



allianceleisure

DEVELOPING LEISURE FACILITIES IN A CHALLENGING FINANCIAL CLIMATE

Tom Fairey, Development Director



Approved
Partner

#TransformingLeisure



UK
active

AWARDS

Who We Are



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AWARDS
2022
WINNER

#TransformingLeisure

Alliance Leisure is a development partner transforming sport and leisure spaces through the UK Leisure Framework



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Our Approach

We develop, design and deliver outstanding sustainable leisure projects for the public sector throughout the UK



Our Scope

From Portsmouth to Inverclyde we are working on a wide range of projects, from dog agility courses to £70 million multi-site new build projects



Our People

We are now a team of 35 with a collective of over 500 years experience in the leisure industry



Our Expertise

We have delivered more than 190 projects, totalling £250million+ of investment in local authority leisure



Challenges:

1. Searching for 'certainty' in uncertain times
2. Battling against inflation
3. High utility costs
4. Ageing leisure stock
5. Lack of market interest in build tenders
6. Achieving affordability along with Sustainability and Social Value priorities

etc. etc. !

FACILITY DEVELOPMENT IN CHALLENGING TIMES



Case Study (delivered during Covid):

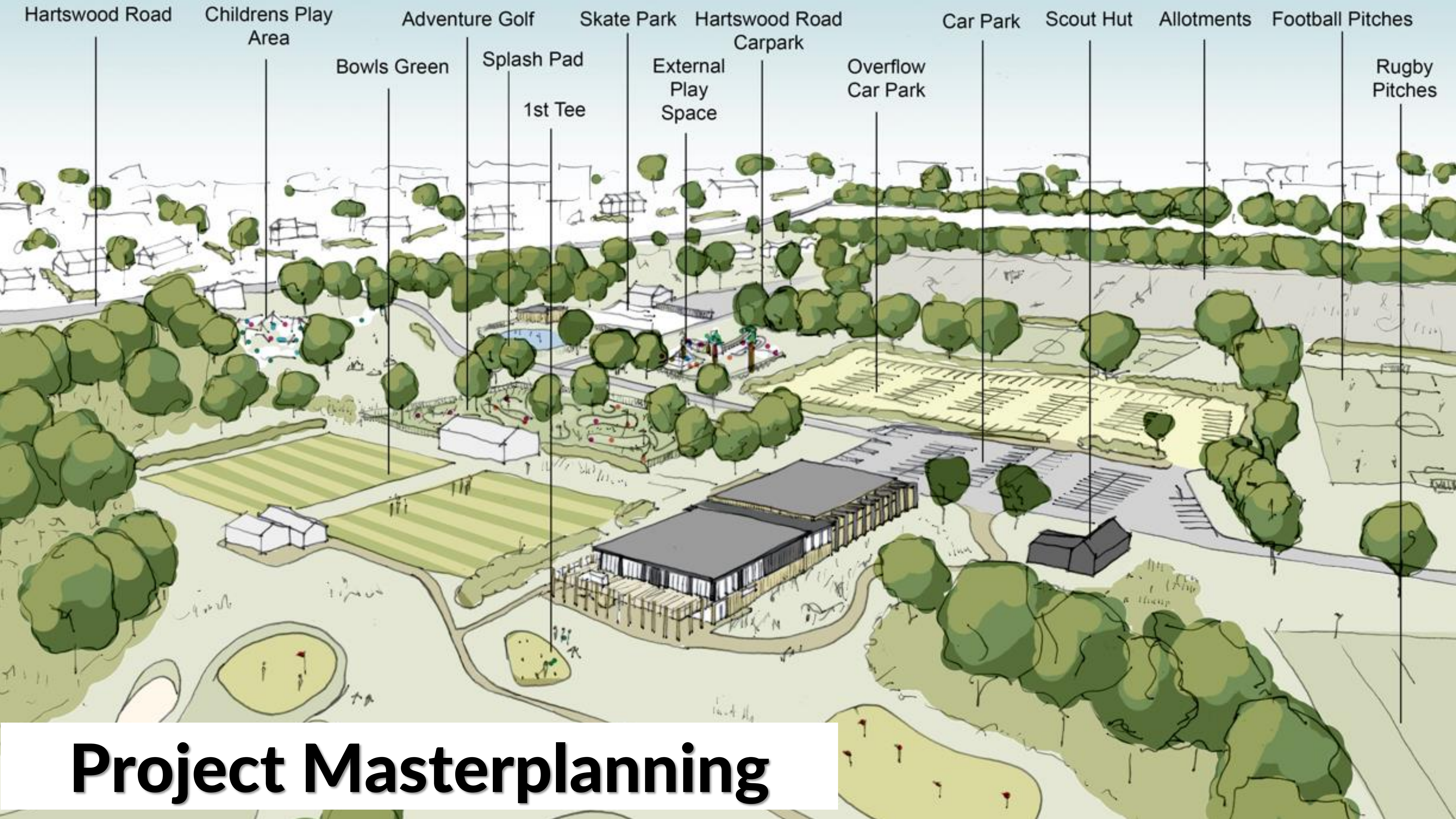
King George Playing Fields



Project Objectives

- ◆ Activate the Outdoor space
- ◆ 52 weeks a year destination facility
- ◆ Increase leisure participation – target 100,000+ visits per year
- ◆ Create a ‘Centre of Excellence’ for disabled users
- ◆ New facilities replacing existing Golf Centre & Club House / Café
- ◆ Innovative new leisure activities to engage a wider market of users
- ◆ Attract inactive groups
- ◆ Commercially strong and sustainable
- ◆ Blend of free & chargeable facilities





Project Masterplanning

Project Delivered – Community Engaged



Year round destination



TAG ARENA

QUARTER PIPE

READ INSTRUCTIONS CAREFULLY BEFORE ENTERING THE ARENA. YOU CHOOSE WHICH ENTRY TO COMPLETE AND IN WHICH ORDER. YOU USE YOUR WHISTLE TO SHUDDER ACROSS THE ASSIGNED BARRIERS TO GAIN POINTS.

77
SPACES AVAILABLE FOR NEXT GAME
23
PLAYERS IN ARENA
7
5 MINUTES REMAINING

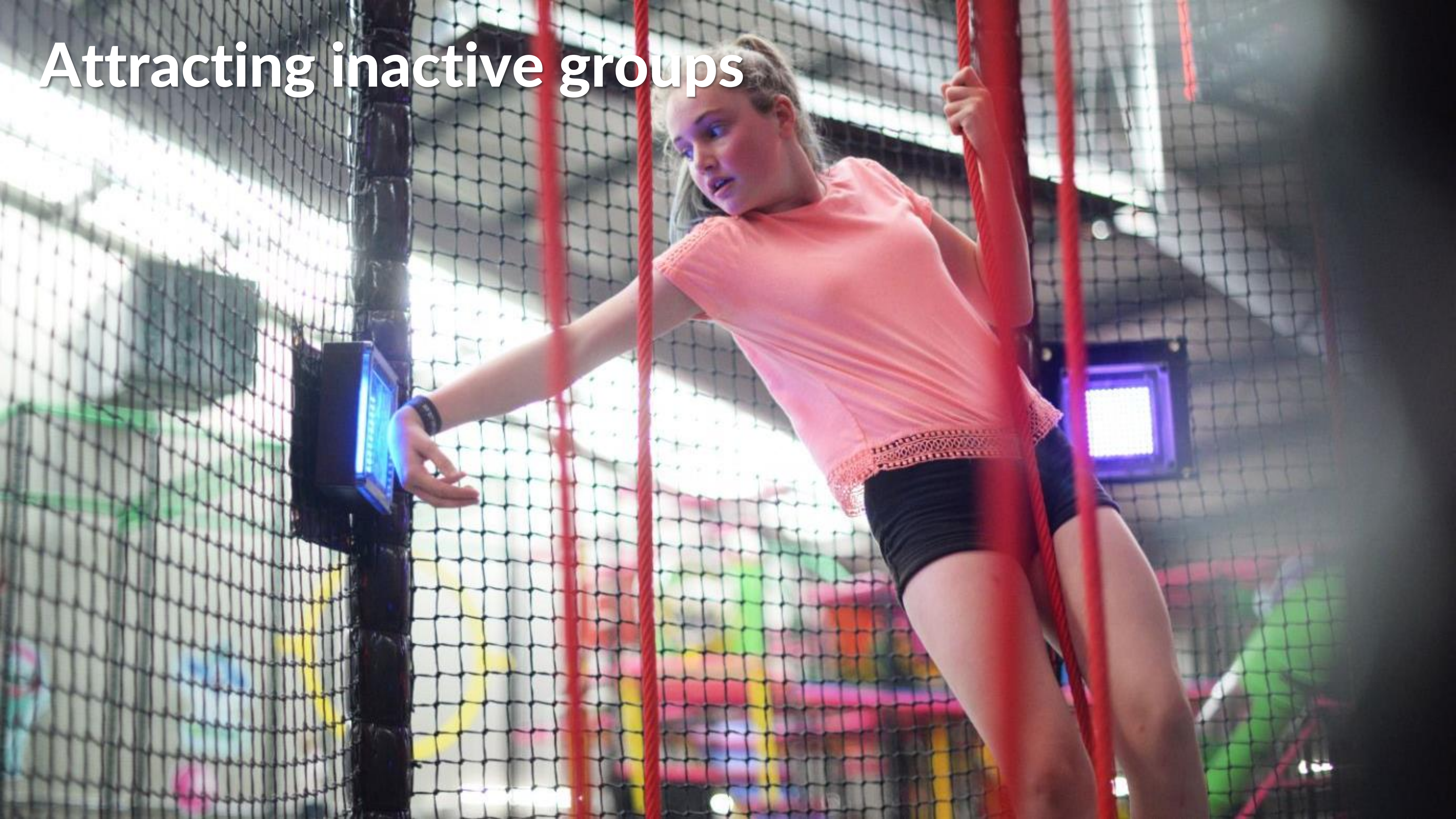
QUARTER PIPE

ENTRANCE



Innovation attracts new users

Attracting inactive groups





Inclusive for all

Activate Outdoors



Activate Outdoors



Case Study (delivered during Covid):



Project Objectives:

- ◆ Family destination to reach younger audience
- ◆ Innovation to engage inactive users
- ◆ Facilities to target the 'active ageing' market
- ◆ Provide for the local demand for health & fitness
- ◆ Café space to attract users and increase dwell time
- ◆ Modern pool facilities to increase swim lessons participation
- ◆ Accommodate sports clubs & groups

Project Delivered



600% increase in memberships

200% increase Swim Lessons





Attracting Families & New Users

ZONE 2
START HERE
TO GET TO
START
ZONE 3

ZONE 3
START HERE
TO GET TO
START
ZONE 2

YOU MUST START
THIS ZONE 3
START HERE ON
TO PLAY IN

53,000+ TAGactive & Soft Play visits





1000+ visitors per day



Innovation to attract & retain



Active Ageing 15,000+ visits



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Thank You

CHARD LEISURE CENTRE

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Approved
Partner