

Leisure Centres and Swimming Pools - UK - 2023

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This report looks at the following areas:

- The impact of the cost of living crisis on public leisure centre and swimming pool visiting.
- Challenges to facility provision posed by high energy costs and local authority budget pressures.
- Opportunities emerging from the market's growing focus on health and social value.
- Changes in leisure centre visiting and activity habits.
- Customer satisfaction with public leisure centres and pools.
- The potential of health and fitness services to attract new visitors.

Two thirds of all adults (and 52% of people who do not currently play sport or take formal exercise) are interested in accessing health and fitness services such as medical checks and dietary advice at a public leisure centre or swimming pool.

Inflationary pressures and the cost of living crisis are having a bigger negative impact on the market's supply side than on consumer demand, with energy costs especially contributing to rising numbers of facility closures.

The market's main longer-term threat is posed by local government's inability to fund the regeneration of ageing venues, up to a third of which are in the final stages of their natural lifespan.

A combination of growing consumer interest in wellbeing and the willingness of health authorities to work with leisure centres is creating new opportunities for facilities that can adapt their offer to support mutual ambitions around improved quality of life.



"A focus on public health and individual wellbeing can help leisure centres and swimming pools unlock much-needed investment and tap into growing consumer interest in self-care."

– **David Walmsley, Senior Leisure Analyst**

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