

Leisure Centres and Swimming Pools - UK - September 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Public leisure centres and swimming pools have outperformed the sports participation market as a whole in sustaining the gains made around the London 2012 Olympics but now face a future in which deepening funding cuts will place huge pressure on budgets."
- David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- What will the leisure centre of the future look like?
- How can centres and pools attract more visitors?
- How can operators promote usage of non-sport facilities?

This report covers local authority-owned leisure centres and swimming pools, including facilities run on a 'dual use' basis, eg facilities housed within schools etc that are available for use by the public at certain times of the day or week.

Private health and fitness clubs are excluded from the coverage of this report, as are all other private facilities that are not open to the general public, such as those reserved for employees, or for club, association or trade union members.

Where reference is made to data on public sports centres sourced from The Leisure Database Company, the use of the term 'Public Sports Centre' relates to both availability and core facilities.

In availability terms, the definition excludes those venues not available to the general public on a 'pay-and-play' basis or for club use only (usually applicable to education-based sites). The Leisure Database Company definition also refers specifically to a venue with one or more of the following core facilities: health and fitness, swimming pool (indoor or outdoor) or sports hall.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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