centre was only slightly behind target despite the migration of Campsie clubs to new High Park. Rebates to user clubs due to anti-social behaviour at this site, and the opening locally of the new Kirkintilloch Community Sports Complex (KCSC), operated by an independent organisation, also contributed to the slight drop at Merkland. Huntershill Sports Hub also saw a drop in usage, some of which came from migration of Rossvale FC's senior men's and women's teams to the KCSC venue.

Towards the end of the reporting year, the Council, informed by the East Dunbartonshire Draft Sports Pitches Strategy 2024-29, approved commitment of £2.46M via the Capital Programme for the refurbishment of three EDLC managed pitch & pavilion sites at Colquhoun Park, Merkland Outdoor Recreation Centre and Thorn Park, replacement of existing 3G surfaces at Huntershill Sports Hub Bishopbriggs and Merkland Outdoor Recreation Centre Kirkintilloch, and a feasibility study into a new 3G in the Milngavie & Bearsden area.

Sports Development

Key Achievements

The sports development team began the year with over 550 participants taking part in our Easter holiday programme. The sports delivered across a 2 week holiday programme included Swimming, football, gymnastics and Multi sports. Participants were given the opportunity to attend our camps for the full week but also the option to attend individual days to try some of the activities we provide during term time. Our summer programme was another huge success with over 1200 children participating in lessons and camps across the 6 weeks of summer. Double camps were introduced for gymnastics with morning and afternoon camps available for customers. Diving was again provided this year by the swimming development team at the Citadel in Ayr. A smaller October programme was delivered with around 40 participants attending high board diving and gymnastics camps provided. The sports development coaches also supported the Snack and Play programme with Education, providing fun sport sessions in targets primary schools.

Sports Development OnCourse Memberships

Period ending:			
March 2022	March 2023	March 2024	March 2025
2,125	2,582	3,253	3,114

Direct debit members dropped slightly this year due to coach availability and the temporary cancellation of some classes however we have retained over 3,000 members in our classes every month. Additional classes were also provided which are not included in the numbers above, including adult and teen swimming, come and play sessions and schools lessons both in school and in our leisure centres.

The sports development team continued to use the OnCourse system until January 2025 when the new version Course Pro was implemented. This new update to the cloud-based system allowed us to add contact numbers to the class registers on the tablets which hadn't been available before. The new update also allowed us to take online bookings going forwards, vastly reducing the administrative time for processing applications.

The Athlete performance programme continued with full capacity at both the Allander LC and Kirkintilloch LC. Recruitment and upskilling of coaches have been taking place weekly to allow us to provide a sustainable programme. Success stories from our athletes were great this year with several individual achievements at club and international level.

A new gymnastics ASN session was introduced at the Allander LC on a Saturday morning. The demand for the class was extremely popular and is running at full capacity with 10 children and their parents/ carers attending weekly.

The rugby provision was back up to full quota, with 3 rugby coaches being deployed into schools in East Dunbartonshire. The 3 coaches each delivered 300 hours in local primary schools, creating links into the 3 locals rugby clubs, Allan Glen, Lenzie and West of Scotland.

The Going for Gold programme returned in August 2024 in partnership with the HSCP team in East Dunbartonshire. 10 weeks of a delivered based programme were delivered to 3 targeted nurseries by multi sports coaches. A new bank of session plans were created, focusing on basic motor skills for children aged 3-5. Nurseries were also provided with equipment to help support them with their own delivery.

The Scottish Schools Swimming Championship heats were held at the Leisuredrome on Saturday 16th November. There were nearly 100 swimmers competing from 24 local schools and the championship was a great success with contributions from volunteers from the local swimming clubs, EDLC Swimming Development, Active Schools and the Leisuredrome team.

Football Development worked in partnership to support school & community letting with the programming of lets for the new 2024/25 season. A new ASN football session began in August 2024 at Woodland View running through until March 2025. Funded McDonalds drop-in sessions are going well across all 3 sites, particularly at the Allander with over 40 young people attending each week.

In October 2024, Sports Development began the process of restructuring with changes set to be implemented over a 6-month period. The new structure would see the migration of Sports Development and Active Schools into the new Active Schools and Community Sport team. A new manager was appointed along with 2 new team leaders and 3 community sport officers, who would be based by location across the 3 sites in East Dunbartonshire. The migration to the locality-based structure was gradually implemented from January through until April 2025. Throughout the next year there will ongoing training (formal and informal) and mentoring for all staff in their new roles.

Active Schools - Academic Year 2024-25

The Active Schools team have had a positive start to academic year 24/25 with term 1 (August – December) seeing a significant increase in the provision of extra-curricular activity across East Dunbartonshire schools. Due to the staffing restructure and one team member being on maternity leave, the service has carried a 2.5FTE vacancy and a FT vacancy since November. This has had an impact on work achieved in term 2 (January - March 25) however the team has adjusted accordingly to minimise disruption and ensure continued support to all schools. The information contained within this report spans the current academic year, with full year reporting available in August 2025.

East Dunbartonshire Active Schools Data

sportscotland measures Active Schools Data termly (3x a year). The Active Schools Coordinators (ASCs) provide information through the collation of extra-curricular registers from across all schools in East Dunbartonshire. This information allows the team to identify trends, as well as gaps in provision, and plan accordingly to improve the scope of activity within each school.

Participants

The ASC's collect Distinct Participant information, which can be broken down by school and across EDC in several key characteristics, such as ASN, SIMD and Care Experienced. The Data is also used by schools for planning, targeting projects, evidence for inspections and evidence when applying for the sportscotland School Sport Award.

As of January 2024, there were 4332 pupils participating in extra-curricular sport and physical activity across primary, secondary and ASN schools within East Dunbartonshire which represents an 11% increase on 2023-24. 48% of those participating were female.

Total Number of Participants - Term 1 (August- December)		
2022-23	2023-24	2024-25
3,130	3,896	4,332

Sessions

Sessions are calculated by the number of times a block of activity takes place e.g. a six-week block of netball would equate to six sessions.

There has been an increase of 29% in number of sessions from 2023- 24 to 2024-25.

An increase in sessions indicates an increase in the amount of activity available across schools.

Total Number of Sessions- Term 1 (August- December)		
2022-23	2023-24	2024-25
1,638	1,935	2,491

Volunteers

The Active Schools team supports a network of volunteers who are vital in the delivery of sport and physical activity within our schools and communities, including:

- Teachers/school staff.
- Family members.
- Young Leaders.
- Students.
- Coaches/Instructors.

The AS team provide two training programmes, for volunteers and for young leaders (14+) within ED Secondary Schools, with a range of sports specific and generic coaching courses. The cost of all training is covered by AS in return for volunteer delivery within a school community. Courses are open to any volunteer or young leader interested in delivering extra-curricular sessions in schools.

The below graph shows the total number of deliverers, broken down by paid and voluntary, for term 1 and compares that over the last three years.

Total Number Voluntary Deliverers- Term 1 (August- December)		
2022-23	2023-24	2024-25
226	275	296

There has been an 8% increase in voluntary deliverers from 2023-24 to 2024-25, while paid deliverers have decreased. This is a positive picture, which we hope to see continue throughout the academic year.


2. Prioritised Performance Indicators


		Annual Status	Quarters					Quarterly Target	Annual		
Code	PI Title	2024/25	Q4 2023/24	Q1 2024/25	Q2 2024/25	Q3 2024/25	Q4 2024/25	Q4 2024/25	2024/25		Latest Note
		Status	Value	Value	Value	Value	Value	Target	Value	Target	
EDLC-BIP-01	Attendances at Leisure Centres	🟢	358,189	339,244	342,440	329,263	402,438	366,040	1,413,365	1,294,198	Sports Development recorded 151,923 attendances out of the overall 1,413,365
EDLC-BIP-02	Attendances at Outdoor Sports Facilities	🛑	35,720	37,942	34,510	34,803	37,576	39,125	144,831	155,336	Huntershill Sports Hub showed a slight reduction in income and footfall. New Lennoxtown High Park Community Sports Complex opened April 2024 and had a usage total for the year of 18,521. Merkland was only slightly behind target despite the migration of Campsie clubs to new High Park, and a number of rebates to clubs due to anti-social behaviour issues at the Merkland site.
EDLC-BIP-03	Attendances for Sports Development (excl. Leisure Centres)	🛑	23,407	20,243	12,477	16,344	23,963	23,000	73,027	80,000	Figures down on last year due to reduction in primary schools rugby as coach provided support for Lenzie School of Rugby between May and October/November.
EDLC-BIP-04	Number of Visits to Libraries	🟢	248,869	249,021	252,254	265,194	271,020	254,596	1,047,489	962,558	Visits in person has continued to grow over the year, despite the closure of Bearsden library, due to RAAC. Digital usage has seen strong growth over the year, consistently performing well above target.
EDLC-BIP-05	Number of Visits to Council Funded or Part Funded Museums	🟢	16,194	14,460	16,652	19,216	21,381	17,204	71,709	65,703	The museum service has exceeded expectations this year, with strong growth in both visits in person and in digital engagement.
EDLC-BIP-07	Number of Sports Development Memberships	🛑	3,253	3,294	3,300	3,252	3,114	3,400	3,114	3,400	Sports development DD membership has fluctuated throughout the year largely due to coach absence / availability. Overall memberships are down slightly on last year
EDLC-BIP-08	Number of Gym Direct Debit Memberships	🟢	11,552	12,288	13,009	12,857	13,830	12,960	13,830	12,960	DD membership has evidenced a growth of 19.71%


2(b) Absence Management


Percentage Absence		
	EDLC 2024/25	EDLC 2023/24
Quarter 1	3.23%	7.82%
Quarter 2	4.75%	5.72%
Quarter 3	5.59%	5.20%
Quarter 4	Data unavailable at time of publication	4.22%
Year End	Data unavailable at time of publication	5.72%

3. Progress on Business and Improvement Plans

Area for Improvement	Improvement Activity	Status	Progress	Original Due Date	Current Timescale	Note
Move finance system (Technology One) to cloud based system	Establish working group with ICT and Tech One to move to cloud-based software.		100%	31 st December 2024	Complete	

Area for Improvement	Improvement Activity	Status	Progress	Original Due Date	Current Timescale	Note
Implement Gym Consumer App	Roll out a new app to allow Gym customers to record, review and evaluate their physical activity performance		100%	30 th September 2025	Complete	

Area for Improvement	Improvement Activity	Status	Progress	Original Due Date	Current Timescale	Note
Investigate options for a Central Reservations Facility	Overall review of the current booking system and explore the option to centralise this important function.		0%	31 st March 2026		Start delayed until all actions from Sports Development service review are completed. Still on track to be completed by 31 March 2026.

Area for Improvement	Improvement Activity	Status	Progress	Original Due Date	Current Timescale	Note
Digital Strategy	<p>Continued delivery of the Digital Strategy (2022–25), supported by:</p> <ul style="list-style-type: none"> • All actions now complete or in full progress. • EDLC Digital Champions working group continues with sharing of ideas. • Full reporting suite of data from all social media channels produced and interrogated monthly. • Digital Strategy Implementation Plan and development of KPI's supported by analytics. 		90%	31 st March 24	31 st March 25	<p>Throughout 2024 and early 2025 all action in the implementation plan are either complete or being worked on, with the exception of 3 which have been reprioritised to a later date. Calendars are now in operation for all social media and campaigns.</p> <p>Monthly update is produced showing all key data and is shared with Digital Champions to influence future posts.</p>

4. Financial Targets – Based on P10 Projections

Main Service Divisions	Annual Budget	Net Expenditure projected (subject to audit)	Annual Variation projected (subject to audit)	% Variation	Narrative
Leisure Centres and central costs	2,672,200	3,097,309	(425,109)	15.91%	Increased utility costs, irrecoverable vat significantly increased and other property costs.
Libraries	1,701,600	1,470,000	231,600	13.61%	Vacancy freeze.
Sports Development	174,900	136,765	38,135	21.80%	Increased income across sports development activity.
Heritage and Arts	500,700	455,451	45,249	9.04%	Vacancy freeze and continual income from vaccination rental at Kirkintilloch Town Hall.
Active Schools	176,600	166,475	10,125	5.73%	Small overspend on payroll budget.
Total	5,226,700	5,326,000	(100,000)	1.91%	

5. Stakeholder Engagement Activity

Title	Description	End Date	How the Information gathered has been used to Improve performance
East Dunbartonshire Sports Pitches Strategy (2024-2029)	The 2 nd Sports Pitch Strategy process to assess the supply versus demand for pitches across East Dunbartonshire, accounting for EDLC and EDC Schools letting managed venues, and independently operated sites. Process incorporates surveys, interviews, and two in-person engagement events, involving key staff and volunteer representatives of field sports. Following approval of the Draft Strategy in late 2024, a further formal public consultation took place in November and December. The findings are to be reported to the full June Council 2025	Ongoing	Analysis of provision data, pitch capacity levels and user feedback inform Strategy recommendations on improved performance.
Shared Prosperity Fund – Lennoxtown Arts Project	<p>12 months arts and heritage programming for the community of Lennoxtown within Campsie Memorial Hall. This project helped test ideas and build capacity with local people and groups, informing a future cultural programme.</p> <p>The entire project delivered 73 events and engaged with 2225 people.</p> <p>This project is now complete.</p>	31 st March 2025	The project has built capacity for activity planning within the community working with local groups, businesses and EDC. We envisage a number of the activities which were supported through the project to continue when the Memorial Hall reopens in March 2026.

6. Plans, Policies, Programmes and Strategies

PPPS	Intended Outcome	Date Approved	Start Date	End Date
Partnership Agreement with Sportscotland	This Partnership Agreement is a commitment between East Dunbartonshire Council and sportscotland to identify, plan and deliver shared priorities for sport and physical activity, and to secure an in-principal commitment to resources and working together over the period April 2023 – March 2027.	26 – April 2023	01 –April 2023	31-March-2027
Active Schools Annual Plan	<p>The Active Schools Annual Plan sets out how the Active Schools team will deliver on the National Outcomes which are:</p> <ul style="list-style-type: none"> ▪ To increase the number of children and young people participating in school and community sport. ▪ To increase capacity through the recruitment, retention and development of a network of volunteers to deliver sport in schools and the wider community. <p>The key targets are reported through Sportscotland Mysport, the national on-line monitoring tool for Active Schools.</p>	April 2024	August 2024	June 2025

PPPS	Intended Outcome	Date Approved	Start Date	End Date
East Dunbartonshire Sports Pitches Strategy 2024-2029	<p>To provide a robust and objective assessment of provision, a picture of current and future demand, identify local need within East Dunbartonshire, identify areas in need of protection and improvement in order to meet the current and future demand for outdoor pitch sports, and serve as the key evidence base to inform future strategic planning and priorities. It looks to examine:</p> <ul style="list-style-type: none"> • The current supply of all outdoor sports pitch provision • The identified provisions capacity and current use • Current and future demand identified from clubs and population growth. • Demand pressures created because of specific sports development pressures (e.g. growth of mini soccer, wider use of artificial grass pitches). • Identify any inequalities in supply and demand across the area. • Highlight priority sites in terms of development and improvement opportunities.] • NB: Post-draft Council approval, formal public consultation Nov-Dec 2024, with findings to be reported to EDC June Full Council 	<p>Council Committee of June 20th 2024</p> <p>June 2025</p>	June 21 2024	June 2029

7. Improvement activities

Areas Requiring Improvement	Improvement Activity	Timescales for Implementation
Delivery of Colquhoun Park, Thorn & Merkland pavilion upgrades in conjunction with Major Assets Team	Work with Major Assets Team to minimise any delays in the delivery of projects at Colquhoun Park, Thorn & Merkland pavilions	2025/26 financial year
Upgrade of 3G pitch surfaces at Huntershill Sports Hub and Merkland Outdoor Recreation Centre in conjunction with Major Assets Team.	Work with Major Assets Team replace 3G surfaces and improve grass 11 a-side pitch. Currently applying to Scottish FA in partnership with local clubs for funding towards the projects.	Merkland 5s & 7s 2025/26 financial year Merkland natural grass pitch 2025/26 financial year Huntershill and Merkland full size 3Gs 2026/27 financial year

8. Current Delivery Focus

Current Delivery Focus

Development of libraries as health information hubs

The Health Information Hubs partnership with East Dunbartonshire Health & Social Care Partnership and NHS GG&C continues with a soft launch of information for the public through February 2025. This introduced each element of furniture, signage and staff resource as they became ready across branches. A celebratory event is planned for April 25.

Alternative provision for Bearsden library and archives

With the ongoing closure of Bearsden Hub, both the library service and the archive service have had to seek alternative provision to ensure continuity of service delivery. Extended hours at nearby Westerton library will continue for the duration of the Bearsden closure. Archives have been relocated to alternative, appropriate, locations. Access to the Archive collections is available at William Patrick Library by appointment. Both services will work towards re-locating to Bearsden Hub as and when this becomes possible.

Digital communications

The Digital Communications Officer continues work delivering on the EDLC Digital Strategy, working with the Digital Champion staff representatives from across all service areas. Current priorities include a more proactive, refined and targeted approach to social media content and a focus on establishing email marketing, to allow for more targeted communication. The use of “user” stories, along with high quality photography, has allowed services to showcase their work with a more engaging and personal touch. The refining of processes and procedures has also allowed for improved tracking of user journeys from first point of online engagement through to purchase or sign up to events / activities.

Gym Direct Debit membership levels

Conversion of users from pay as you go members over to Direct Debit memberships wherever appropriate. Consider initiatives to enhance DD membership such as time-limited free sports court hire at specific times of the year, e.g., Wimbledon Tennis Championships. Continue with discounted membership offers to 12–17 year-olds to provide a customer journey route from that age group into our extended 18-24 years category, further increasing the probability of extended retention into adult membership. Growth in the other categories of Direct Debit membership, Community Sports and Live Active GP referral membership are also areas of focus.

Build on the groundwork from the improved Life Fitness Connect User App to provide Gym users with quality and integrated physical activity workout information, including activity undertaken away from EDLC venues.

Community usage and events

Delivery of local community partnership events such as Duathlon & Triathlon, community sports clubs' championships and other outreach events. To encourage growth in sports club activity and centres usage.

Staff Recruitment

Continuing work with City of Glasgow College and other potential partner providers of new recruits. Exploring different ways to promote vacancies and to target audiences including open days.

EDLCT Culture, Leisure & Sport Strategy

Following a period of staff engagement, a draft outline strategy has been developed, to demonstrate a Vision, Mission and high level key priority areas for EDLCT. This initial draft outline was approved by the EDLCT Board in April 2025. A full consultation and engagement programme will be carried out in the coming months with EDC and all other key partners, stakeholders, external funders, current service users and non-users.