



Business Model for Capital Improvements in Local Authority Leisure Facilities

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The Clarkson Alliance partner with Leisure Trusts to devise, develop and deliver capital improvements to sport and leisure facilities.

The Capital improvements, which we develop in conjunction with Leisure Trusts, are designed to drive up revenue through increased participation and membership sales, enabling the trust to offer savings in the management fee to the Local Authority.

We therefore help trusts win more leisure management contracts and support them to deliver savings on the operation of existing facilities.

The Leisure Trust benefits from

- Provision of affordable, high-quality, customer-friendly leisure facilities for the local community irrespective of the individual's ability to pay.
- Forming good partnerships and working collaboratively with local and national organisations.
- Helping the personal development of young people including promoting positive behaviour, confidence, improving educational attainment and reducing crime and disorder.
- Making it easier for people to participate in leisure and achieve a healthier lifestyle

The Local Authority benefits from

- Improved leisure assets at a reduced subsidy
- Increased participation in healthy activity among the local community, reducing the burden on the National Health Service and discouraging anti-social behaviour
- Leisure facilities management from a truly customer-focused operator
- The demand risk lies with the operator

The Local community benefits from

- Improved leisure facilities
- Increased opportunity to live a healthy lifestyle
- Improved levels of service
- Activities that reflect the demand of the local community

With the ongoing cuts in public expenditure, Local Authorities are looking to maintain their public services in the most economically advantageous manner. Leisure management proposals that can offer the most competitive management fee are in demand. In addition, capital investment proposals that promise increased revenue to an existing portfolio of facilities will be invaluable.

The good news for leisure trusts is that about 65% of leisure centres are still operated in-house. Whilst closing facilities is a very efficient way of making savings, leisure centres do represent some of the most front-line, visible services to the community. An increasing number of Local Authorities are transferring the management of their leisure facilities to leisure trusts in order to benefit from the business rate relief. This represents an excellent opportunity for ambitious leisure operators who are seeking to expand their portfolio of facilities.

Having delivered a number of capital improvement programmes in partnership with leisure trusts to local authorities and London boroughs we have the skills, knowledge and experience to devise and deliver similar schemes to Councils seeking to engage a leisure trust operator.

For more information on how this model can work for your authority or leisure trust please contact The Clarkson Alliance Ltd or see our website at www.theclarksonalliance.com