

# Award Winning Salt Ayre Leisure Centre

**APSE: Best Service Team of The Year : Sports, Leisure and Cultural Service**

**Sport & Leisure Catering : Leisure Centre Caterer of the Year**



# THE TEAM

- Investment in training
- Involvement in programme development
- Social media enthusiasts
- Celebrating success
- Embrace change
- Passionate managers



# Transforming Salt Ayre Leisure Centre

## The Journey.....



- **More People | More Active | More Often**
- **Transforming Leisure** | Creating Innovative alternative uses for the whole of the site
- **Engaging Family and Children Physical Activity** | Creating informal opportunities for Physical Literacy
- **Creating a Pathway** | Contributing to improving the health of the Community
- **Challenging the Norm** | Delivering sustainable Social and Commercial value
- **Becoming a Brand of Choice** | Employer of Choice | **Partner of Choice**
- **Changing the Landscape** | Becoming a blueprint for others to follow
- **Creating a financially sustainable future**

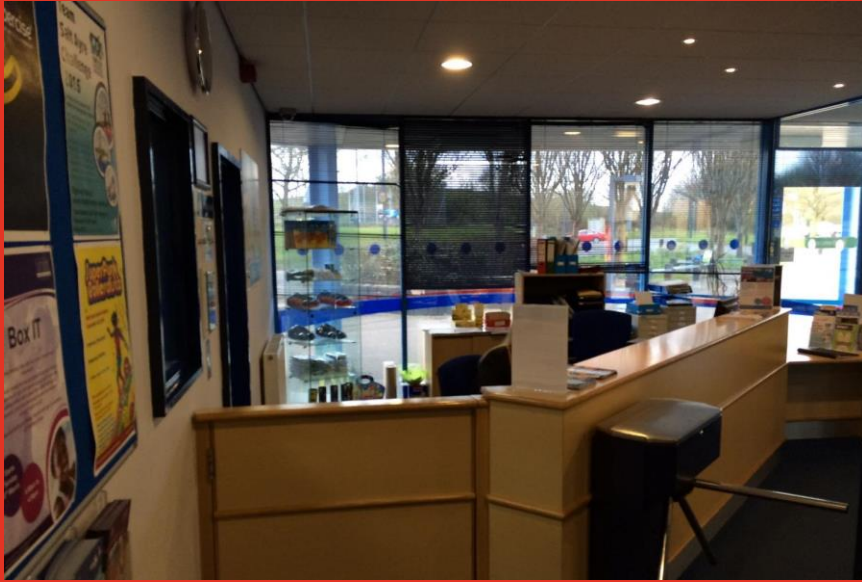


# DEVELOPMENT PROJECT TIMELINE

- Alliance Leisure Appointed Development Partner January 2016
- Council agreed £5m+ funding March 2016
- Contractors on site May 2016
- Phase 1A - Sports Hall July 2016
- Phase 1B - Entrance, Reception, Café, Play & Xheight October 2016
- Phase 1C - Temporary Gym September 2016
- Phase 1D - Members Suite & Steam Room January 2017
- Phase 1E - Fitness Suite & Immersive Studio January 2017
- Phase 1E(i) Gravity Flight Tower February 2017
- Phase 1F - Training Zone June 2017
- Phase 2 - Spa & Community Hub October 2017
- Phase 3 – Open Ayre September 2019





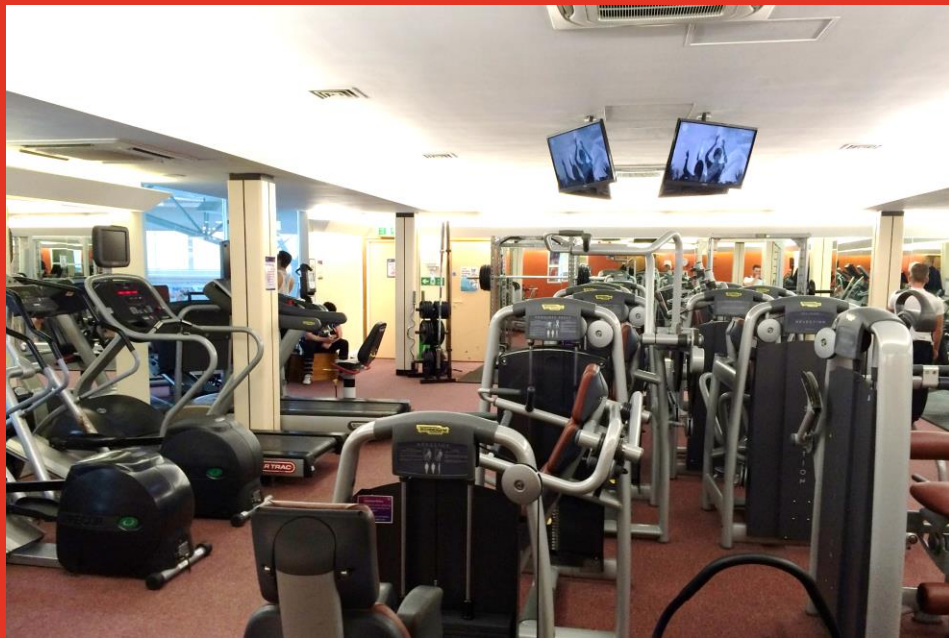


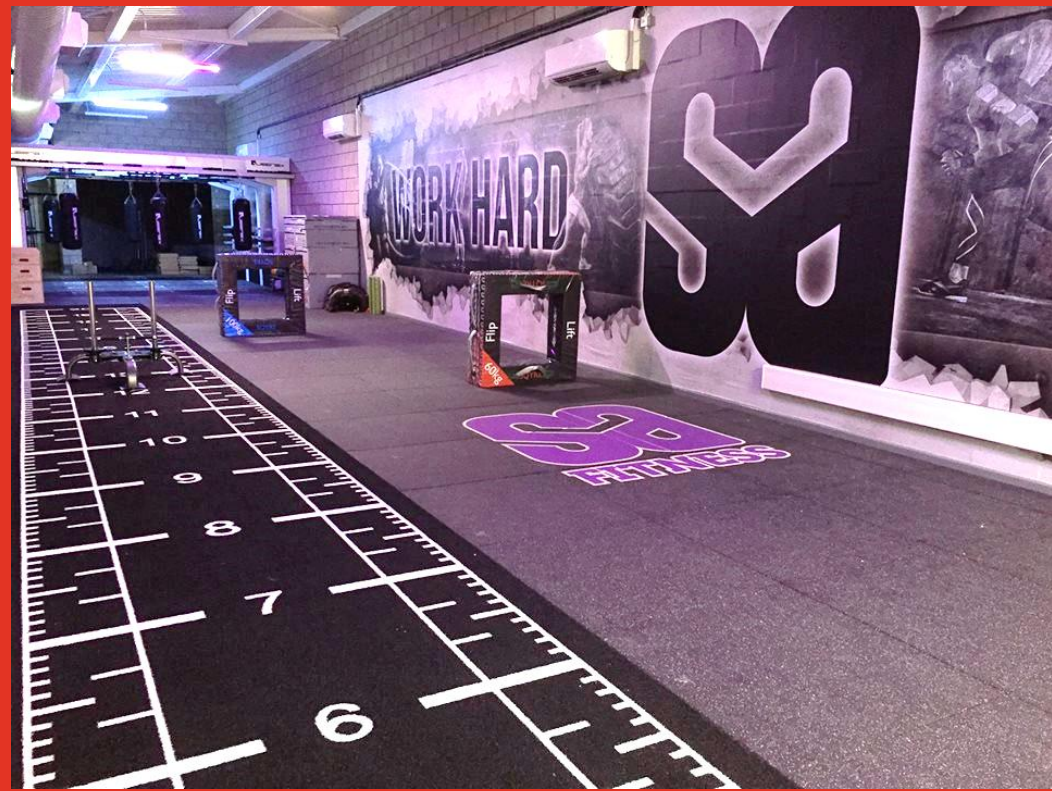
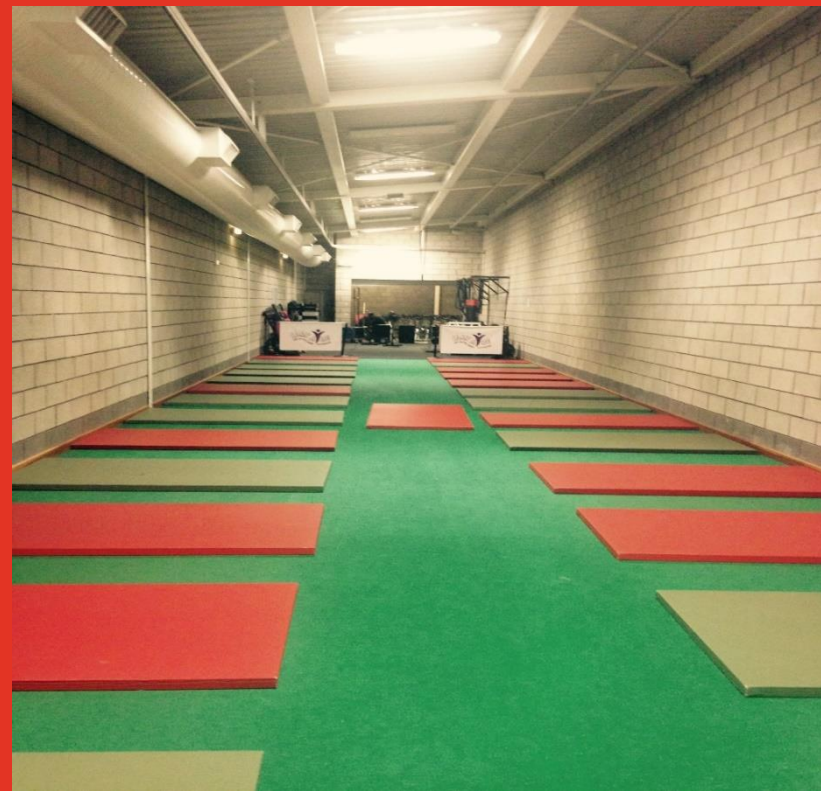
















**LesMILLS**

IMMERSIVE FITNESS

SPINNING

SPINNING

SPINNING









the Nail Bar









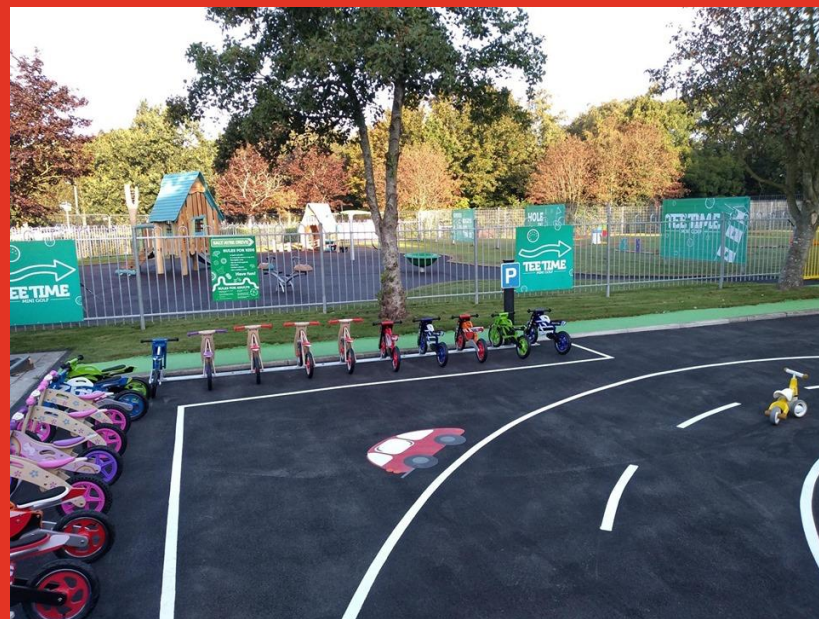
# OPEN AYRE



# Energise



# Salt Ayre Drive



# Tee Time

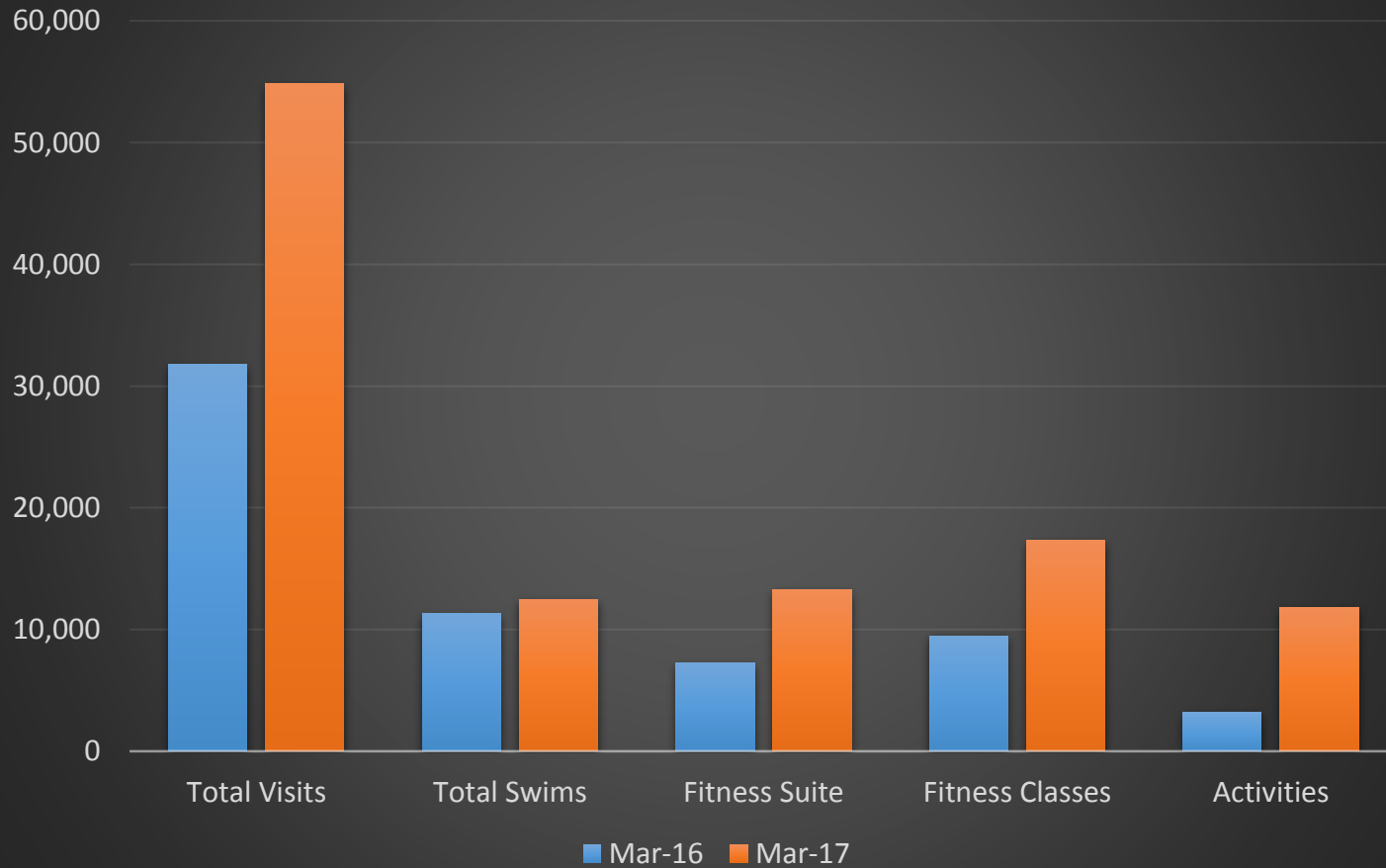




# Initial Impact

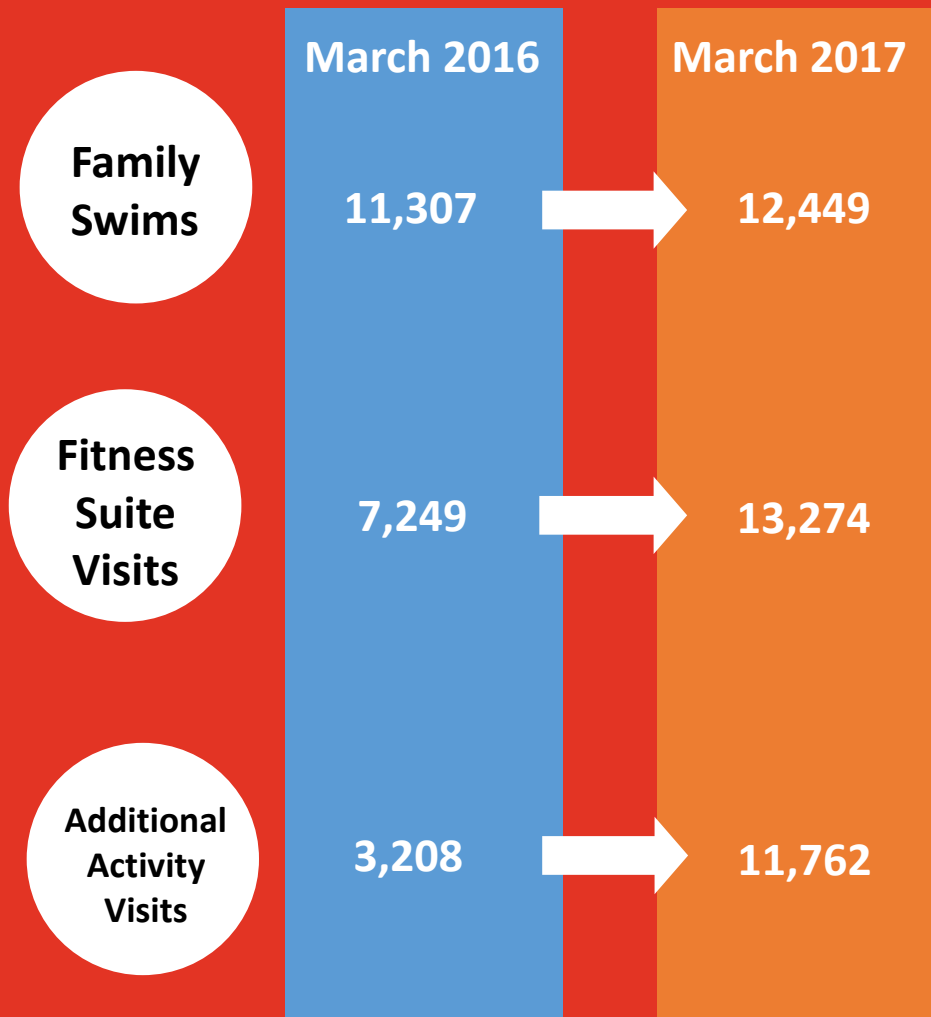


## Pre & Post Data Analysis



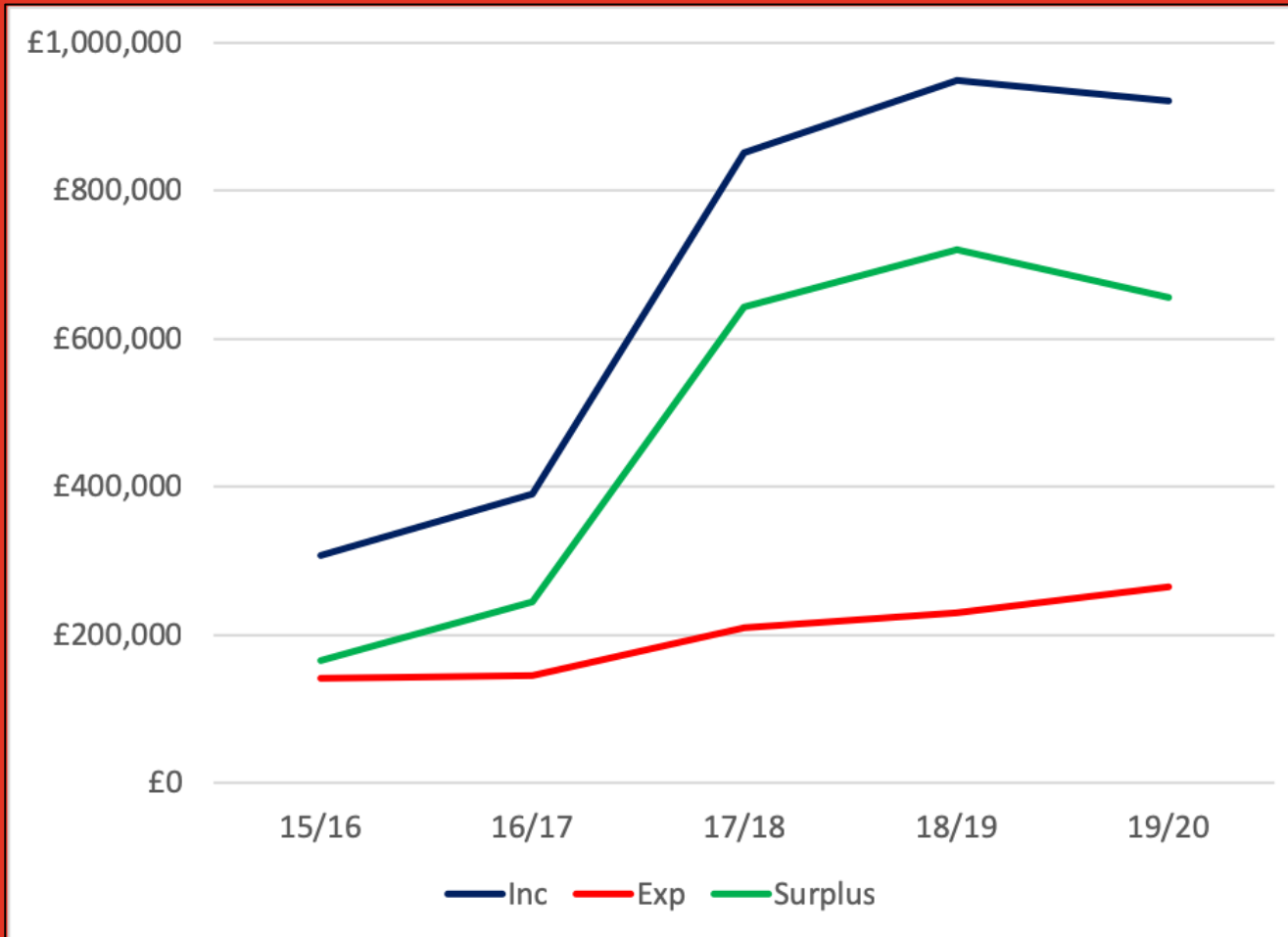
**Participation: Impact**





“A vast improvement over what it was. It now appeals to the whole community from young families to dedicated weight lifters.”

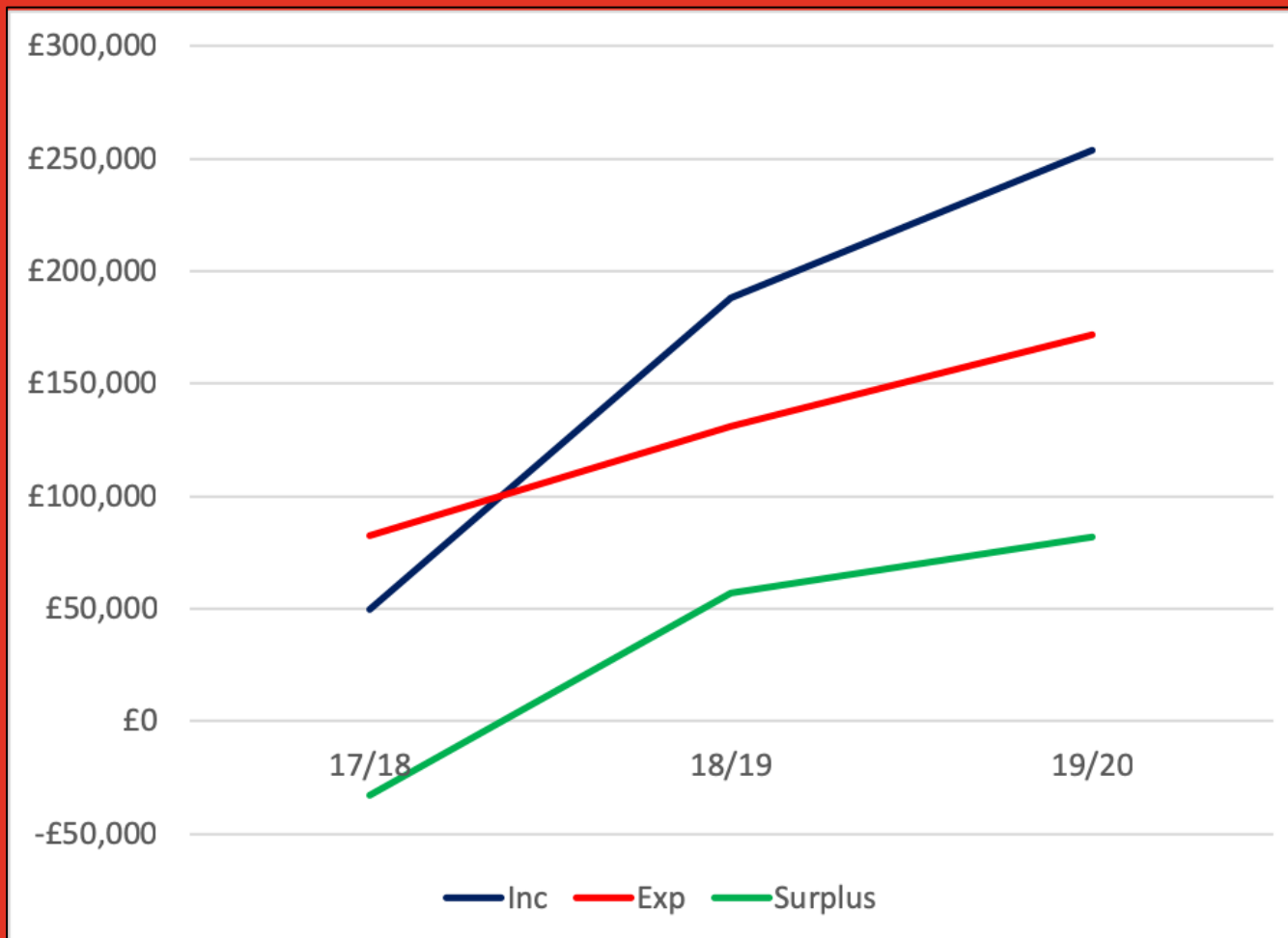
## Participation: Family Activity



- Expansion and improvement of gym facilities
- Significant increase in gym memberships resulting in large increase in income and surplus from gym

# Health and Fitness Suite

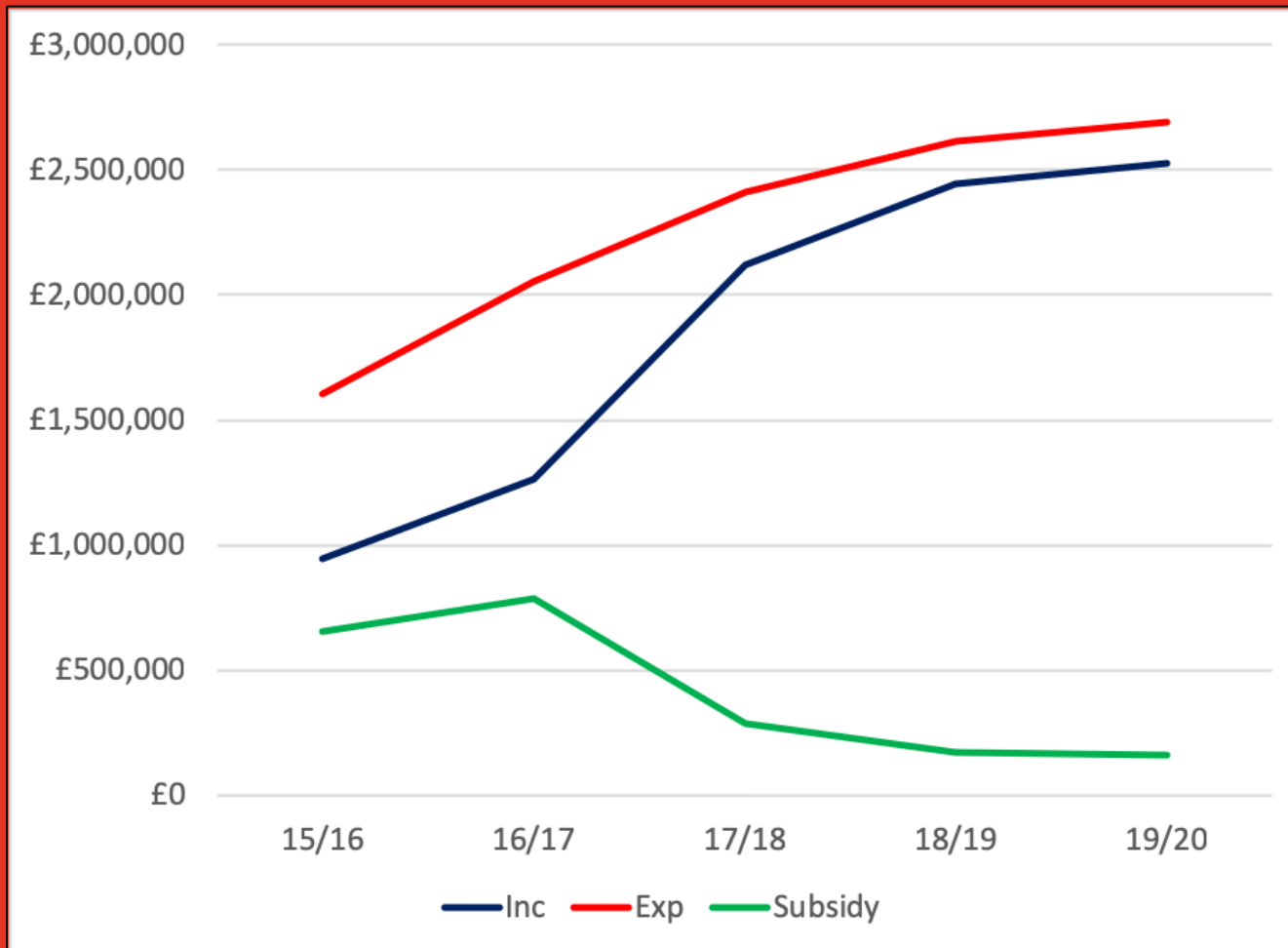




- New facility
- Memberships and pay per visit
- Steady growth in income resulting in increasing surplus
- Complements gym and swimming service offer

# Tranquil Spa & Beauty





- Improvement works completed through 16/17
- Immediate reduction in subsidy of £500k with year on year reductions
- Further reductions possible via LATC and solar energy installation planned

# Overall Reduction in Subsidy



# Reduction in subsidy as an investment

- Lancaster City Council have recently adopted a commercial property strategy.  
One of the tests for proposals is financial yield.
- Initial investment was £5.8m
- Reduction in subsidy in 17/18 was £500k
- This provides a gross yield of 8.6%
- And a positive net yield after taking account of costs of capital

# What Next?

- **Address Climate Change Emergency**
- **Evidence Social Value**
- **Community Wealth Building**
- **Local Authority Trading Company**
- **Sensory Room**
- **Outdoor Fitness**
- **Mezzanine Floor**



# Thanks for Listening

