

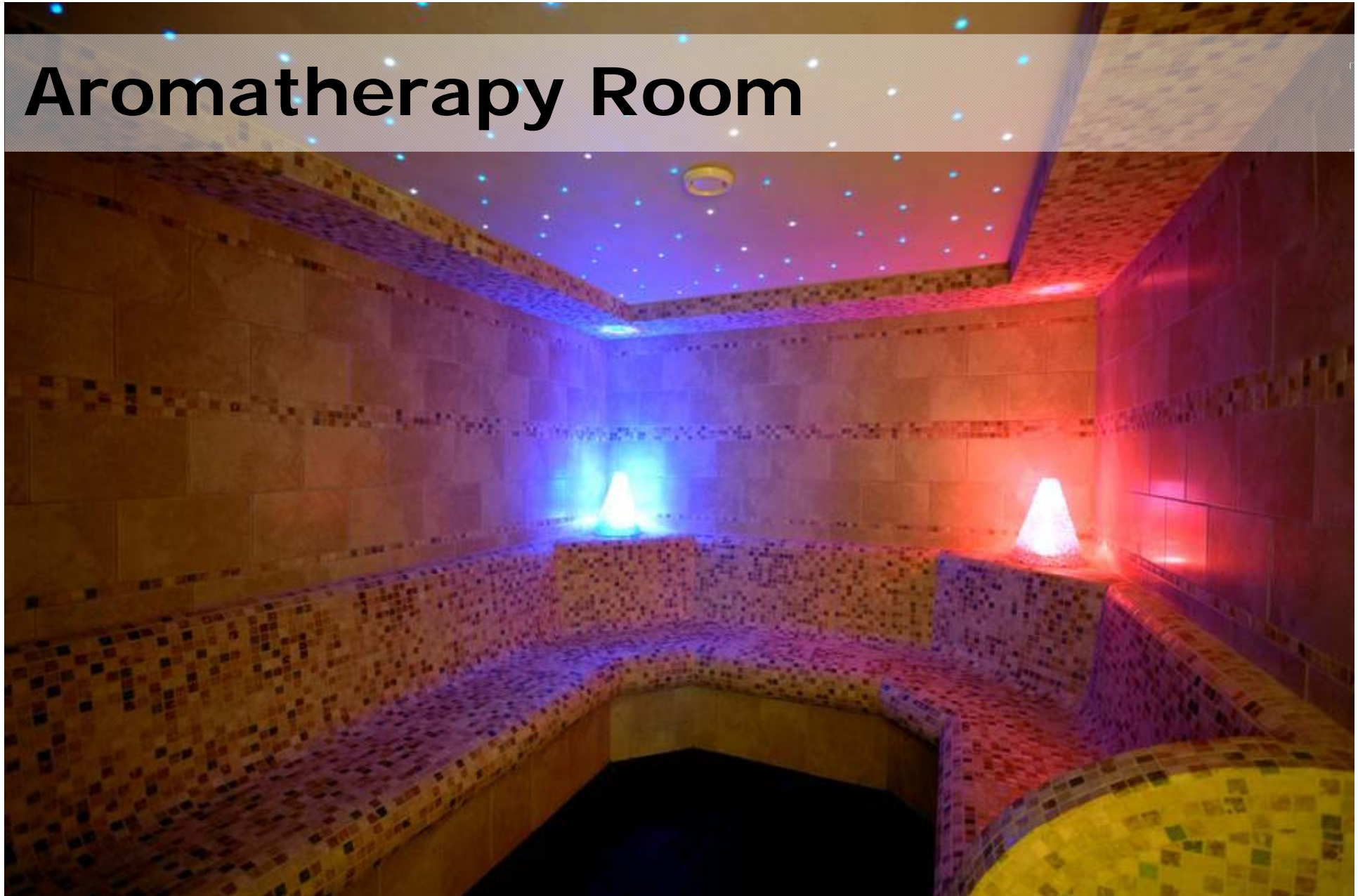




Spa Visual



Aromatherapy Room



Saunarium



Salt Inhalation Room



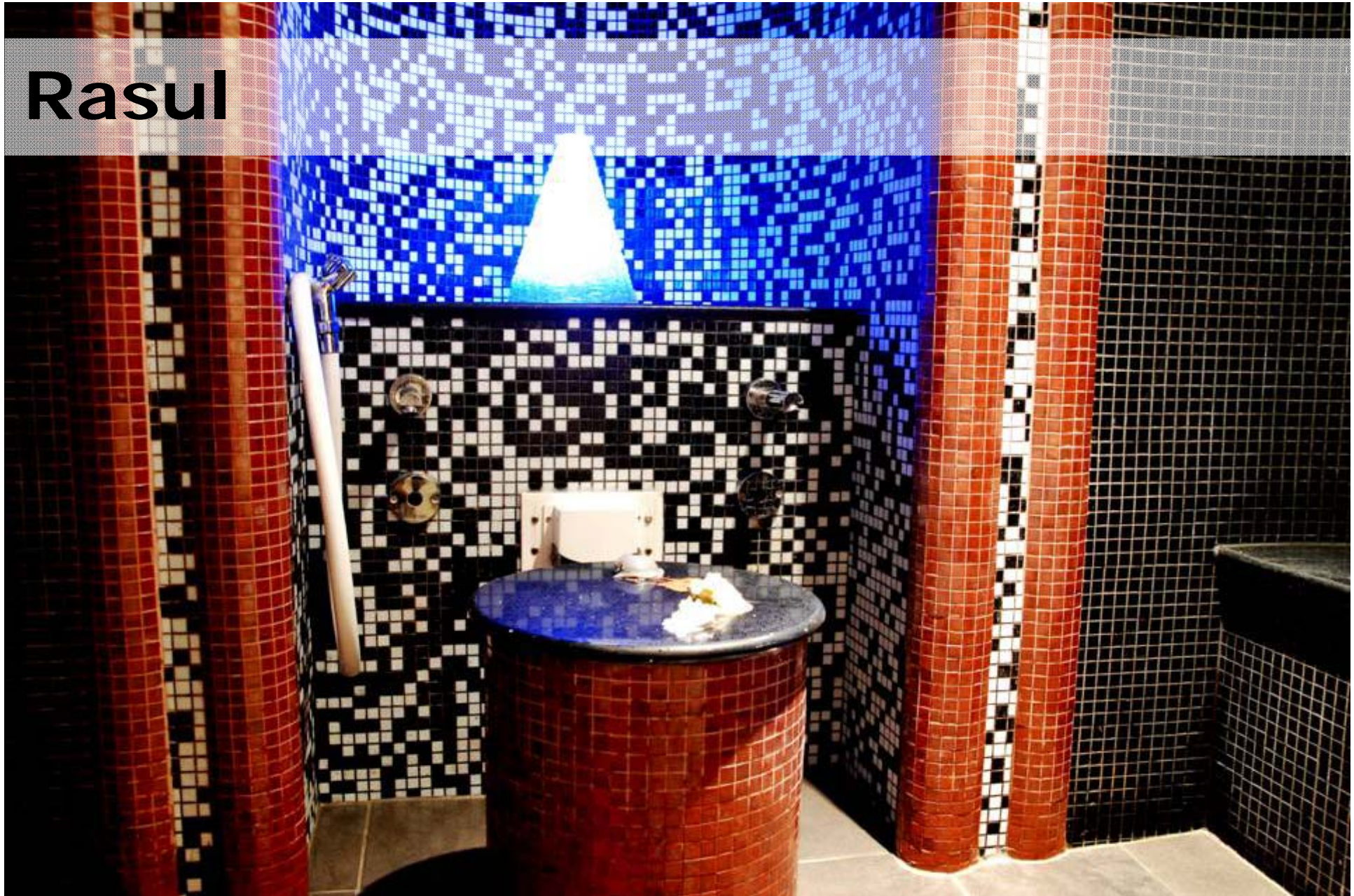
Sauna



Hydrotherapy Pool



Rasul



Rasul



Ice Fountain



Footbaths & Monsoon Shower



Reflexology Footbaths



Treatment Room





Lottery Bid

- Sport England turned down our Lottery Application for a 4 court sports hall with fitness facilities.
- 2 four court sport halls with fitness facilities already in neighbouring towns as similar to most councils in the UK!
- It didn't fit in strategically with the two high schools in the area that were building sports halls using the N.O.F money (they never built them, but that's a different story).
- We were told to have a rethink then resubmit



The Situation!

- We had £500,000 from SRB funding promised. We had a ‘nudge & wink” from S.E once resubmitted for £500,000
- £1,000,000 to spend but no scheme.....
- Help required..



Alliance Leisure

- Time to call in some help. Having already worked on two schemes with Alliance Leisure, we thought they could help.
- Needed to think of something different that would build on the family facility that Wavelengths was and that helped us as a Trust meet our wellbeing aims.
- Family, Getting people active, Something different?
- Stress being recognised as a big problem, people need to learn to relax in the fast world that we now live in.
- Next big growth market – The Spa.....



Feasibility & 1st Layout Plans

- Brought in Topaz regarding National Trends on Spa growth.
- Leisure Net Solutions to do the local consultations.
- ...A spa in Nelson, Lancashire? Both pieces of work were positive
- Then to sell it to the Board and Council...
- Long story short, we did. We were off to draw up and fully price up the scheme.



Funding it all

- The scheme grew. I wanted more and insisted on quality. Costs went from circa £1.7m to £3million (£500k SRB, £500k Lottery & £2,000,000 finances through Alliance Leisure Funding.
- Lottery bid submitted..... It failed. Sport England said it wasn't sport!
- Don't you just love them? Choice of cutting back the scheme or asking for £1,000,000 off SRB. We did that and with the support of Pendle Borough Council we got it approved!
- We were off and running!





Pendle Demographics

Whitefield ward, 4203 of which only 36.7% work. 67.1% are of Muslim religion. 33% of population under 16 years of age.

Bradley ward, 6735 of which 43% work. 40% are of Muslim religion. 28% of population under 16 (national average being 20%)

Walverden ward, 3532 of which 48% work. 33% are of Muslim religion. 24% of population are under 16.

Southfield, Marsden and Cloverhill wards all very similar, Some of the most deprived Wards in the country.

UK Mosaic Groups & Types

Group	Description	%↑	%↓	Type	Description	%↑	%↓
A	Alpha Territory	4.28	3.54	A01	Global Power Brokers	0.32	0.30
				A02	Voices of Authority	1.45	1.18
				A03	Business Class	1.83	1.50
				A04	Serious Money	0.68	0.56
				B05	Mid-Career Climbers	2.90	2.30
B	Professional Rewards	9.54	8.23	B06	Yesterday's Captains	1.80	1.84
				B07	Distinctive Success	0.48	0.48
				B08	Dormitory Villagers	1.81	1.29
				B09	Escape to the Country	1.41	1.31
				B10	Parish Guardians	1.14	1.00
				C11	Squires Among Locals	1.01	0.85
C	Rural Solitude	4.84	4.40	C12	Country Loving Elders	1.32	1.31
				C13	Modern Agribusiness	1.61	1.36
				C14	Farming Today	0.53	0.53
				C15	Upland Struggle	0.36	0.34
				D16	Side Street Singles	1.21	1.17
D	Small Town Diversity	9.21	8.75	D17	Jacks of All Trades	2.60	1.99
				D18	Hardworking Families	2.87	2.63
				D19	Innate Conservatives	2.53	2.96
				E20	Golden Retirement	0.52	0.67
E	Active Retirement	3.41	4.34	E21	Bungalow Quietude	1.42	1.79
				E22	Beachcombers	0.57	0.60
				E23	Balcony Downsizers	0.90	1.29
				F24	Garden Suburbia	2.82	2.14
F	Suburban Mindsets	13.16	11.18	F25	Production Managers	2.31	2.63
				F26	Mid-Market Families	3.75	2.70
				F27	Shop Floor Affluence	2.82	2.73
				F28	Asian Attainment	1.45	0.98
				G29	Footloose Managers	1.11	1.67
G	Careers and Kids	5.34	5.78	G30	Soccer Dads and Mums	1.34	1.34
				G31	Domestic Comfort	1.24	1.09
				G32	Childcare Years	1.46	1.52
				G33	Military Dependents	0.19	0.17
				H34	Buy-to-Let Territory	1.08	1.79
H	New Homemakers	3.99	5.91	H35	Brownfield Pioneers	1.13	1.38
				H36	Foot on the Ladder	1.48	2.37
				H37	First to Move In	0.30	0.37
				I38	Settled Ex-Tenants	2.08	2.06
I	Ex-Council Community	10.60	8.67	I39	Choice Right to Buy	1.90	1.72
				I40	Legacy of Labour	3.46	2.68
				I41	Stressed Borrowers	3.15	2.20
J	Claimant Cultures	4.52	5.16	J42	Worn-Out Workers	1.82	2.30
				J43	Streetwise Kids	0.90	1.05
				J44	New Parents in Need	1.80	1.80
K	Upper Floor Living	4.30	5.18	K45	Small Block Singles	1.26	1.77
				K46	Tenement Living	0.62	0.80
				K47	Deprived View	0.36	0.50
				K48	Multicultural Towers	1.09	1.11
				K49	Re-Housed Migrants	0.97	0.99
L	Elderly Needs	4.04	5.96	L50	Pensioners in Blocks	0.89	1.31
				L51	Sheltered Seniors	0.67	1.12
				L52	Meals on Wheels	0.51	0.86
				L53	Low Spending Elders	1.98	2.68
M	Industrial Heritage	7.39	7.40	M54	Clocking Off	2.18	2.25
				M55	Backyard Regeneration	2.40	2.06
				M56	Small Wage Owners	2.81	3.09
N	Terraced Melting Pot	6.54	7.02	N57	Back-to-Back Basics	2.50	1.97
				N58	Asian Identities	1.06	0.88
				N59	Low-Key Starters	1.60	2.72
O	Liberal Opinions	8.84	8.48	O60	Global Fusion	1.38	1.44
				O61	Convivial Homeowners	1.74	1.68
				O62	Crash Pad Professionals	1.41	1.09
				O63	Urban Cool	1.25	1.10
				O64	Bright Young Things	1.36	1.52
				O65	Anti-Materialists	1.12	1.03
				O66	University Fringe	1.10	0.93
				O67	Study Buddies	0.87	1.14

Mosaic Group Profile

Inside Spa at Pendle Wavelengths

(Nelson, Lancashire)

Mosaic UK Group	Inside Spa Customers	Inside Spa Customers %
A Alpha Territory	161	0.74
B Professional Rewards	1,867	8.62
C Rural Solitude	695	3.21
D Small Town Diversity	1,801	8.32
E Active Retirement	233	1.08
F Suburban Mindsets	2,711	12.52
G Careers and Kids	1,405	6.49
H New Homemakers	869	4.01
I Ex-Council Community	1,836	8.48
J Claimant Cultures	659	3.04
K Upper Floor Living	212	0.98
L Elderly Needs	489	2.26
M Industrial Heritage	3,408	15.74
N Terraced Melting Pot	4,951	22.87
O Liberal Opinions	354	1.64
Total	21,651	100.00

Dominant Mosaic Groups

Group N – 23% of Customers

Group N: Terraced Melting Pot

Lower income workers, mostly young, living in tightly packed inner urban terraces, including some areas of high diversity



Key Features

- Poor qualifications
- Routine occupations
- Young singles and couples
- Some young children
- Ethnic diversity
- Poor upkeep
- Small homes
- Crowded
- Below average income
- Sport

Dominant Mosaic Groups

Group M – 16% of Customers

Group M: Industrial Heritage

Families and couples owning affordable older style housing in communities historically dependent on manufacturing



Key Features

- Traditional
- Married
- Below average incomes
- Approaching retirement
- Outgrown homes
- Personal responsibility
- Manufacturing industries
- Careful with money
- Reliant on cars
- Manual skills

Dominant Mosaic Groups

Group F – 13% of Customers

Group F: Suburban Mindsets

Maturing families on mid-range incomes living a moderate lifestyle in suburban semis



Key Features

- Manual and white collar
- Married
- Middle age
- Children
- Leafy suburbs
- Comfortable affordable housing
- Home improvement
- Family life
- Industrious
- Mainstream brands

Mosaic Type Profile

Dominant Types

Mosaic UK Type	Inside Spa Customers	Inside Spa Customers %
N59 Low-Key Starters	1,827	8.40
N58 Asian Identities	1,601	7.36
N57 Back-to-Back Basics	1,507	6.93
M56 Small Wage Owners	1,448	6.66
M55 Backyard Regeneration	1,100	5.06
F25 Production Managers	901	4.14
M54 Clocking Off	860	3.96
F26 Mid-Market Families	804	3.70
I40 Legacy of Labour	792	3.64
F27 Shop Floor Affluence	787	3.62
D18 Hardworking Families	749	3.44

Dominant Mosaic Types

Type N59 – 8.4% of Customers

Type N59: Low-Key Starters

Low income young singles in urban terraces offering cheap rents from either private landlords or the council



Key Features

- Low income
- Children
- Unemployment
- Terraced housing
- Low qualifications
- Service jobs
- Manual labour
- Low car access
- Benefits
- Low technology access

Dominant Mosaic Types

Type N58 – 7.4% of Customers

Type N58: Asian Identities

Traditional South Asian families owning relatively small terraces for their many family members

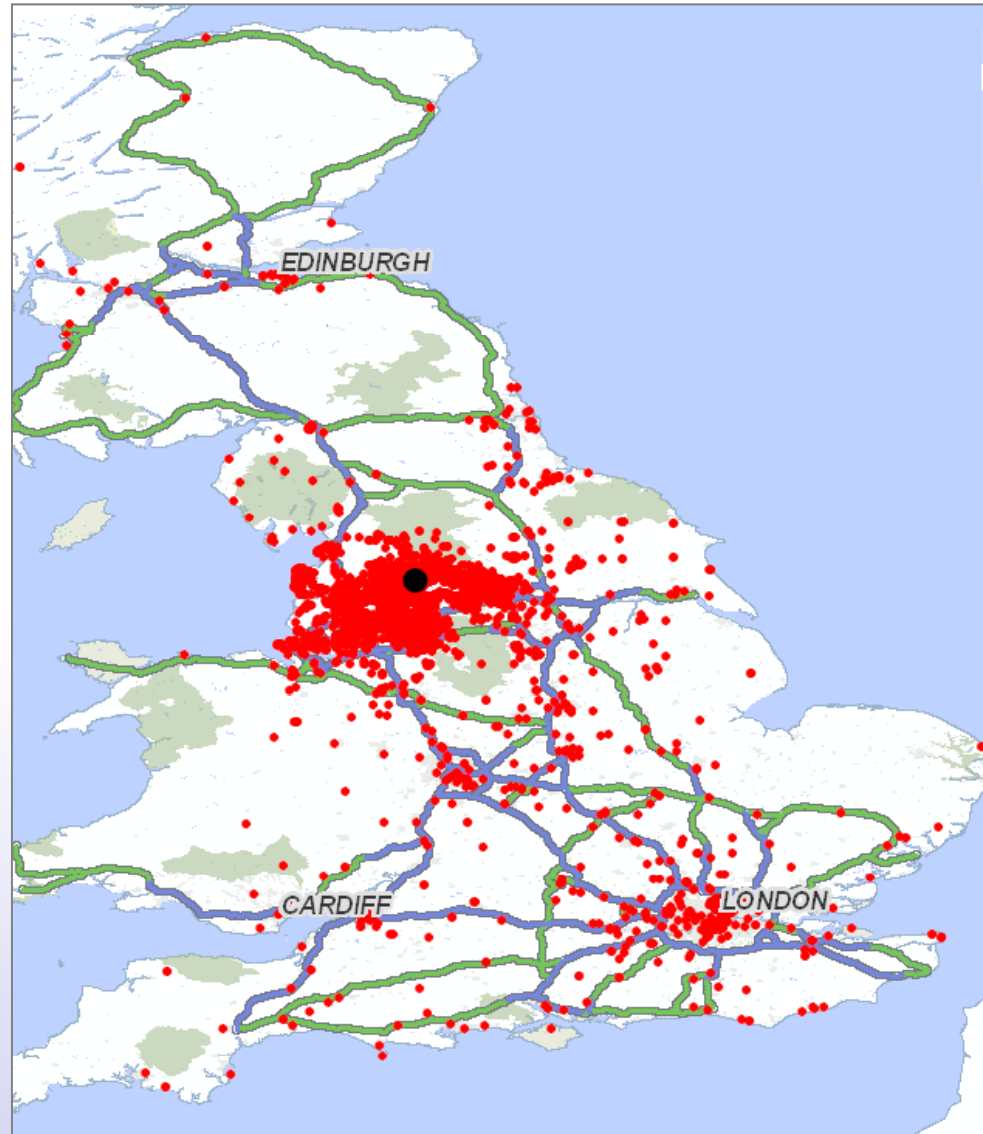


- Key Features**
- South Asian
 - Terraced housing
 - Midlands and northern cities
 - Crowded
 - Families with children
 - Young
 - Low incomes
 - Low qualifications
 - Unskilled workers
 - Poor car access

Breakdown of Customers By Age

- 30% are 20-30 year olds
- 24% are 30-40 year olds
- 20% are 40-50 year olds
- 23% are 50+ year olds
(inc. 9% over 60)

Distribution of Customers - UK



Time Driven by Customers

<i>Minutes</i>	Customers	Customers	Cumulative Customers	Cumulative Customers %
0 - 1	334	1.54	334	1.54
1 - 2	1,198	5.51	1,532	7.05
2 - 3	1,802	8.29	3,334	15.33
3 - 4	1,164	5.35	4,498	20.69
4 - 5	1,464	6.73	5,962	27.42
5 - 6	1,138	5.23	7,100	32.65
6 - 7	1,239	5.70	8,339	38.35
7 - 8	917	4.22	9,256	42.57
8 - 9	611	2.81	9,867	45.38
9 - 10	744	3.42	10,611	48.80
10 - 11	731	3.36	11,342	52.16
11 - 12	778	3.58	12,120	55.74
12 - 13	402	1.85	12,522	57.59
13 - 14	484	2.23	13,006	59.81
14 - 15	735	3.38	13,741	63.19
15 - 16	616	2.83	14,357	66.03
16 - 17	431	1.98	14,788	68.01
17 - 18	343	1.58	15,131	69.59
18 - 19	258	1.19	15,389	70.77
19 - 20	333	1.53	15,722	72.31
20-21	332	1.53	16,054	73.83
21-22	309	1.42	16,363	75.25
22-23	262	1.20	16,625	76.46
23-24	332	1.53	16,957	77.98
24-25	197	0.91	17,154	78.89
25-26	241	1.11	17,395	80.00
26-27	258	1.19	17,653	81.19
27-28	245	1.13	17,898	82.31
28-29	157	0.72	18,055	83.03
29-30	138	0.63	18,193	83.67
Over 30 mins	3,551	16.33	21,744	100.00
Totals	21,744	100.00		

72% live within
a 20 minute drive

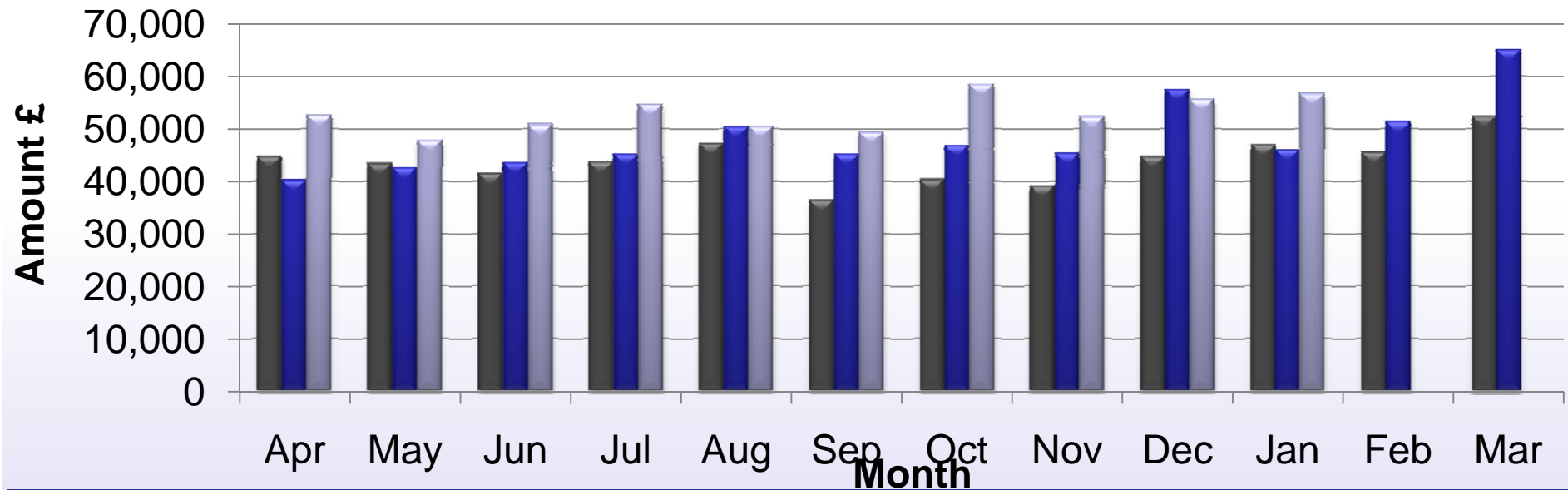




Proof it has worked in Pendle!

New Building's Income

■ 2008/09 ■ 2009/10 ■ 2010/11



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
2008/09	44,774	43,369	41,502	43,691	47,233	36,373	40,335	39,141	44,754	46,977	45,524	52,238	525,910
2009/10	40,217	42,657	43,521	45,281	50,493	45,157	46,905	45,414	57,378	46,039	51,362	64,940	579,365
2010/11	52,456	47,859	50,780	54,442	50,452	49,304	58,338	52,158	55,494	56,557			527,839



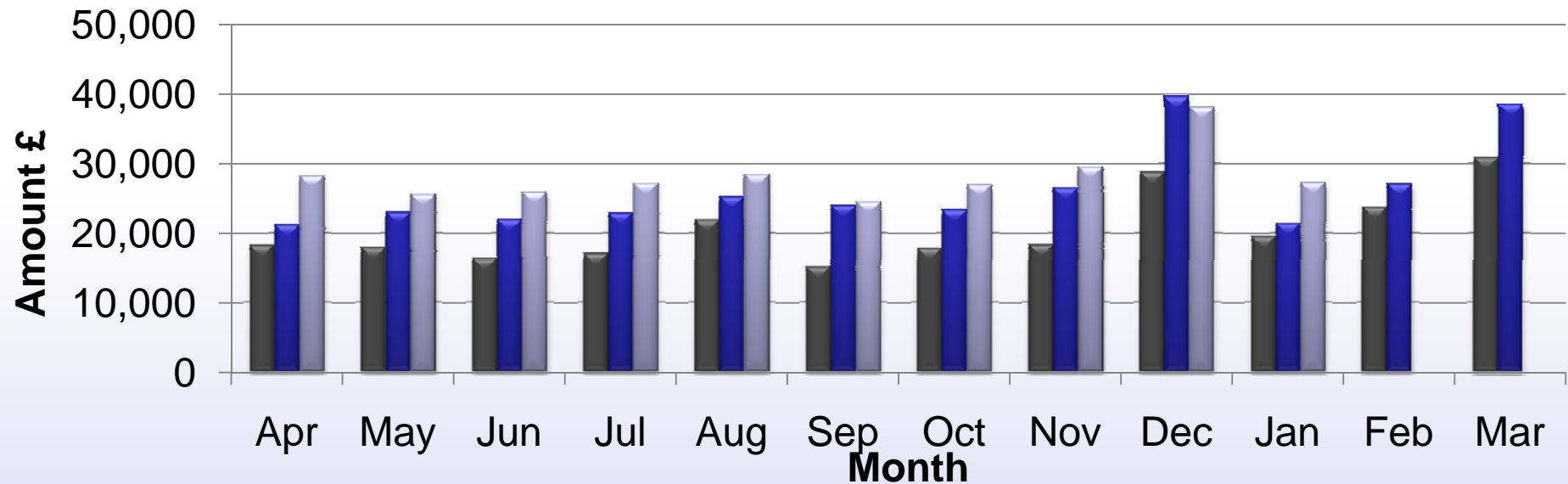
The Spa figures only

Inside Spa's Income

■ 2008/09

■ 2009/10

■ 2010/11

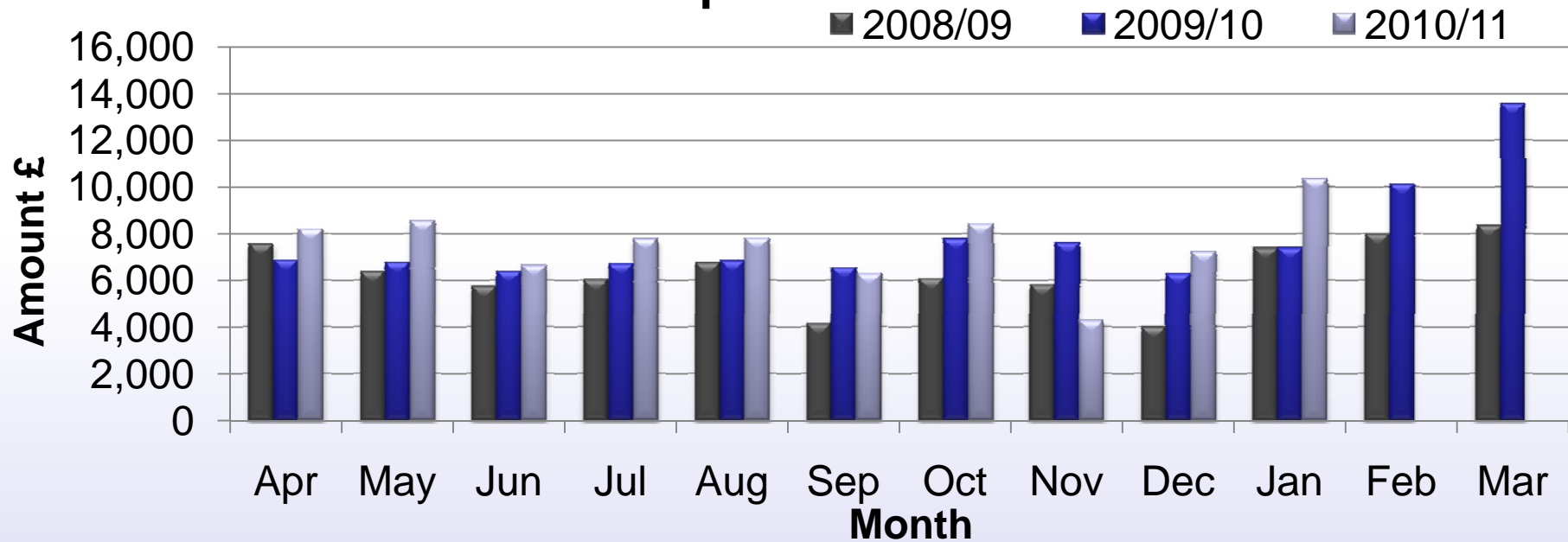


	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
2008/09	18,236	17,921	16,353	17,043	21,860	15,158	17,800	18,297	28,726	19,502	23,702	30,818	245,417
2009/10	21,210	23,024	21,925	22,855	25,193	23,983	23,339	26,483	39,587	21,394	27,031	38,549	314,572
2010/11	28,201	25,563	25,853	27,112	28,416	24,497	26,901	29,463	38,117	27,197			281,320



Spa Admissions

Spa Admissions



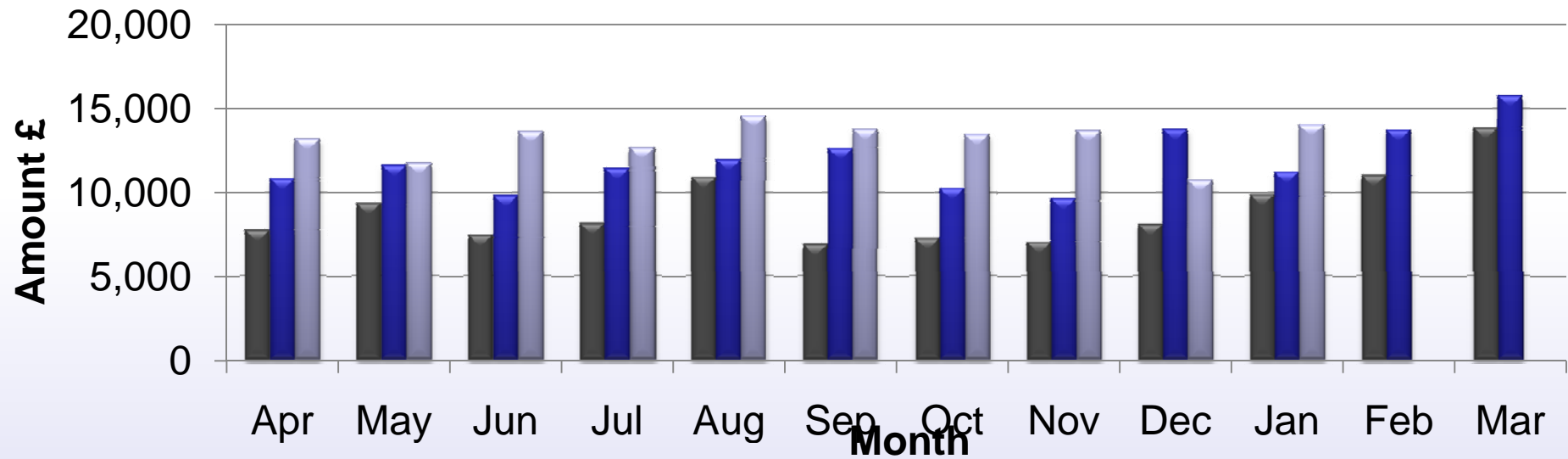
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
2008/09	7,557	6,378	5,736	6,027	6,751	4,153	6,069	5,798	4,003	7,382	7,987	8,357	76,198
2009/10	6,866	6,765	6,385	6,705	6,810	6,537	7,759	7,590	6,275	7,366	10,125	13,517	92,699
2010/11	8,171	8,535	6,639	7,776	7,780	6,282	8,414	4,284	7,227	10,359			75,467



Spa Treatments

Spa Treatments

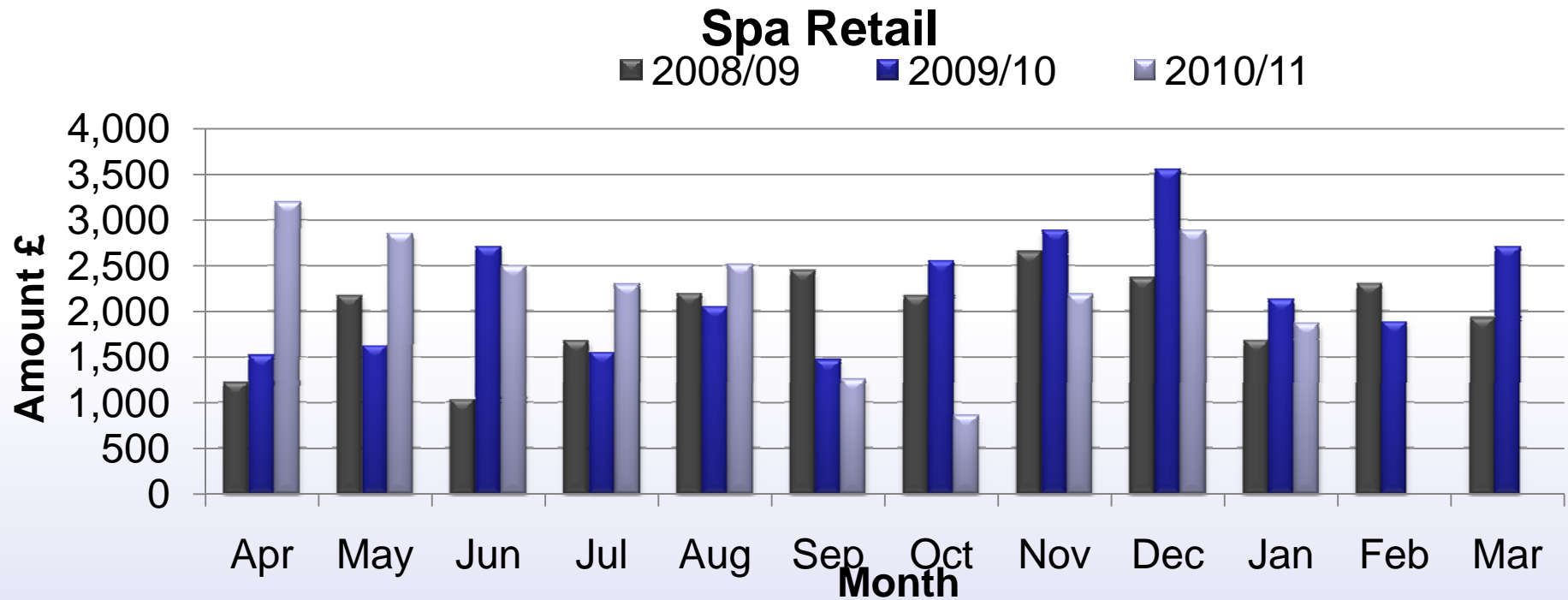
■ 2008/09 ■ 2009/10 ■ 2010/11



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
2008/09	7,742	9,352	7,472	8,155	10,918	6,902	7,271	7,041	8,100	9,881	11,020	13,859	107,713
2009/10	10,814	11,591	9,803	11,429	11,964	12,611	10,249	9,627	13,745	11,177	13,697	15,752	142,459
2010/11	13,183	11,740	13,640	12,667	14,554	13,761	13,440	13,671	10,706	13,997			131,357



Spa Retail



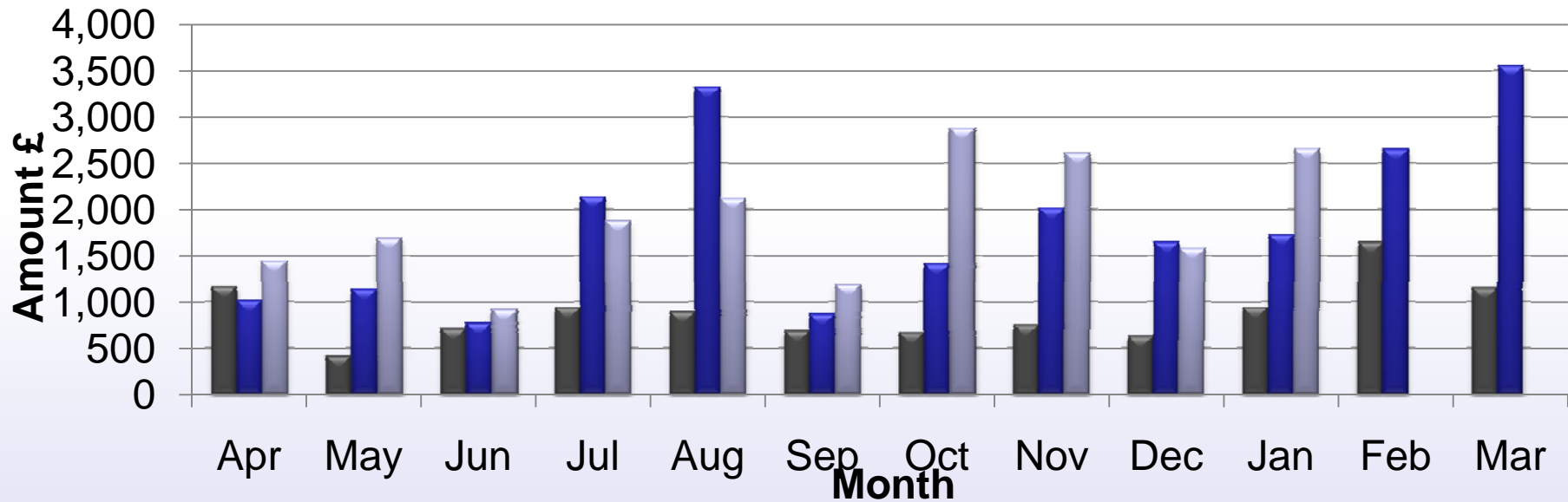
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
2008/09	1,222	2,170	1,033	1,676	2,193	2,450	2,171	2,649	2,366	1,680	2,301	1,928	23,838
2009/10	1,515	1,616	2,706	1,545	2,047	1,462	2,550	2,891	3,544	2,124	1,885	2,703	26,589
2010/11	3,189	2,857	2,491	2,289	2,514	1,253	859	2,188	2,891	1,868			22,398



Rasul Treatment

Rasul Treatments

■ 2008/09 ■ 2009/10 ■ 2010/11



	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
2008/09	1,164	419	712	940	895	690	672	754	633	943	1,642	1,151	10,615
2009/10	1,012	1,133	766	2,134	3,317	870	1,406	2,010	1,646	1,726	2,648	3,546	22,215
2010/11	1,437	1,684	914	1,870	2,114	1,182	2,883	2,613	1,576	2,657			18,931