

ISRM CONFERENCE

14th November 2007

“The Future of Leisure”

Steve Philpott – Chief Executive
DC Leisure



www.dcleisurecentres.co.uk



DC LEISURE MANAGEMENT LTD



- **Managing Director, David Lloyd**
- **Chief Executive, Crown Sports**
- **DC Leisure since Nov 2003**

- **Fitness Industry Association:
Director 1996-2003**
- **Register of Exercise Professionals:
Founder Trustee & Director**
- **Skills Active:
Chair - Sports & Fitness Employers Group**



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DC Leisure

- **Company formed in 1991**
- **Partnership – over 30 client authorities**
- **Manage 122 Leisure Centres**
- **Group Turnover c.£90m**
- **Employ over 7,000 staff (3,100 coaches)**
- **Largest private sector operator**
- **25 million visits per year**
- **Over 40,000 swimming lessons per week**



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“Sport can change the World. It has the power to inspire in a way that little else does.”

Nelson Mandela



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The background to my perspective

- Participation has declined over 15 years
- Obesity epidemic
- Impact of sport & physical activity on health & social issues
- Financial pressures on councils – leisure non-statutory
- BSF & PfS – diversion of funds
- Olympics – diversion of funds
- Facilities in decline – The £10bn Ticking Time Bomb!



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What can we do to make a difference?

Improve Skills – improve service!

Improve Instruction & Coaching – inspire!

Improve Facilities – guarantees success!

= guaranteed activity increase!



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Ageing Facilities/Investment

- 3500 Leisure Centres in England
- 65% over 25 years old (Audit Commission)
- £10bn under funded (Sport England)



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From this



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To this – On time and on budget 14th August 2006



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Elmbridge Borough Council

From



To

3 Leisure Facilities

2 Leisure Facilities

Walton Pool (1965)

xxxxx Closed

Elmbridge LC (1974)

New Xcel Centre

Hurst Pool (1996)

Hurst Pool (1996)

£650k p.a.



£187k p.a.

Annual Revenue Support



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Elmbridge Xcel Performance

- **Attendances**
 - *275,000* full year in old Facility
 - *1,000,000* New Xcel Development
- **Fitness Membership**
 - *1500* at Old Facility
 - *3000* at New Xcel Development
- **Swimming**
 - Swim lessons increased by *57%*
 - Adult Swims increased by *270%*
 - Junior Swims increased by *243%*



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The Future of Leisure

- Improved facilities guarantees increases in physical activity
- Not just Elmbridge → Horsham, Crawley & others
- Government needs to fill the £10bn black hole
→ rationalisation is the only other solution



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