

# ACTIVE COMMUNITIES

## Delivering health & wellbeing centres.

Julia Goddard

Regional Director, Alliance Leisure



**AllianceLeisure**

Making public leisure sustainable and building healthy communities.



## Who we are.

Alliance Leisure is the UK's leading leisure development partner, supporting local authorities that want to improve or expand the leisure facilities and services provided to their local communities.

We develop leisure facilities ranging from £40m+ new builds and large-scale refurbishments, through to outdoor play pitches and play facilities.



**280+**  
projects delivered

**£450m**

Invested in local authority  
leisure



**25+**  
Years in business

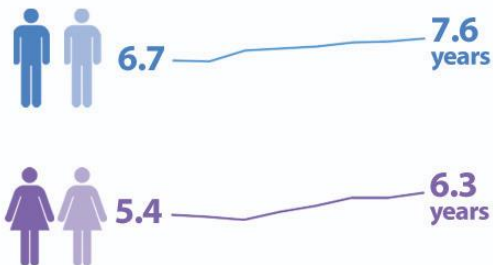
# Looking at the landscape.

NHS Wales:

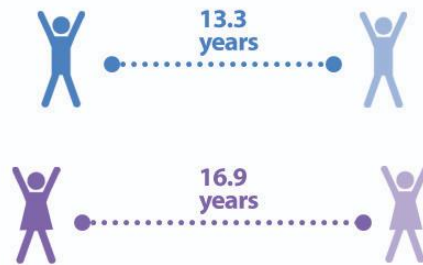
***Inequalities in life expectancy increased while inequalities in healthy life expectancy remained stable***

**NB:** Deaths were notably higher in 2020 due to COVID-19 and will impact upon life expectancy estimates.

## Inequalities in life expectancy increased

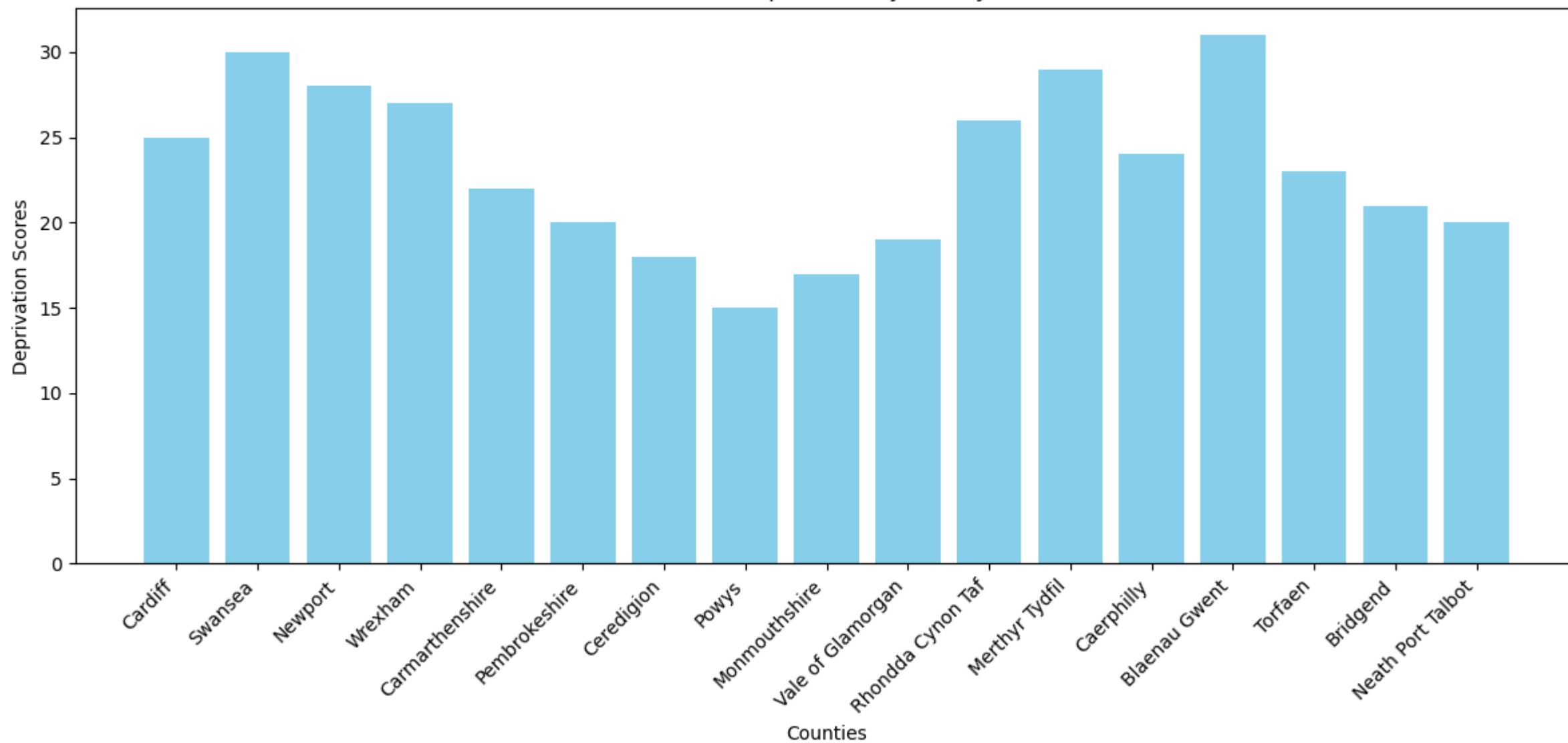


## Inequalities in healthy life expectancy remained stable



- Life expectancy in Wales was 82 years for females and 78 years for males in 2018-2020.
- Life expectancy for females was at its lowest point in 2018-2020 since the start of the reporting period (2011-2013).
- Healthy life expectancy was 62 years for females and 61 years for males in 2018-2020.
- Males spend more of their life in good health (78.5%) compared to females (76.0%).
- The gap in life expectancy between the least and most deprived population in Wales has been generally increasing in recent years for males and females, suggestive of growing inequality. The inequality gap was over a year greater for males than in females.
- The gap in healthy life expectancy has remained relatively stable between 2011-2013 and 2018-2020 for males and females. The gap in females was over three and a half years larger than for males.

Welsh Deprivation by County





## How can leisure help?

Soaring health issues	→	Moving Communities study / Public Health Wales – Long term Strategy / Strategy for Sport and Physical Activity' (January 2005)
Workplace sickness	→	Physically active employees take 27% fewer days off
Health inequalities	→	Proportionate Universalism
Accessibility	→	Provide relevant facilities for communities

**1. ALS look to address the issues through research and expertise**

**2. Assessing current fitness facilities**

- Current facility mix
- Commercial performance
- Customer profiles
- Social value





## Salt Ayre Leisure Centre

**Client:** Lancaster City Council

**Project value:** £5m

**Project completed:** October 2017

**Facilities:**

- Gym
- Spa
- Immersive studio
- Xheight climbing wall
- Café
- Adventure play
- Innerva Suite

**Areas addressed:**

- Current facilities underperforming
- Wished to attract more women and young people
- Wished to attract the older generation
- Centre not financially viable

**Year one results:**

- +101% active members
- +419% member visits
- +178% active females
- 74% 'the appeal of exercising at Salt Ayre has improved since the redevelopment'



# Catchment & demographics (TA6)

- Assessment of local area
- MOSAIC profiling
- Local housing plan



## King George's Playing Fields.

**Client:** Brentwood Borough Council

**Project Value:** £7m

**Project completed:** March 2022

**Facilities:**

- Changing rooms
- Studio
- Indoor and outdoor play
- TAGactive
- Sensory room
- Splash pad & Play area

**Areas addressed:**

- Anticipated housing growth
- Accessibility considerations
- Economic demographics of the area
- Facilities for younger users & families

**Year one results:**

- 63,000+ TAGactive games played
- 1,400+ sensory room visits
- 37,000+ splash pad visits
- 30,000+ soft play visitors

# Public consultation (TA6)

- User survey
- Non-user survey
- Stakeholder survey
- Focus groups



# Brough Park Leisure Centre.

**Client:** Staffordshire Moorlands District Council

**Project value:** £17m

**Facilities:**

- Swimming pools
- Gym
- Studios
- Soft play
- Squash courts

## Public consultation results.

Spectator seating —————> Pool store removed to add seating for both pools

Not enough toilets —————> Entrance reconfigured to add three new toilets

Squash court inadequacies —————> Heating system added, floors & seating upgraded



# Defining the opportunity (TA6)

- Leisure Database latent demand
- 4Global Demand Modelling



## Monmouth Leisure Centre.

**Client:** Monmouthshire County Council

**Project Value:** £7m

**Project completed:** January 2019

**Facilities:**

- Gym
- Studios
- Power-assisted exercise suite
- Soft play
- Spa
- Swimming pool

**Areas addressed:**

- No swimming facilities
- Public demand for swimming
- Feasibility confirmed demand
- Other facilities required

**Year one results:**

- 290% increase in membership
- 53,000 swimming sessions
- 16,000 power-assisted exercise suite visits



# Accessibility – Building relevant facilities

- 25m pool?
- 4 Court Sports Hall?
- Squash Courts?



# Warsop Health Hub

**Client:** Mansfield District Council

**Project Value:** £11m

**Project completed:** April 2024

## Facilities:

- Gym (35 Station)
- Studio / 2 Court Sports Hall
- 15m x 8m pool
- Splash pad
- MUGA
- Community Room
- Changing Places

## Areas addressed:

- No swimming facilities
- Public demand for swimming
- Feasibility confirmed demand
- Other facilities required

## Year one results:

- 1000 gym members in yr 1
- 650 children on swimming lessons
- Surpassed initial feasibility predictions

“ The Warsop health Hub is a shining example of where place-based facilities and services play a significant role in improving the health and sense of belonging of not just the local community but being part of a wider programme helping support the whole of Mansfield District residents, businesses and visitors.

Adam Hill, Chief Executive, Mansfield District Council

# Moving forward.

The effect of external factors, and how we can implement our knowledge to serve our communities



# Integrated services.

- Integration of physical activity & community facilities
  - Libraries
  - NHS services
- Improves health outcomes & strengthens community ties
- Streamlines referrals
- Enhances communication between providers
- Reduce transport barriers



## Clay Cross Active.

**Client:** North East Derbyshire District Council

**Project Value:** £24m

**Funded by:** Council, Town Deal, Sport England

### Traditional facilities:

- Swimming pool
- Gym
- Soft play
- Innerva suite
- Studios
- Sports hall
- Café

### Integrated community facilities:

- Citizens Advice Bureau
- NHS clinics
- Community rooms

## Final thoughts.

How do we make public leisure sustainable and build healthy communities?

- Engage with stakeholders
- Implement thorough research into local community
- Integrate services
- Make noise on the benefits that our industry can bring to the population
- Build relevant hubs





# UK Leisure Framework.

The traditional time-consuming route to procurement is a thing of the past.

## THE NEW PROCUREMENT ACT

1. the move from MEAT (most economically advantageous tender) to just MAT. So heavier weighting on non-financial areas like performance, outputs, social value, sustainability.
2. Trying to help micro and SME companies succeed with more tenders.
3. Publication of tenders through a central digital platform, rather than lots of regional tenders



## Delivering excellence for public leisure.

Alliance Leisure is the appointed delivery partner for the UK Leisure Framework, owned and managed by Denbighshire Leisure (DLL).

The UK Leisure Framework is the only Framework in the UK dedicated to leisure development and provides an end-to-end solution for public sector bodies looking to scope, procure, design and build sustainable leisure facilities, taking advantage of efficiencies and expertise at every level of the supply chain.





# £2bn

framework investment value

# £750m

in planning and  
construction stages

## The benefits.

Using the UK Leisure Framework brings many benefits to the completion of your project, including:

- Leisure industry expertise
- Driving value for money
- Full delivery solution
- Trusted supply chain
- Ease of procurement
- Speed of delivery
- Risk mitigation
- OJEU compliant
- KPI's on social value (local supply chains)

# 300+

projects delivered

# £250m+

completed project value



# Questions.