

Leisure Centres and Swimming Pools - UK - September 2017

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“With more public leisure centres and swimming pools being run out-of-house by external companies, the standard of these facilities may improve. All the signs are there for increased usage; both consumers and the Government appear to be placing greater focus on leading active lives which should benefit leisure centres.”

– **Helen Fricker, Senior Leisure Analyst**

This report looks at the following areas:

- **Are wellness hubs the answer to increasing leisure centre use and public health?**
- **Should public leisure facilities try and replicate boutiques and private health and fitness clubs?**

There was a drop in the number of public swimming pool and leisure centre sites in 2016 as fewer opened than closed. In-house operation of public leisure centres continues to decline with Local Government Association (LGA) share of management of sites falling.

Both consumers and the Government appear to be placing greater focus on leading active lives. The gap between public leisure centres and private gyms in terms of quality of facilities is closing so this should also benefit public sites. Investments being made should help to drive the value of the industry back up after the dip in 2017.

There is an opportunity for public leisure venues to partner with other services such as retail and beauty. However the most beneficial development for the UK population would be to roll out wellness hubs that combine leisure and other key public services such as GPs and libraries.

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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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Table of Contents

Overview

What you need to know
 Products covered in this Report

Executive Summary

The market

Dip in site numbers reduces market size

Figure 1: Forecast of leisure centre and swimming pool revenues, 2012-22

Companies and brands

Local authorities continue to turn to Leisure Trusts

Figure 2: Leisure centre and swimming pool numbers, by operator type, April 2017

GLL continue to lead

The consumer

Current usage is stable and consideration increases in previous users

Figure 3: Activities done in the last 12 months, July 2017

Figure 4: Previous usage of public leisure centres and future consideration in non-users, July 2017

Increase in swimming with others and exercising in gym area

Figure 5: Activities done at a public leisure centre or swimming pool in the last 12 months, July 2017

Fitness classes most sought

Figure 6: Interest in participating in leisure centre activities, ranked by interest, July 2017

Two in three interested in joining a public leisure centre or swimming pool

Figure 7: Interest in public leisure centre and swimming pool membership types, July 2017

Wi-Fi and latest tech in demand

Figure 8: Attitudes towards media and technology in leisure centres and swimming pools, July 2017

Nutritional advice welcome and additional services appeal

Figure 9: Attitudes towards additional services at leisure centres and swimming pools, July 2017

What we think

Issues and Insights

Are wellness hubs the answer to increasing leisure centre use and public health?

The facts

The implications

Should public leisure facilities try and replicate boutiques and private health and fitness clubs?

The facts

The implications

The Market – What You Need to Know

Dip in site numbers reduces market size

Increase in external management for public facilities

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More focus on physical activity
Increase in sports participation

Market Size and Forecast

Dip in site numbers reduces market size

Figure 10: Leisure centre and swimming pool revenues, 2012-22

Forecast

Figure 11: Forecast of leisure centre and swimming pool revenues, 2012-22

Forecast methodology

Market Segmentation

Centre numbers decline

Figure 12: Leisure centres and swimming pool numbers, by type of facility, 2014-17

Revenue mainly from sports

Figure 13: Leisure centre and swimming pool revenues, by segment, 2014-17

Market Drivers

More focus on physical activity

More UK gym members than ever before

Increase in sports participation

Appetite to do more activities

Figure 14: Participation and interest in sport and exercise related activities, October 2016

Active retirement of increasing focus

Figure 15: Lifestyle attitudes, October 2016

Companies and Brands – What You Need to Know

Local authorities continue to turn to Leisure Trusts

GLL continue to lead

Apps driving healthy behaviour

Technology making activity more accessible n

Operators aiming to rival private gyms and boutiques

Getting Britain moving

Market Share

Local authorities continue to turn to Leisure Trusts

Figure 16: Leisure centre and swimming pool numbers, by operator type, 2014-17

GLL continue to lead

Figure 17: Leading operators of leisure centres and swimming pools, by turnover and centre numbers, July 2017

Companies and Brands

Greenwich Leisure Limited

Figure 18: Greenwich Leisure Limited key financials, 2013-16

Sports and Leisure Management Ltd

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Figure 19: Sports and Leisure Management Ltd key financials, 2013-16

Places for People Limited

Figure 20: Places for People Limited key financials, 2013-16

Fusion Lifestyle

Figure 21: Fusion Lifestyle key financials, 2013-16

Parkwood Leisure Limited

Figure 22: Parkwood Leisure Limited key financials, 2014-16

Freedom Leisure

Serco Leisure Operating Limited

Figure 23: Serco Leisure Operating Limited key financials, 2012-15

Launch Activity and Innovation

Apps driving healthy behaviour

Technology making activity more accessible

Operators aiming to rival private gyms and boutiques

Getting Britain moving

Linking physical and mental health

The Consumer – What You Need to Know

Current usage is stable

Growth in consideration in previous users

Increase in swimming with others and exercising in gym area

Fitness classes most sought

Two in three interested in joining a public leisure centre or swimming pool

Wi-Fi and latest tech in demand

Nutritional advice welcome and additional services appeal

Leisure Centre and Swimming Pool Usage and Exercise Participation

Current usage is stable

Figure 24: Activities done in the last 12 months, July 2017

Growth in consideration in previous users

Figure 25: Previous usage of public leisure centres and future consideration in non-users, July 2017

Participation and Interest in Leisure Centre Activities

Increase in swimming with others and exercising in gym area

Figure 26: Activities done at a public leisure centre or swimming pool in the last 12 months, July 2017

Fitness classes most sought

Figure 27: Interest in participating in leisure centre activities, ranked by interest, July 2017

Decline in overall activity consideration

Figure 28: Changes in consideration of leisure centre and swimming pool activities, 2016-17, July 2017

Membership Consideration

Two in three interested in joining a public leisure centre or swimming pool

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Figure 29: Interest in public leisure centre and swimming pool membership types, July 2017

Attitudes towards Media and Technology in Leisure Centres and Swimming Pools

Wi-Fi and latest tech in demand

Figure 30: Attitudes towards media and technology in leisure centres and swimming pools, July 2017

Attitudes towards Additional Service at Leisure Centres and Swimming Pools

Nutritional advice welcome

Figure 31: Attitudes towards additional services at leisure centres and swimming pools, July 2017

Additional services appeal

Figure 32: Attitudes towards additional services at leisure centres and swimming pools, July 2017

Figure 33: Behaviours and attitudes towards leisure centres/swimming pools – CHAID – Tree output, July 2017

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Forecast methodology

Figure 34: Forecast of leisure centre and swimming pool revenues, 2017-22

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