



It's a
good thing ©

Health Of Our Communities

Our History

The background image shows an indoor water park with a pirate theme. A large skull sculpture with a red bandana is prominent on the right. A wooden pirate ship is in the center of a pool. Slides in various colors (green, blue, yellow, red) are visible. People are swimming in the pool. The text is overlaid on the left side of the image.

Est. 1999

Independent Charitable Trust Limited by Guarantee

550 employees

2.5M visits

No Management Fee

Bassetlaw DC 2020 – 2030

Commercial Opportunities

Our Impact

The background image shows two elderly men in a gym. The man on the right is wearing a blue t-shirt and is lifting a barbell with red weights. The man on the left is wearing a light blue shirt and is looking towards the man lifting the barbell. The gym environment is visible in the background with other people and equipment.

25,000 Fitness Members

9,550 Swim School Students

Barnsley Leisure Card

Barnsley Wellbeing Services

177 Event Days

£2.5M Reinvested Per Year

Covid Recovery

A photograph of three children playing in a swimming pool. The children are smiling and looking towards the camera. The pool has blue mosaic tiles. The image is overlaid with a semi-transparent dark blue circle on the right side.

Our Challenges

Oversubscribed Facilities

Location of Existing Leisure Facility

Age of Buildings, Rising Maintenance Costs

£7.2M Urgent Works Required

Carbon Impact and Energy Costs

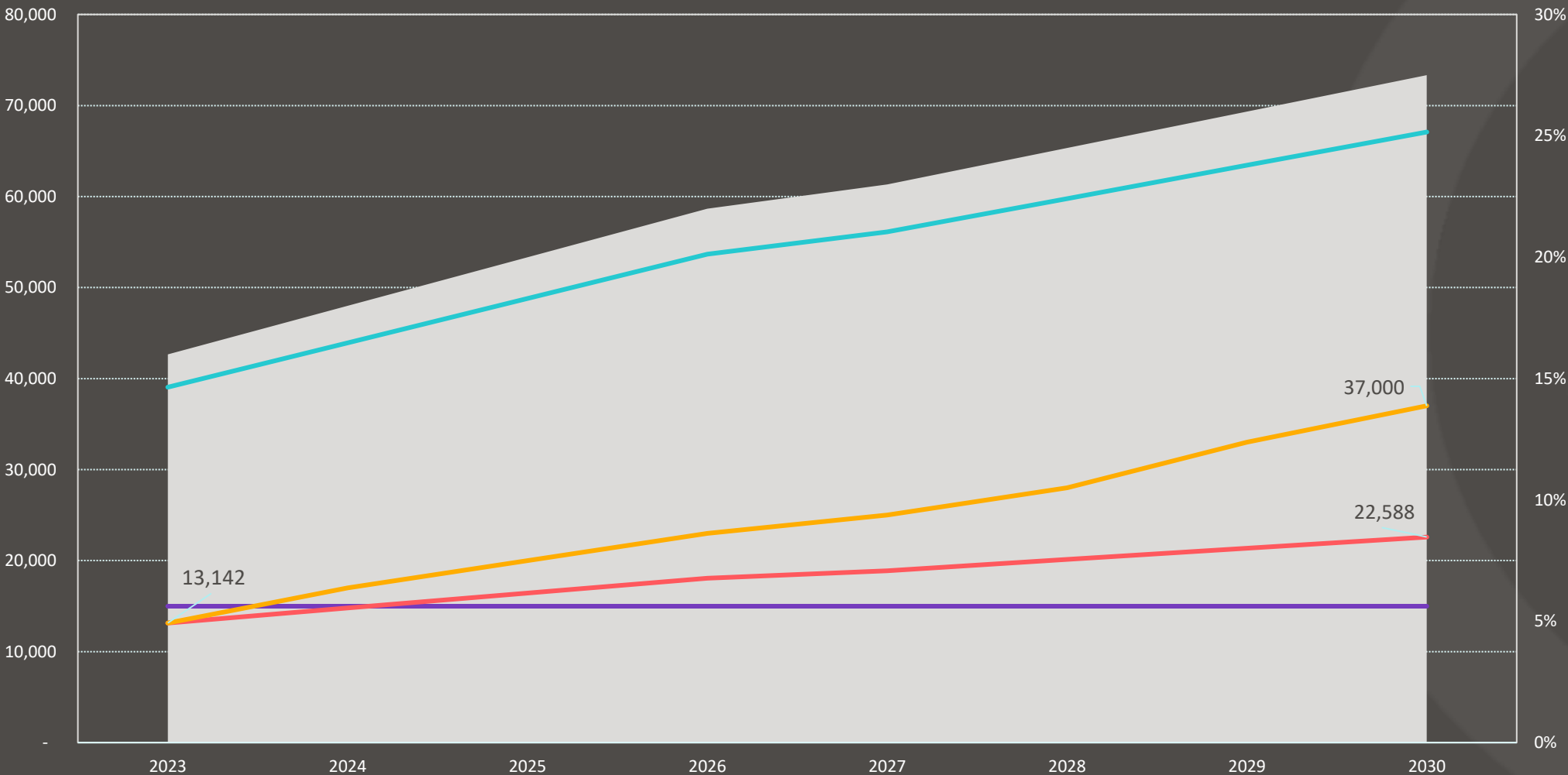
Growing Markets

Access to Health Services

Isolated Communities

Our Challenges

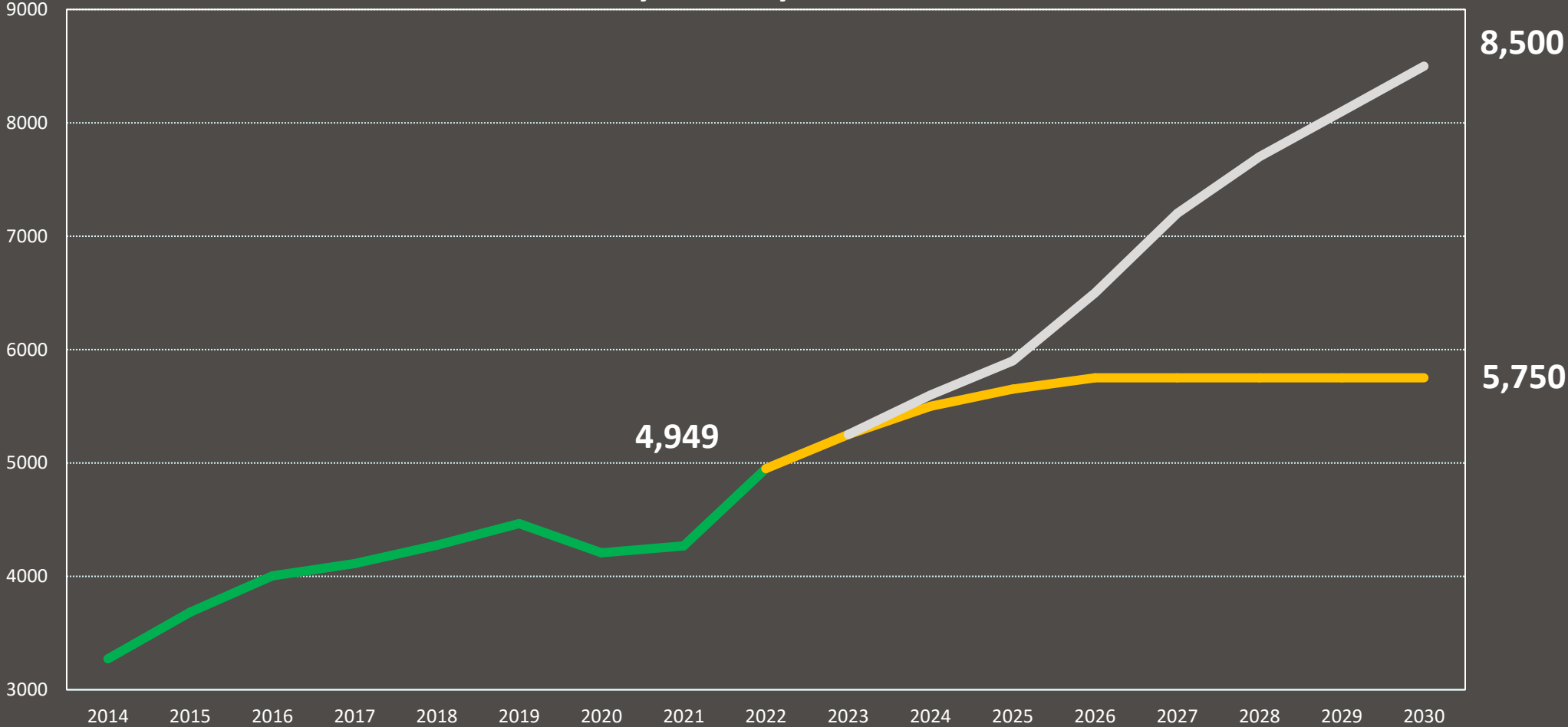
Fitness Market Growth Forecast - Barnsley



■ Fitness Penetration Rate ■ Barnsley Market ■ BPL Barnsley Current Capacity ■ BPL Barnsley Maintaining Market Share ■ BPL Barnsley Potential Market

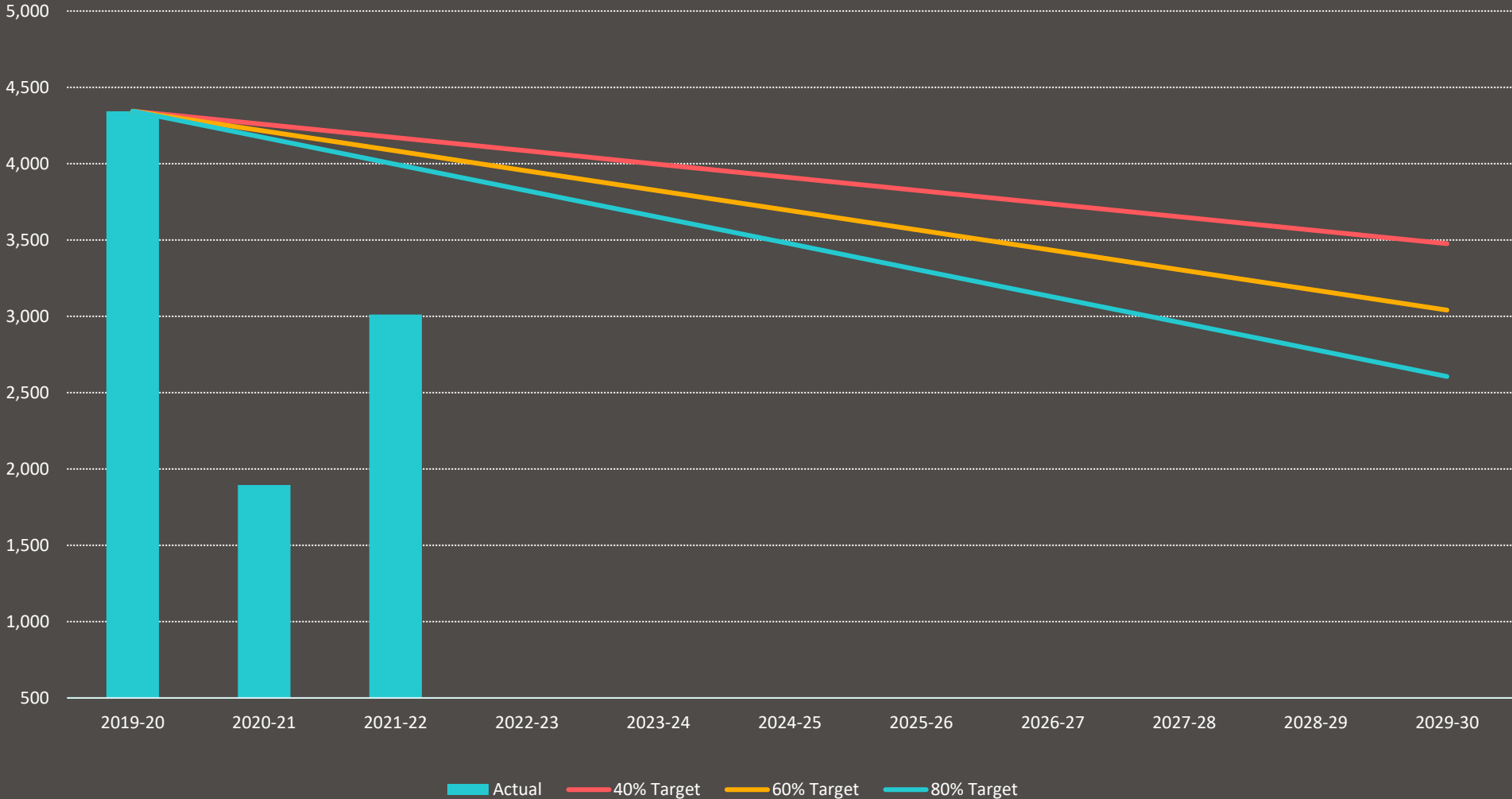
Our Challenges

Swim Academy Barnsley Forecast 2030 difference



Our Challenges

Carbon (Tonnes Co2e) projections and Actual to 2030





We are fun and friendly





We are local



Our Opportunity

Average
Healthy Life
Expectance

Barnsley
20
30 Healthy
Barnsley

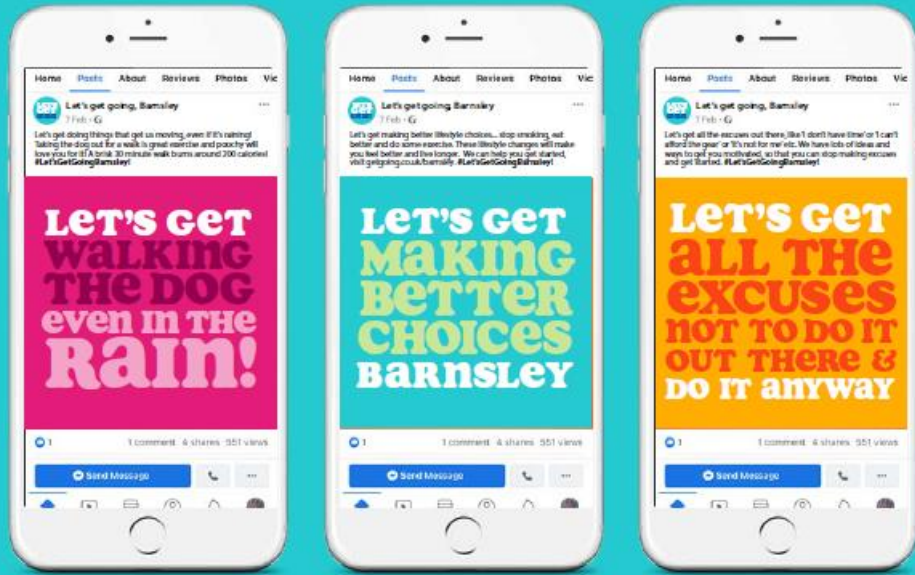


In Active

Active



Other applications



What we can bring

- Purpose Led Organisation
- Integrated 2030 strategy
- Not for Profit
- Dedicated, Talented and Innovative Team
- Strong Customer Service Skills
- Presence In Our Communities
- Creative Marketing and Campaigning
- Data Capture & Management (Ulex)

Our Opportunities Together

- Coordinated Community Presence
- Campaigning
- Our Employee Skills / Numbers
- Targeted Engagement Programmes
- Collaborative place based approach to physical activity opportunities and future growth.
- Physical Activities for Children
- Resources to Live Healthy Life
- Support Physical Health
- **Active Later Years**

**Starting
Well**

**Living
Well**

**Ageing
Well**