



allianceleisure

# Developing Leisure Facilities in Challenging Times



Approved  
Partner

**25** YEARS OF  
TRANSFORMING  
LEISURE

UK  
active

AWARDS

Who We Are



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#TransformingLeisure

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



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#TransformingLeisure

## Our Approach

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

## Our Scope

From Portsmouth to Elgin 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 38 with a collective of over 600 years experience in the industry

## Our Expertise

We have delivered more than 250 projects, totalling £370million+ of investment in local authority leisure

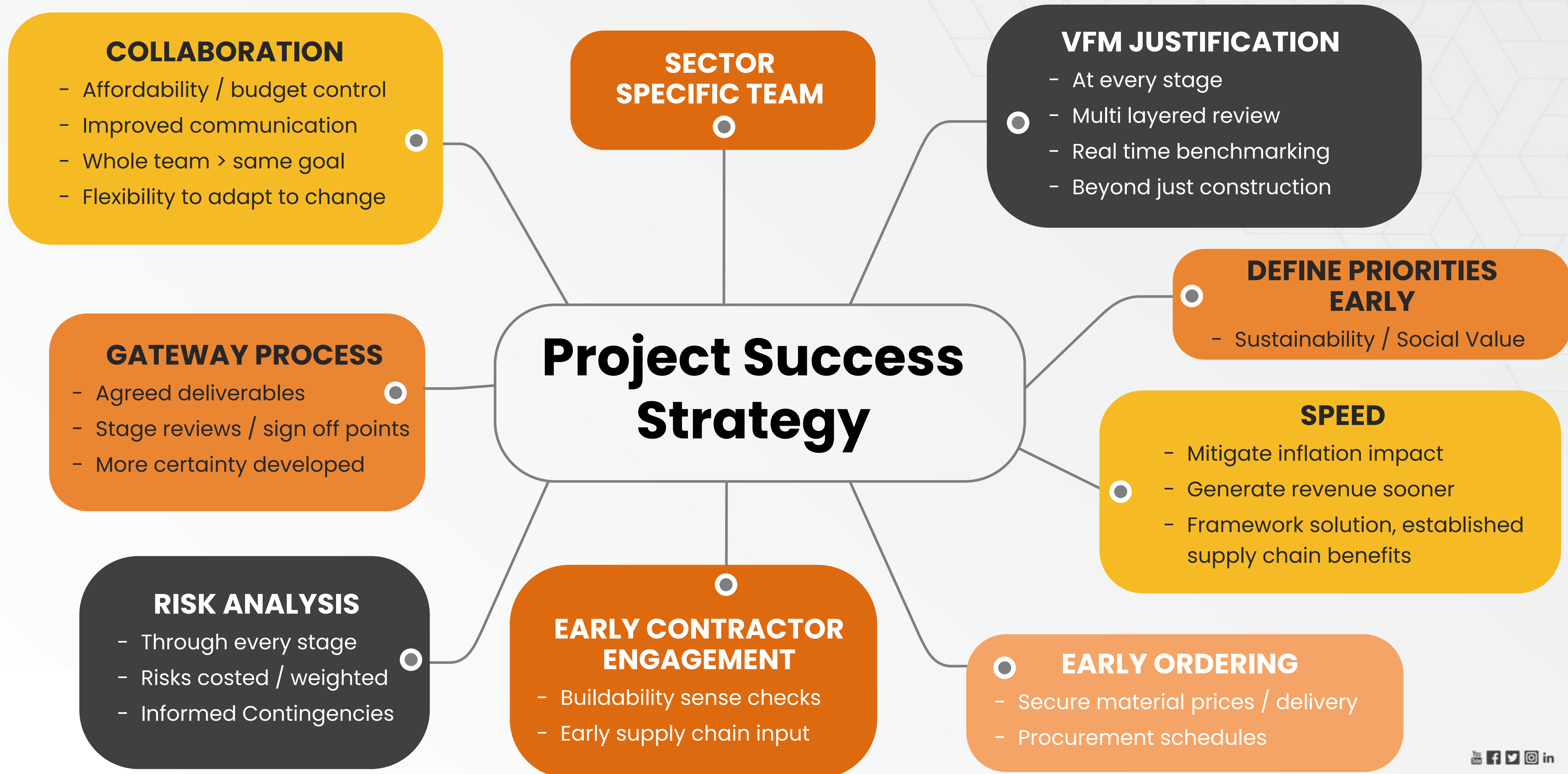


# Challenges:

- 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:**

**King George Playing Fields**

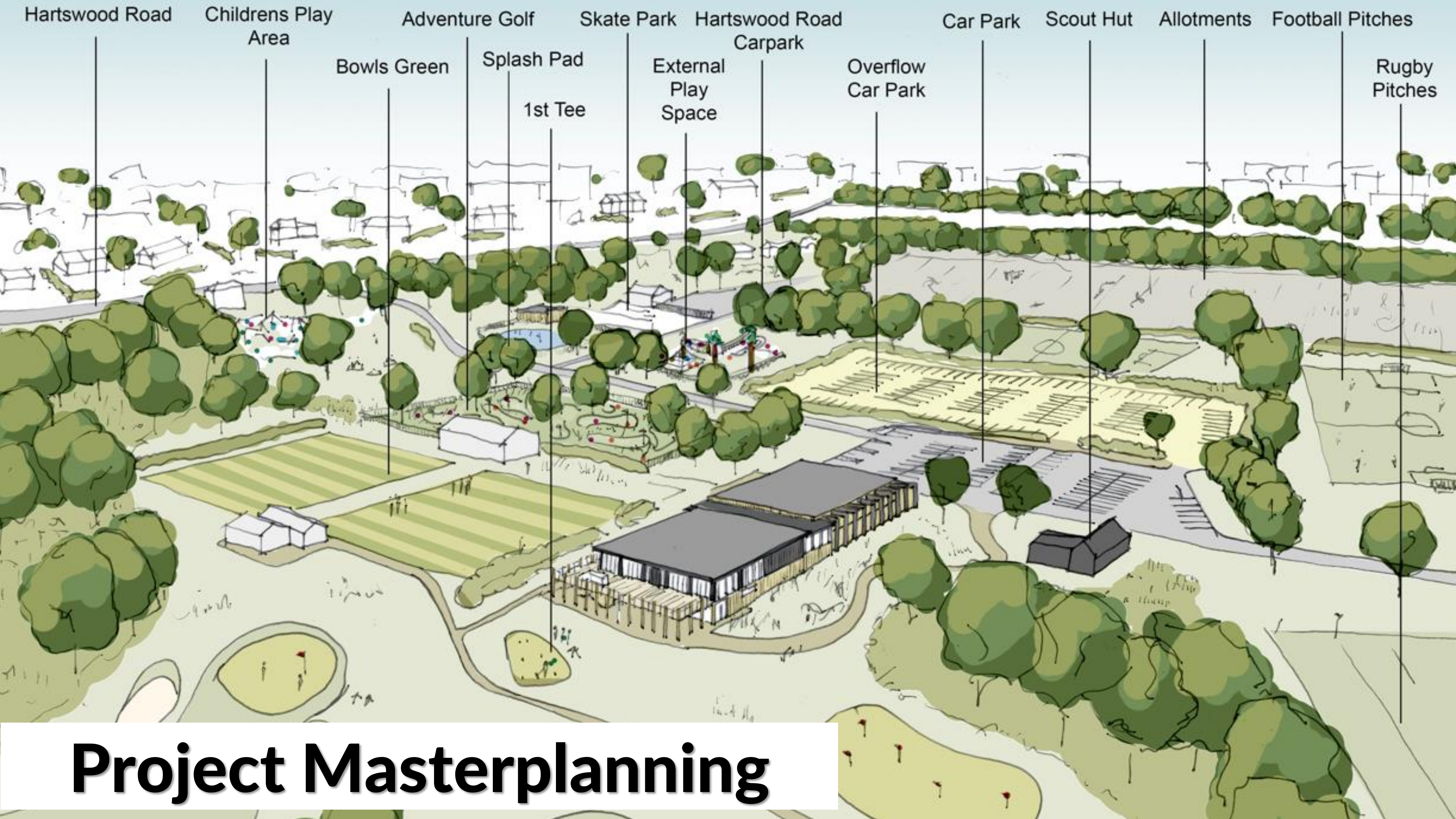


# Project Objectives

- ◆ 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







Hartswood Road

Childrens Play Area

Adventure Golf

Skate Park

Hartswood Road Carpark

Car Park

Scout Hut

Allotments

Football Pitches

BOWLS Green

Splash Pad  
1st Tee

External Play Space

Overflow Car Park

Rugby Pitches

# 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 SHOUT ACROSS THE ARENA TO GAIN POINTS.

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

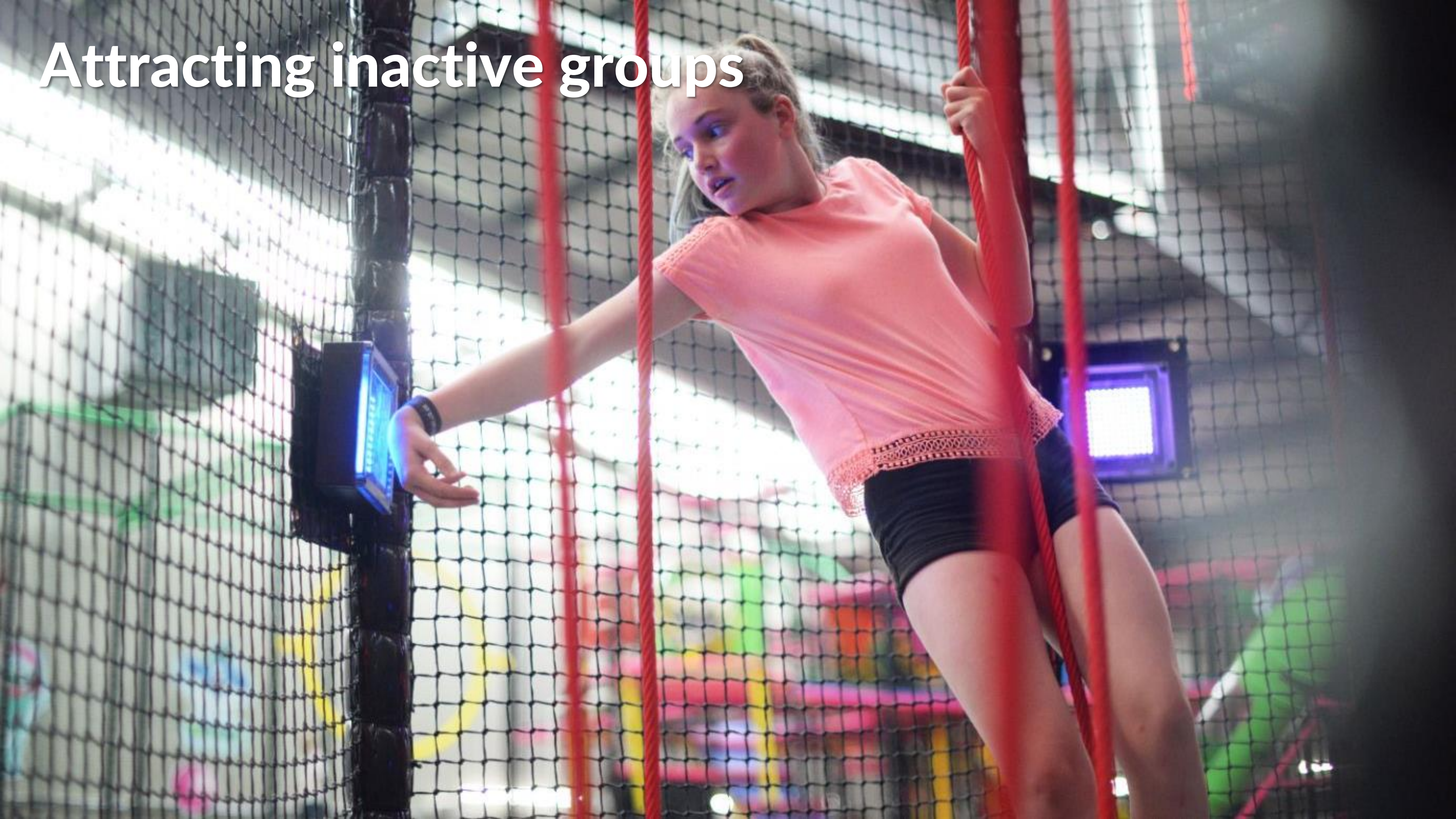
QUARTER PIPE

ENTRANCE



**Innovation attracts new users**

Attracting inactive groups





**Inclusive for all**

# Activate Outdoors



# Activate Outdoors





# Case Study:



*White Oak  
Leisure Centre*



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**Sevenoaks**  
DISTRICT COUNCIL

# 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 AREA

ZONE 3  
START AREA

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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Partner



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# Thank You

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