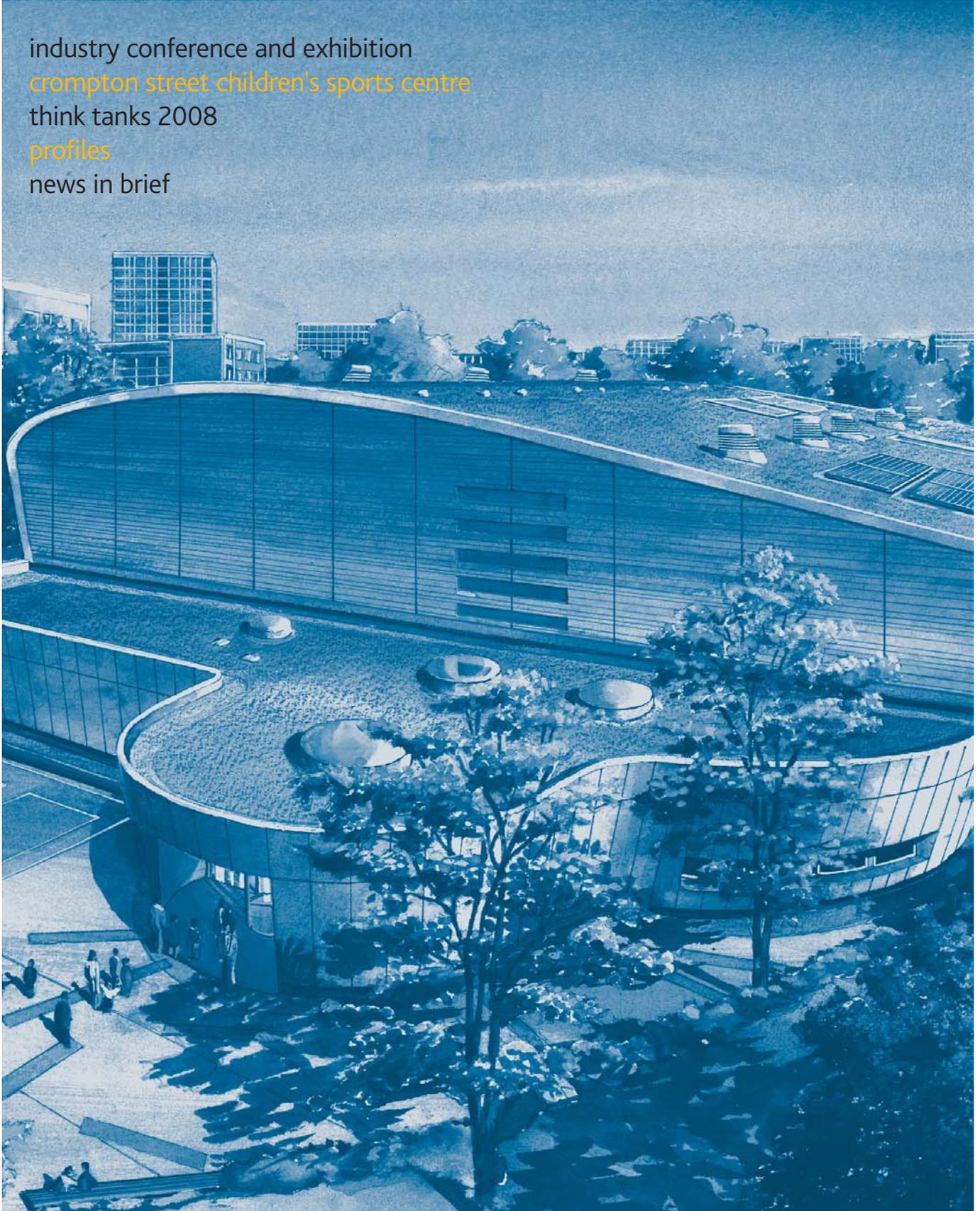


refresh

consulting: sport, leisure and culture newsletter issue 3

industry conference and exhibition
crompton street children's sports centre
think tanks 2008
profiles
news in brief



capita symonds consulting sponsors industry conference and exhibition



Welcome to Issue 3 of *refresh*, Capita Symonds Consulting's newsletter. In this issue you can read up on two of our favourite pastimes – helping clients build new facilities and supporting development of new thinking within the sector.

In March we enjoyed supporting the LGA / CLOA Conference in Liverpool, seeing old friends, clients and meeting new people.

Our Leisure Procurement Think Tank workshops were well received in April and many delegates have now engaged us to support them. More workshops are planned later this year focusing on Culture and Building Schools for the Future (BSF).

Finally, I'm delighted to welcome Kevin Lane who recently joined us, and congratulate Simon Molden and Ita Shaughnessy on their recent promotions.

Duncan Wood-Allum, Director

Capita Symonds Consulting sponsored the Local Government Association/Chief Cultural and Leisure Officers' Association Conference and Exhibition, which took place at the recently-opened Liverpool Arena and Convention Centre on 13-14 March 2008.

Attended by over 170 delegates, the Conference focused on the way in which culture, tourism and sport can deliver healthy, safe and prosperous communities.

In particular, the spotlight was on how local government - as the key provider and facilitator of cultural services - must find new and creative ways of meeting the increasingly diverse needs of communities.

Associated with this, Yvonne Bottomley, Strategic Director of Corporate Services at Warrington Borough Council, delivered a keynote session that outlined the innovative Orford Park Community Sports Hub Project. The Consulting team has been advising the Council on this £32 million

scheme since February 2007. It will be first of its kind in England. When completed, it will include:

- an indoor leisure centre, including swimming pool, sports hall and health & fitness gym
- outdoor leisure facilities, including five sports pitches, a five-a-side complex and an Active Park
- training facilities for Warrington Wolves Rugby League FC
- Primary Care Trust facilities
- a community library
- associated community and education services.

Associate Director Renata Drinkwater was featured in the Local Government TV Channel's coverage of the event, explaining why Consulting had made the decision to sponsor it:

“Sponsorship of this Conference and Exhibition worked well for us. We were able to generate some lively debate on innovative ways to address the challenges facing the sector.”

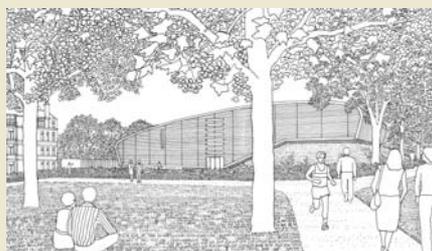


Liverpool Arena and Convention Centre

new heart beats in Westminster

Construction has begun on an innovative project to provide a £3.8m community sports facility in West London.

The result of four years planning and development, the Crompton Street Children's Sports Centre is located in the heart of one of the most deprived areas of Westminster.



A Capita Symonds Consulting team - led by Senior Consultant Tom Pinnington - completed an initial feasibility study, options appraisal and business plan, before being commissioned to complete funding applications.

The previous facility was recently demolished to make way for the state of the art redevelopment which will provide a massive boost to sports provision in an area where many schools lack the required space for sport on their own sites. It will be used by Westminster City Council schools during the daytime to deliver physical education and will be available to sports clubs and the wider community outside school hours.

The new centre features:

- Four court sports hall
- Male and female changing facilities
- 50 station fitness suite
- Dance and youth studio
- Community meeting / training rooms

The design of the building had to meet the strict requirements of both Westminster planners and local residents, as it is located in a park setting adjoining a conservation area. It is also designed to be a flagship project for Westminster in terms of sustainable design and management.

In liaison with Westminster City Council, Capita Symonds helped secure funding from the following partners:

- The Big Lottery Fund
- Sport England
- the National Skills Academy
- Sir John Lyons Trust.

For more information please contact Tom Pinnington on 07747 007053 or at tom.pinnington@capita.co.uk.

thinktank



Capita Symonds' Smart Procurement Think Tanks - 2008

In April 2008, Capita Symonds Consulting hosted two Think Tank sessions on Smart Procurement in the leisure sector.

The theme of the sessions was exploring and discussing best practice in public sector leisure procurement and covered three core areas:

- commencing a procurement journey
- compiling the outline business case
- procurement in practice.

The sessions were attended by a total of fourteen local authorities from across England as well as key representatives from the leisure operator market and legal advisors. They provided an opportunity to share market knowledge and experience and work towards a consensus on how best to approach leisure procurement.

A range of issues were covered over the two sessions, including (a) why it is important for a Council to set its vision and priorities for leisure at the outset, (b) how to develop a robust business case prior to approaching the market, (c) the role of soft market testing, including how and when to use it, and (d) how to manage and resource leisure procurement effectively.

Feedback from those who attended the sessions was very positive:

"I found the workshop very useful, great for networking and knowing that I am not alone. Very worthwhile."

"Very thought-provoking. Good to see the operators' view and comments."

If you would like to discuss leisure procurement further, please contact Duncan Wood-Allum, Director of Consulting, on 020 7421 1489 or at duncan.wood-allum@capita.co.uk.

Capita Symonds Consulting will be hosting other Think Tanks in 2008. The programme for 2008 is as follows:

- A Sustainable Future for Culture Sector Projects - 15th October 2008 in London
- BSF - Opportunities for Community Sports Delivery - 23rd October 2008 in London

To register your interest, please contact Ita Shaughnessy on 020 7421 1489 or email ita.shaughnessy@capita.co.uk

team profiles



Chris Marriott
Senior Consultant

Chris joined the team last year as Senior Consultant and is responsible for Capita Symonds' work in leisure procurement, options appraisals and Building Schools for the Future. Since he arrived he has built a fast-growing niche helping out local authorities and trusts in the procurement of golf facilities and operating partners. *"I think local authorities are starting to realise that they may not be best placed to manage public golf courses. There's a strong private operator market out there which specialises in managing pay-and-play affordable community facilities."*

The principal outcome for local authority leisure, Chris argues, is about increasing participation in sport and minimising levels of subsidy. *"Private operators are keen to deliver capital investment in these facilities and, combined with better management and course maintenance, this drives an increase in usage. What is also clear is that local authorities can benefit from significantly lower financial operating burdens going forward. So there's usually a pretty compelling case for a local authorities to work with a specialist golf partner."*

Chris is also looking to promote the importance of developing robust leisure strategies to support BSF programmes. *"There have been a few examples recently of BSF schemes coming onto the market that are completely bereft of any reference to leisure. Given that the extended schools ethos is the tenet of BSF, and leisure is perhaps the one big area where we can demonstrate where extended schools can really work, local authorities cannot continue to ignore it. We want to help make sure local authorities are ready to deliver their BSF programmes before they launch them. The BSF team needs to talk to their colleagues in leisure to make sure they're aware of what leisure facilities are needed, where and why."*

For more information please contact Chris Marriott on 07824 868515 or at chris.marriott@capita.co.uk



Tim Cantle Jones
Associate Director

Tim Cantle-Jones joined Capita Symonds Consulting as Associate Director in January 2008 and has over 20 years' senior management experience in sport and leisure. *"My two proudest moments were receiving a Peacemaker Award from Archbishop Desmond Tutu and in the same year receiving a letter of thanks and endorsement from Nelson Mandela. It is nice to know your work is appreciated"*. Tim has established an impressive track record of working on major events. He delivered the host city programme for Newcastle during Euro '96, was Director of the Millennium Festival from 1997 - 2000 and over the past two years has played an active role in preparatory plans for both the London Olympics and the 2012 Football World Cup in South Africa. Tim has also helped deliver a significant number of major projects including Prudhoe Waterworld Leisure Pool, Newcastle East End Pool, West End Health Resource Centre (Pathfinder Healthy Living Centre) and the Regional Performance Centre at Gateshead. Tim was also Chair of the North East Sports Board of Sport England from 2002 to 2007 and in that role, as well as his work on the London 2012 Nations and Regions Committee, played a key role in ensuring the benefits of the 2012 Olympic Games will be spread across the UK. *"I believe my style is about developing relationships and creating trust through delivery which very much fits with the Capita Symonds way of working. I hope my connections throughout the industry will bring benefit to a wide range of Capita Symonds projects."*

Tim's first assignment for Capita Symonds has been to create the programme for the National Sports Conference to be held as part of Leisure Industry Week. The National Sports Conference will be held over 3 days at the NEC in Birmingham from 23rd - 25th September and features an array of top speakers from the Sport and Leisure Industry, including Duncan Wood-Allum.

news in brief

Kevin Lane



Capita Symonds Consulting has further strengthened its team as Kevin Lane joins the company as a Principal Consultant. For seven years, Kevin has been the Quest and National Benchmarking Service Scheme Manager with PMP. He reflects "I am now seeking to use this experience to 'make a difference' across a wider range of projects, driving a much broader transformation agenda encompassing performance in its widest sense. I look forward to helping Capita Symonds Consulting champion the role that sport, leisure and culture can play in improving the quality of people's lives."

Kevin will be based at the Leeds office and Associate Director, Mike Piet, said: "the expansion of the Northern office is eagerly anticipated and this will give us greater capacity to serve the region. Kevin's knowledge and experience will help us reach more clients through a wider service offer." Kevin's practical skills in the specialist areas of operational and service delivery will extend those of its present consultants through ensuring that lessons learnt are spread throughout the industry. This will help Capita Symonds provide comprehensive strategy, feasibility, procurement, finance and delivery solutions to both existing and new clients in the sport, leisure, cultural and tourism markets.

For more information, call 0113 204 5920

Simon Molden

In May 2008, Simon Molden was promoted to Principal Consultant, having joined the Consulting team in February 2007. In his new role, Simon will continue to lead on the team's leisure procurement work following the successful delivery of the Smart Procurement Think Tanks in April. In addition, he will also be involved in the development of the team's Major Event product as well as assuming line management and internal business reporting responsibilities.

Ita Shaughnessy

In June 2008, Ita Shaughnessy was promoted to Research Consultant. Ita joined the team in July 2007 following six years' operational experience in the leisure industry in England and Ireland. In her previous role as Business Co-ordinator, she was responsible for co-ordinating and managing the team's affairs. She now moves into the consultancy side of the business and will be assisting other team members on a range of client work.