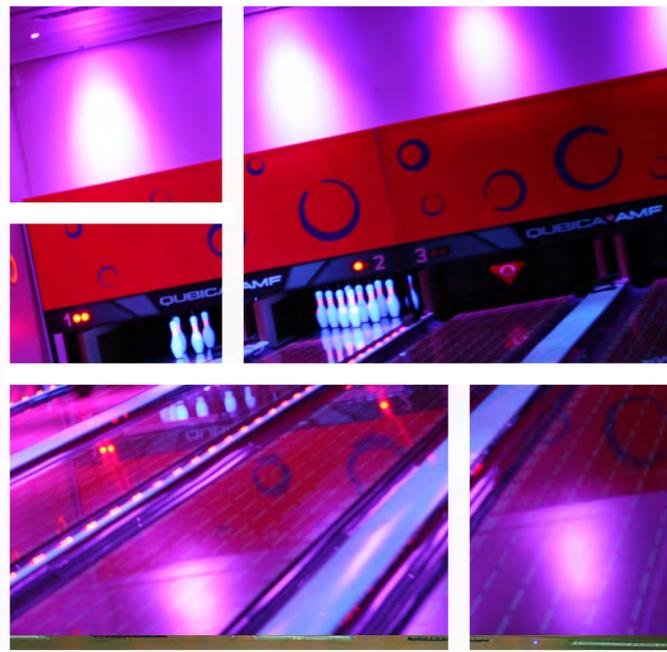
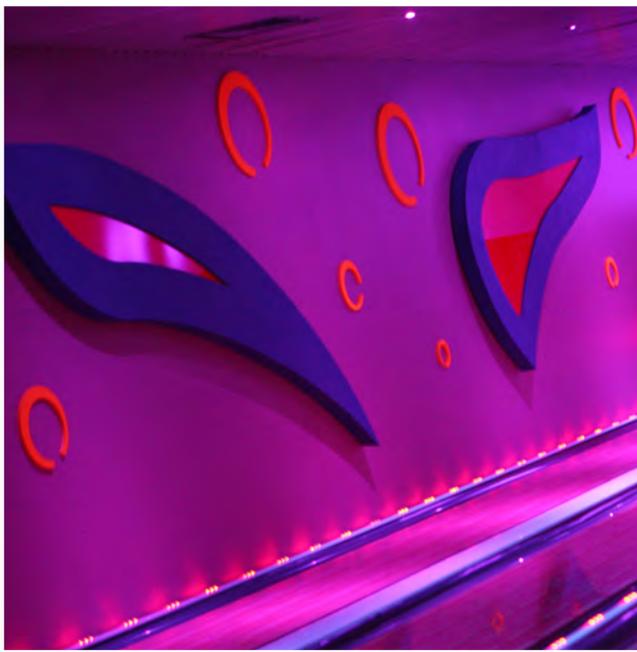


Wentworth Leisure Centre



Client Requirements and Background

North Country Leisure, a charitable leisure management organisation, operates 10 Leisure Centres in the North of England. The Wentworth site has a pool, fitness gym and sports hall, all of which are well used. However the large indoor bowling area had suffered a steep decline in usage and was only operational during the winter months. It represented 25% of the footprint of the building and only 2% of the income.

John Maude, Chief Executive explains "We are mindful that publicly subsidised sites need to be viable without losing sight of their purpose - that is to provide activities for the whole community. We wanted a better use for this space that would increase participation by appealing to a wider audience of all ages and abilities. Having considered various options, including gymnastics and indoor football, we found that 10-pin bowling ticked most boxes. It is something most people can get involved in.



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LEISURE ENVIRONMENTS FROM EVERY ANGLE

Activities with broader appeal are appropriate for the Wentworth Centre, which is situated in a highly visible location at the centre of a market town, in a rural area. The nearest sizeable towns are over 20 miles away so the site attracts people from a large catchment area.

CREATEABILITY brought all this together using their programming and development expertise to comply with time, budget and quality controls

project

EXAMPLE





Design Development/Features

The bowling was a new departure for us and we needed to be sure it would be easy to operate also that the complex process of installing the lanes could be undertaken satisfactorily. We visited a similar site that CREATEABILITY had developed which gave us confidence these two factors would not be an issue. We wanted to make the bowling more accessible for disabled users and CREATEABILITY suggested the incorporation of ramps for wheelchair users and rails to help the partially sighted".

CREATEABILITY produced a design for the area, which included activities that would appeal to the wider/ family market and at the same time complement the 8 bowling lanes. It was agreed that the children's play area should be expanded and the catering facilities be reconfigured. CREATEABILITY's use of space meant their design was able to incorporate the addition of a seating area, which will make the visitors experience more comfortable.

Results

The result is something that we should all be proud of, it looks superb.

We have successfully provided activities in a modern, stylish environment that fulfill our objective of attracting people of all ages and abilities - in particular the family market for which there was little provision locally.

Contract value: £480,656
Contract Length: 52 Weeks

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