



# WELCOME

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## Building Healthy Communities



Approved  
Partner



# AWARDS



1. Who we are
2. Project Success
3. Tips for increasing participation



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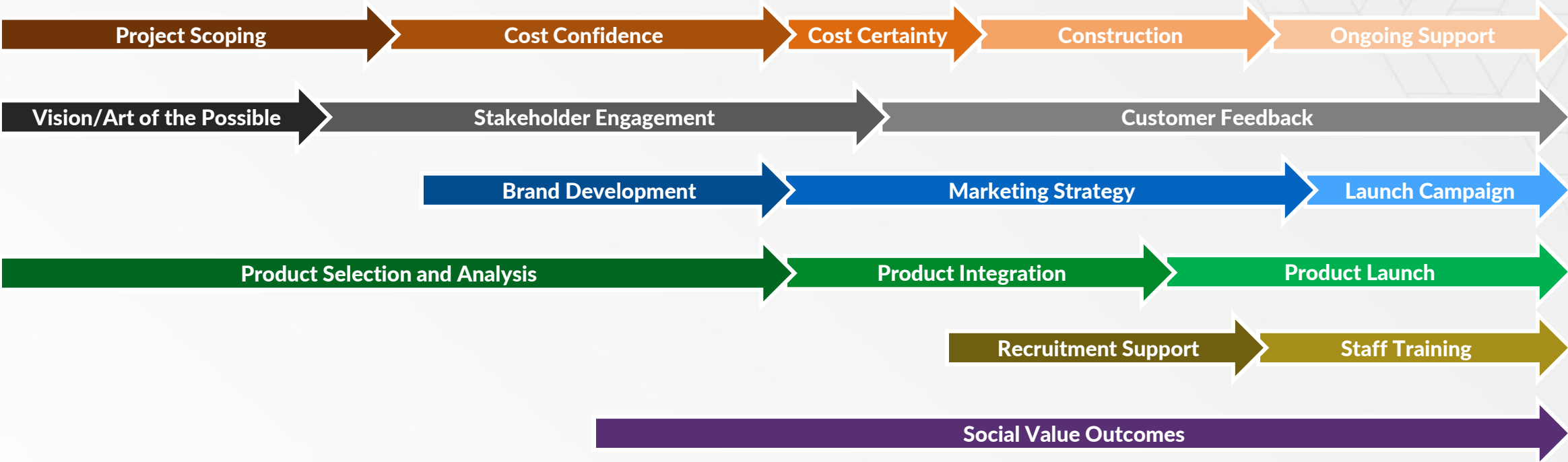
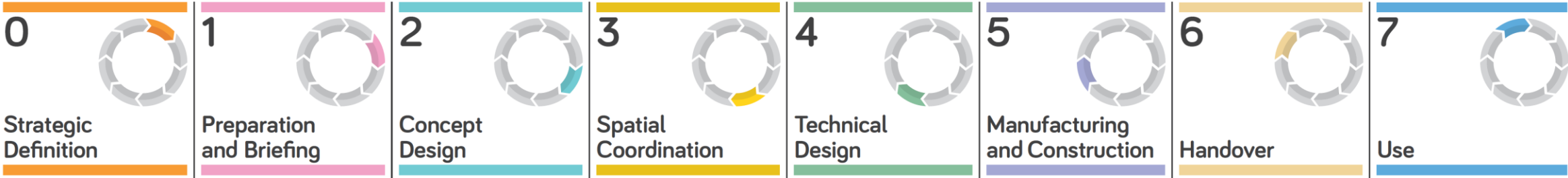
# Alliance Leisure is a development partner transforming sport and leisure spaces through the UK Leisure Framework



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# Our Support through the RIBA Plan of Works:



WE'RE WITH YOU EVERY STEP OF THE WAY



EVERYONE  
BRAND NEW  
WHITE OAK  
LEISURE CENTRE  
OPENING FEBRUARY 2023

# New Build of Sport & Leisure Facilities



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# Major Remodelling of Existing Facilities





# Remodelling Leisure Spaces





# Play and Activity Developments







# Sports Pitches



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# Decarbonisation Projects





# UK Leisure Framework



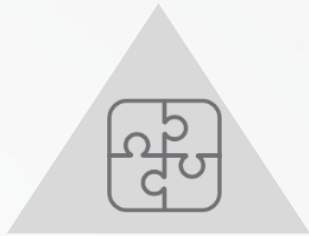
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# UK leisure framework

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



LEISURE INDUSTRY  
EXPERTISE



DRIVING VALUE  
FOR MONEY



FULL DELIVERY  
SOLUTION



TRUSTED  
SUPPLY CHAIN



EASE OF PROCUREMENT



SPEED OF DELIVERY



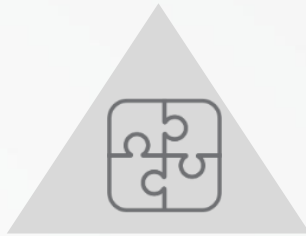
RISK MITIGATION



OJEU  
COMPLIANT



# UK leisure framework



DELIVERED  
**100+**  
PROJECTS



MORE THAN  
**£500M**  
IN PLANNING  
AND  
CONSTRUCTION  
STAGES



COMPLETED  
PROJECT  
VALUE  
**£140M+**



FRAMEWORK  
INVESTMENT  
VALUE  
**£2BN**

# How do you approach a leisure development?



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# How to create engaging facilities

## THE FOUR PILLARS - From Concept to Completion



**Project Impact**

**Project Scoping**

**Project Delivery**

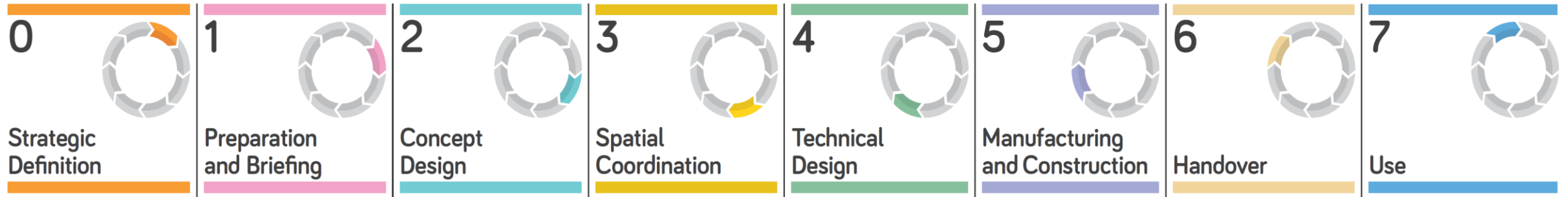
**Project Success**



# How to drive participation in your facilities



## The Foundations Underpinning Our Approach



Project Impact

Project Scoping

Project Delivery

Project Success





# PILLAR 1 : PROJECT IMPACT

## Speed and Quality of Delivery

- ✓ Proven Leisure Expertise
- ✓ Full Delivery Partner Solution
- ✓ Ease of Procurement
- ✓ Direct Award of Development Partner
- ✓ Access to Best-in-Class Delivery Partners



## Create Positive Social Value

- ✓ Improved Health and Wellbeing of Local Communities
- ✓ Increased Community Engagement
- ✓ Create more Inclusivity and Accessibility
- ✓ Create new Employment Opportunities

## Sustainable Leisure Provision

- ✓ Green and Clean Agenda
- ✓ Carbon Reduction and the Road to Net Zero
- ✓ Improve Revenue Performance
- ✓ Diversified Revenue Streams
- ✓ Improve Operational Efficiencies
- ✓ Improve the Customer Experience

## Support Regeneration

- ✓ Create a Community Hub
- ✓ Increased Participation
- ✓ Economic Boost
- ✓ Diversification of Offering
- ✓ Enhanced Identity

# PILLAR 2 : PROJECT SCOPING



## Opportunity Analysis

- ✓ Defined Vision/Impact/Outcomes
- ✓ Review of Current Performance
- ✓ Product and Pricing Review
- ✓ Brand Audit/Review
- ✓ Catchment/Demographic Analysis
- ✓ Supply and Demand Analysis
- ✓ Stakeholder Engagement
- ✓ Recommendations on Facility Mix
- ✓ Targeted Participation Solutions
- ✓ Compelling Business Case
- ✓ Project Success Recommendations

## Product Expertise

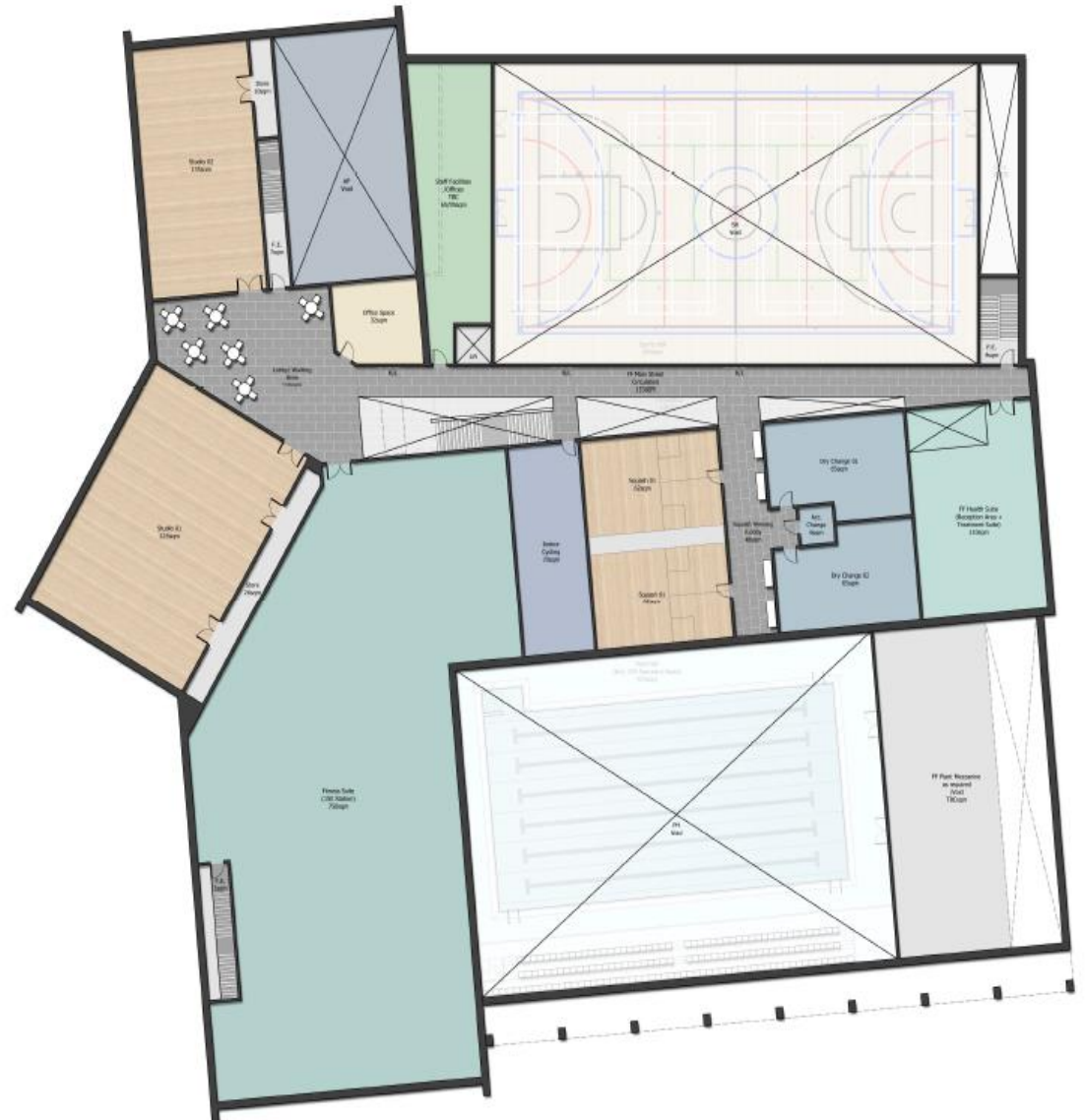
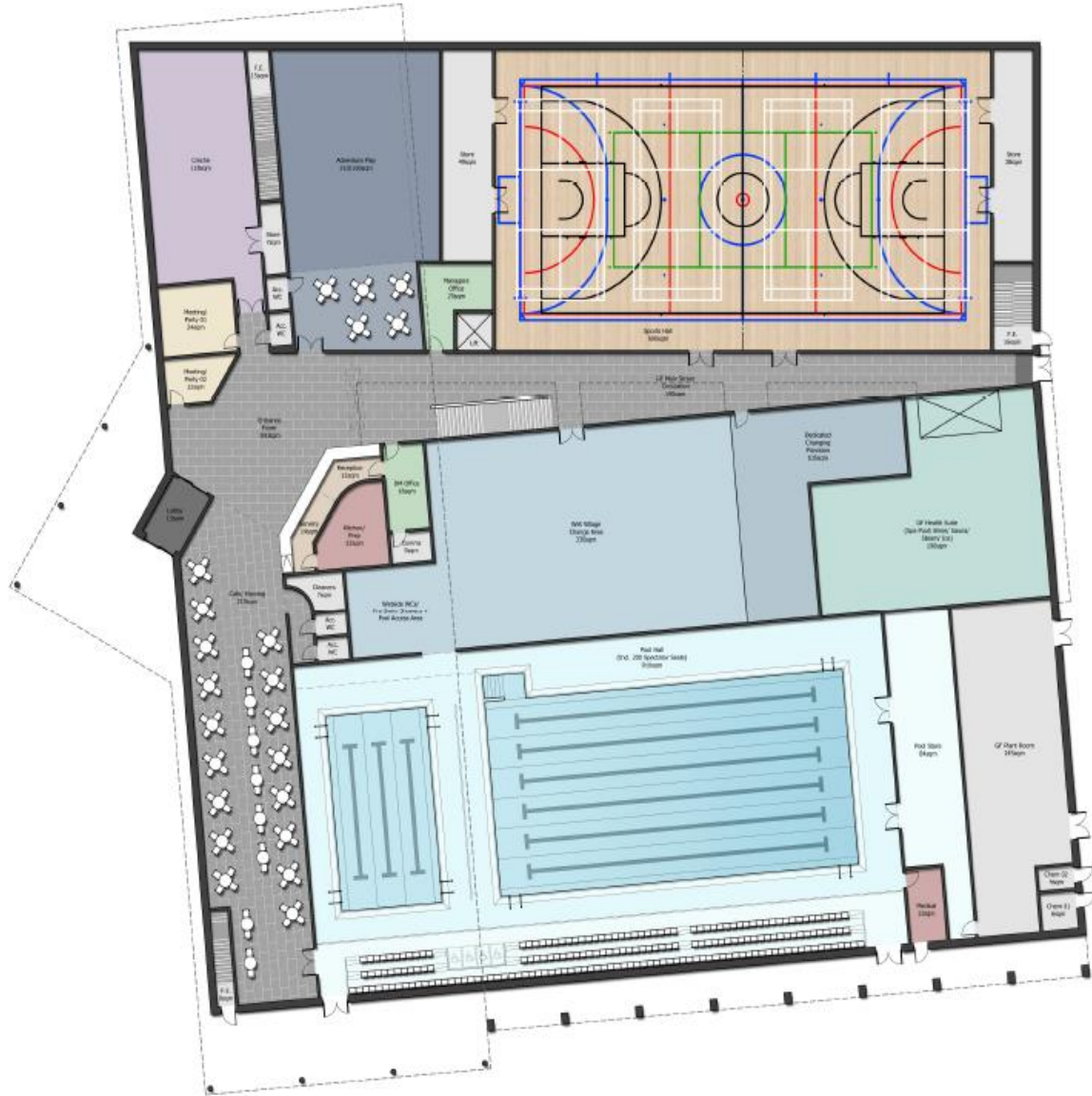
- ✓ Proven experience of key product themes:



## Customer Focused Model

- ✓ **Experience:** FLOW | FEEL | ENGAGEMENT
- ✓ **Insight:** DATA CAPTURE | REPORTING | UNDERSTANDING
- ✓ **Commercial:** MARKETING | PURCHASE | LOYALTY

# PILLAR 3 : PRODUCT DEVELOPMENT IN PRACTICE





**ENERGY**  
indoor soft play



**JUMP LEICESTER**



**COSTA COFFEE**  
SINCE 1971



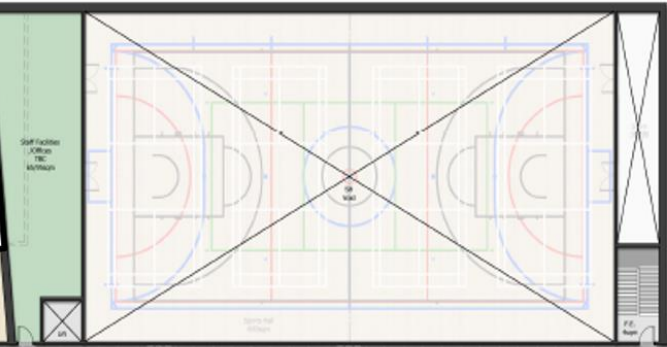
**AREA7**  
INDIVIDUALLY WE MOVE TOGETHER



**sta SCHOOL SWIMMING ACADEMY**  
WATER SAFETY & SKILLS FOR LIFE

**TRANQUIL**  
SPA & BEAUTY





# Developing a Gym Development Brief



# GYM SPACE BRIEF CREATION



Cardiovascular Equipment/zones



Resistance Equipment/zones



Free Weights area



Functional Training zone



Stretching & Flexibility zones



Plate Loaded Resistance



Lifting Platforms/area



Gym Floor Small group exercise



Mobilisation and Recovery area



Boxing zone



Outdoor fitness



Power Assisted

# Key Considerations for Fitness Development



Clarity on Vision and Impact



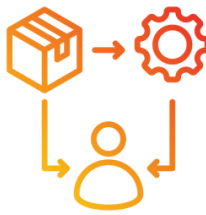
How do we ensure the current customer base is protected?



Where are the opportunities for growth?



Map the insight against the Alliance approach



What are the most relevant Products/Solutions?

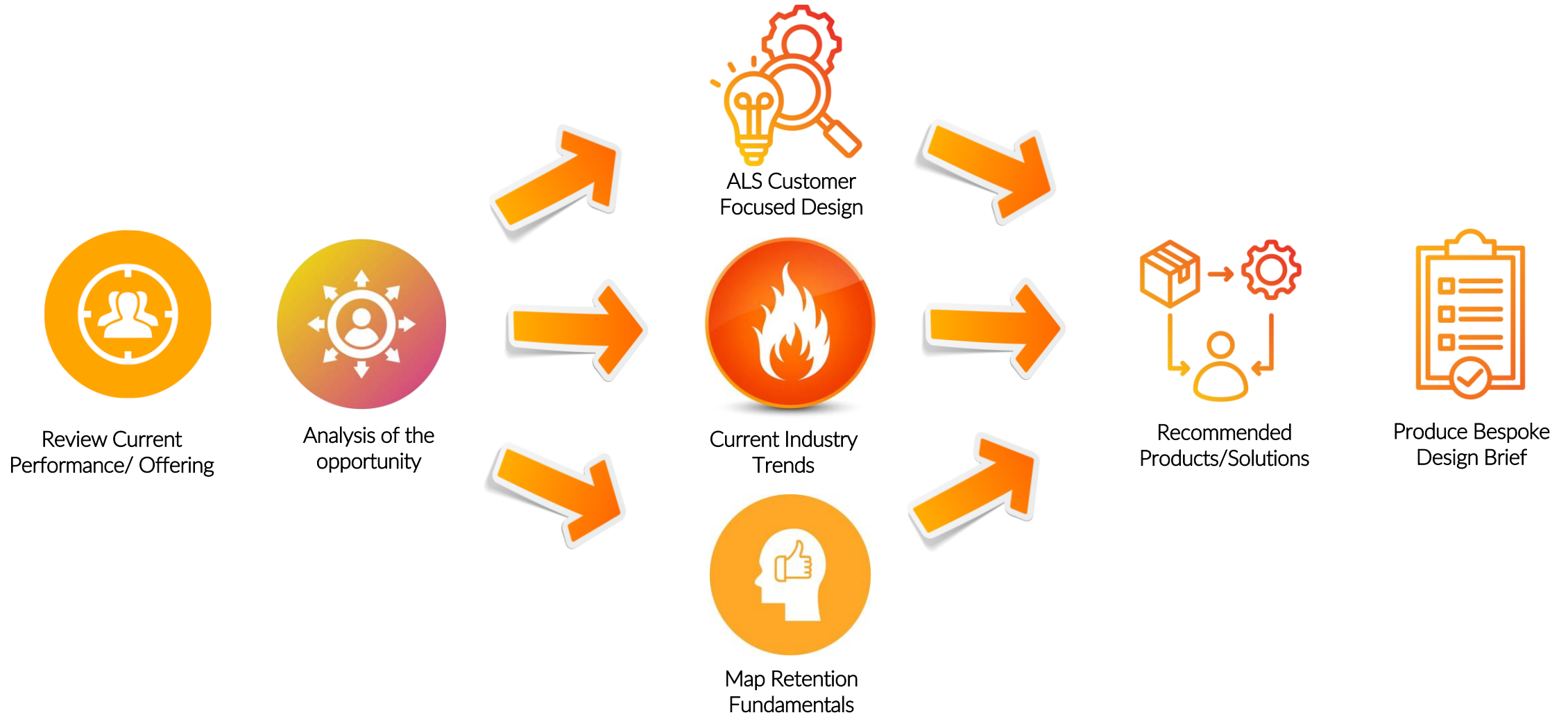


Produce Bespoke Design Brief





# ALS process for shaping the fitness product brief





# Customer Focused Product Model



Experience



Flow



Feel



Engagement



Insight



Data Capture



Reporting



Understanding



Commercial



Marketing



Purchase



Loyalty

# Fitness Retention Fundamentals



## Accessibility

Solutions that are accessible to all, regardless of mobility, ability and needs creates a inclusive experience and a wider audience for participation.



## Connection

The product or service is relatable to users, it feels relevant and generates a sense of shared experience. There is personal or technological connectivity.



## Progression

Incremental steps that allow someone to see movement towards an intended goal helps maintain adherence. Results leads to better self-efficacy and motivation.



## Support

To repeat an activity a person must feel confident in its execution. Solutions should simplify use, build skills to improve and provide support.

**Stop  
Creating  
bla,bla,bla  
Campaigns**





PRESENTS

# FIT FOR SUMMER OFFER

JOIN AND RECEIVE

- free induction & programme
- free programme reviews
- free 1hr personal training session\*
- concessional rate for first month
- free access to digital member engagement

\*Limited to first 20 new members on first come first serve  
Funding support from the Liverpool Community Impact



For full details visit: [www.greenbanksportsa](http://www.greenbanksportsa)

JOIN FOR A COIN!  
PAY NOTHING UNTIL JUNE\*



\*when you sign up to a 12 month contract

JOIN NOW!

OPEN 365 DAYS A YEAR  
6AM-11PM

ROLLS-ROYCE LEISURE

## GYM & FITNESS CENTRE



SAUNA & SUNSHOWERS

CARDIO, GENERAL FITNESS

& FREE WEIGHTS ROOMS

Ring

01282 818826

for details or to arrange to look round

WV SKI



FUSS FREE AND NO OBLIGATION TO JOIN

.UK SHJ

# "No contract No worries"

Momentum at Westbridge Park Fitness Centre

Membership FROM ONLY £28 PER MONTH

Call: 01785 619600

[www.staffordbc.gov.uk/westbridge](http://www.staffordbc.gov.uk/westbridge)



# SUMMER FITNESS PASS

30 DAYS OF UNLIMITED ACCESS

Adults £35 | Juniors £20



© McDonald's



# Launch Campaign

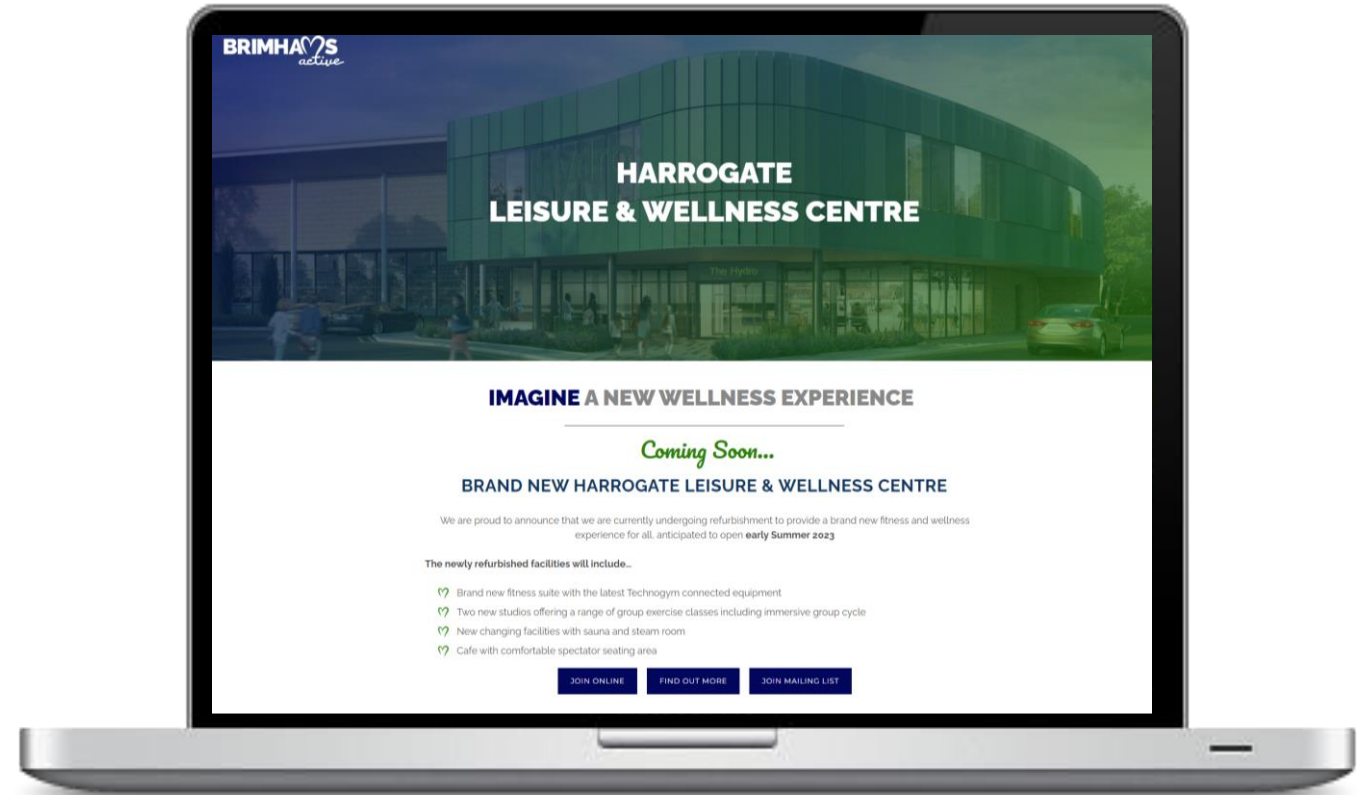






# AIMS

- 🔗 Produce an overarching global brand awareness campaign for Brimhams Active
- 🔗 Create awareness and excitement about the facility developments
- 🔗 Drive 'Traffic' (interest), generate **leads** and **sales**, and ultimately support the opening of the new developments
- 🔗 Target of 1,600 members at Harrogate by end of month 1 opening.
- 🔗 Once the new developments are open, activate campaigns to help support in sustaining leads/sales/retention



A group of people are exercising on stationary bikes in a gym. The room is dimly lit, with a large wall projection displaying a vibrant, futuristic blue digital tunnel. The tunnel is composed of glowing lines and geometric shapes, creating a sense of depth and movement. The people are silhouetted against the bright projection, and their focus is directed towards the screen. The overall atmosphere is one of high-tech fitness and immersion.

# Imagine (verb)

To form a picture in your mind of what something might be like.....

## Brand Awareness



## Developments (Pre-Launch)



## Developments (Launch)

**IMAGINE**  
Moving more  
Living well  
Feeling great

*Imagine a leisure service that puts you  
at the heart of it...*

*At Brimhams Active we want to support  
you to live a happier and healthier life.*

*Move more, live well and feel great with  
the help of Brimhams Active.*

*Find out more today!*

**IMAGINE**  
Secondary message related to  
facilities/products/technology/people

**It's coming soon...**

*Imagine a leisure centre with...*

- *State-of-the-art facilities*
- *Immersive group exercise classes*
- *The latest wellness technology*
- *Friendly qualified staff*
- *Modern leisure spaces*
- *Plus something to do with the kids!*

*Coming soon... Harrogate Leisure and Wellness Centre!*

**Stop imagining...  
We're open!**

*Imagine a membership that includes...*

- *Unlimited access to brand new wellness centres with state-of-the-art equipment and the latest wellness technology*
- *Unlimited access to a range of group exercise classes including immersive group cycling experiences*
- *A free induction, personal wellness programme and regular reviews*
- *Unlimited swimming pool access, plus sauna and steam room to aid recovery*

*Stop imagining, because it's real (and on your doorstep)!  
Join Harrogate Leisure and Wellness Centre today!*



Campaign Progression

## Facilities

*Imagine...*

*A new wellness experience  
Modern wellness spaces  
State-of-the-art facilities*

## Products

*Imagine...*

*State-of-the-art equipment  
Relaxing in the sauna after a long day  
Immersing yourself in your workout*

## Technology

*Imagine...*

*The latest wellness technology  
Connecting to your workout  
Instant self service / skipping the queues*

## People

*Imagine...*

*Unrivalled support  
A friendly community  
Finding your tribe  
Laughing...a lot*





Creative Assets – Brand Awareness



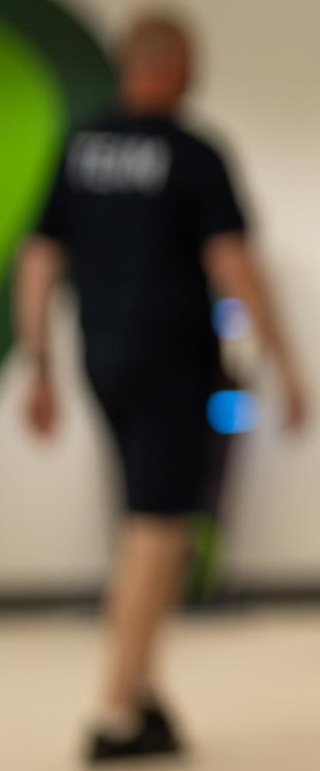
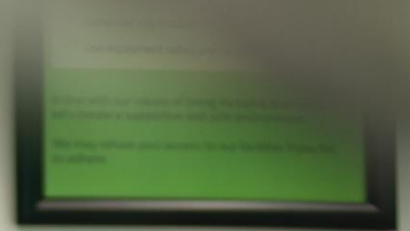






**IMAGINE**  
first class  
facilities

**BRIMHAM'S**  
active



# Artificial Intelligence in Marketing

**Inbound Enquiries – BOB**

**Copywriting – ANYWORD**

**Advertising – GOOGLE ADS**

**Creative – ADCREATIVE.AI**

**Reporting – MS COPILOT**

**Idea Generation - CHATGPT**

**BOB**

**anyword**

Google Ads

AdCreative.ai

**Copilot**

**CHAT GPT**

# Competition Time...

Red Letter *days*



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# How many leisure projects have Alliance Leisure completed?



130

230



# What is the current NHS Budget?



**£5.31bn**



**£153bn**



# What percentage of the population don't do any weekly exercise?



34%

63%



# When someone joins a gym, what % stay 12 months?



25%

52%





# What % of a council's carbon footprint is, on average, attributed to sport and leisure facilities?



14%

40%



# What % of children are classed as 'active'?



47.2%



74.2  
%





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Approved  
Partner

**Thank you for your time**

**ANY QUESTIONS**

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