

# Case Study: DC Leisure



## £7.5m Braintree Swimming Centre opened

The new council-owned centre will be operated by DC Leisure

By Tom Walker

The new £7.5m Braintree Swimming Centre has opened to the public. Designed for community use and for County and Regional club swimming events, the centre boasts a 25m x 10m main pool which increases from 1.8 to 2.1m in depth.

The aquatic teaching pool areas from 50cm to 1.1m in depth and has a specially designed 'baby' swimming area to a 1m pool, where there is a gently sloping 'beach' area as well as interactive water spaces.



The facility will be used for regional competitions

The latest 20 water features are used to reduce the amount of chlorine, which is more environmentally friendly and improves air and water quality for babies, children and other families.

Chairman Wendy Smith, of Braintree Borough Council's cabinet member for healthy living, said: "The new swimming centre is a real success and a testament to the dedication of all the many people who have worked together to make it a reality."

The centre will be opened on behalf of the council to management company DC Leisure, which currently operates 118 sites across the UK.

## badminton coaching

DC Leisure and BADMINTON England have teamed up to boost the number of qualified badminton coaches countryside, in response to a current shortage.

The fitness provider will trial the first BADMINTON England Level 2 coaching course at its Fakenham Sports and Fitness Centre in Norfolk, in collaboration with the sport's governing body, with plans to roll the programme out at its 120 health club sites. It is hoped the scheme will be used as a partnership model for other leisure service providers.

## Rotherham leisure centres due to open

By Caroline Wilkinson



The first of Rotherham Borough Council's new leisure centres is due to open this September as part of a £32m redevelopment scheme, which will see three facilities open this year and a fourth in November.

The project will replace seven swimming pools, the Herringthorpe Leisure Centre and Thrybergh Sports Centre, which will be closed between August and November.

When complete, three of the new facilities will become dual-use and relocated closer to secondary school campuses in order to build a stronger connection between education and leisure. The fourth flagship centre, Rotherham Leisure Complex, is being built in the town centre's St Alans car park.

The construction work is being carried out by Willmott Dixon and DC Leisure has been appointed to manage the centres on a 52-year contract.

The first to open, on 17 September, is Aston Leisure Centre in Aston-cum-Aughton, will boast a five-lane, 25m swimming pool, a leisure pool, a four-court sports hall and a 20-station fitness suite with separate dance studio.

This will be followed by the town centre flagship facility, which is the only site not to be dual-use. When it opens on the 29 October, it will feature three swimming pools - a six lane, 25m pool, a warm learners pool and a 20-station fitness suite incorporating a 'lazy river', spa

The facility will also include an multi-purpose sports hall and a movable walk which will also aerobic rooms. There will also be a dance studio.

The last one to open this year is Wath-upon-Deane, due to last include a five-lane, 25m pool and also a 20-station fitness suite

## Waverley facilities to receive £9m revamp

By Caroline Wilkinson

Waverley Borough Council in Surrey has renewed its contract with DC Leisure to manage all five of its leisure centres as part of its new Leisure Improvement Programme, which is injecting £9m into improving facilities across the borough. Farnham Sports Centre will be the first to undergo a refurbishment, followed by similar projects at Godalming and Caringeh. All three are 30-year-old buildings and a spokesperson for Waverley Council said: "The majority of the funds will be spent on behind the scenes refurbishing, but facilities such as the fitness suites will be updated."



DC Leisure will operate all five leisure centres

DC Leisure has managed leisure centres at Godalming, Farnham, and two in Haslemere for the past 15 years and as of 1 April added Caringeh to the portfolio.

## Membership record high



DC Leisure recently announced record membership figures for its 118 leisure centres, which represent 75.7% of leisure sites across the UK. From March 2012, membership at DC Leisure's 118 sites has increased by 10.1% to 1,011,000. The increase is due to a number of factors, including the fact that DC Leisure has opened 17 new leisure centres since March 2012.

What do you get for this price in your area? I have worked up my top 10 for the last year. The main one is the fact that DC Leisure has opened 17 new leisure centres since March 2012. This is a great achievement for DC Leisure and a testament to the fact that DC Leisure is committed to providing high quality leisure facilities for its members.

What are your plans for the future? I am looking forward to continuing to work with DC Leisure and to providing high quality leisure facilities for its members. I am also looking forward to working with DC Leisure to develop new leisure centres and to providing high quality leisure facilities for its members.

## LEISURE LEADER

### DC Leisure

DC Leisure specialises in the development and management of leisure facilities in partnership with local authorities. Founded in 1991, the company currently operates 118 sites in the UK.

David Powell, CEO

How did you get to this point in your career? I have worked up my top 10 for the last year. The main one is the fact that DC Leisure has opened 17 new leisure centres since March 2012. This is a great achievement for DC Leisure and a testament to the fact that DC Leisure is committed to providing high quality leisure facilities for its members.



What advice you first give somebody? I would have passed the advice I was given. I was told to be a good manager, to be a good leader, to be a good team player, to be a good listener, to be a good communicator, to be a good negotiator, to be a good decision maker, to be a good problem solver, to be a good listener, to be a good team player, to be a good listener, to be a good communicator, to be a good negotiator, to be a good decision maker, to be a good problem solver.

### PHIL WATSON, Leisure and Active Director

What do you get for this price in your area? I have worked up my top 10 for the last year. The main one is the fact that DC Leisure has opened 17 new leisure centres since March 2012. This is a great achievement for DC Leisure and a testament to the fact that DC Leisure is committed to providing high quality leisure facilities for its members.



What do you do in your leisure time? I am looking forward to continuing to work with DC Leisure and to providing high quality leisure facilities for its members. I am also looking forward to working with DC Leisure to develop new leisure centres and to providing high quality leisure facilities for its members.

**Richard Millard**  
Director, DC Leisure

"Promote have dramatically raised our profile.

They quickly gained a real insight into the company's vision and culture and then sensitively shaped and placed stories in an imaginative and effective way.

Corporately they have an understanding of our sector, but more importantly a real desire to exceed their clients' expectations"

## group sports manager for dc

DC Leisure has appointed a group sports development manager. Polly Wastall moves from the sports development team at Windsor and Maidenhead through Coventry and, prior to this, worked at Watling General. "Wastall will support the sports development team and promote quality leisure at DC Leisure's 118 sites. Commenting on her appointment, Wastall says: "I was thrilled to secure this role at DC Leisure. I've really looking forward to bringing my knowledge of sports development from my local authority background to a private company". Richard Millard, sports development director at DC Leisure, adds: "I have no doubt that Polly will make a very positive contribution to the ongoing success of the company."



## Olympic champion helps celebrate Swimathon success

By Christine Stokes  
Olympic and Paralympic Champion Jessica Goodwin joined DC Leisure staff to celebrate the success of the annual Swimathon event. "The event provides an excellent opportunity to promote fundraising in a fun, enjoyable way and encourage more people to get it in and especially celebrate it as part of an active lifestyle."

## Rugby leisure centre highly commended

A LEISURE centre in Rugby has been awarded a 'highly commended' score following a three-month audit. The award given to the Rugby Leisure Centre, which is managed by DC Leisure on behalf of Rugby Borough Council - places the facility among the top three leisure centres in the country as well as ranked in the top 10 in the UK. The commendation was given by the industry of services at the centre. Rugby councillor Neil Campbell said: "This is an excellent achievement and is a key service for the community and the council is committed to providing high quality leisure facilities for its members. The award is a testament to the fact that DC Leisure is committed to providing high quality leisure facilities for its members."