



# LEISURE NEWS

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Issue 1 December 2016

## Plans for Deben Pool

Find out more about the plans for Deben Pool

## Your feedback

We look back on views and their impact on plans

## What happens next?

Find out more about the development process

## History of Deben Pool

Looking back on how the pool has changed since it was built in 1973

## Meet our partners

Places for People and Pulse Fitness



### Welcome to the first Deben Leisure Centre newsletter.

This is aimed at our customers and those interested in the progress of the proposed Deben Pool redevelopment.

I am so pleased with the positive response we have received from our recent consultation to our planned investment.

I am also encouraged with the feedback and keenness from our users to highlight items that they feel could improve the design of the redevelopment to ensure it is the best that we can make it.

This first newsletter will look to inform you of feedback received

from the initial consultation and any changes that we will look to make in order to make the Deben Leisure Centre something to be proud of for the next 20 years.

As you will see, our two partners have a lot of experience both locally and nationally of operating leisure facilities and designing and building exciting facilities that provide excellent health and leisure opportunities.

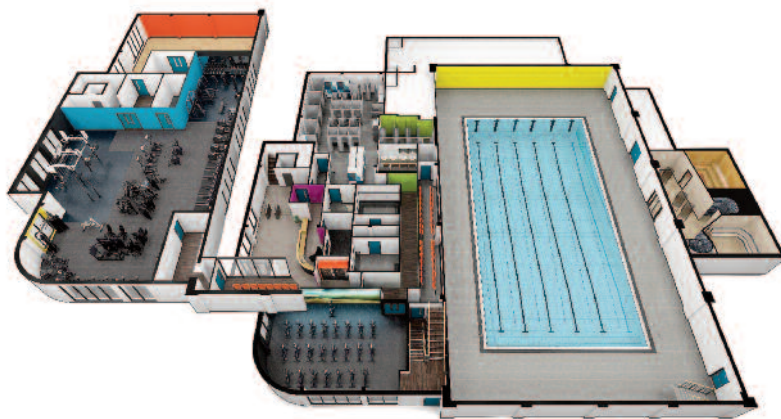
**Councillor  
Haworth-Culf,  
Cabinet  
Member for  
Customers,  
Communities  
and Leisure**



# The Leisure Centre Redevelopment Programme

Suffolk Coastal's Leisure Strategy was produced in 2014 and sets out the district's leisure activity for the next ten years.

The Strategy acts as a guide to Suffolk Coastal's leisure development and operational partners as they look to improve leisure and recreational opportunities across the district. The Strategy became the driving force behind the Leisure Centre Redevelopment Programme, which was created to address the issues raised through the assessment of the Council's ageing leisure assets and facilities.



## **The Redevelopment Programme will be in 3 stages**

Deben Pool in 2017/2018

Leiston Leisure Centre in 2018/2019

The Felixstowe Leisure Centres in 2020+

**One of Suffolk Coastal's 10 priorities in its Business Plan focuses on the need to provide high-quality, modern leisure centres that the whole community can enjoy, with state-of-the-art equipment, that come at no additional cost to the tax payer.**

## **Plans for Deben Pool**

The new, modern leisure facility aims to increase the number of people participating including gym and pool users.

The plans include a larger gym, improved changing facilities and customer experience, studio space and a new health suite featuring a thermal spa.

The new studio space also provides space for group exercise classes and can be used flexibly for future trends in activities.

The modern, innovative design proposals developed for Deben Leisure Centre will ensure that they will be fit for purpose for a 20 plus year period.

**Deben Pool has been chosen as the first development in the programme because part of Leiston Leisure Centre was owned by Suffolk County Council and the process of passing ownership to Suffolk Coastal District Council took more time than initially expected.**

# Meet our partners

## Our operators Places for People Leisure

Places for People Leisure is a Social Enterprise with heart and soul. It is passionate about improving the opportunities for communities to be physically active; enhancing the health and vitality of People and making Places really work. It is driven by its mission 'to create active places and healthy people'.

Places for People Leisure (PfPL) is a leading leisure management contractor that currently operates 112 leisure facilities in 35 local authorities throughout England in addition to 3 independent Places Gyms. It is the leisure management arm of Places for People Group - which also provides



property management, development and regeneration - offering local authorities the chance to help improve the health and wellbeing of the local population while reducing revenue costs.

With 30 million visits annually and 200,000 members, the business employs nearly 9,000 people and provides swimming lessons to 64,000 children each week.

Our facilities are designed and programmed to be as inclusive as possible as we aim to ensure that everyone can adopt a healthier and more active lifestyle, no matter what their ability.

## Our Development partners Pulse Fitness

The Pulse Group is a leading global provider of bespoke and innovative leisure solutions. Working with many of their clients as strategic leisure development partner, Pulse is able to offer a wide range of services through its four separate divisions.

Pulse Design& Build division is responsible for designing, constructing and fitting out state-of-the-art leisure centres as well as completing full refurbishments of existing facilities. From multi-million pound new builds to club refurbishment projects, Pulse Design & Build are able to create and project manage bespoke design solutions on time and to suit any budget.

Pulse's dedicated equipment arm – Pulse Fitness – has an award-winning portfolio of over 100

pieces of fitness equipment and is the only UK company to research, design, develop and assemble equipment in the UK.



**pulse**  
group

Pulse Solutions – the dedicated business-support arm – is able to deliver a wide range of professional business operational solutions which will enrich leisure facilities to increase efficiency, profitability and sustainability.

Pulse's fourth division - Pulse Soccer – was consciously created in 2007 to improve standards and affordability for users of community football facilities and currently operates four facilities including two in partnership with the FA.

Over the last 35 years, The Pulse Group has provided business support to more than 10,000 fitness facilities in 32 countries across five



## Findings from the consultation

Thank you to everyone who has been involved in our consultation on Deben Pool! We've heard views on:

- The number of changing rooms and their style
- The unisex toilets
- The addition of a toddler pool
- The range and number of equipment proposed
- The flow of the building, particularly at peak times
- Membership prices
- Use of green technology



"It seems like a very positive move for the facility."

"Are there any plans to make the site more energy friendly?"

"More numerous and varied equipment would be welcome"

*"The improvements sound amazing and will be greatly appreciated by all who live here."*



## What happens next?

We have taken all of this feedback and are working with our development and operational partners to amend and improve the design where we can.

## Changes to design

With many of the comments received concerning the changing rooms, we have met with our partners to review and revise in order to address your concerns. As you will be aware, redeveloping the Leisure Centre has its difficulties as even with the addition of a first floor, space is limited to include new facilities such as dance studio and quality changing facilities.



## How do 'Village' style changing rooms work?

Following our consultation we are adding female and male changing rooms upstairs.

For the pool, there will be village style changing rooms. This is the preferred option for most new pools and a number of existing pools have converted from single-sex changing to village changing.

For most community swimming pools, village changing with at least two lockable group changing rooms (for school classes, competition and club team use) offers the most cost-effective and easily managed arrangement.



Village changing can also be divided into dedicated zones for male or female use, for particular programme sessions. Each cubicle has a lockable door, a bench and hooks to allow ease for changing. Then in the break out areas there are lockers to put your bags and valuables in. Cubicle showers also lead to and from the pool.

## Advantages of the village changing rooms include:

- Individual privacy
- Layout can be designed to ensure users pass toilets and showers
- Adjacent lockable group changing rooms to give additional capacity at busy times
- All changing spaces and lockers available to all users giving flexibility
- Parents can share a cubicle with children of opposite sex
- Family groups can change together
- Staff of either sex can supervise, clean and manage the entire changing area
- Family groups can change together
- Simple routes with views to and from the pool and other areas

## Next Steps

The planning application for the redevelopment will be submitted in the next few weeks.

Full Council will then meet in February to agree the Capital Programme for 2017/18, which includes the Deben Leisure Centre redevelopment.

The final business case will then go to Cabinet in March 2017 and, once agreed, our development partner Pulse will then be formally asked to appoint a contractor.

The work is expected to start in autumn 2017.



# History of Deben Pool

Thank you to Peter and Georgina Bacon, the Chair and Hon Treasurer of the former Woodbridge Community Council for their support in gathering history on the building of the original pool.

The Woodbridge Community Council was formed in 1966 to 'provide adequate recreational facilities, playing fields, playgrounds, community centres and other amenities'. The first priority, after consulting with the community of Woodbridge was for a swimming pool as, until then, people had bathed in the Deben.

The Community Council worked with the three then local authorities East Suffolk County Council (ESCC), the Deben Rural District Council (DRDC) and the Woodbridge Urban District Council (WUDC) to find a suitable site.

Land owned by British Railways was identified and purchased by WUDC and outline planning was granted in 1970. The exact cost of the build is unclear, with figures ranging from £25,000 upwards. It is clear, however, that the Community Council had to fundraise for the full amount (including some grants from the local authorities) as national government funding was not available.

The pool was opened in May 1973 by Sir Ian Jacob, a former Director-General of the BBC and the then President of the Woodbridge Community Council. It was adopted by the newly formed Suffolk Coastal District Council on their inception in April 1974.

The pool was originally open-air, with a paved area surrounded by changing cubicles. Fundraising activities for the roof then started, with the pool finally covered in 1984.



Photographs courtesy of Archant

If you would like to subscribe to further editions of the newsletter, or require further information, email: [leisure@eastsuffolk.gov.uk](mailto:leisure@eastsuffolk.gov.uk)

**Do you have any stories about the history of the pool?**

**Get in touch with the Leisure team!**