

Moray Leisure Impact Report



2025-26



Welcome from the CEO

Welcome to our 2025/26 Impact Report

At Moray Leisure Centre, we believe that physical activity has the power to transform lives, strengthen communities, and support healthier futures.

Over the past year we have welcomed thousands of visitors through our doors - from young swimmers taking their first strokes, to adults returning to fitness, to older members staying active and connected.

This report highlights the difference our centre makes across Moray. It celebrates the dedication of our staff, the commitment of our members, and the partnerships that help us support healthier lifestyles across the community.

As we look ahead, our ambition remains clear:
To make health, wellbeing and opportunity accessible to everyone.
Thank you to everyone who has been part of our journey this year.

Ryan Kamaris, CEO



About Us

Moray Leisure Centre is a community-focused, not-for-profit organisation delivering leisure and wellbeing services across Moray. We are a company limited by guarantee with charitable status, committed to reinvesting all surplus back into our local communities, ensuring that everyone has the opportunity to lead a healthier, more active life.

(Company number: SC145750)
(Charity number: SC023033)

We operate in partnership with Moray Council, local health and community organisations, and schools to deliver programmes that meet the needs of residents and visitors of all ages and abilities.

OUR KEY SERVICES INCLUDE

- Leisure Facilities – Access to gym, swim, fitness studios, ice rink, squash, cafe and soft play.
- Fit Life Membership – Loaded with value to support lasting lifestyle change.
- Heart of Moray Programme – Structured health and wellbeing programmes for behaviour change and long-term wellbeing.
- Active Ageing & Health Initiatives – Tailored programmes supporting older adults and mobility.
- Youth & Family Programmes – Learn to swim programme, Learn to skate programme, holiday activities, and fun fitness challenges for children and families.
- Personal Training & Specialist Support – One-to-one coaching and specialist advice to support individual goals.

Moray Leisure Centre is overseen by a Board of Non-Executive Directors made up of private members and local councillors, who provide strategic direction and governance. Directors are local volunteers with diverse professional backgrounds, bringing expertise and insight to shape our services and ensure accountability to the community.

Our Story

OUR IMPACT ON THE COMMUNITY

Supporting Physical Health

- Increasing participation in physical activity across all ages and abilities
- Providing accessible, affordable fitness opportunities
- Supporting strength, mobility, cardiovascular health and injury prevention
- Creating fun, engaging experiences that encourage people to stay active

Improving Mental Wellbeing

- Creating safe, welcoming spaces where people feel supported
- Using movement to reduce stress, anxiety and isolation
- Building confidence and emotional wellbeing through positive experiences
- Ensuring activity is enjoyable, uplifting and rewarding

Building Social Connection

- Connecting people through group exercise and community activities
- Creating a sense of belonging through shared, enjoyable experiences
- Encouraging social interaction, peer support and long-term engagement
- Building community through fun and inclusive leisure experiences

OUR MISSION

To improve health and wellbeing by providing leisure, sport and health opportunities for all who live in or visit Moray

“We aspire to be the heart of the Moray community, recognised for supporting healthier, happier lives through outstanding leisure, sport, and wellbeing experiences, where staff and members thrive together..”

2025/26 Year at a Glance

600,000
Visits to Moray
Leisure Centre

482
Participants
enrolled in
Health
Programmes

250
Teen Gym
Sessions

50
Types of
Classes

10,400
Classes
Delivered

200
enrolled in ice
skating lessons

13,500
Active
Members

3,472 curlers
on the ice last
season

55,000
Coffees sold

102
Hours open per
week

2000
Children in
swimming
lessons

55
Pool
Lifeguards

**Social
Value**

£3.2 Million*

***2024**



Targeted Health Interventions

Staying active is one of the most powerful ways to support both physical and mental health.

Throughout the year we delivered a range of programmes & classes designed to help people move more, feel better and build sustainable healthy habits.

From beginners taking their first steps in the gym to experienced members challenging themselves in classes and events, Moray Leisure Centre provides a supportive environment for everyone.

Our programmes focus on:

- building confidence
- improving strength and fitness
- reducing stress
- supporting long-term wellbeing



“It’s been a positive change not just physically, but mentally too”

Heart of Moray

Heart of Moray is a supported self-management programme that supports individuals who need structured guidance to improve their lifestyle, through physical activity, education, and community support. It incorporates the evidence-based Counterweight programme and is informed by ongoing research with DHI (Digital Health & Care Innovation Centre), ensuring interventions are effective and evidence-led.

Through coaching, structured sessions, and peer support, participants build lasting healthy habits, improving fitness, confidence, and wellbeing. Heart of Moray highlights the role of leisure centres as key partners in preventative health, supporting stronger, healthier communities.

150

Participants engaged
with programme

-4.5kg

Average Weight
Change

68%

Programme
Completion

**MORAY WIDE
PROGRAMME**

Heart of Moray has been delivered in partnership with the Digital Health & Care Innovation Centre, Health and Social Care Moray, and NHS Grampian,
making it easy for you to improve your health and wellbeing

[Heart of Moray website](#)

Exercise and Health Referral

We deliver a supported Health Referral Programme for adults with health conditions or reduced confidence in exercise, helping them improve strength, mobility, mood, sleep and overall wellbeing through safe, tailored activity and expert guidance.

Delivered by highly qualified instructors in a welcoming and inclusive environment, the programme includes one-to-one consultations, personalised exercise plans and supervised sessions, enabling people to build positive habits at their own pace. Open to GP and self-referrals, it supports a wide range of conditions and demonstrates how leisure services can improve quality of life and support long-term health outcomes.

Helen Graham: GP Referral Co-ordinator

"I absolutely love my job as I am here to help people with many different illnesses and injuries to get them into exercise and to get them fit and healthy and make them feel good about themselves regardless of anything that gets in their way."

20

guided sessions

300

enrolled at one time

3

staff delivering

58%

referred by local
GP's

Cardiovascular conditions
Diabetes (Type 1, Type 2, and pre-diabetes)
Respiratory conditions
Neurological conditions
Musculoskeletal conditions and injuries
Arthritis and joint pain
Post-rehabilitation or recovery following illness or injury
Mental health conditions
Reduced mobility or low confidence with exercise

Community Programmes

from Couch to 5K and Step Challenges to Level Up for Summer, the Lights Up Your Nights Campaign, and the Moray Mini Winter Olympics. Each initiative encourages participation, builds confidence, and strengthens community connections, showing the real impact of our work in Moray.

INITIATIVE	DETAILS
Couch to 5k	A structured running programme designed to help beginners gradually build fitness and confidence. Participants progress from walking to running 5K over a set period, supported by guidance, tips, and encouragement.
Step Challenges	A fun, weekend-long activity challenge encouraging participants to track and increase their daily steps over the MacMoray Festival. Participants aimed to be active throughout the two days.
Level Up for Summer	A 6-week engagement programme combining fitness sessions, social events, and community activities. Focused on encouraging participation, improving wellbeing, and building connections across the community.
Lights Up Your Nights Campaign	A 6-week initiative that uses evening fitness sessions and social activities to engage participants, boost activity levels, and create opportunities for social connection, particularly during darker months.
Moray Mini Winter Olympics	A school-based programme encouraging children to participate in physical activity through fun, friendly competitions. Focused on promoting fitness, teamwork, and engagement in healthy lifestyle habits from an early age.

Stories from our Community

We support all ages and stages, our members have shared stories and we have showcased these to inspire others to take control of health & wellbeing

Iain Simpson's Story

A familiar face at Moray Leisure Centre and an incredible example of strength, routine, and resilience.

Living with Multiple Sclerosis, Iain chooses to swim every single day, and the impact has been huge. From improved fitness to boosted wellbeing, the pool has become a key part of his journey.

We caught up with him to chat about how swimming supports his MS, the progress he's noticed, and what keeps him coming back.



Heather Laing's Story

In July 2025, Heather Laing joined the MLC Run Club feeling stuck. Training for her black belt in Karate, running alone just wasn't cutting it anymore

With the support of instructors Dionne and Grace and the energy of the group - everything changed. What started as a way to stay accountable quickly became a powerful part of Heather's weekly routine. Fast forward to today: black belt achieved. But Run Club? Still a non-negotiable.



Gill Davies' Story

After undergoing two hip replacements in just four months, Gill didn't put her fitness journey on hold - she adapted. From Aqua classes five times a week, Pilates four times a week, and daily swims, she has used exercise to support her recovery, stay motivated, and keep moving forward.

We sat down with Gill at the end of last year to find out how she's getting on, what keeps her motivated, and what her plans for 2026 are. Once focused on high-intensity training, Gill has found new ways to stay active - proving that fitness is about resilience, not limits.



Supporting Young People & Families

Moray Leisure Centre plays an important role in helping young people develop healthy habits early in life.

Through swimming lessons, holiday activities and family leisure opportunities, we create positive experiences that encourage children to stay active and confident and have fun.

Recent work has included the formation of an ASN working group with parents and Moray Council.

Swimming Lessons

We provide structured Learn to Swim lessons designed to help children of all ages build confidence in the water, develop essential safety skills, and improve stroke technique.

Through carefully planned sessions, we support children in progressing at their own pace while making learning fun and engaging, fostering a lifelong enjoyment of swimming

Teen Fitness

We offer Teen Fitness sessions that provide young people with age-appropriate workouts in a safe and welcoming environment.

Our classes & teen gym sessions help develop strength, improve fitness, and build confidence, while encouraging healthy habits and positive social connections with peers.

We aim to make exercise enjoyable and accessible, supporting both physical and mental wellbeing during this important stage of development.

Family Membership

We provide Family Memberships that give parents and children access to our full range of gym, class, and leisure facilities.

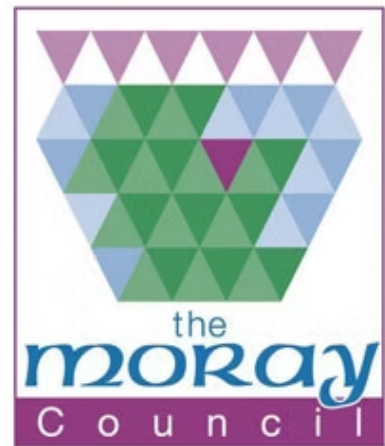
Our programmes encourage families to be active together, promoting shared wellbeing, fun, and positive lifestyle habits.

Through inclusive activities and support, we help families stay engaged in fitness, develop healthy routines, and enjoy quality time together while fostering long-term participation in physical activity.

Our Key Partners

Strong partnerships enable us to expand our reach and support more people across the community.

By working together with local organisations we can create more opportunities for residents to become active and improve their wellbeing.



QUARRIERS

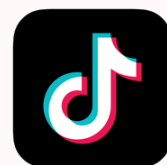


More people
More active
More often



The Last Year in
Stats:

Between March
28th 2025 and
March 26th 2026:



Social Media

6,826,031

Views across our
content on Facebook,
Instagram and TikTok

Social media plays a pivotal role in the success and community impact of Moray Leisure Centre. It provides a platform to showcase content that reflects the daily activity, programmes, and achievements across the centre, reinforcing its position as a central hub for health, wellbeing, and social engagement.

74,583

Total content
Interactions

Through a range of videos, images, graphics, polls, and stories, the centre engages audiences in an accessible and meaningful way. This approach highlights not only the classes and programmes delivered directly by Moray Leisure Centre, but the stories and successes of its members and associated clubs, fostering a sense of pride and community connection.

12,200

Link clicks on our
content

255,200

Visits to our social
media pages

Overall, social media enables Moray Leisure Centre to promote its services while celebrating the achievements of its community, ensuring it remains firmly at the heart of local life. The metrics of the last year demonstrate both the reach and the impact of the Centre's online presence, supporting continued engagement and growth.

2,831

Total of new followers
across our platforms

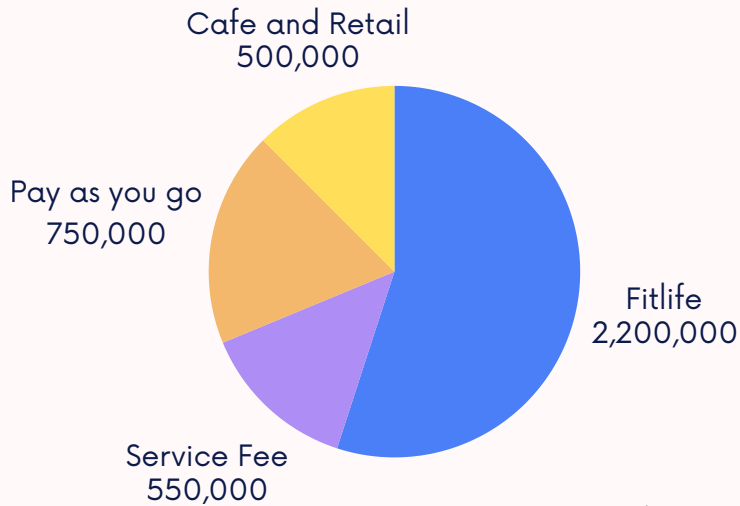
Awards & Achievements

- Helen Graham & Jill Morgan: Recognised for their exceptional work in the Health Referral team, supporting community members every day. They were invited to Westminster Abbey to attend the Princess of Wales' Christmas Carol Service in honour of their contributions.
- Hyrox Competitions: Members took part in Hyrox events, demonstrating strength, endurance, and commitment to competitive fitness.
- Tough Mudder: Participants completed this challenging obstacle course, showcasing resilience, teamwork, and determination.
- Ice Skating – Jenny: Achieved significant personal milestones in ice skating, highlighting skill development and dedication.
- Scott Anderson – 50 Miles: Completed a 50-mile endurance challenge, exemplifying stamina, goal-setting, and perseverance.
- mystery shop score: 97%

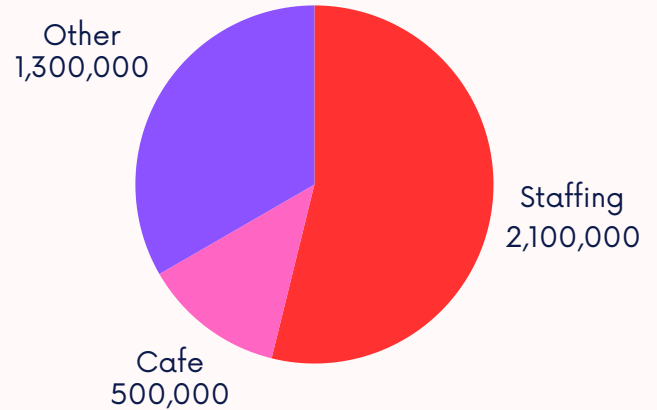


Financial Performance 2025/2026

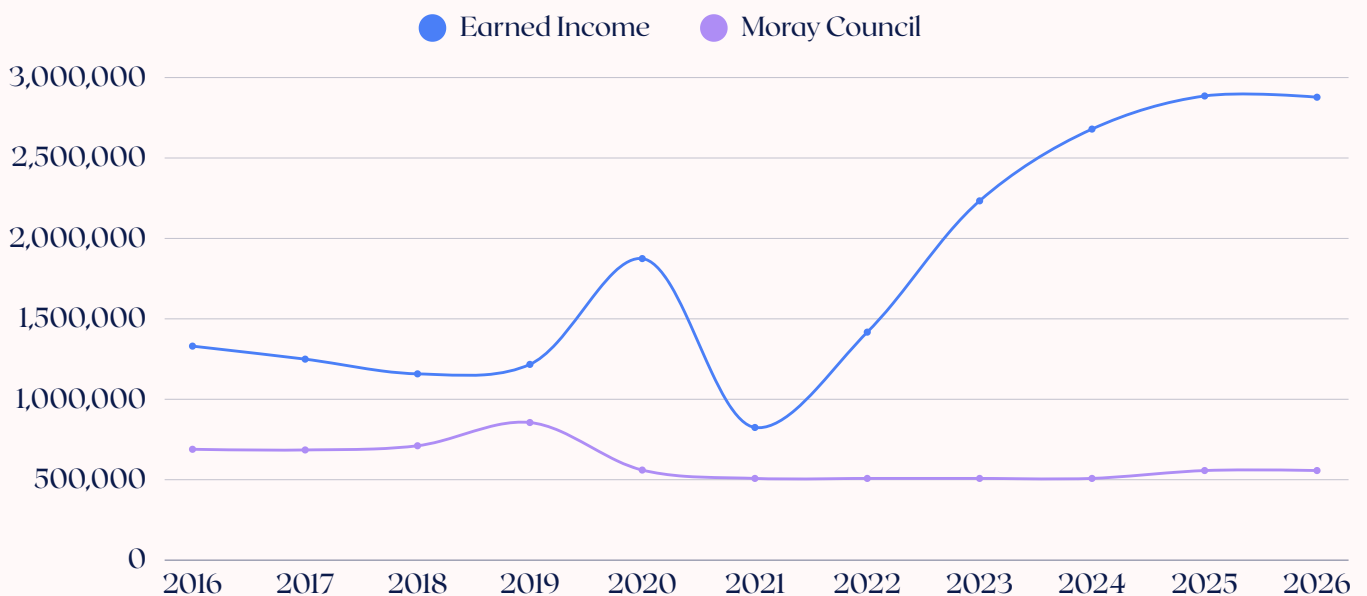
Income £4m



Expenditure £3.9m



Earned Income since 2016
10 years



2017 to 2018 - Moray Leisure Centre faced closure due to rising financial pressures
 Late 2018 - Increased support from Moray Council and launch of the Fit Life scheme
 2019 - New gym installed & refurbishment complete
 2020 to 2022 - Covid pandemic
 2022 - Introduced the Real Living Wage
 2022 to 2024 - Rapid membership growth
 2025 - closure of childcare facility, reducing revenue by approximately 300k
 2025 - sharp increase in energy costs

Our Priorities for the Next 12 months

1. Deliver a sustainable financial performance
 - Achieve the 2026/27 budget and generate a modest surplus to reinvest in the facility, while maintaining high-quality ice, health and wellbeing, and aquatic programmes.
2. Invest in new products and experiences
 - Introduce Reformer Pilates.
 - Expand and enhance functional training spaces to meet evolving member needs.
3. Enhance customer experience and community impact
 - Improve customer satisfaction through targeted feedback and engagement.
 - Strengthen accessibility and inclusion, including support for Additional Support Needs (ASN) participants.
 - Further develop our Learn to Swim programme and customer communication systems.
4. Plan for future facility improvements
 - Develop proposals for 2027/28 capital investment, including facility upgrades, refurbishments, and enhancements to fitness and group exercise equipment.
5. Review and evolve the FitLife membership proposition
 - Undertake a strategic review of FitLife to ensure it continues to meet customer needs and supports long-term organisational sustainability.
6. Continue to share our impact and purpose
 - Strengthen communication of our charitable mission, community benefit, and the positive outcomes delivered through our services.
7. Progress delivery of our Strategic Plan
 - Advance key strategic objectives and ensure activities remain aligned with our long-term vision and organisational priorities.
8. Support and develop our workforce
 - Foster a positive workplace culture across our team of over 170 employees through staff engagement, wellbeing initiatives, recognition, and development opportunities.
9. Expand health and wellbeing interventions
 - Build on successful programmes such as Heart of Moray through recent funding awards, partnership working, and community wealth-building initiatives.
10. Contribute to Moray-wide priorities
 - Continue working collaboratively with Moray Council and local partners to support delivery of the Corporate Plan and Local Outcomes Improvement Plan (LOIP), improving health, wellbeing, and community resilience across Moray.

Looking Ahead

As we look towards 2026/27, we do so with confidence and ambition. Ryan Kamaris our new CEO joined the team in June 2026, ready to drive the centre forward.

The role of leisure centres continues to evolve. Alongside providing high-quality sport, fitness and recreation opportunities, Moray Leisure Centre plays an increasingly important role in supporting community wellbeing, preventative health and social connection.

Our focus for the year ahead is to deliver sustainable services, invest in our facilities and people, and continue improving the health and wellbeing of communities across Moray. We will build on the progress made this year through new initiatives, enhanced customer experiences, stronger partnerships and continued investment in preventative health programmes.

Alongside delivering a balanced budget and reinvesting in the facility, we will continue to develop our services, support our workforce and plan for future improvements that ensure Moray Leisure Centre remains a welcoming, inclusive and sustainable community asset.

The following priorities set out the key areas of focus that will guide our work over the next 12 months as we continue putting health at the heart of our community.

Thank you

We would like to take this opportunity to thank Moray Council, our partners, staff, volunteers, customers and community organisations for their continued support throughout the year.

Our work would not be possible without the strength of these relationships. Through working together, we can continue to develop services, create opportunities and make a positive difference to the health and wellbeing of communities across Moray.

We look forward to continuing this work together in 2026/27 and beyond.

Thank You

Everything highlighted in this report has been made possible through the commitment, passion and support of many people.

To our staff, thank you for your dedication, professionalism and care. Every day, you help create positive experiences and make a real difference to the health and wellbeing of our community.

To our partners, thank you for your collaboration, trust and shared commitment to improving lives across Moray. Together, we are achieving far more than we could alone.

To our members and customers, thank you for choosing Moray Leisure Centre. Your participation, feedback and support enable us to continue investing in services, programmes and facilities that benefit the whole community.

As a charitable organisation, our success is measured not only by attendance figures and memberships, but by the positive impact we create together. Whether you visit the gym, learn to swim, skate, volunteer, partner with us or support our work in another way, you are helping to build a healthier, more active and more connected Moray.

Thank you for being part of our journey.

We thank you for your
continued support.

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