



AllianceLeisure

Development Partnership Overview

The Role of Alliance Leisure and Benefits of Our Approach

Who we are.

Alliance Leisure is the UK's leading leisure development partner, supporting local authorities that want to improve or expand the leisure facilities and services provided to their local communities.

We develop leisure facilities ranging from £40m+ new builds and large-scale refurbishments, through to outdoor play pitches and play facilities.

Our mission is to make public leisure sustainable and to build healthier communities.

Our expert team supports clients from the earliest project stage (RIBA 0) through to completion and beyond, covering every aspect of development including procurement, finance, legal, construction, marketing and operations.

We act as a trusted partner, working closely with our partners and their communities to design solutions that truly fit local need.



300+

Projects delivered

£500m

Invested in local authority leisure



81%

of clients chose us for further projects



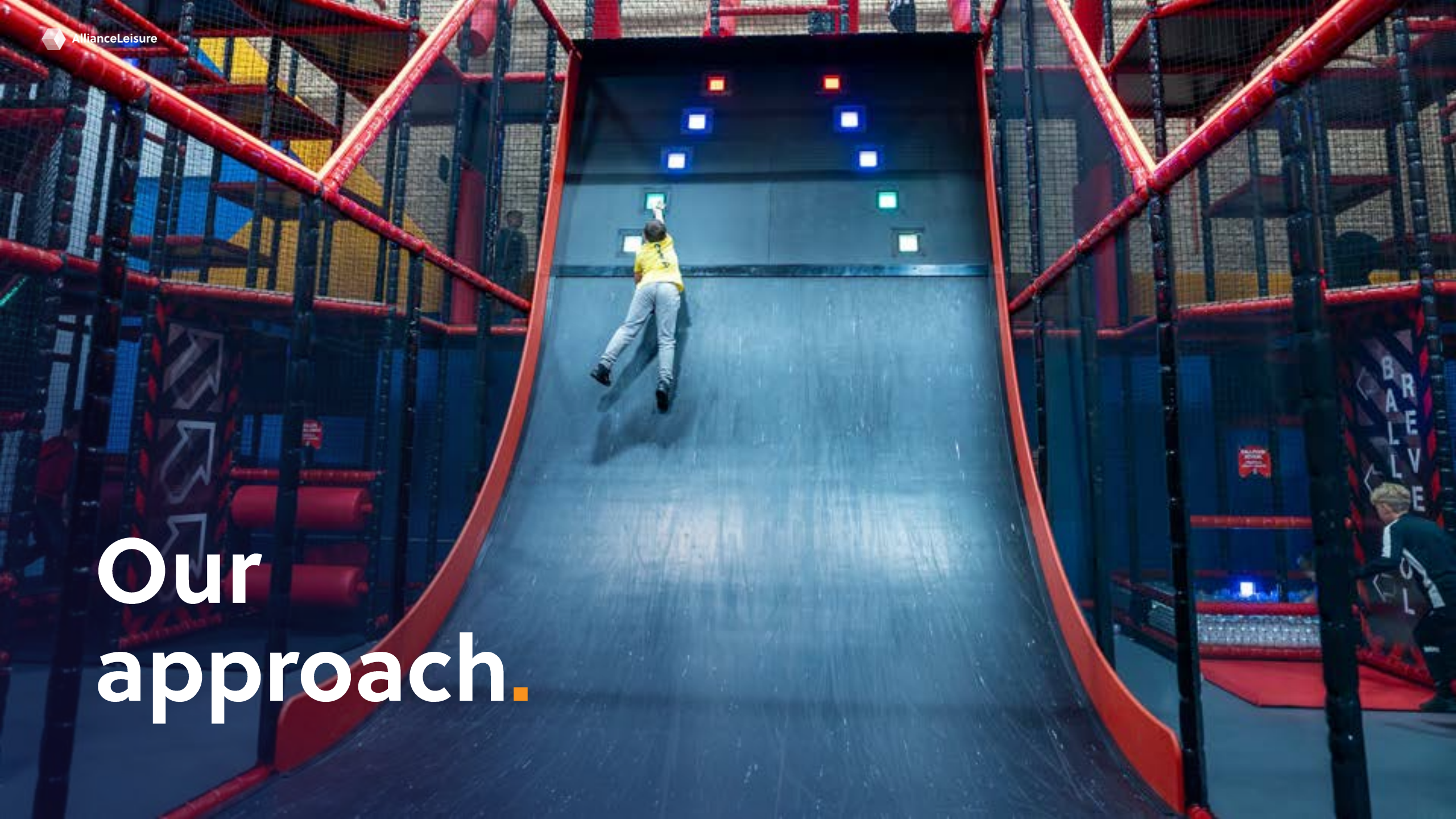
Our specialties.

Our range of developments across 25 years of business has included all types of facility, from the large-scale transformation of leisure portfolios through to playgrounds and 3G pitches. Our extensive repertoire also expands to cultural and heritage sites.

With leisure centres, theatres, restaurants, woodland cafes, spas, bowling alleys, wellbeing hubs and more featuring in our projects.

	Leisure	Sport	Health and Wellbeing	Heritage and Culture
	Regeneration	New Build	Refurbish	Remodel
Leisure Centres	Swimming Pools	Multi Sports Hubs	Theatre Spaces	Adventure Centres
Wellbeing Hubs	Community Medical	3G Pitches and Rackets	Museums and Libraries	Parks and Play

Our
approach.



Developing in partnership.

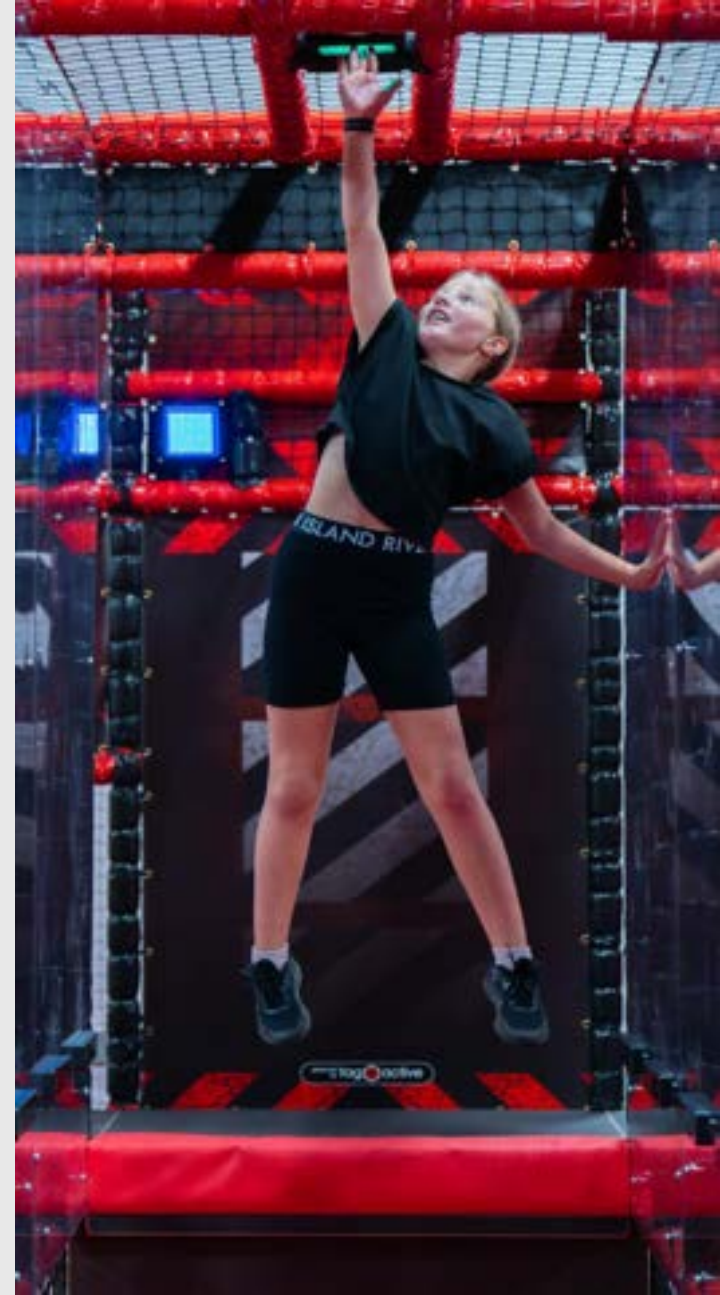
Through the **UK Leisure Framework**, we provide a fast, simple, and value-driven route to create outstanding facilities. **One agreement, one relationship**, one expert team guiding every step so you can focus on outcomes.

Our strength lies in a **proven, high-performing approach**, underpinned by a carefully selected and regularly monitored supply chain, developed over many years. Each project team is carefully chosen to suit your goals, project need and local priorities.

Every development is supported by our in-house **project success** team, offering expertise in community engagement, opportunity analysis, marketing, and workforce training.

With Alliance Leisure, you get more than a development partner, you gain a team dedicated to creating lasting community impact for your projects:

- **Single Point of Accountability** for the full development lifecycle
- **Consistency of Delivery** through integration of all design, build and operational partners
- **Proven Success** as a true leisure expert
- **Reducing Risk** with **Time** and **Cost Efficiencies**
- **Fully Compliant** through the **UK Leisure Framework**





Committed to affordability.

A Development Partnership with Alliance Leisure through the UK Leisure Framework, **reduces tendering costs and improves efficiency, ensuring projects are delivered on time and within budget.**

We start with a clear business case that looks at capital affordability and what local communities want. Our proven gateway process guides each stage and helps keep the project affordable from planning to delivery.

Our team works with architects and contractors who focus on leisure projects. Together we shape facilities that feel welcoming and stay cost effective.



Delivering social value.

We deliver social value in our construction projects by engaging with local communities, promoting inclusivity and diversity, and supporting environmental sustainability.

Alliance Leisure collaborate with partners to provide educational opportunities, enhance community facilities, and promote health and wellbeing, ensuring our projects positively impact the communities they serve.

All major projects have a bespoke social value plan designed with the client objectives and the needs of the local community in mind.



Developing sustainably.

Alliance Leisure have robust environmental practices in place having achieved the green award for Investors in the Environment and are a Carbon Literate Organisation.

We are committed to ensuring that performance environmentally is considered as a key component of all our projects and that the consideration of impacts, both carbon and financially, are paramount.

Each project aims to bring in Low Zero Carbon Technologies that support careful use of fuel and power. We look at daily energy needs and shape solutions that fit environmental goals, creating spaces that run smoothly and feel future ready.

Alliance work with principle contracting and architectural partners who are accredited to ISO14001:2004 for Environmental Systems.

Carbon Literate
Organisation
Silver





Project success.

We add value to all our projects with unique support from our Engagement and Insights Team.

Designed to ensure the operational and commercial success of our developments, our team focusses on enhancing every aspect of capital projects through six core support areas: Opportunity Analysis, Stakeholder Engagement, Product Success, Customer Acquisition, Customer Experience, and People Development.

Our Engagement and Insights team has worked with over 150 leisure operators representing around 800 individual sites. By offering comprehensive solutions under its six core areas, our teams ensure that facilities can optimise performance, engage stakeholders and achieve long-term success.

How we work.



The Role of Alliance and the Benefits of Our Approach.

Our clients think of us as the team that makes sure the whole project comes together.

We're the **single point of responsibility** so that they don't have to juggle lots of different parties or worry about things slipping through the cracks.



- **Leisure-Specific Expertise**
Over 350 leisure projects delivered — specialists in designing and delivering high-performing facilities
- **Complete Turnkey Solution**
From concept to completion, one accountable team manages design, build, equipment, given the best platform for success —fully supporting your needs
- **Value for Money Assured**
Multi-layered with benchmarking and market tested costs – providing stakeholder assurance
- **Guided, Transparent Gateway Process**
Clear approvals with defined outputs, risk tracking, and reports — full transparency at every step
- **Adding Value**
Our Engagement & Insights team drive stakeholder engagement and set up for project success
- **Affordability First**
Early contractor involvement improves buildability and drives real-world cost efficiency
- **Fast Low Risk Procurement**
Mobilise quickly, reduce inflation risk, and avoid delays. Framework structure ensures all legal, financial, and risk considerations are covered upfront
- **Mitigating Risk**
Alliance enters the building contract, with risks mitigated and apportioned to deliver best outcomes
- **Social Value & Sustainability**
We integrate social value and local economic impact throughout delivery - measurable with local KPIs
- **Supply Chain Advantage**
£1/2bn pipeline unlocks national buying power and a trusted supply chain – driving long-term projects value

Single Point of Contact.

Principal Contractor
Project Manager
Design Team
Principal Designer(s)
Clerk of Works

Interior Design
Audio Visual
Signage
Fitness Equipment
Furniture



You,
our Customer



AllianceLeisure



UK Leisure Framework.

A compliant, proven pathway.



Through the **UK Leisure Framework**, we provide a fast, simple, and value-driven route to create outstanding facilities. One agreement, one relationship, one expert team guiding every step so you can focus on outcomes.

UKPCR 2015 Compliant

A public sector-friendly framework backed by rigorous procurement standards.

Simple Onboarding

Streamlined approvals, followed by a single Access Agreement to get started.

One Appointment, Full Delivery

Appoint Alliance once, and we manage project delivery supporting you through the process in an efficient and effective manner.

Context of Appointments

Under the terms of the **UK Leisure Framework**, Alliance is authorised to directly appoint pre-approved partners to deliver works and professional services on behalf of our clients. This route supports early collaboration, cost certainty, and efficient mobilisation.

Similarly, appointments can be undertaken via form of competition and in both instances, once the approach is agreed, appointments are made following assessment of capability, compliance, and suitability against both framework and project-specific requirements.

£500m

in planning and construction stages



£2bn

framework investment value

300+

projects delivered

The benefits.

Using the UK Leisure Framework brings many benefits to the completion of your project, including:

- Leisure industry expertise
- Driving value for money
- Full delivery solution
- Trusted supply chain
- Ease of procurement
- Speed of delivery
- Risk mitigation
- OJEU compliant

250m+

completed project value





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