



allianceleisure

#BuildingHealthierCommunities

Sean Nolan, Business Development Manager

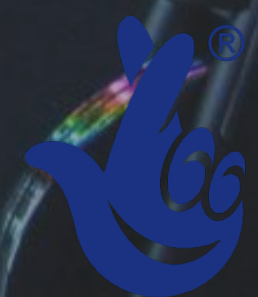
How to Create Engaging Facilities



allianceleisure



ST HELENS
BOROUGH COUNCIL



LOTTERY FUNDED



Client: St Helens Borough Council

Project Value: £4.2m

Completion Date: August 2020

Partners:, Play Revolution, OBL Catering, Flareform, Hutchison Technologies, Precor, Les Mills, XN, Omega

The former Selwyn Jones Leisure Centre underwent a £4.2 million transformation thanks to investment from St Helens Council, and was delivered by Alliance Leisure under the UK Leisure Framework with Createability appointed by Alliance as principle contractor.

The scheme transformed the centre into a modern, dynamic sports facility, overhauling the whole interior of the sports centre, with the creation of an adventure play area with three party rooms, and a split-level fitness suite. The existing fitness suite has been converted into a multi-functional exercise studio. An Immersive group cycling studio has also been created giving the centre two dedicated studio spaces. A coffee shop and café have been included and all other remaining areas of the building have been renovated too.

The site has undergone a complete Mechanical, Electrical and Plant replacement to ensure the lifecycle of the building has been extended significantly, along with the introduction of new carbon efficient technologies.

To improve accessibility to the pool and fitness suite for people with a disability, Sport England provided a £335,000 grant resulting in new changing facilities throughout the centre.





ST HELENS
BOROUGH COUNCIL

Immersive Group Cycling Studio



£4.2 million development



LOTTERY FUNDED

£750k investment in energy efficiencies



Enhanced Access and Increased Participation

Partnership with St Helens Council



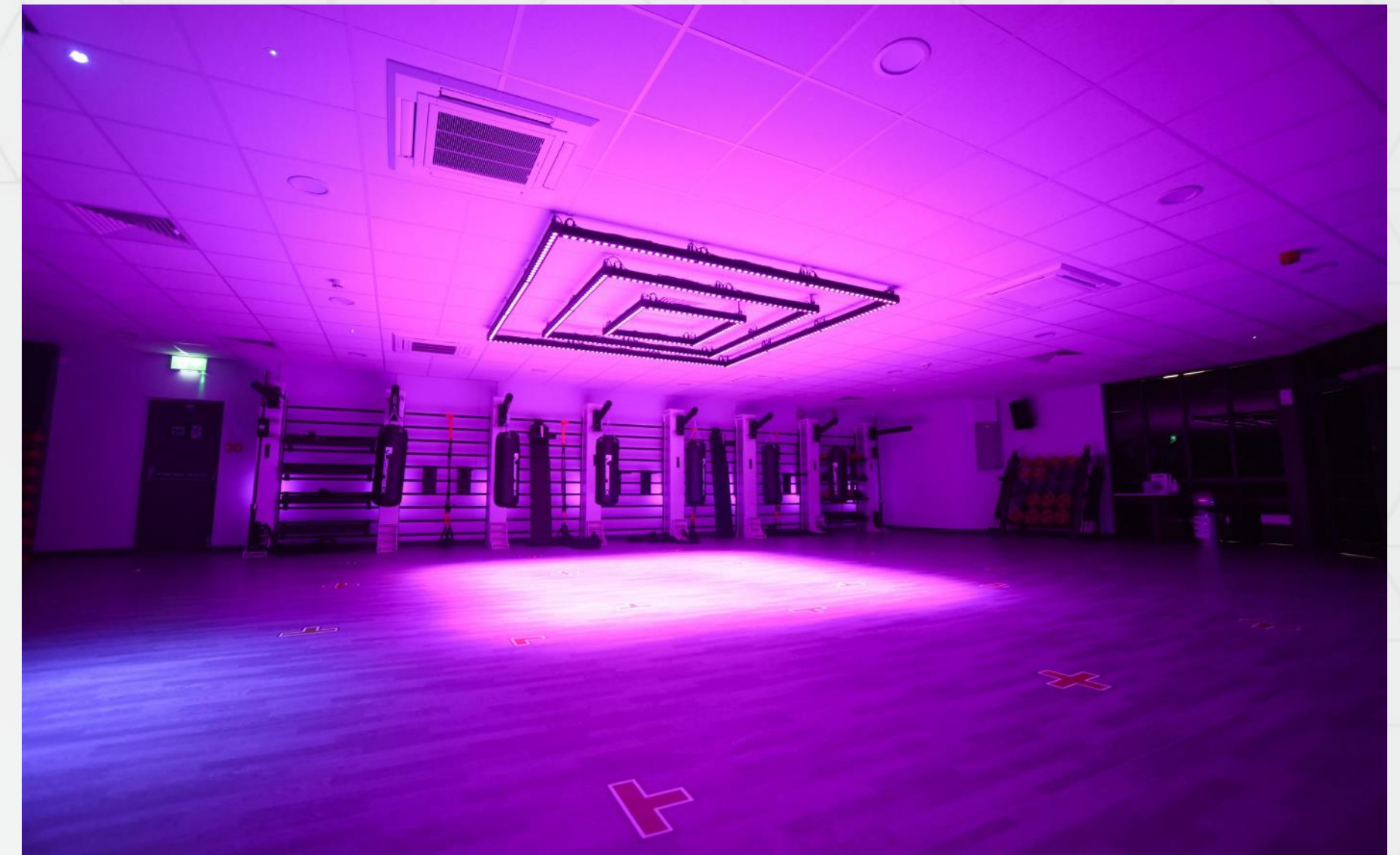


“The impact of this investment has far exceeded our expectations and more importantly those of the communities which we serve. Working with the Alliance team we have repurposed space and broadened the appeal of the activities that the building is able to accommodate.”

Dave Boocock
Service Manager
St Helens Council

“The new facility provides a wide range of sport and leisure opportunities for all segments of the community to enjoy, reinvigorating the centre and encouraging a more active community.”

James Foley
Commercial Director
Alliance Leisure





allianceleisure

BEFORE AND AFTER GALLERY



allianceleisure



BEFORE - Reception



allianceleisure



AFTER - Reception



allianceleisure

BEFORE – Store Room





allianceleisure

AFTER – Store Room / Immersive Studio



allianceleisure

BEFORE - Corridors



allianceleisure

AFTER - Corridors





allianceleisure



BEFORE - Sports Hall



allianceleisure



AFTER – Sports Hall / Café and Soft Play



allianceleisure



AFTER – Sports Hall / Café



alliance leisure

AFTER – Sports Hall / Soft Play



allianceleisure

BEFORE – Gym



alliance leisure



AFTER - Gym



allianceleisure



AFTER – Gym



allianceleisure



AFTER - Gym



allianceleisure

BEFORE – Changing Rooms





allianceleisure



AFTER – Changing Rooms



AFTER – Changing Rooms



For more information
and to view our full portfolio:
www.allianceleisure.co.uk



SALT AYRE LEISURE CENTRE



allianceleisure

LANCASTER
CITY COUNCIL

Promoting City, Coast & Countryside



Client: Lancaster City Council

Project Value: £5m

Completion Date: March 2018

Partners: Createability and Bignell, Shacklady & Ewing

Working with Lancaster City Council, Alliance Leisure have transformed the under-performing facility into a thriving community hub boasting a 72 per cent increase in customer visits. New attractions to the centre include the Les Mills immersive cycling experience, the Trip™; Europe's first outdoor Flight Tower; an 80-station gym largely equipped by principle supplier, Precor; adventure play area; XHeight climbing wall; barista-style café and a luxury spa.

An independent impact analysis, conducted by ukactive's Research Institute, found that since the redevelopment visits to the centre has jumped by more than 20,000. Gym attendance has increased by 83 per cent and fitness class attendance by 83 per cent, with the Les Mill Immersive experience attracting more than 5,000 visits alone. Queenax™ functional training classes have generated significant interest from customers of all ages and abilities, as the small group classes create a 'team effect' where motivation to workout is high – a typical week records over 800 attendees to classes that use the Queenax unit. The new adventure facilities, including XHeight and the Flight Tower, have also generated more than 10,000 visits to the centre.



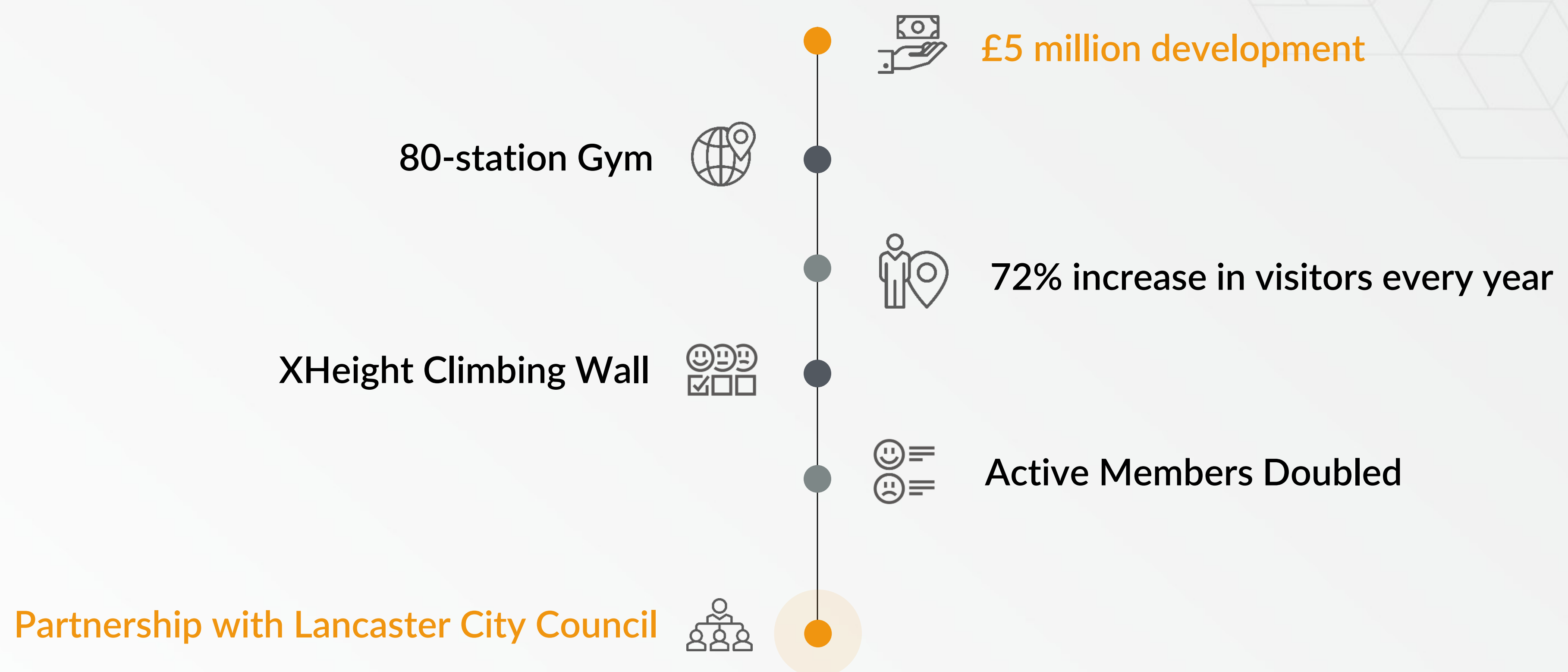


allianceleisure



FITNESS







“Without doubt the decision to invest £5million in Salt Ayre was one of the most important decisions taken by the city council in recent years. We’re now seeing the clear rewards of that investment and the achievement of our collective ambition of providing affordable leisure and fitness activities to people of all ages and abilities.”

Darren Clifford
Cabinet Member (Culture, Leisure & Tourism)
Lancaster City Council

“Alliance Leisure has also entered into a client support partnership to provide support across a number of core functions including marketing, staff training and sales services to ensure the continued operational and financial success of the project. The results are quite incredible.”

James Foley
Commercial Director
Alliance Leisure





allianceleisure

AYRE SPORTS CENTRE

Welcome to Salt Ayre

Entrance



BEFORE - Entrance



allianceleisure

SALT AYRE LEISURE CENTRE

AFTER - Entrance



allianceleisure

BEFORE - Reception



allianceleisure



AFTER - Reception



allianceleisure

eat • enjoy • relax

latte • mocha • americano

cakes • pastries • snacks

Menu board with various coffee and food items.

Coffee

Coffee AT ALLIANCE LEISURE

Thank you
See you again soon

BEFORE - Cafe





allianceleisure



AFTER - Cafe

BEFORE – Sports Hall



allianceleisure



AFTER – Sports Hall Climbing



allianceleisure

BEFORE – Sports Hall



allianceleisure



AFTER – Sports Hall Play and Cafe



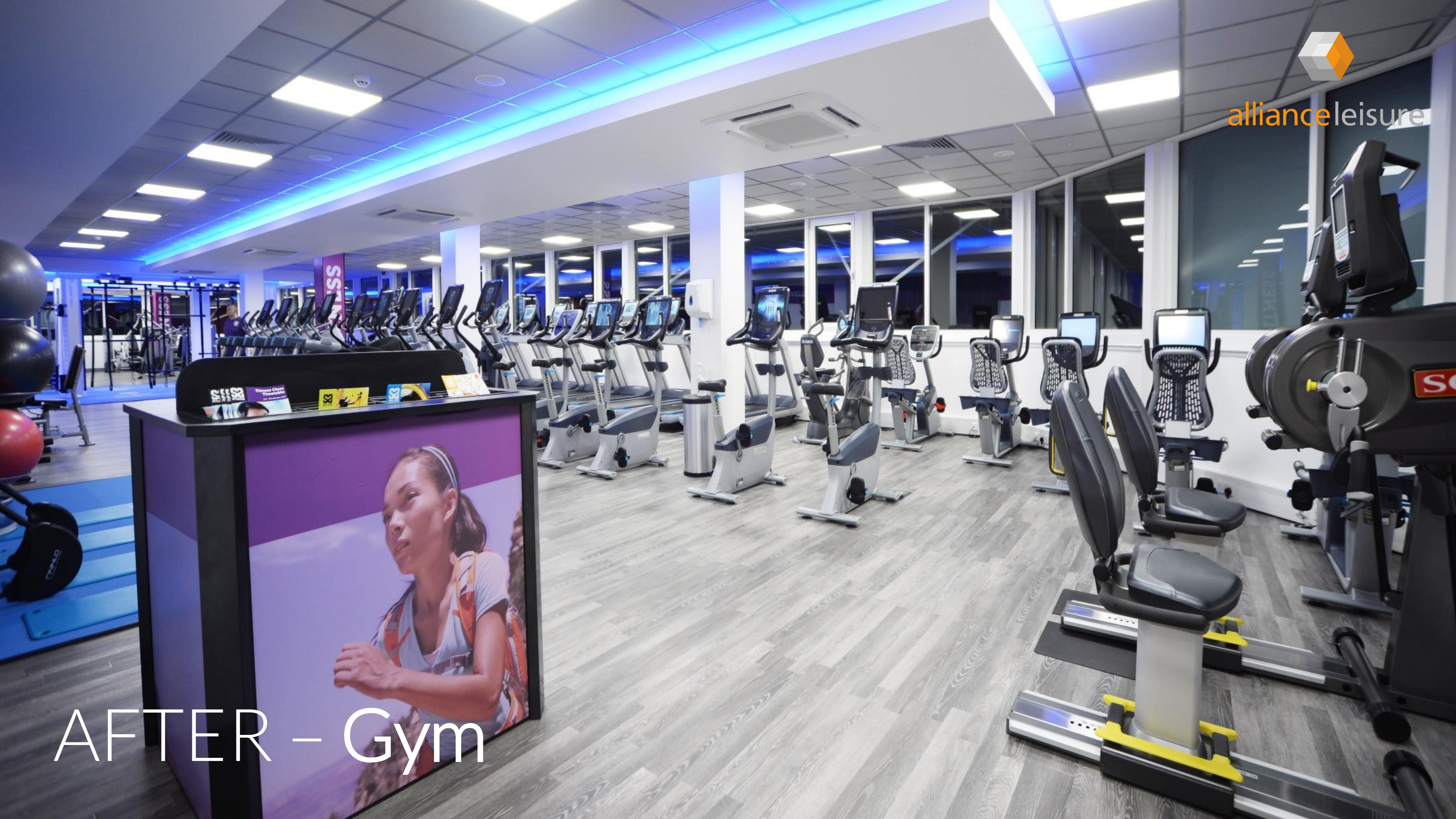
allianceleisure

← Sauna and Steam Room

BEFORE – Sauna and Office Block



alliance leisure



AFTER - Gym



allianceleisure



BEFORE - Gym



allianceleisure

LOSMILLS
IMMERSIVE FITNESS

AFTER – Immersive Studio



alliance leisure



NEW Functional Training Studio



allianceleisure



NEW – Wellness Suite



allianceleisure

NEW – Thermal Spa



allianceleisure

NEW – Spa and Fitness Changing



allianceleisure

NEW – Gravity Tower



START YOUR CLIMB

XHEIGHT

For more information
and to view our full portfolio:
www.allianceleisure.co.uk



allianceleisure



UK leisure
framework
fframwaith
hamdden y **DU**

OVER £160m OF INVESTMENT

50 COMPLETED PROJECTS

Projects have included:
New Builds
Swimming Pools
Waterparks
Outdoor Facilities
Family Adventure Zones
Fitness Studios
Spa Facilities



ALLIANCE GATEWAY APPROACH

PROJECT SCOPING



COST CONFIDENCE



COST CERTAINTY



PROJECT COMMENCE



COMPLETION AND AFTER CARE

Alliance are fully aware of the often-underestimated importance of coordinating plans for the end of construction to facilitate a successful handover. As Development Partner, we lead and support the planning of these final activities at the earliest opportunity and offer bespoke assistance and solutions to ensure the most successful opening period possible.

This phase broadly aligns with RIBA Plan of Work Stage 6: Handover and Close Out.

Typical project management issues that need to be considered during the completion phase are:

PRACTICAL COMPLETION

SOFT COMPLETION

AFTERCARE

EFFECTIVE MARKETING

How to Drive Engagement and Participation

How to Drive Engagement and Participation



- Invest in targeted marketing
- Re-look at enquiry systems and staff training
- 365 approach, not just seasonal
- Don't just promote fitness memberships



How to Engage with Inactive Communities



How to Engage with Inactive Communities



- 🔗 Conduct non-user Research
- 🔗 Understand the barriers
- 🔗 Nudge Effect



THANK YOU FOR YOUR TIME

Sean Nolan

Sean@allianceleisure.co.uk

07837 617096

www.allianceleisure.co.uk



allianceleisure

apse

allianceleisure

© 2021 - ALLIANCE LEISURE

