

## Leisure Centres and Swimming Pools - UK - September 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The public leisure centre and swimming pool industry may have to experience a short-term downfall to make a long-term gain. Investments are required to ensure the whole estate is up to the standard that consumers expect. It is important that operators stay relevant and provide users, many of whom are young, with the technology and new ways of exercising that they crave.”

– **Helen Fricker, Associate Director – Leisure**

This report looks at the following areas:

- How can sites with no swimming pool compete against low-cost private gyms?
- How can more people be encouraged to swim?

The public leisure centre and swimming pools industry is in a state of rejuvenation. Site numbers have declined over the last few years due to low-performing venues being closed. At the same time investments are being made to improve the overall standard of facilities.

Swimming remains the most popular activity that Brits take part in at leisure centres but more can be done to ensure that participation remains high. Consumers think cleanliness can be improved but many also see that facilities are improving. Operators can do more to encourage swimming participation by providing more adult- and women-only sessions.

Technology is making it easier for consumers to find out what sport and exercise facilities are available while open data is allowing operators to provide this. This should help to increase participation as nearly a third of existing/potential leisure centre visitors struggle to find this information.

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The implications

How can more people be encouraged to swim?

The implications

## The Market – What You Need to Know

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Second push for wellness hubs

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Technology is making access simpler

#LoveSwimming campaign

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