

Maintaining a successful in-house model for leisure





Matt McDowell
Director of Parks and
Leisure



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Head of Leisure
Operations

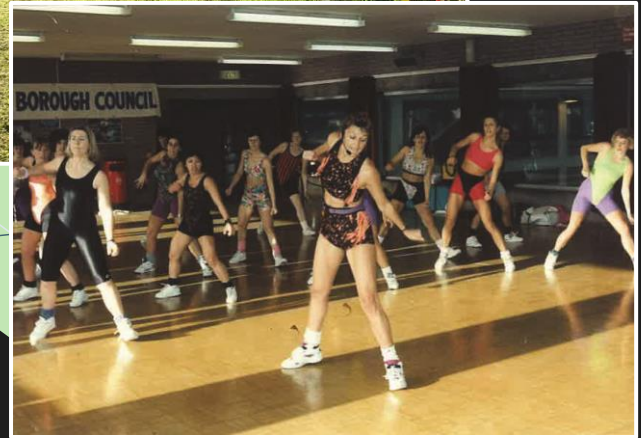
Programming Partnerships Performance People



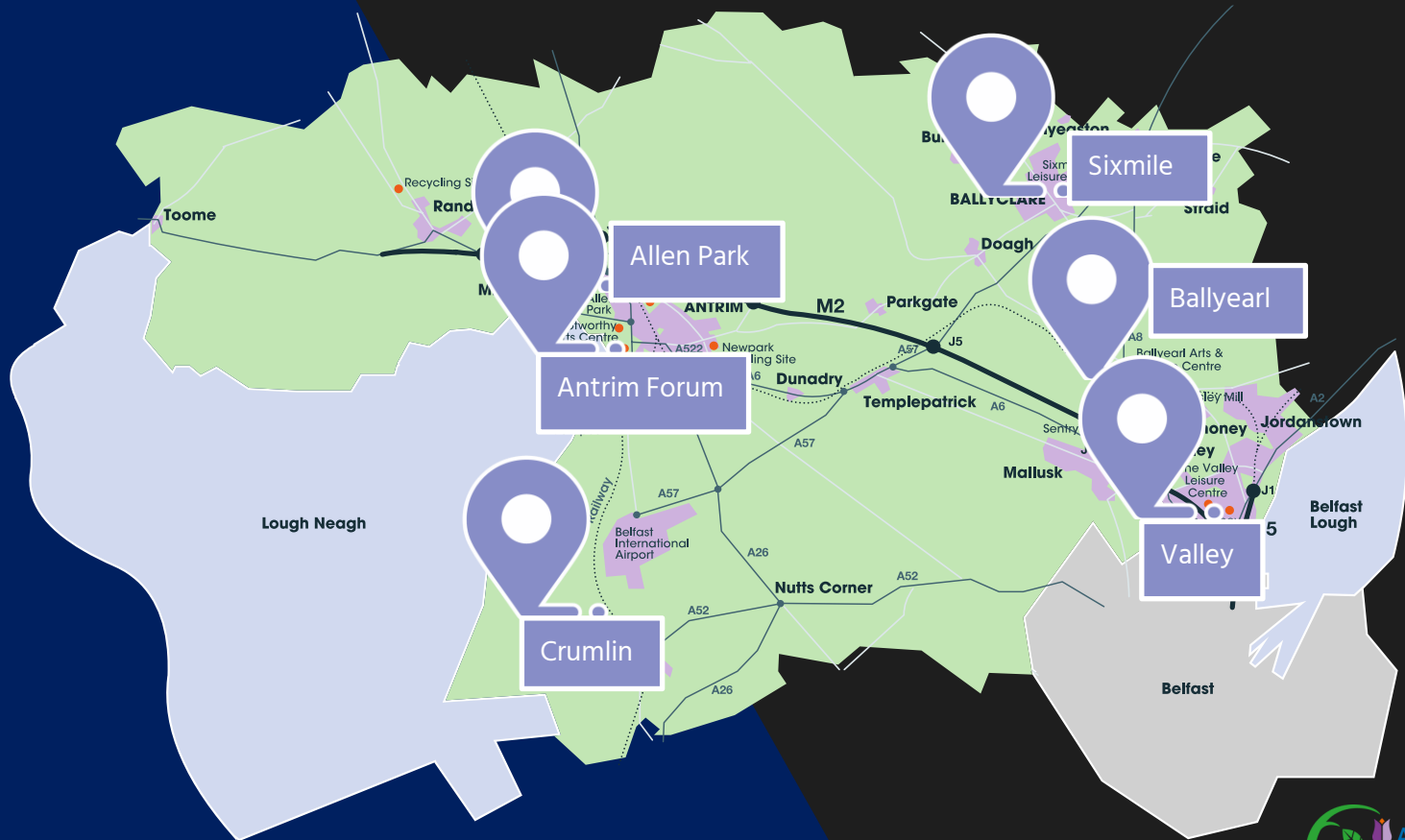
- 145.5K Residents
- 4,328 Businesses
- 40 Councillors / 600 staff
- 6 Leisure Centres



LEISURE CENTRES



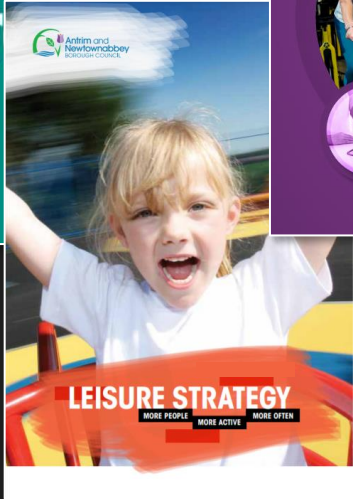
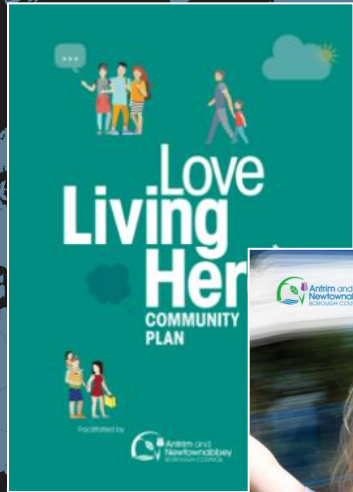
LEISURE CENTRES



GILBERT ARIZONA



Gilbert, Arizona





01. Programming

- Summer Scheme
- Live Long
- More Skills
- Inclusive





MORE

*mind and
body*

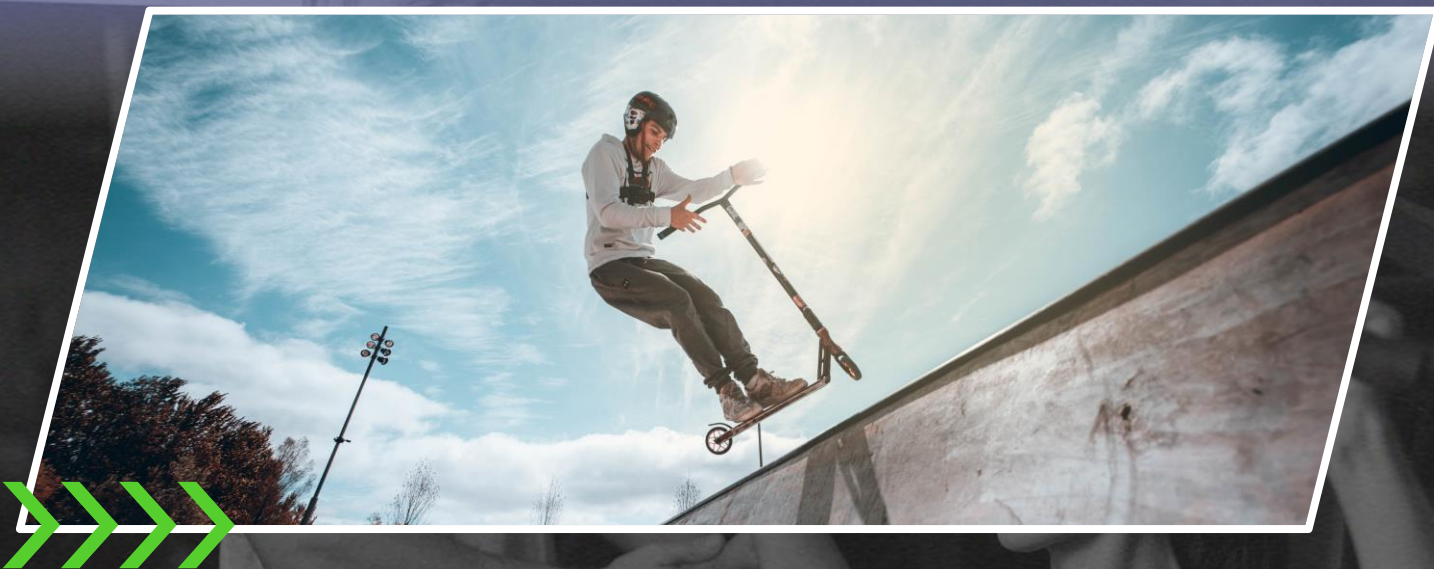
CLASS ARCHIVE





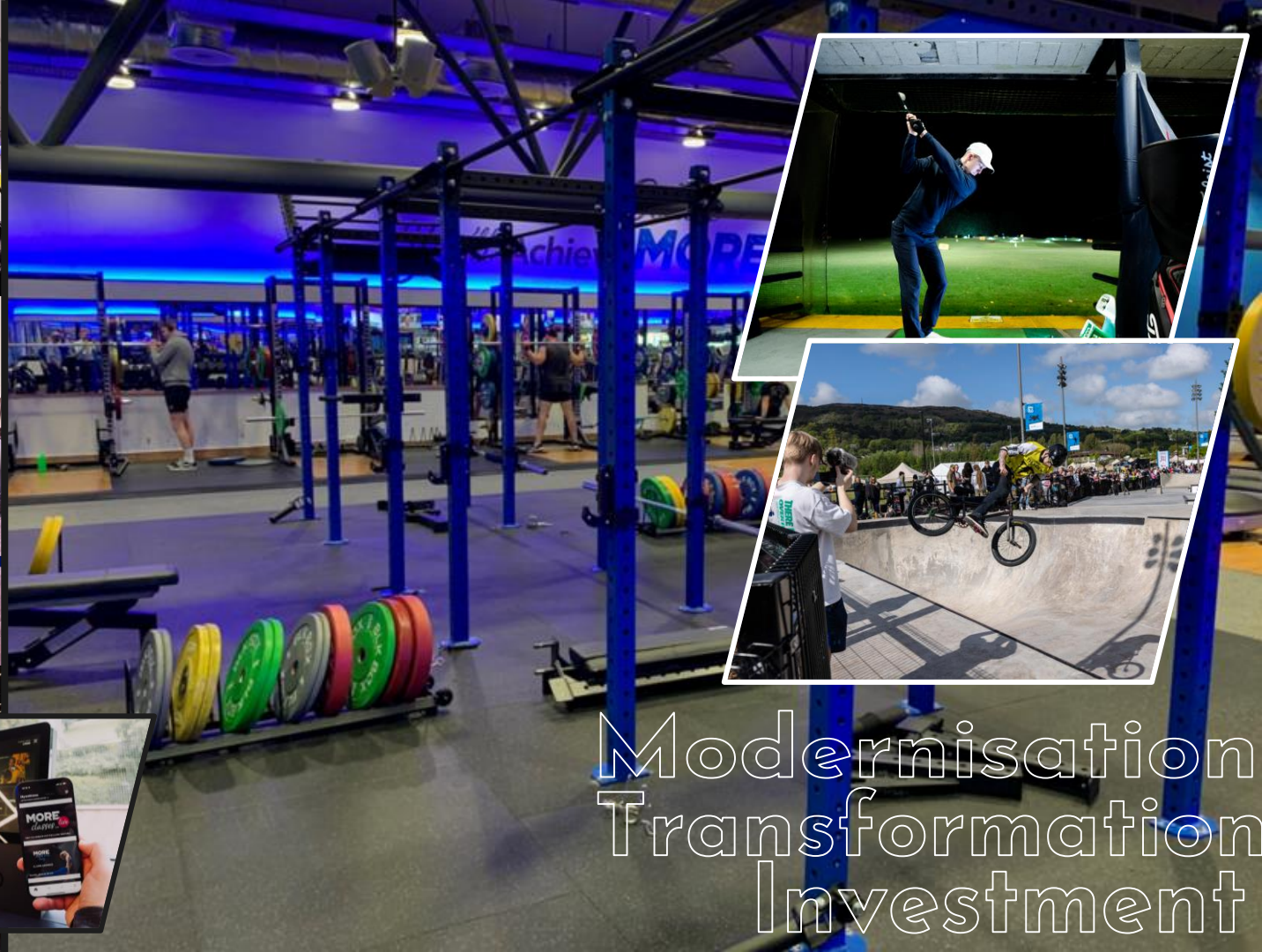
02. Partnerships





03. Performance

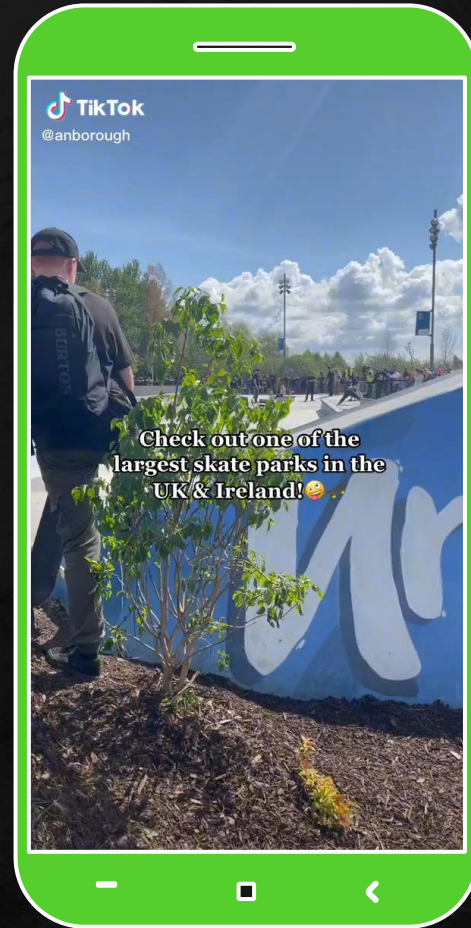




Modernisation
Transformation
Investment



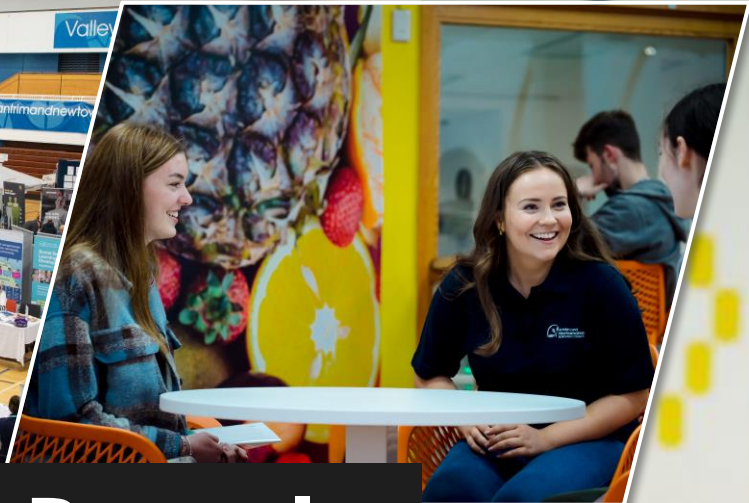
V36 Skate Park





Toptracer





04. People





05. Success





AWARDS



2022



2022 UK Active Regional Winner - Valley Leisure Centre

2023 UK Active Regional & National Winners - Ballyearl Arts and Leisure

REGIONAL CLUB/CENTRE OF THE YEAR - NORTHERN IRELAND & WALES REGIONS WINNER!



BALLYEARL ARTS AND LEISURE CENTRE - ANTRIM AND NEWTOWNABBEY BOROUGH COUNCIL



2023



LGA Annual Conference 2023 - Innovation Zone Speakers



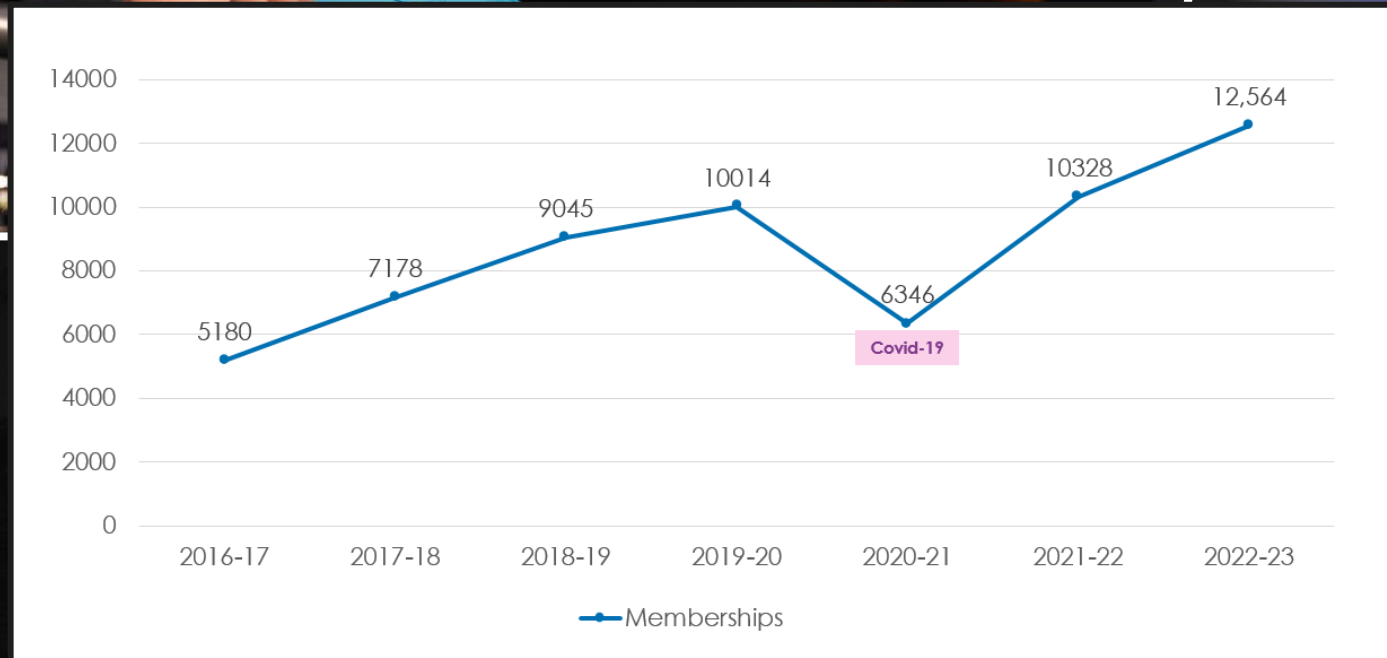
APSE Award Winner 2023 - Leisure Services



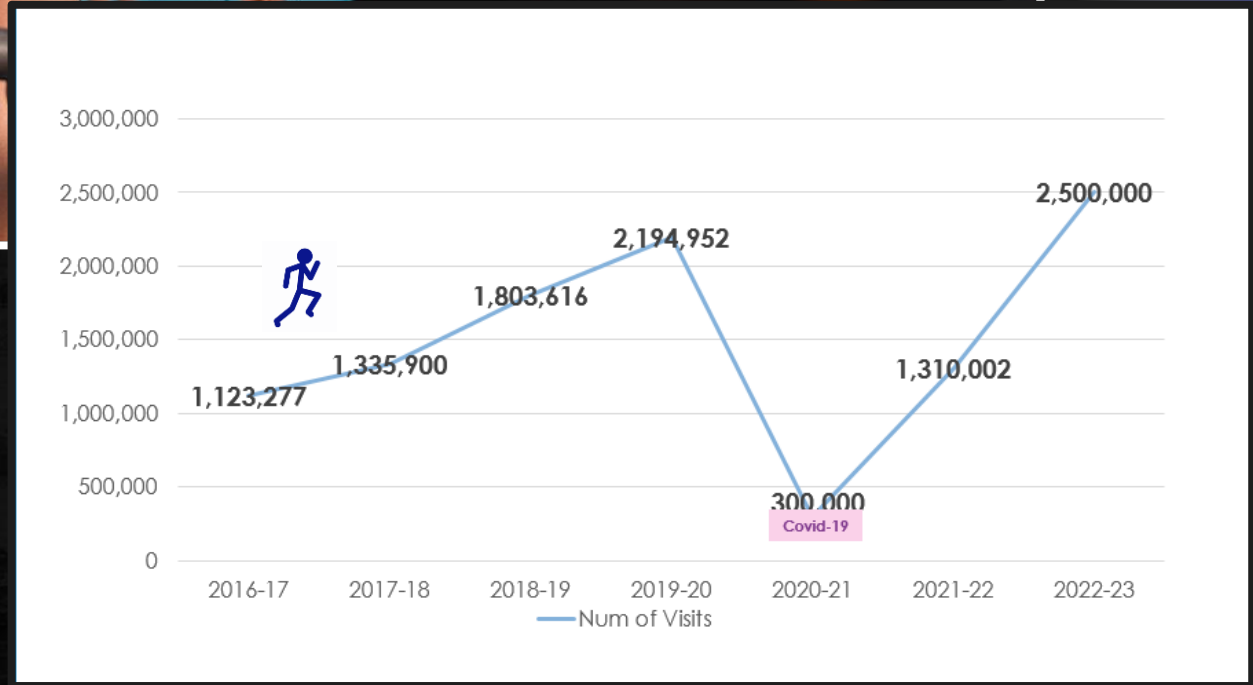
APSE Annual Conference 2023 - Leadership Speaker



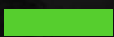
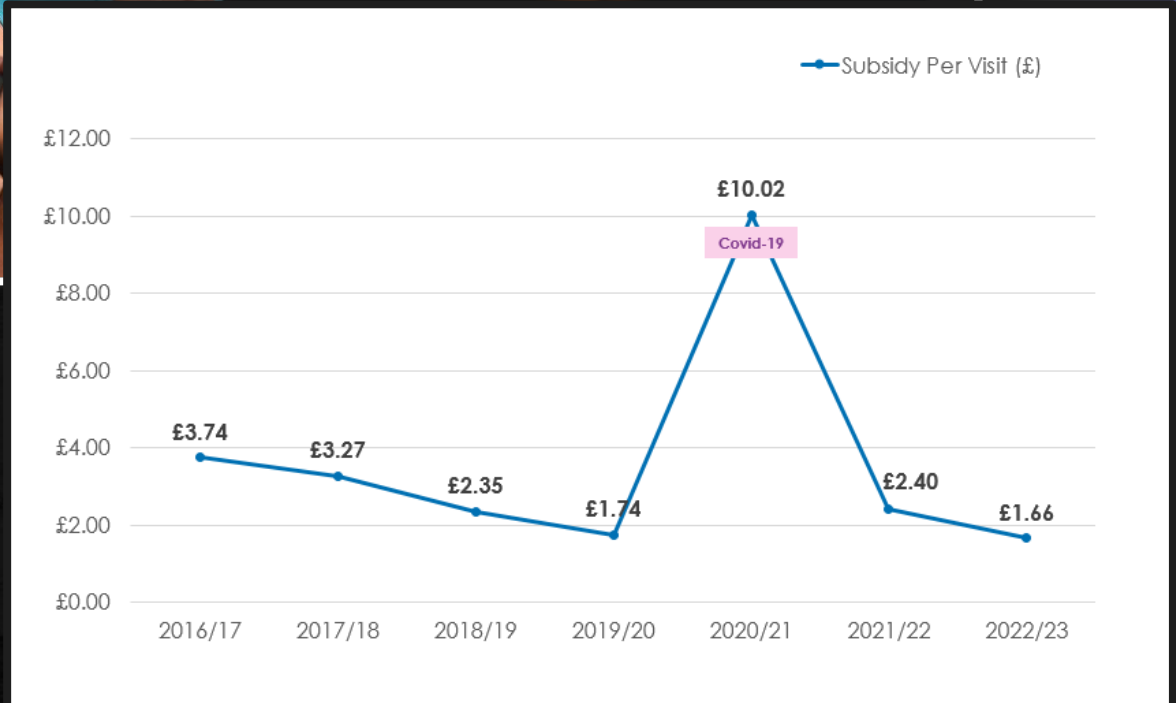
Memberships



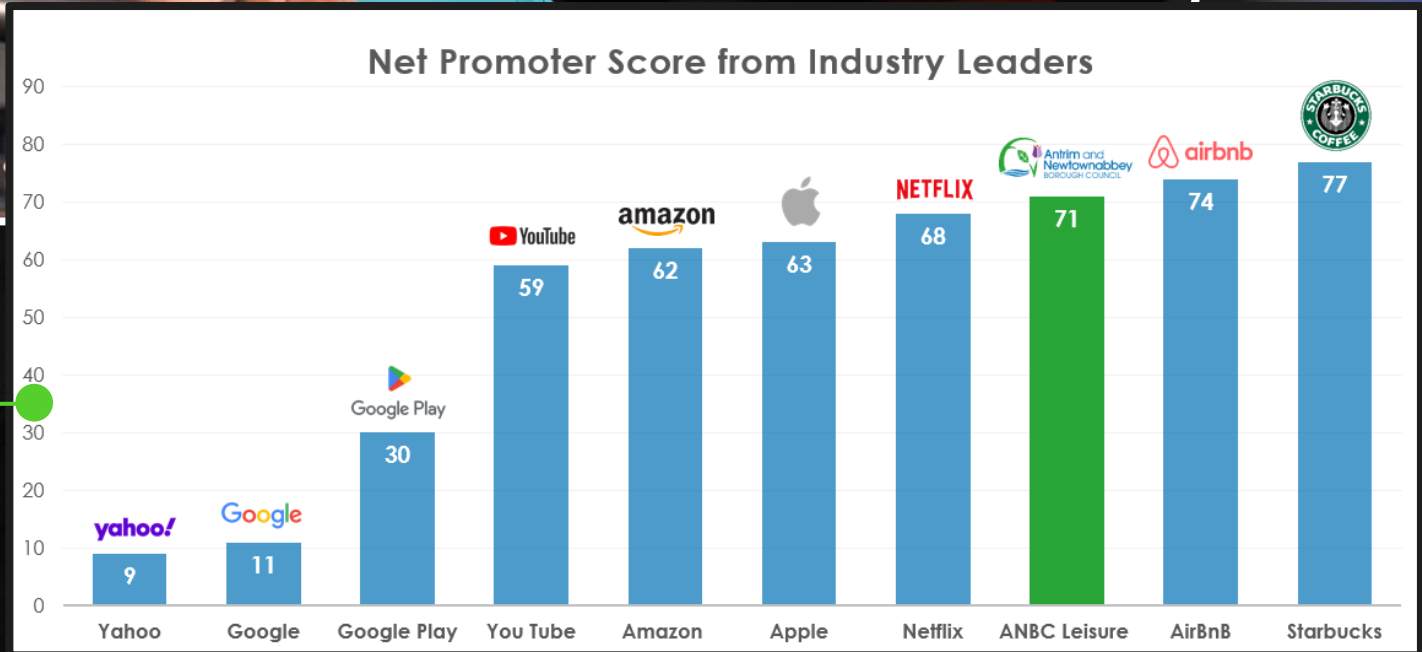
Visits



Subsidy per visit



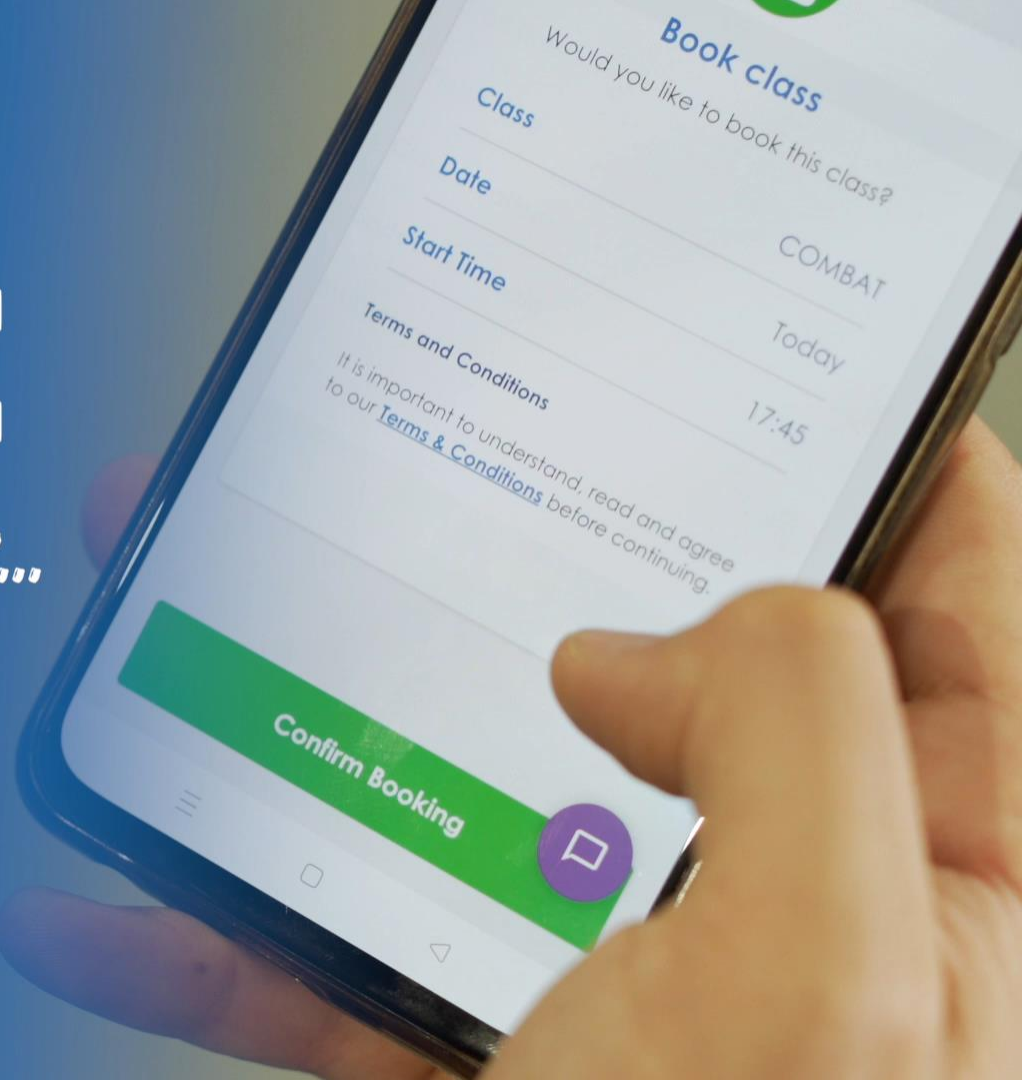
Customer Satisfaction



35%
Leisure
Industry
Average



MORE
active, often...



Thank you
Any questions?

