

Swale Leisure Options

Version 4, May 2018



SWALE
COMMUNITY LEISURE

Better Leisure for Local People

Swallows Leisure Centre

Sheerness Swimming Pool

Sheppey Healthy Living Centre

2020 vision
A Strategic Plan
for 2015-2020




September 2019

AFFORDABLE LEISURE SOLUTIONS

THE BASIS FOR AGREEMENT

Is time on our side..?




51.9%
of adults
in Swale are
inactive
compared with
47.8%
in Kent and
48.2%
nationally

The **investment of capital** from Swale Borough Council (SBC), Swale Community Leisure (SCL) and Serco Leisure

The proposed extension would provide the Council the opportunity to complete a full options appraisal into the **future leisure services provision** including new build leisure centres

Enhance the delivery of social outcomes by getting **more people more active more often**

5.5 year extension is based on the **current contractual arrangements** and includes the removal of the car parking and utility subsidies



'Is what
we want,
what we
really need?'

**Please note that all illustrations in this document are for illustrative purposes only and are not necessarily intended to represent the final product(s)*

**Images on this page are courtesy of SCL 2020 Vision*



To be the leading leisure provider
across all of Swale



The **Swale Leisure Contract** consists of the operation and management of the two leisure centres owned by **Swale Borough Council (SBC)**. **Swale Community Leisure (SCL)** have operated these facilities in partnership with **Serco Leisure Operating Limited (Serco)** since 2004, when the contract was won in open tender.

The current contract is due to expire on 30th September 2019.

Swallows Leisure Centre and Sheppey Leisure Complex are ageing facilities that will require significant refurbishment or replacement at some point over the next 10 years, and both are located in areas that are subject to either current or planned regeneration.

Swallows Leisure Centre

- Family Adventure Zone
- Gym extension
- Virtual Spin and Functional Training Suite
- Healthy Lifestyle Gym

Sheppey Leisure Complex

- Gym extension
- Virtual Spin
- Healthy Lifestyle Gym

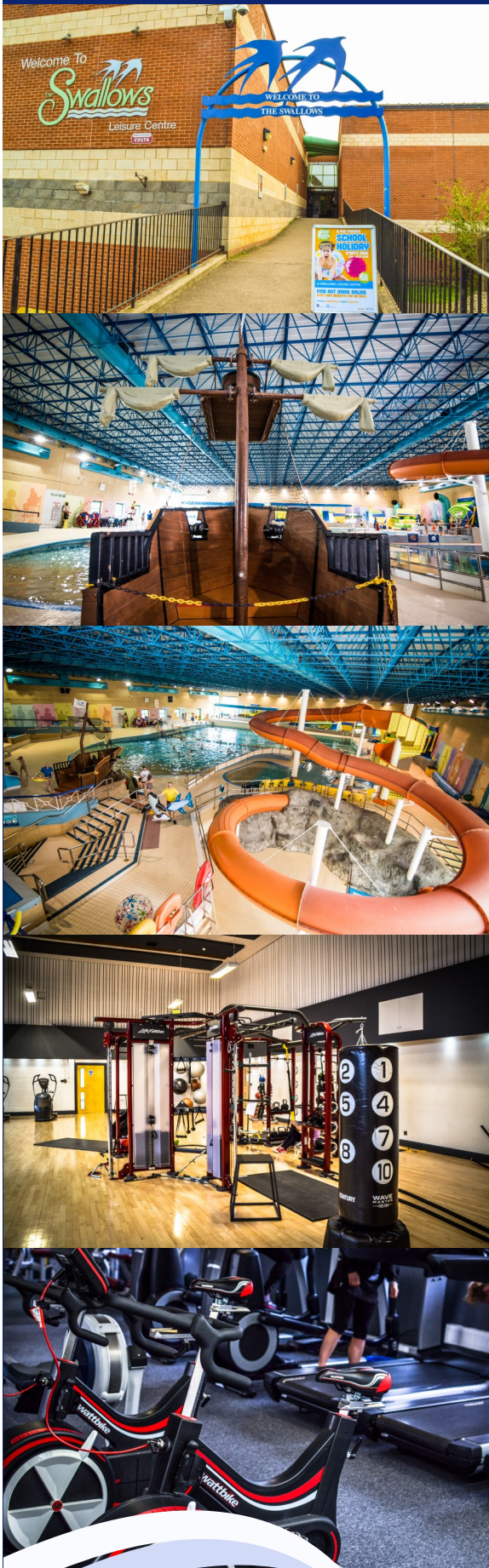
Central House

- Maintenance and Agency Agreement
- Cost neutral basis

Serco Leisure Operating Ltd

- Maintenance agreement
- Completion of essential building repairs

SWALLOWS LEISURE CENTRE



Swallows Leisure Centre is a multi-sport facility located at the heart of Sittingbourne town centre. It currently offers a range of activities including swimming, gym, group exercise and dry sports. There is the main pool, a learner pool and a flume, as well as a large 6 court sports hall. There is one exercise studio, a gym over several spaces and a cafeteria.

The planned improvements will see a number of changes, which will add greatly to the variety of activities on offer, whilst enhancing and expanding what is already available.

The main structural change, is the building of a mezzanine over the current cafeteria space, which will allow for the gym to be located on one floor. This will result in an increased capacity for equipment and thereby usage. The Wyvern Hall will be converted into a Family Adventure Zone, which will comprise of climbing and soft play. There will also be a spectator space with tables and chairs, linked to multiple party rooms. The current soft play space, in what was formerly 2 squash courts, will become a virtual spin studio and separate studio, which will be suited to group exercise and functional training. Finally, the revamped gym space, will allow for the creation of a Healthy Lifestyle Gym, which will have its own access, and cater for those individuals who may have low mobility thresholds or require a more supportive entry into physical activity.

These changes will allow a wider range of people to be attracted to the facility, and will contribute to higher revenue through increased patronage, as well as providing a broader range of social outcomes for local people.





METHODOLOGY

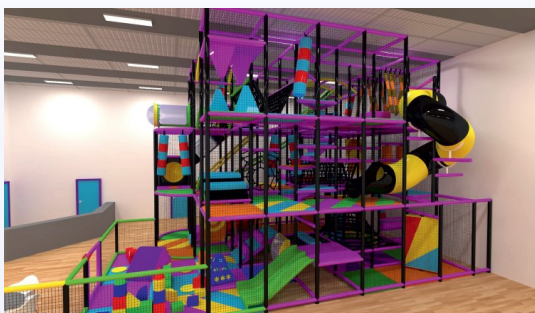
The Swallows Family Adventure Zone would be located in what was previously known as the Wyvern Hall.

The area is ideally suited to the location of an exciting, family orientated adventure zone, comprising a climbing area, a

soft play area and seating for friends and family. There would also be three separate party rooms, allowing what was previously an underutilised space to offer exciting opportunities for climbing, play and parties.

Recent innovations in climbing technology have allowed the transition from a specialist sport to something available to the mass market. This has resulted in many previously inactive children and adults to participate in a challenging pursuit, whilst enjoying high levels of safety and comfort.

The boom in this market will ensure that there is substantial growth potential in patronage, and the opportunity to grow the associated revenue.



“Play is an essential part of every child’s life and is vital for the enjoyment of childhood as well as social, emotional, intellectual and physical development.

When children are asked about what they think is important in their lives, playing and friends is usually at the top of the list.”



SWALLOWS GYM EXTENSION



METHODOLOGY

Swallows Leisure Centre Gym extension is based upon the precept of building a mezzanine floor above the existing cafeteria, thereby creating an exceptional gym experience, all on a single floor.



Currently, both potential and existing customers have to traverse a number of floors, doors and rooms, not to mention in many cases emotional barriers, before accessing the gym facility.

This project aims to remove many of those barriers by creating a welcoming, and far easier to access gym, with all of the equipment on a single floor. The anticipated 'Wow' factor upon arriving at the entrance to the gym will encourage usage of the most contemporary equipment that will not only enhance the experience, but allow for the best possible results to be achieved by the users. This will be underpinned by the support of the highly qualified and motivated fitness team, who will be

ready and prepared for the increase in patronage created by the additional 10 or more fitness stations available.



Current non-users will also be supported and encouraged to benefit from this increased capacity through technologically advanced fitness assessments, using Boditrax digital metrics measurements. These include weight, segmental muscle and fat, total, intra and extra cellular fluids, skeletal and abdominal cavity analysis, metabolic efficiency, metabolic age and cellular performance.

There is a wealth of evidence to support positive improvements in behavioural change relating to the use of such a technological approach.

Swallows gym will demonstrate clearly the benefits created by the increased capacity, the ease of access and the technological improvements.



METHODOLOGY

Virtual Spin and the Functional Training Suite will be located opposite each other at Swallows in an area that was originally built to house two squash courts. The space will be better utilised, with easy access from the popular cafeteria.

Virtual spin brings traditional studio cycling, and contemporary technology, together under one roof. Participants can either attend a conventional, instructor led class, or 'drop-in and spin' to a pre-recorded workout session, or even select a journey of their own choosing. The possibilities are endless.

High quality studio cycles, placed in front of a large cinematic screen, offer an exciting experience to the user, as well as creating far more opportunities for usage. Whereas conventional spin studios may sit empty for long periods in between classes, Virtual Spin ensures that the experience is constantly available, thereby contributing to improved customer retention and greater utilisation of space and equipment.

Functional training attempts to adapt or develop exercises which allow individuals to perform the activities of daily life more easily and without injuries. Use of the specially developed equipment available, allows the user to recreate functional movements that can enhance either rehabilitation or sport specific training.



SWALLOWS HEALTHY LIVING GYM

How the Machines Work

The range of dual-function seated exercise machines and multi-function recumbent units, combine in a timed circuit to create a full body workout and provide a real feel-good factor in as little as 30-40 minutes.

Electronically controlled transmissions within the equipment facilitate safe and comfortable exercise with a non-weight-bearing action that can be used either passively for muscle and joint activity or actively by pushing into the motor's gearing to increase muscle tone. At any point during a repetition the equipment will continue in a safe and comfortable motion even if the user stops or relaxes.

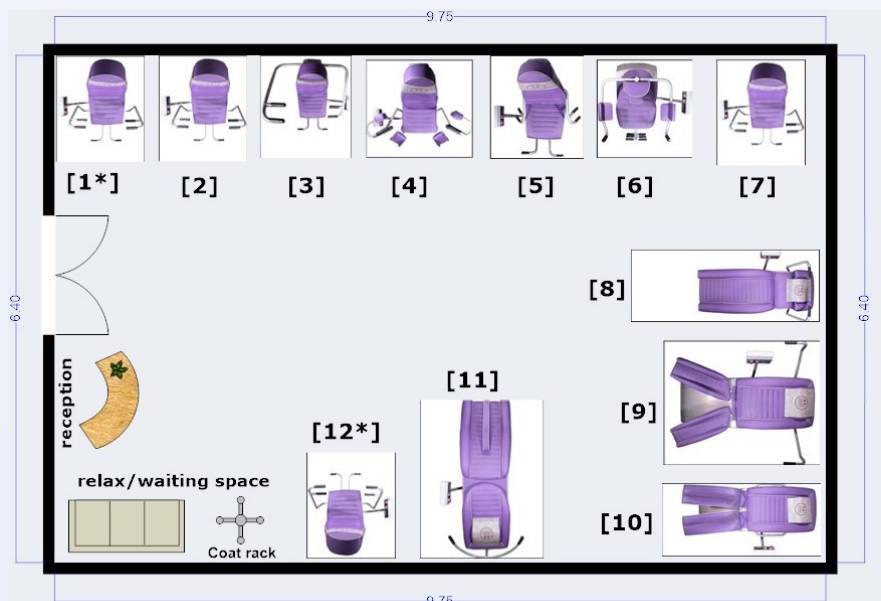
Unlike all other weight and resistance equipment, the suite provides a solution for all exercisers, whatever their ability. Whilst the user does not have to provide the motive force, the natural instinct to work with the machine and push and pull into the gearing mechanism will take over, which provides the muscle strengthening part of the exercise. In addition the user is guided through a complete range of movement to ensure a full and comprehensive exercise. The unique design makes it difficult for a user to exercise incorrectly.



METHODOLOGY

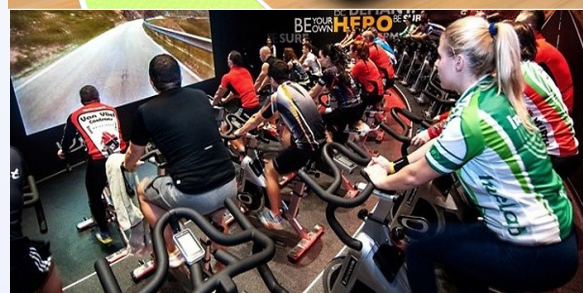
The Healthy Living Gym at Swallows presents an opportunity to benefit from a growing and relatively untapped market, providing socially inclusive exercise for previously under-represented groups in traditional gyms.

Sport England market segmentation data, based upon stereotype profiling, enables us identify the potential market within a 3 mile radius of Swallows Leisure Centre. There are over 17,000 potential users in this catchment, indicating a good business case behind this development.



SUMMARY

- ◆ Family Adventure Zone
 - Conversion of the Wyvern Hall
 - Creating an exciting climbing experience
 - Building an attractive soft play zone
- ◆ Gym Extension
 - Building a mezzanine floor to create more space
 - Gaining 10 or more fitness stations
 - Enhancing the offer through equipment upgrades
- ◆ Virtual Spin and Functional Training Suite
 - Enhancement of the existing spin provision
 - Additional usage and capacity by virtual provision
- ◆ Healthy Lifestyle Gym
 - Provision of a specialist exercise zone with an independent membership



Activity Type	Membership	Patronage Increase P.A. (est)
Health & Fitness	240 new members	32,400
Healthy Lifestyle Gym	200	18,000
Soft Play	New	4,928
Climbing	New	6,780

SHEPPEY LEISURE COMPLEX



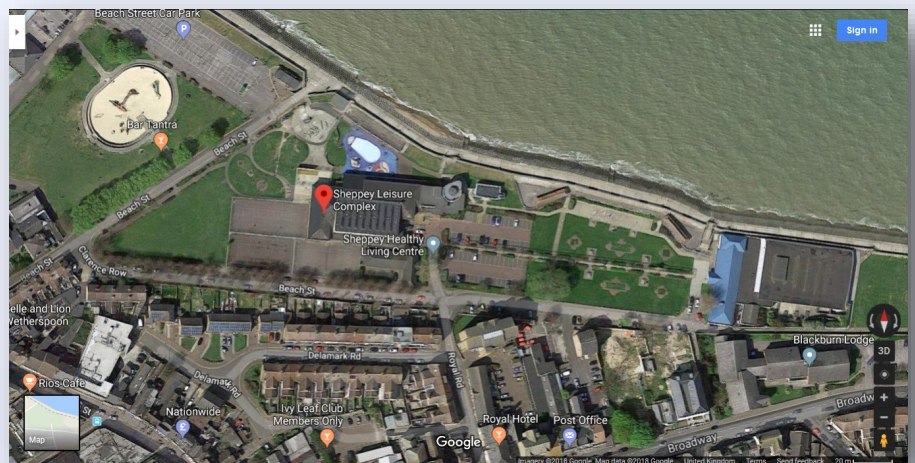
Sheppey Leisure Complex is located in Sheerness on the Isle of Sheppey. It is located adjacent to the sea-wall, and situated in Beachfields Park, close to the town centre.

The site consists of two separate buildings, Sheppey Healthy Living Centre and Sheerness Swimming Pool. Sheppey Healthy Living Centre houses a gym, a sports hall, and an exercise studio. It is shared with partner organisation Sheppey Matters, who deliver health related and complimentary activities from the building. Sheerness Swimming Pool houses the main and teaching pools.

Structural changes in the Healthy Living Centre consist of opening out the existing resistance training area and extending into the current spin studio. The spin studio itself will be relocated in what is currently a squash court. Alongside the revamp of the cardio suite, this will allow for an increase in equipment and capacity. The spin studio will house virtual spin, which will also contribute to this outcome.

Sheerness Pool will see a change made to the existing soft play area, which will be converted into a Healthy Lifestyle Gym. This will provide a means of helping individuals with low mobility thresholds or those that need extra support, into a healthier more active lifestyle.

The changes on both of these sites will enable a wider range of people to be attracted to the facilities, and will contribute to higher revenue through increased usage, as well as providing a broader range of social outcomes for the people of Sheppey.





METHODOLOGY

The current gym at Sheppey Healthy Living Centre is located in 2 separate rooms with a spin studio and squash court in between. The improvements would see the wall between the studio being opened out and a large spacious resistance training and free weights area being created. In addition, the current cardio suite will be re-modelled, collectively making an increase of 12 stations or more.

New customers may well find the journey down the various corridors something of a barrier, but the proposed extension will go a long way towards bringing the gym together into one cohesive unit. The upgrade of the equipment, utilising the most contemporary fitness technology, will further enhance the customer experience and ensure successful growth and retention of the membership.

Alongside the use of modern technology, the highly qualified and motivated fitness team will ensure that customers enjoy a rewarding experience both physiologically and socially through their use of the centre.





METHODOLOGY

Virtual Spin will be located in the former squash court. It will be self-contained, and provide a means of utilising studio cycling in a number of different ways throughout the day. This will be a new and exciting experience for customers on the Isle of Sheppey and will ensure that the space is well used.

Virtual spin brings traditional studio cycling, and contemporary technology, together under one roof. Participants can either attend a conventional, instructor led class, or 'drop-in and spin' to a pre-recorded workout session, or even select a journey of their own choosing. The possibilities are endless.

High quality studio cycles, placed in front of a large cinematic screen, offer an exciting experience to the user, as well as creating far more opportunities for usage. Whereas conventional spin studios may sit empty for long periods in between classes, Virtual Spin ensures that the experience is constantly available, thereby contributing to improved customer retention and much greater utilisation of space and equipment.



METHODOLOGY

The Healthy Living Gym at Sheerness Pool represents an opportunity to benefit from a growing and relatively untapped market, providing socially inclusive exercise for previously under-represented groups in traditional gyms.

Sport England market segmentation data, based upon stereotype profiling, enables us to identify the potential market within a 3 mile radius of Sheppey

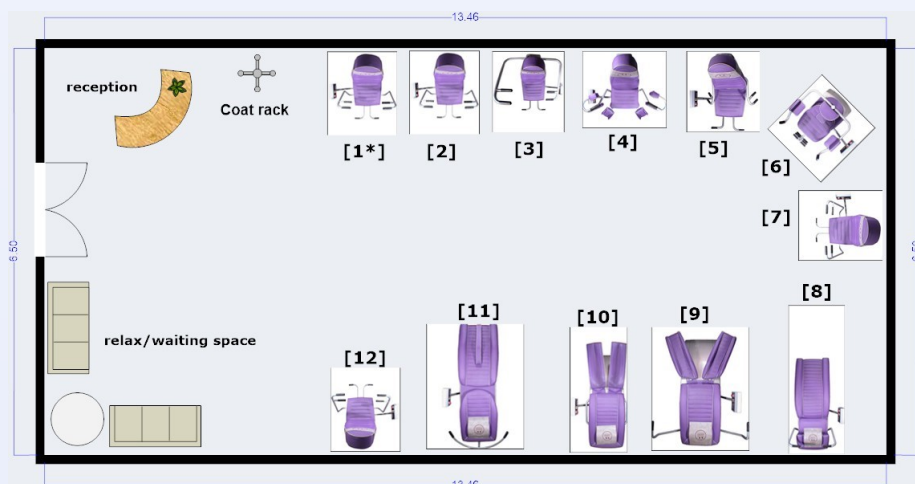
Leisure Complex. There are over 11,500 potential users in this catchment, indicating a good business case and providing an essential service for people on the Isle of Sheppey.

How the Machines Work

The range of dual-function seated exercise machines and multi-function recumbent units, combine in a timed circuit to create a full body workout and provide a real feel-good factor in as little as 30-40 minutes.

Electronically controlled transmissions within the equipment facilitate safe and comfortable exercise with a non-weight-bearing action that can be used either passively for muscle and joint activity or actively by pushing into the motor's gearing to increase muscle tone. At any point during a repetition the equipment will continue in a safe and comfortable motion even if the user stops or relaxes.

Unlike all other weight and resistance equipment, the suite provides a solution for all exercisers, whatever their ability. Whilst the user does not have to provide the motive force, the natural instinct to work with the machine and push and pull into the gearing mechanism will take over, which provides the muscle strengthening part of the exercise. In addition the user is guided through a complete range of movement to ensure a full and comprehensive exercise. The unique design makes it difficult for a user to exercise incorrectly.



SHEPPEY LEISURE COMPLEX



SHEPPEY HEALTHY LIVING CENTRE

- ◆ Extend the gym into the existing spin studio
 - Expanded gym by 12 stations or more
 - Improved quality through equipment upgrade
- ◆ Replace the remaining Squash Court with a virtual Spin Studio
 - Enhancement of the existing spin provision
 - Additional usage and capacity by virtual provision

Activity Type	Membership	Patronage Increase P.A. (est)
Health & Fitness	261 new members	35,235

SHEPPEY POOL

- ◆ Remove under-utilised soft play area
 - Creation of a Healthy Lifestyle Gym
 - Provision of a specialist exercise zone with an independent membership

Activity Type	Membership	Patronage Increase P.A. (est)
Healthy Lifestyle Gym	200 new	18,000

Key Milestones for the Swale Leisure Options Project



*Timeline is indicative and non-binding





*Please note that all illustrations in this document are for illustrative purposes only and are not necessarily intended to represent the final product(s)/installation

Making a positive impact...



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