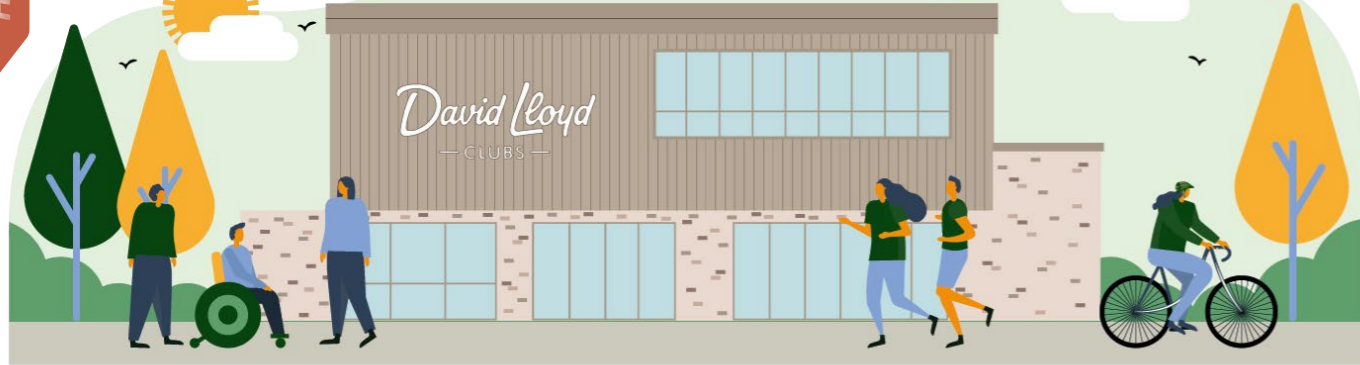


# Leisure Centre Opening



## David Lloyd opening creates a new community hub

Long before the doors opened to paying customers, the new David Lloyd Clubs team have been getting stuck in with all things Houlton, bringing with them a wealth of health and fitness knowledge. Summer 2023 was the backdrop to the resident led Family Fun Day where over 500 residents attended a day of activities. David Lloyd attended and provided free sports sessions for children and families of all ages, including football, paddle, and athletics. David Lloyd have sold over 60% of their membership and the new facilities are being used extensively by residents.

The neighbouring Primary School, St Gabriel's Academy also makes use of the new facility via a new Community Use Agreement which aims to protect slots in the pool for swimming lessons for students who can see the new facility from the school gates. This fruitful partnership supports Houlton to become a place where collaboration and relationships, commercially and residential are at the heart of what we do.



Partnerships

Brendan Mitchell, David Lloyd Leisure, Group Acquisitions Manager: *“Year 3 pupils at St Gabriel's School are already having swimming lessons but the school are still to utilise their full allowance under the Community Use Agreement, with the intention to slowly increase use during the academic year.*

*On the wider community piece, the club is an anomaly in our estate showing much higher F&B spend than expected and longer evening peaks with a very busy club room, illustrating that we have become a bit of a focal point for socialising which is further enhanced by the group exercise & racquets sports, all of which have created and strengthened social connections.*

*We also have a number of staff who are residents of Houlton, showing the importance of having places for people to work near where they live.”*

