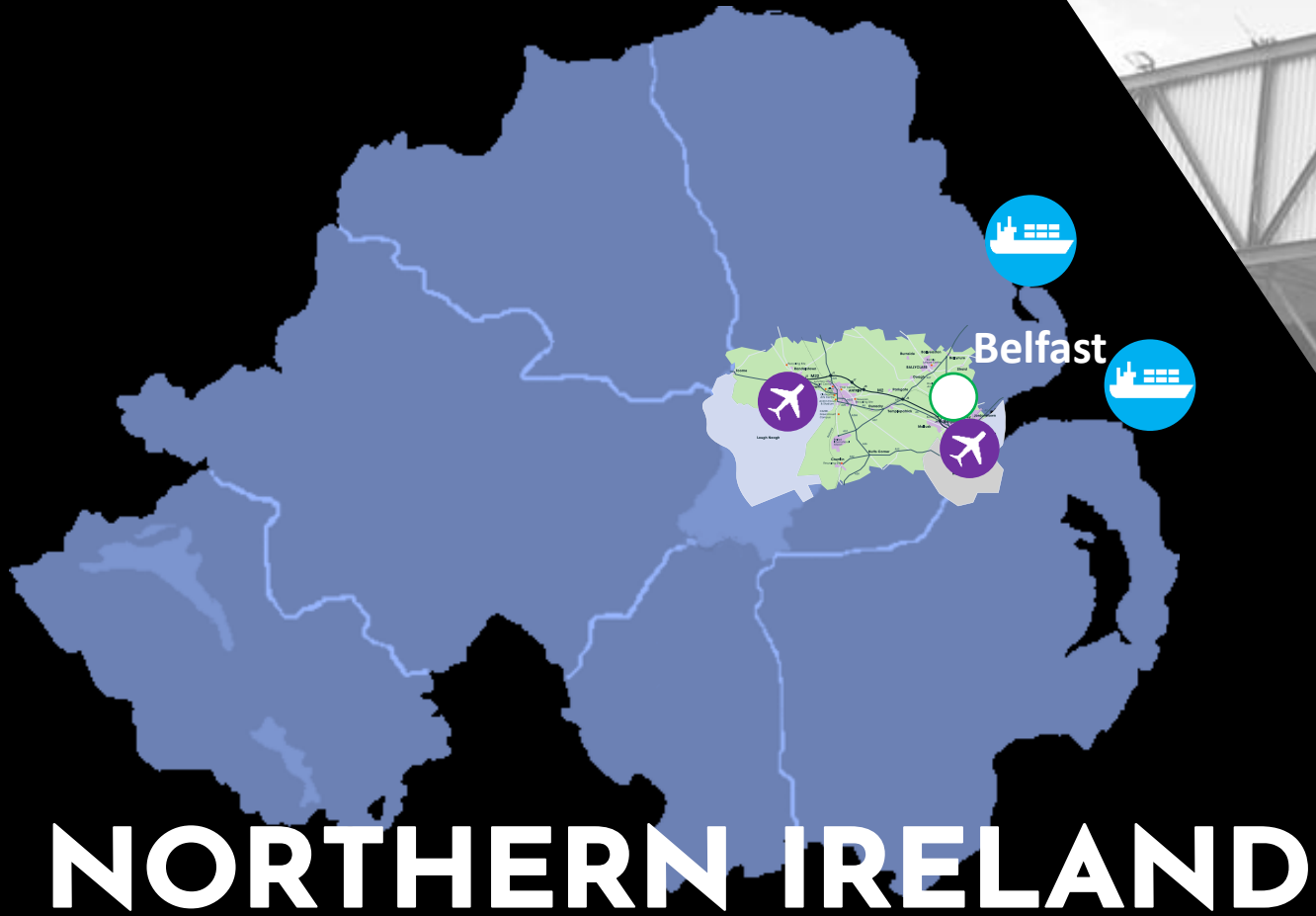


# Transformation of a Leisure Antrim and Newtownabbey Borough Council

- **Deaglan O Hagan, Head of Leisure**

*Antrim and Newtownabbey Borough Council*





# NORTHERN IRELAND



# LEISURE

*A wee bit of Northern Ireland history...*



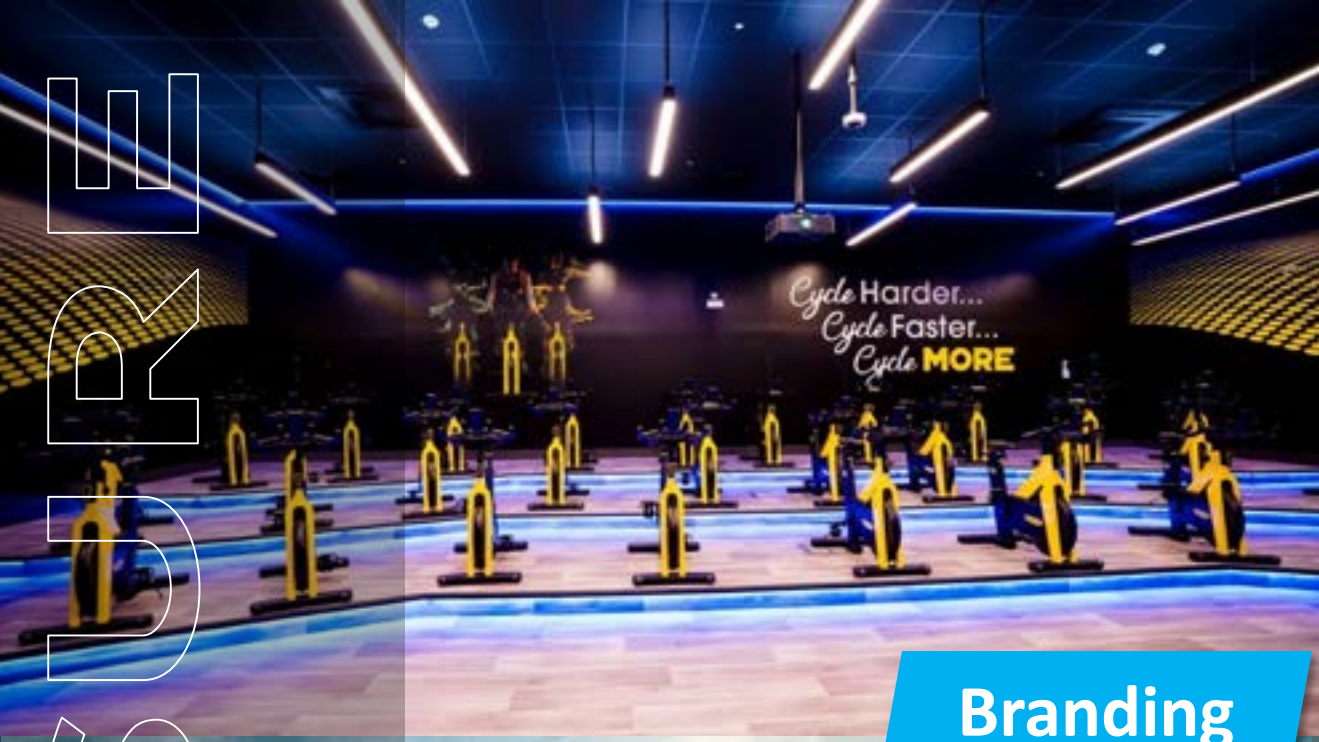
# LEISURE CENTRES



Antrim Forum



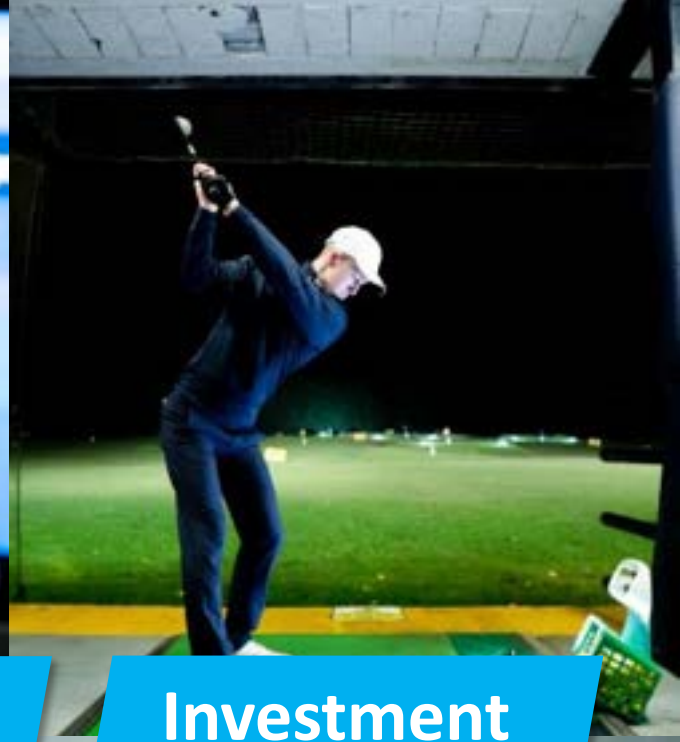
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Branding



Programming



Investment





**MORE**  
*active after.*

**MORE CHOICE,  
MORE VALUE!**

SWIMMING, FITNESS, CLASSES AND MORE!

ANTRIM FORUM BALLYEARL CRUMLIN SIXMILE V

**MORE**  
*mind and  
body*

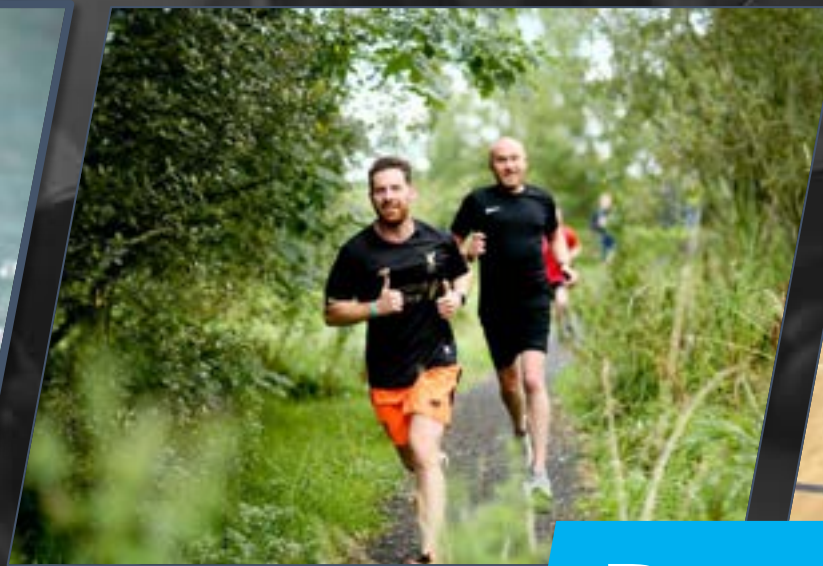
**CLASS ARCHIVE**



**Branding**

ORE  
e, often.

**MORE SKILLS FOR KIDS**



# Programming



# Activating Spaces



After – V36 Skate Park & Event Venue



  
**V36**  
**Skate Park**



# Investment





# Toptracer



# Performance Indicators

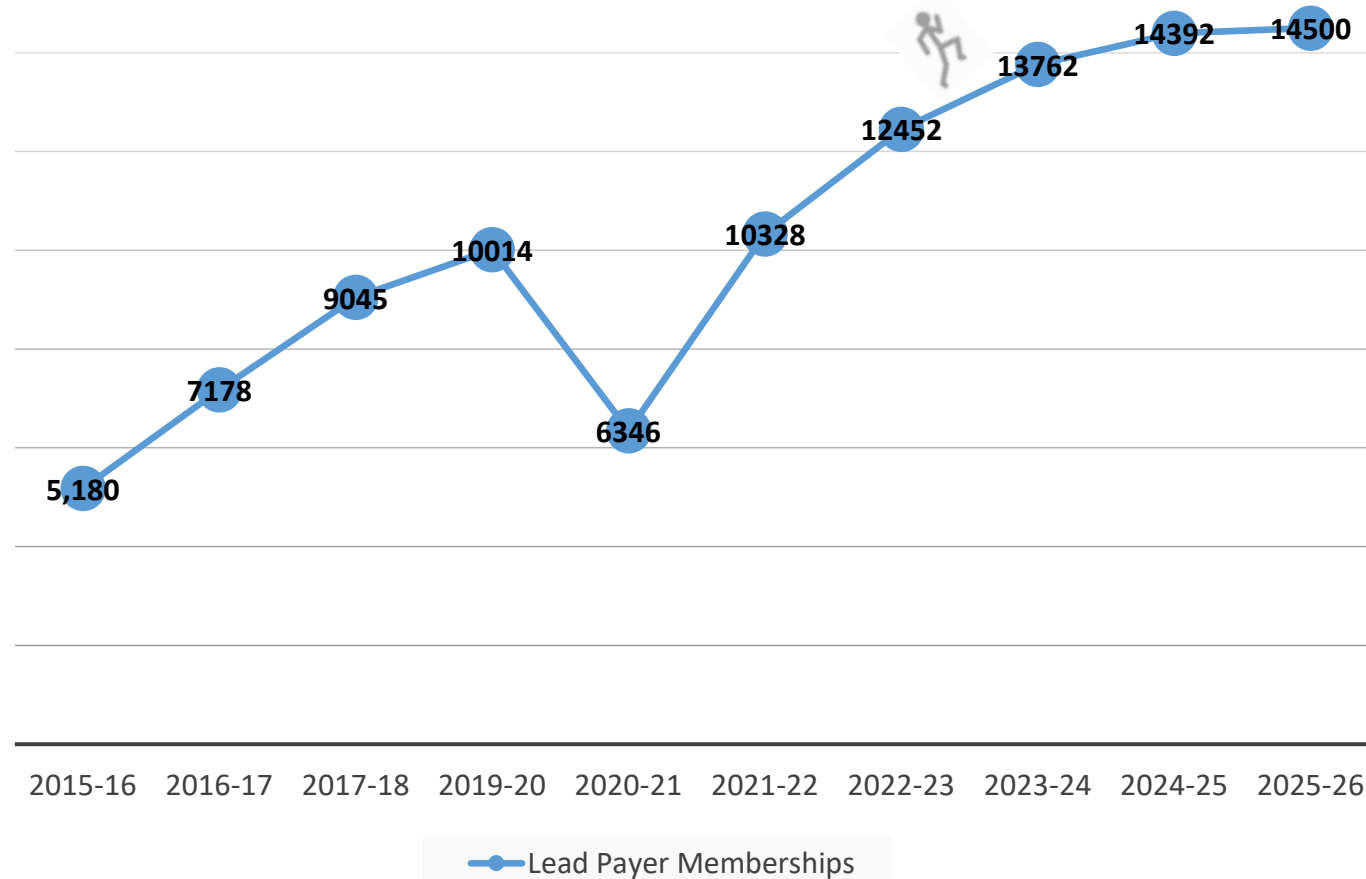


Memberships	2015 5180	2026 14,499
Usage	2015 1.1m	2026 2.5m
Subsidy Per Visit	2015 £3.74	2026 >£0.60

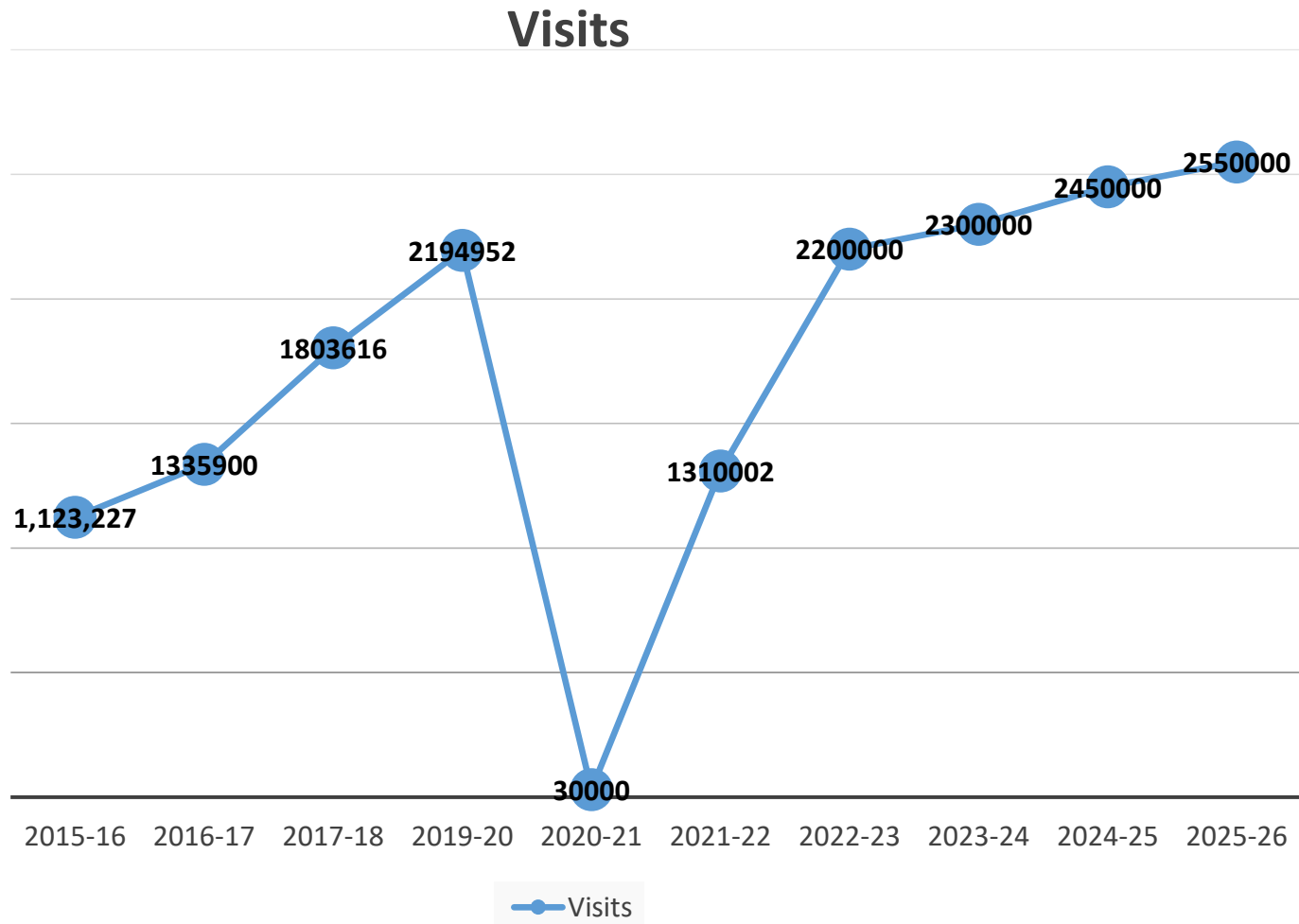
# Memberships



## Lead Payer Memberships



# Visits



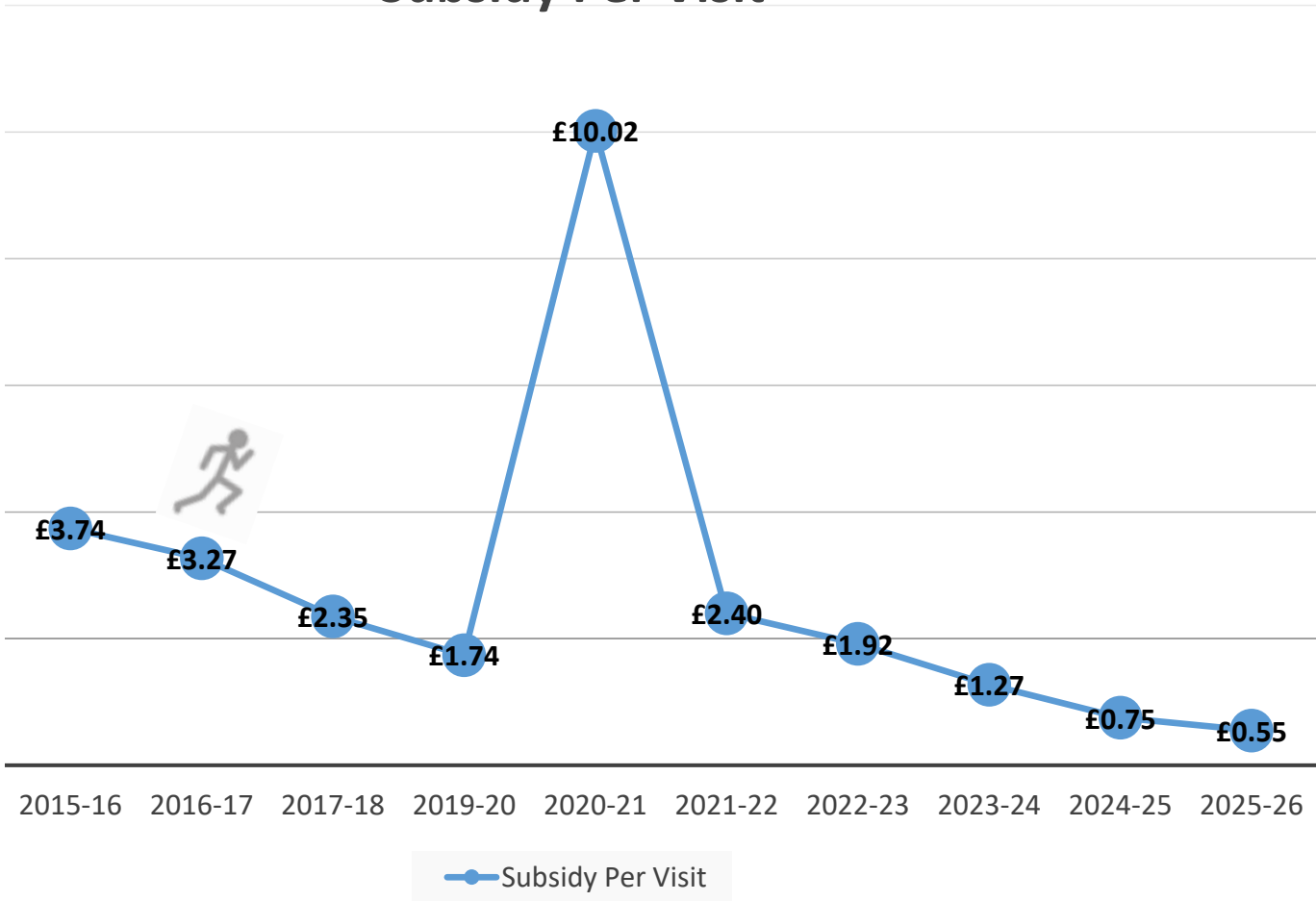
# Subsidy per visit



£



### Subsidy Per Visit



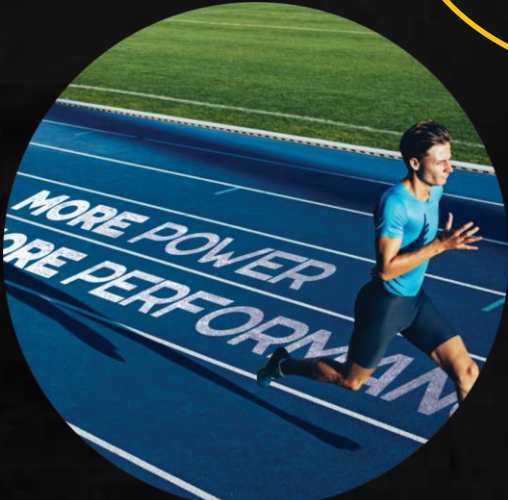
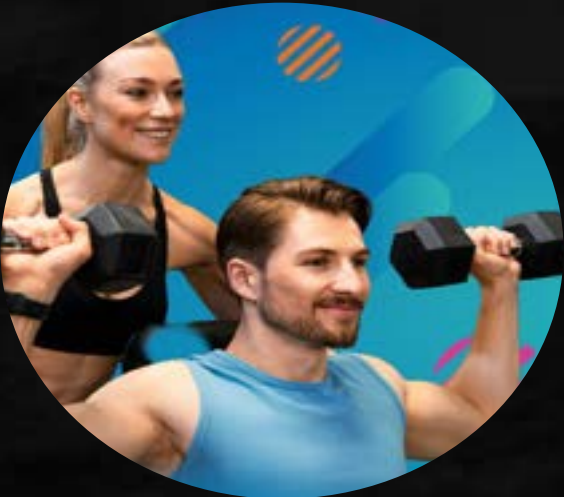
# Customer Satisfaction



**89.3%**  
Achieved  
  
2024/25

**91.3%**  
Achieved  
  
2025/26

**Over 2,000**  
Responses





**LGA Annual Conference 2023 – Innovation Zone Speakers**



**APSE Award Winner 2023 – Leisure Services**



**APSE Annual Conference 2023 - Leadership Speaker**



UK active AWARDS



2022

UK active AWARDS

2022 UK Active Regional Winner  
– Valley Leisure Centre

2023 UK Active  
Regional & National Winners  
– Ballyearl Arts and Leisure



2023



2025 UK Active  
Physical Activity Hero  
Arlene McMinn



2024 UK Active Regional Winner  
– Ballyearl



2025



**2025 APSE**  
– Best Large  
Service Team



2025

# Our People



# Looking Forward



**Thanks for listening**

**Questions?**

