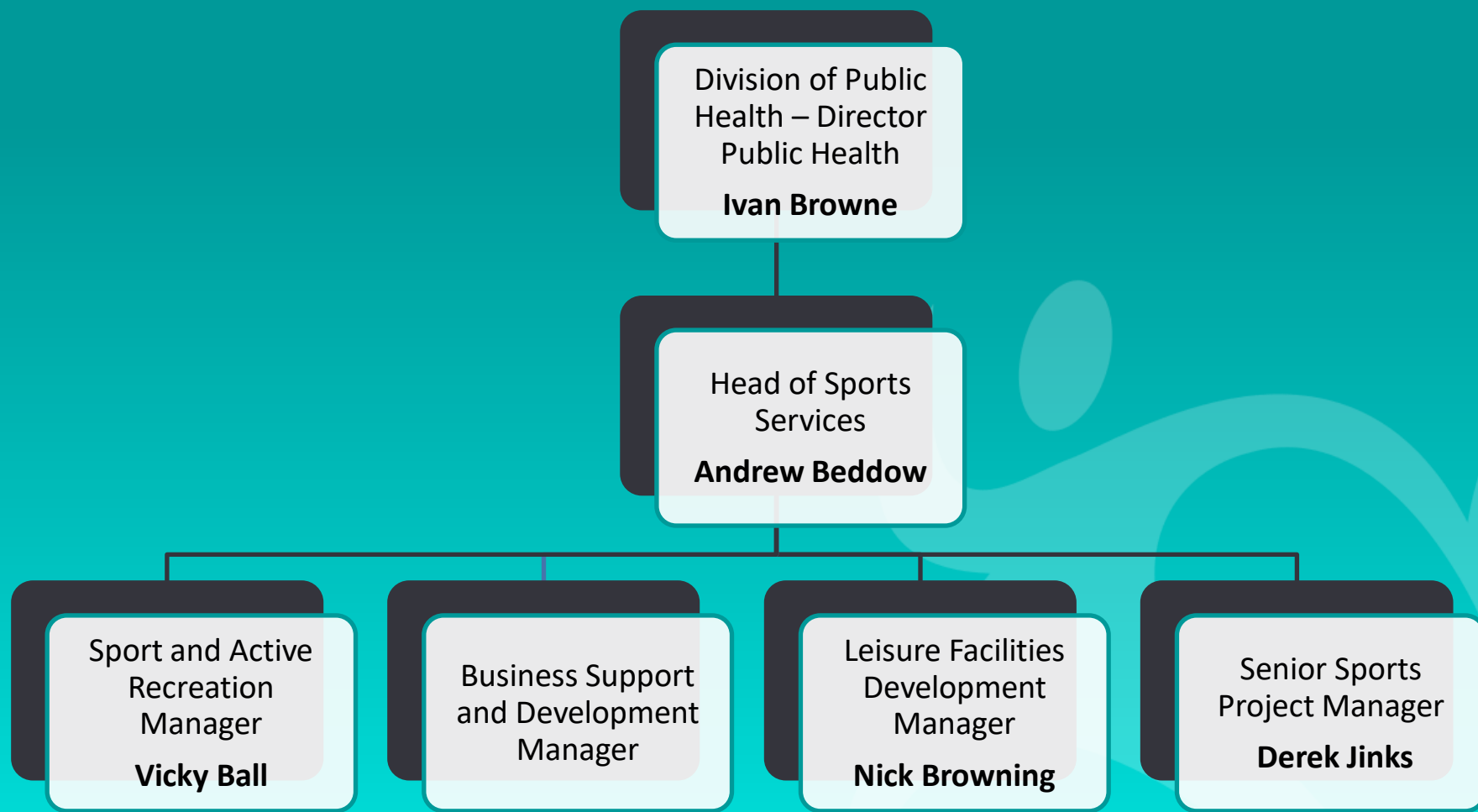


SPORT SERVICES OVERVIEW





SPORT & ACTIVE LIFESTYLE SERVICES

- **14** facilities – includes **7** swimming pools, **1** golf course, **1** athletics track, 3g football facilities, 4 sports halls
 - Sport on Parks oversee outdoor sports facilities: playing pitches and tennis across the City
 - The Service attracts over **1.2m** users every year
 - **262** Full Time Equivalent staff members work across Sports Services
- 

FACILITIES

- Aylestone
- Braunstone
- Cossington
- Evington
- Leicester Leys
- Spence Street
- New Parks
- Saffron lane
- HH Golf Course
- Sport on Parks





ACTIVE LEICESTER TEAM

262 Full Time Equivalent Staff

- Receptionist
- Fitness Instructor
- Swim teacher
- Centre Attendant
- Golf Professional
- General Manager
- Business Development
- Sports Development



PRODUCTS & PROGRAMS

- Learn 2 Swim
- Health & Fitness
- Concessionary prices
- Gymnastics / Trampoline
- Climbing
- Golf
- Athletics
- Football / Rugby pitches
- Sports Hall Hire
- Space for sports club bookings



PERFORMANCE

- **Lessons & Courses:** 3,844 members (swimming, gymnastics, climbing)
 - **Health & Fitness and Golf:** 5,866 (of which there are 1,923 Over 60's members)
 - **1.2m visits per year (2019)**
 - **£6.7M Income per year.**
 - **Clubs that operate from our Venues:**
Swim Clubs, Badminton, Marshal Arts, Gymnastics, Football, Cricket, Climb + many more.
- 
- A stylized, light blue graphic of a person in motion, possibly a swimmer or a gymnast, is positioned on the right side of the slide. The figure is composed of smooth, flowing lines, suggesting movement and energy. It is set against a background of concentric, light blue circular patterns that radiate from the center, creating a sense of depth and motion. The overall aesthetic is clean and modern, with a focus on the human form and athletic activity.

FOCUS 2021 / 2022

- **Recovery**

Lessons and courses: 3,844 to 6,702

Health and Fitness and golf members: 5,866 to 9,321

- Grow and develop customer base at three new health and fitness facilities at ALC, CSSC and ELC.
- New Website and Booking system
- Feasibility of Phase 2 Capital Projects
- Develop new Physical Activity Sport Strategy
- Licence and lease agreement for outdoor Sports Facilities
- Continue improvement in Golf, Tennis, athletics

