

## Case Study: Holly Hill Leisure Centre

Location: Fareham, Hampshire

Client: Fareham Borough Council

Build Cost: £9 million

Construction Completion: Sept 2016

Main Contractor: Balfour Beatty

Project Managers, QS and CDMC, and Civil and Structural Engineers, Wessex – M&E

Architects: AFLS&P

Everyone Active (EA) originally started the (10 year) contract in 2005 but following a contract extension, were able to facilitate the delivery of the brand new £9 million Holly Hill Leisure Centre.

Both parties recognised the benefit of being able work in partnership, assisting with the feasibility, layout and design of a new building to exceed Sport England's specifications. This also reduced pre-construction costs.

EA attended all meetings with the Client and Contractor with EA being able to influence design, specification and general fit-out of the centre's fixtures and equipment.



### Facilities

- Main Pool - 6 lane, 25m
- Teaching Pool
- 100 station Fitness Suite
- Virtual Group Cycling Studio
- Group Exercise Studios
- Dryside Changing
- Changing Village (wetside)
- Reception foyer
- Free car parking

An opening day was organised for 10<sup>th</sup> October 2016 with Councillors completed a Civic Opening in the morning and EA holding a launch event in the afternoon.

Both occasions were supported by Olympic Gold Medallist Adam Peaty. A video of the open day can be seen at <https://www.youtube.com/watch?v=7Mxmy39vo-w>.

### Mark Bowler - Head of Leisure and Environmental Services at Fareham Borough Council:

*"The construction of the new Holly Hill Leisure Centre was the biggest capital project ever undertaken by Fareham Borough Council. When developing the design for the new facility a key factor was to ensure that the design worked for the customer with a good balance and feel to the mix of activity space and customer transition areas.*

*In this respect the inclusion of representatives from Everyone Active on the design team was considered essential. Their knowledge of similar projects and experience of understanding customer needs helped shape a design that delivered a great visitor experience with commercial opportunity.*

*This was also evident in the construction phase which ensured that key phases of the build process were completed to a standard and timescale that enabled a smooth transition to opening.*

*The inclusion of Everyone Active in the project was an essential component in delivering what has now become an iconic Leisure Centre for the Borough of Fareham".*

The Authority now boasts two modern, value for money leisure centres which help the community become more active more often. The increase in leisure provision, facilities and services including additional water space will also assist in future proofing the facilities to meet the needs of a growing community.



The growth in attendance across the Borough has helped meet the Council's objective of increasing participation identified in their Community Needs Assessment, Corporate Plan, Commissioning Plan and Health and Wellbeing Strategy.

**Key Outcomes since October 2016:**

- |                                  |   |
|----------------------------------|---|
| • Participation/usage 2017/18    | 410,000   |
| • Health and Fitness memberships | 3,172 (August 2018)                               |
| • Swimming lessons               | 1,324 (August 2018)                               |
| • Swimming memberships           | 200 (August 2018)                                 |
| • Quest score                    | Excellent – achieved within 18 months of opening. |