

Leisure Centres and Swimming Pools - UK - September 2018

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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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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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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

Decline in centre numbers sees market size drop

Figure 1: Forecast of leisure centre and swimming pool revenues, 2013-23

Companies and brands

In-house management continues to slip as Trusts increase share

Greenwich Leisure Limited remains on top

Second push for wellness hubs

Technology is making access simpler

#LoveSwimming campaign

The consumer

Visitation down

Figure 2: Participation in health and fitness activities, July 2017 and July 2018

Potential future use dips

Figure 3: Previous usage of public leisure centres and future consideration in non-users, July 2017 and July 2018

Swimming remains most common activity

Figure 4: Participation in leisure centre activities, July 2018

Interest in activities on the rise

Figure 5: Interest in leisure centre activities, July 2017 and July 2018

Users looking for ways to stay active but more likely to visit with a friend

Figure 6: Agreement with statements relating to staying active and leisure centre/swimming pools usage, July 2018

A third struggle to find information on local sport and exercise

Figure 7: Agreement with statement 'I find it difficult to find out where to take part in sport and exercise locally', July 2018

Dedicated swim sessions most in demand but facility improvements also required

Figure 8: Factors encouraging swimming participation, July 2018

Positives of swimming known but confidence in ability is lacking

Figure 9: Agreement with statements relating to swimming and swimming pools, July 2018

Pool cleanliness an issue but facilities seen to be improving

Figure 10: Agreement with statement 'I think the standard of leisure centre/swimming pool facilities is improving', July 2018

What we think

Issues and Insights

How can sites with no swimming pool compete against low-cost private gyms?

The facts

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The implications

How can more people be encouraged to swim?

The implications

The Market – What You Need to Know

Market size drops with site numbers

Decline in centre numbers driven by dry sites

Centres dependent on swimming lessons and gyms

Investment will take time to show

Market Size and Forecast

Decline in centre numbers sees market size drop

Figure 11: Leisure centre and swimming pool revenues, 2013-23

Forecast

Figure 12: Forecast of leisure centre and swimming pool revenues, 2013-23

Forecast methodology

Market Segmentation

Dry sites are drying up

Figure 13: Leisure centres and swimming pool numbers, by type of facility, 2014-18

Revenue drops to reflect fall in site numbers

Figure 14: Leisure centre and swimming pool revenues, by segment, 2014-18

Market Drivers

Redevelopments mean improved standards

Push from government and governing bodies

Operators meeting consumers' appetite for physical activity

Figure 15: Agreement with statement 'I am looking for more ways to stay active than in the past', by age and gender, July 2018

Companies and Brands – What You Need to Know

In-house management continues to slip as Trusts increase share

Greenwich Leisure Limited remains on top

Second push for wellness hubs

Technology is making access simpler

#LoveSwimming campaign

Market Share

In-house management continues to slip as Trusts increase share

Figure 16: Leisure centre and swimming pool numbers, by operator type, 2014-18

Greenwich Leisure Limited remains on top

Figure 17: Leading operators of leisure centres and swimming pools, by turnover and centre numbers, July 2018

Companies and Brands

Greenwich Leisure Limited

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Figure 18: Greenwich Leisure Limited key financials, 2013-17

Sports and Leisure Management Ltd

Figure 19: Sports and Leisure Management Ltd key financials, 2013-17

Places for People Limited

Figure 20: Places for People Limited key financials, 2013/14-2016/17

Fusion Lifestyle

Figure 21: Fusion Lifestyle key financials, 2013-16

Parkwood Leisure Limited

Figure 22: Parkwood Leisure Limited key financials, 2014-17

Freedom Leisure

Serco Leisure

Figure 23: Serco Leisure Operating Limited key financials, 2014-17

Launch Activity and Innovation

Second push for wellness hubs

Technology is making access simpler

#LoveSwimming campaign

Addressing swimming teacher shortage

The Consumer – What You Need to Know

Visitation down

Potential future use dips

Swimming remains most common activity

Interest in activities on the rise

Users looking for ways to stay active but more likely to visit with a friend

A third struggle to find information on local sport and exercise

Dedicated swim sessions most in demand

Pool cleanliness an issue but facilities seen to be improving

Usage and Consideration

Visitation down

Figure 24: Participation in health and fitness activities, July 2017 and July 2018

Potential future use dips

Women more of a potential target than men

Figure 25: Previous usage of public leisure centres and future consideration in non-users, July 2017 and July 2018

Non-visitors more engaged in physical activity

Figure 26: Participation in health and fitness activities, by visitation to public leisure centres and swimming pools, July 2018

Participation and Interest in Leisure Centre Activities

Swimming remains most common activity

Figure 27: Participation in leisure centre activities, July 2018

Swimming just part of exercise habits

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Participation more common amongst men and younger visitors

Figure 28: Participation in leisure centre activities, by age and gender, July 2018

Changes in participation levels

Appetite for fitness classes remains strong

Figure 29: Participation and interest in leisure centre activities, July 2018

Interest in activities on the rise

Figure 30: Interest in leisure centre activities, July 2017 and July 2018

Attitudes towards Exercise and Leisure Centre Usage

Users looking for more ways to stay active

Most are more likely to visit with a friend

Figure 31: Agreement with statements relating to staying active and leisure centre/swimming pools usage, July 2018

Young women who cohabit are likely to visit with friends

Figure 32: Leisure centres and swimming pools – CHAID – Tree output, July 2018

A third struggle to find information on local sport and exercise

Figure 33: Agreement with statement 'I find it difficult to find out where to take part in sport and exercise locally', July 2018

Frequency of Swimming

A quarter swim weekly

Figure 34: Swimming frequency at leisure centres, July 2018

Encouraging Swimming Participation

Dedicated swim sessions most in demand

Facility improvements would encourage a fifth

Figure 35: Factors encouraging swimming participation, July 2018

Younger consumers more open to encouragement

Figure 36: Factors encouraging swimming participation, by age, July 2018

Positives of swimming known...

...but confidence in ability is lacking

Figure 37: Agreement with statements relating to swimming and swimming pools, July 2018

Majority swim for fun

Figure 38: Agreement with statement 'I am more likely to swim for fun than for serious exercise', July 2018

Future Developments and Opportunities

Pool cleanliness an issue but facilities seen to be improving

Figure 39: Agreement with statement 'I think the standard of leisure centre/swimming pool facilities is improving', July 2018

Half expect the latest technology

Figure 40: Agreement with statements relating to technology at leisure centre/swimming pools, July 2018

Half of visitors would buy something in an emergency

Figure 41: Agreement with statement 'I would buy something from a leisure centre in an emergency', July 2018

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

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Consumer research methodology

Methodology

Figure 42: Factors encouraging swimming participation, July 2018

Figure 43: Leisure centre and swimming pool behaviours, July 2018

Appendix – Market Size and Forecast

Forecast methodology

Figure 44: Forecast of leisure centre and swimming pool revenues, 2013-23

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