



ReCreation

Lichfield Leisure Centre (2026)

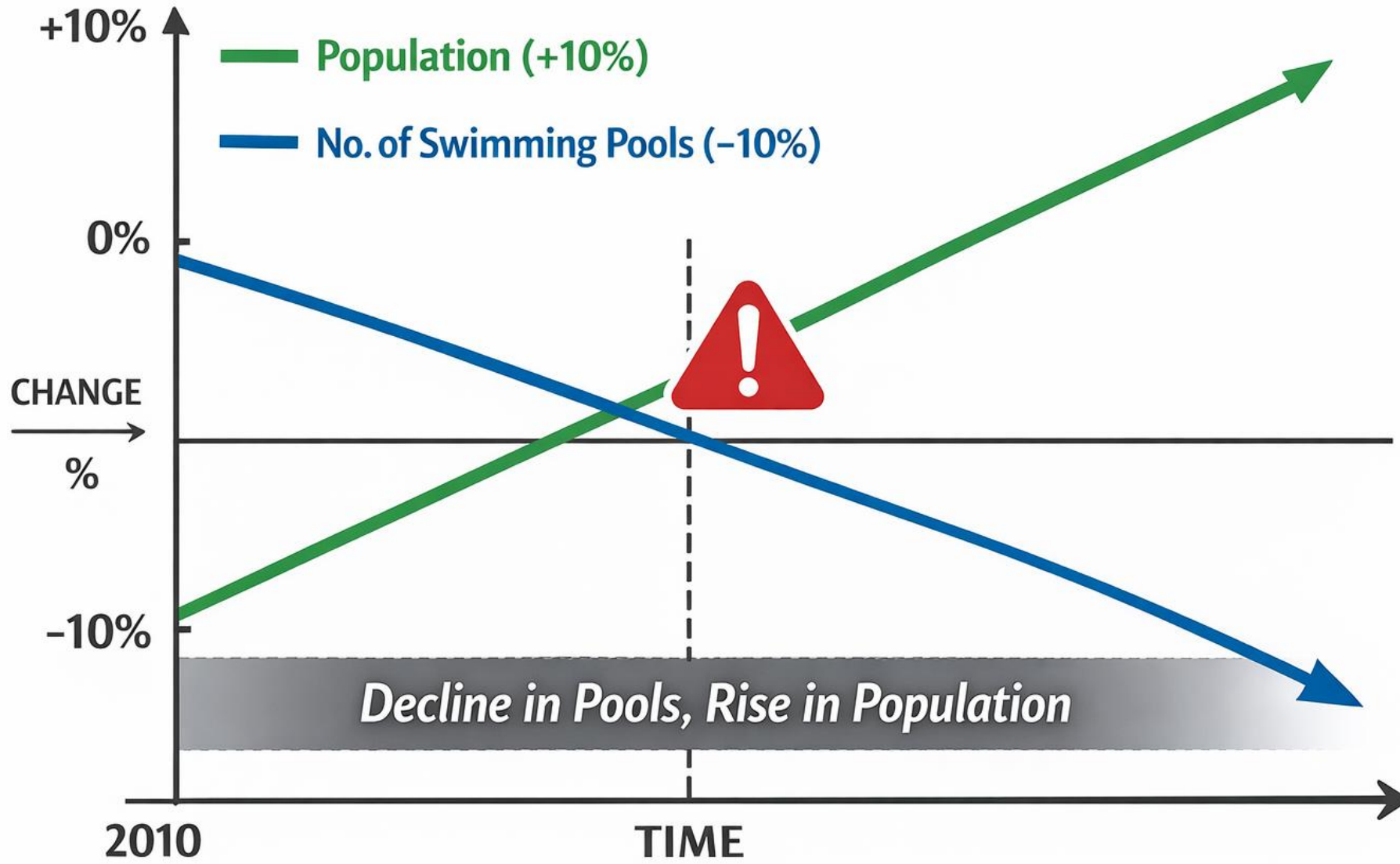
Community Impact & Council Vision

Adrian Turner

+10%

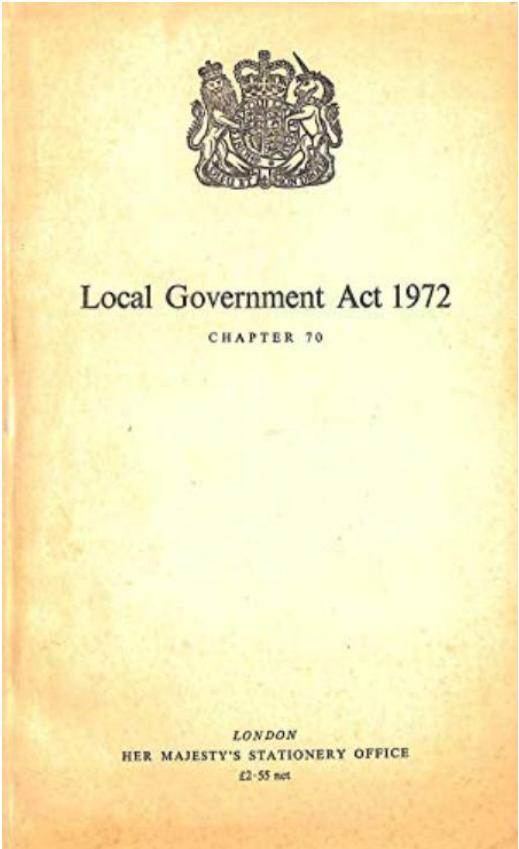


-10%



Why are we not replacing pools fast enough?

*‘baked in the cake’ –
of councils and concrete*





Why are we not replacing pools fast enough?


- Capital cost
- Architectural focus
- Guideline laceration

“Winning battles. Losing the war.”



ELECTRICITY BILL				
Meter Reader Id:	Month:			
Cust No	Inv No	Date	Time	Trf
029052		13:31	MD1	
Mtr Location:				
Meter Reading		Units		
Meter No.	Previous	Present	1169	
6201	7370			
Charge This Month		Total		
Units	Rate			
1169				
ENERGY DEMAND CHARGE				
ENERGY CHARGE DEB.				

WATER BILL				
Meter Reader Id:	Month: OCT 1			
Cust No	Inv No	Date	Time	Trf
62158		09:47	MD	
Mtr Location:				
Meter Reading		Units		
Meter No.	Previous	Present	8	
365	373			
Charge This Month		Total		
Units	Rate			
6.00				
		48.00		
		10.00		
		25.00		



Why are we not replacing pools fast enough?

- Utility cost pain
- Inefficient buildings + kit
- Maintenance pain
- Section 151 Officer hell!



Open-water, anyone?!



Is there a better,
smarter way.....?

MEET OUR FOUNDERS

OUR OLYMPIAN LEADERS



Steve Parry

Commonwealth & Olympic Medallist

Founder



Adrian Turner

Olympian & Commonwealth Medallist

Director of Developments



Rebecca Adlington

Four Time Olympic Medallist

Founder







are confident!

we are swim!

we are ind

ReCreation

swim!

swim!









Friary Grange Leisure Centre's pool

THE DEMISE OF LICHFIELD'S LEISURE CENTRES

As Lichfield District Council proposes to shut The Friary Grange Leisure Centre in 2020, Lichfield Live looks back at the recent changes which will see Burntwood Leisure Centre remain as the only public leisure centre in the district.

FRIARY FUNDING BOOST

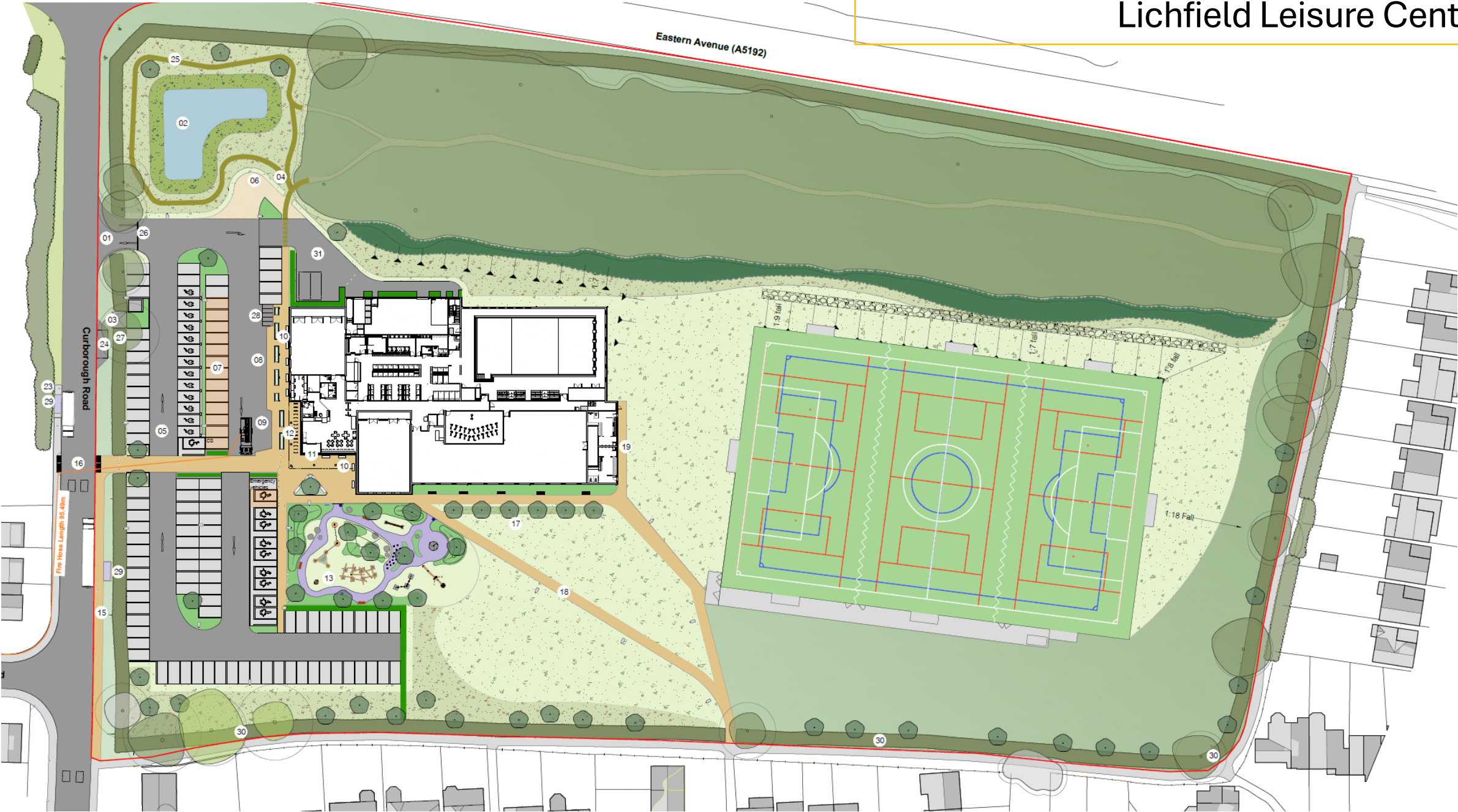
Friary Grange Leisure Centre
Built 1971

>£200k subsidy required each year

Restricted: joint-use site with Academy

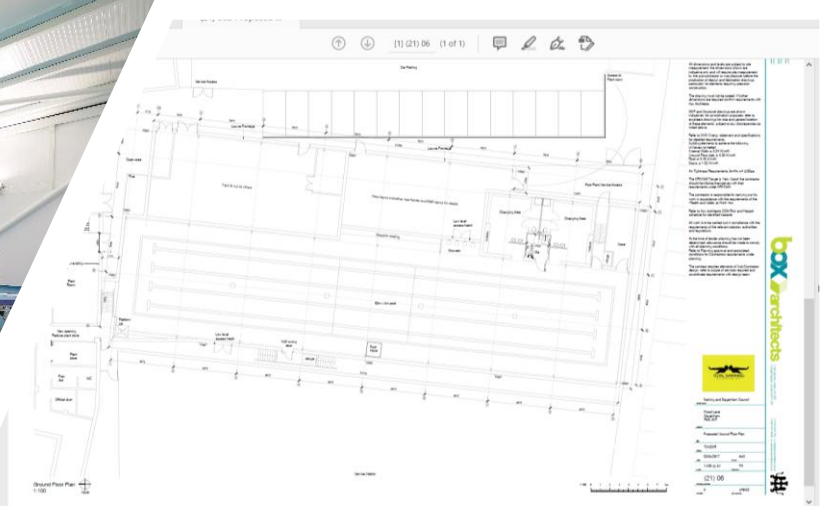


Lichfield Leisure Centre









25m x 6 lane pool
Changing Places™ disability-friendly
1.2m to 1.8m varied depths
Air-Source Heat Pump efficiency
Building Management System
BREEAM Very Good
UV lamp clean water system
395 x solar panels (179kw)
Minimal utility operating costs

OUR COMMITMENT TO SUSTAINABLE BUILDINGS

Our commitment to sustainable buildings drives everything we do. From material choices and efficient construction to long-term operational performance, we apply a rigorous green mindset. That's why our modular pool systems deliver more than purpose-built leisure facilities: they offer flexible, lower-carbon, future-proof solutions designed for maximum impact and minimal environmental footprint.

BUILDING AN ABOVE-GROUND VS IN-GROUND SWIMMING POOL

Traditionally, swimming pools have been built in-ground by firstly excavating the site, then reinforced concrete is poured, waterproofed (typically with a resin-based render), and finally tiled.

In contrast, above-ground modular pool systems are becoming increasingly popular because they offer significant savings in time, cost and environmental impact compared to conventional in-ground concrete construction.

ENVIRONMENTAL IMPACT

Above all else, choosing an above-ground pool means a significantly smaller carbon footprint and hundreds of tonnes of material saved compared with traditional in-ground construction. For example, building a 25 m above-ground pool can cut CO₂ emissions by around 50% and reduce material usage by at least 285 tonnes.



CONSTRUCTION TIME

Since less materials are being used and limited groundwork is required, construction of a permanent, above-ground pool can be completed quicker than a traditional, concrete pool.

Many of ReCreation's swimming facilities have been constructed in less than 12 months, with the average build time of 14 months being at least 20% quicker than an in-ground build.

ABOVE GROUND



Typical Build Time of 14 Months

CONCRETE



Typical Build Time of 18 Months

LIFE SPAN

Above-ground swimming pools are engineered to last the lifetime of a building when properly maintained. Their ease of access and straightforward construction mean repairs can be made without major structural work. As a result, an above-ground pool can easily have a lifespan of 50 years when the building itself is well-managed and operational.

By contrast, traditional in-ground concrete pools may also reach up to 50 years, but often only after costly refurbishment and structural work.

At ReCreation Group, our above-ground swimming pools carry a 15-year structural guarantee, extending well beyond the typical 10-year structural guarantee commonly offered for in-ground pools.

Due to the stainless steel structure of an above-ground pool, maintenance is predictable and a fraction of the cost of what it would take to repair an in-ground pool.

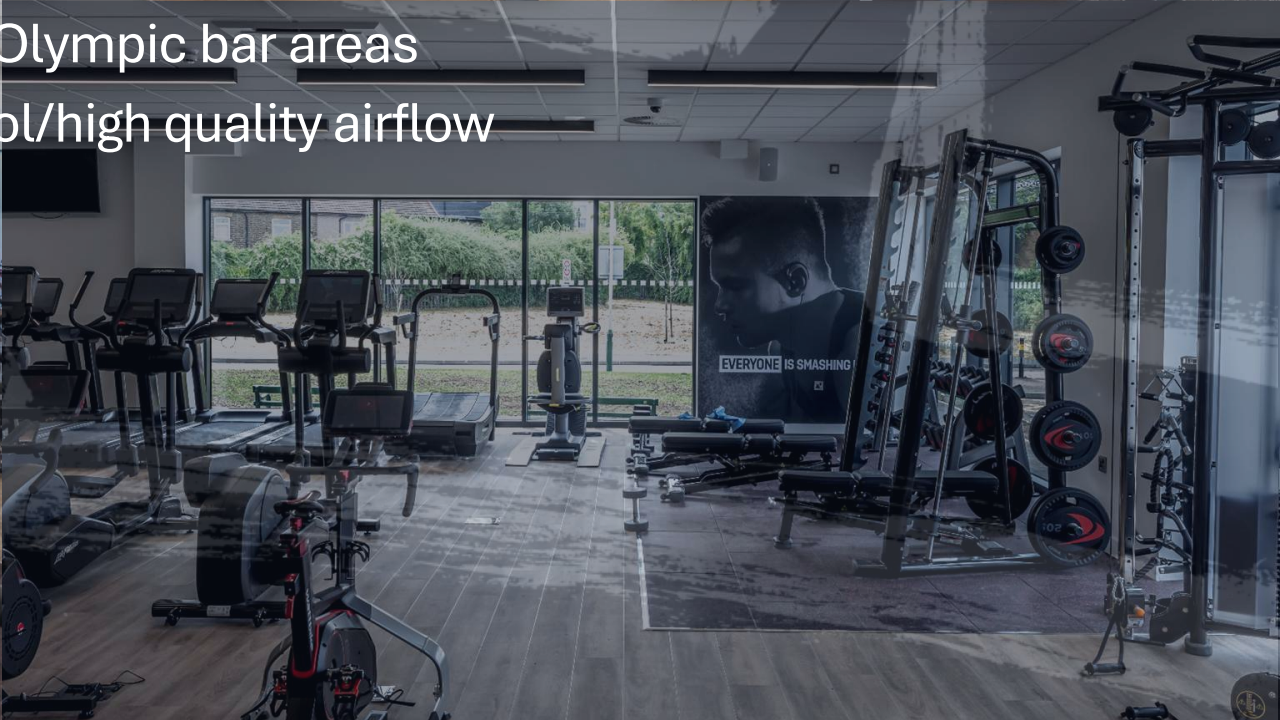


- Adaptable spin studio
- Remote and in-person sessions
- Fully controllable AV system



A GYM FOR EVERYONE

- 85+ station gym
- Cardio equipment
- Resistance training
- Squat racks and Olympic bar areas
- HVAC climate control/high quality airflow



Active

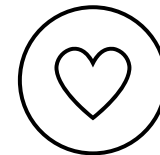
Flexible, dance, yoga, body-fit studio
with sprung floor

Full landscape architecture
BNG uplift +20%





Social Value & Community Engagement.....
..... in our DNA



STAFFORDSHIRE REGIMENT MUSEUM & THE MERCIAN REGIMENT ARCHIVE

Social Value commitments are not just virtue signalling for our team but instead an opportunity to add meaningful and lasting value

Joining the volunteers, we helped paint and treat the timber in their trench replica. brilliant morning spent with great like minded individuals, helping deliver on our commitments to the local community as part of our ongoing project, Lichfield Leisure Centre for Lichfield District Council.



It's a real honour to complete Social Value opportunities alongside Lichfield District Council who's impactful initiative **'Our Community Can'** has been shortlisted for multiple awards at this years Social Value Awards 2025.

US GIRLS ROCKS EVENT 2025

It was a privilege to support the team at Active Lichfield for their Us Girls Rocks 2025 Event

The torrential rain failed to dampen our spirits and we had a blast donating a day to help out with this worthy causes event.

Designed for women and girls across the district, the Us Girls project, led by the incredible Tasmin Turner from Lichfield District Council, brings education, support and valuable connection to the community.

Going way beyond this headline event, the women and young people involved in the programme have access to a whole host of activities and networks that enable improved wellbeing and increased access to sport and physical activity.

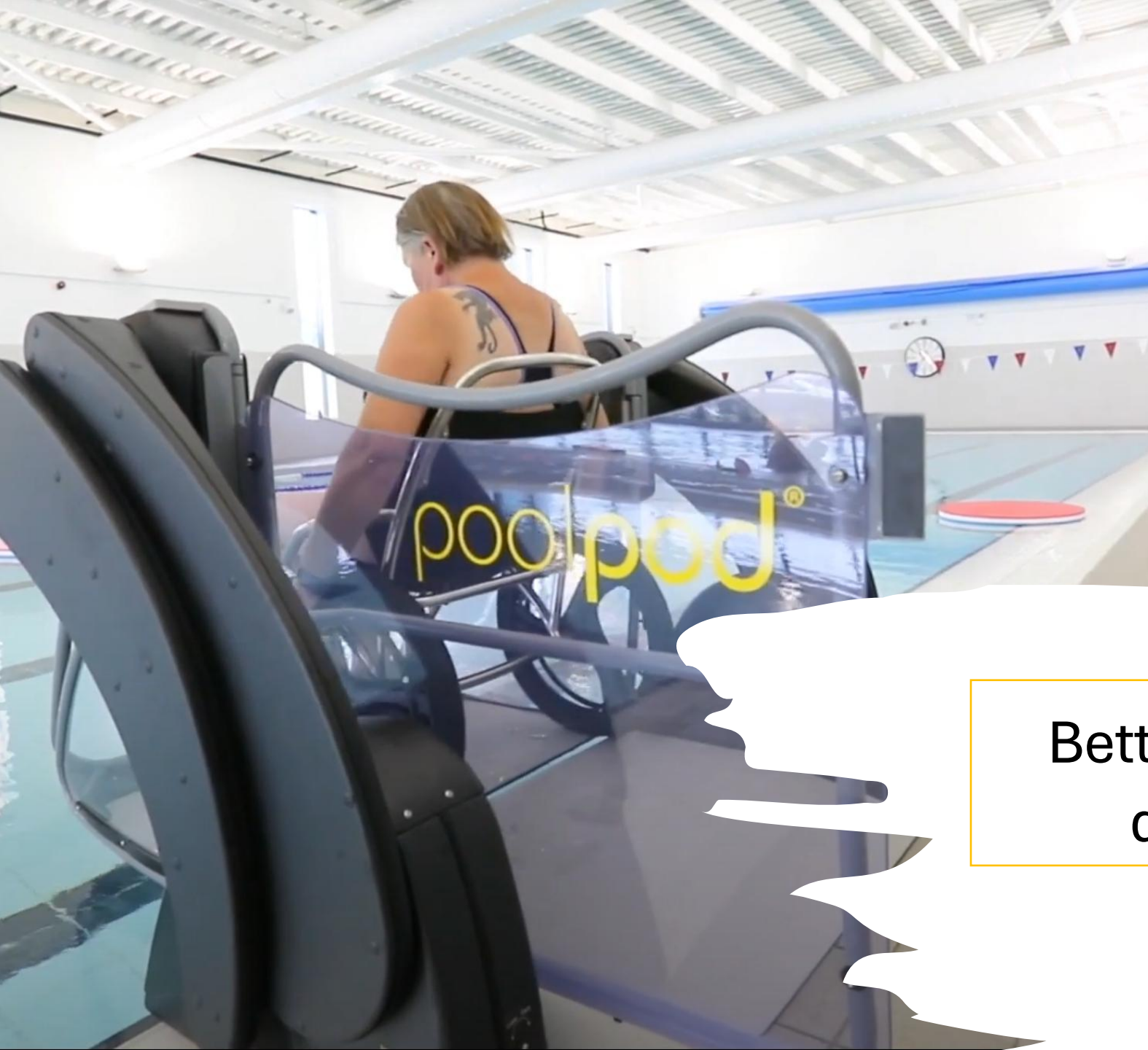


Lichfield
District Council

"Thank you so much for the support and coming along to help out on Saturday! I'm so glad you enjoyed the event and got to see the project in action. ReCreation is more than welcome to come and help at any of our community events."

Tasmin Turner

Health & Wellbeing Manager



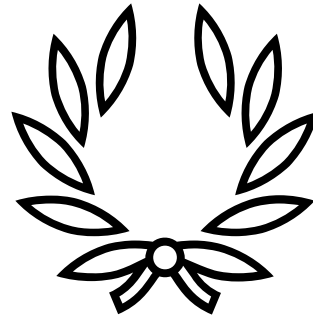
Better than DDA compliant:
disability empowered







3 x awards and counting 🥂



Midlands Construction Awards 2026

*Winner – Best Collaboration
Short-listed – Best Social Value*

Improvement & Efficiency Awards (iESE) 2026

Winner – Council of the Year



ReCreation

Lichfield Leisure Centre



Total Development Cost: £12.5m (Q3-2024)

Construction cost = £10.6m	Professional & Development Fees = £1.9m
~ Full Facility Mix ~	~ All Professional Services Provided ~
6 lane 25m pool (1.0m to 1.8m depth)	Developer / Development Manager
85 station gym	Architecture
3G football pitch	Project Management
Spin studio	Quantity Surveying
Yoga, dance, cross-fit studio	Civil Engineering
Community room	Structural Engineering
Café	Planning Consultant
Changing Places™, Changing Village, Reception	Transport Consultant
Outdoor play area plus landscape architecture	Security Consultant
Groundworks plus SUDS system incl. pond	Arboricultural and Ecological Consultant incl. BNG
132 space car park incl. EV, accessible, EV-accessible, staff	All other requisite surveys (soil, ground, asbestos, traffic etc)

“How the flip are you doing this?!”

1. Design philosophy – *K.I.S.S*
2. Choice of contractor
3. Discipline of *Return On Invested Capital (ROIC)*





ReCreation

Lichfield Leisure Centre (2026) – Community Impact & Council Vision

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