



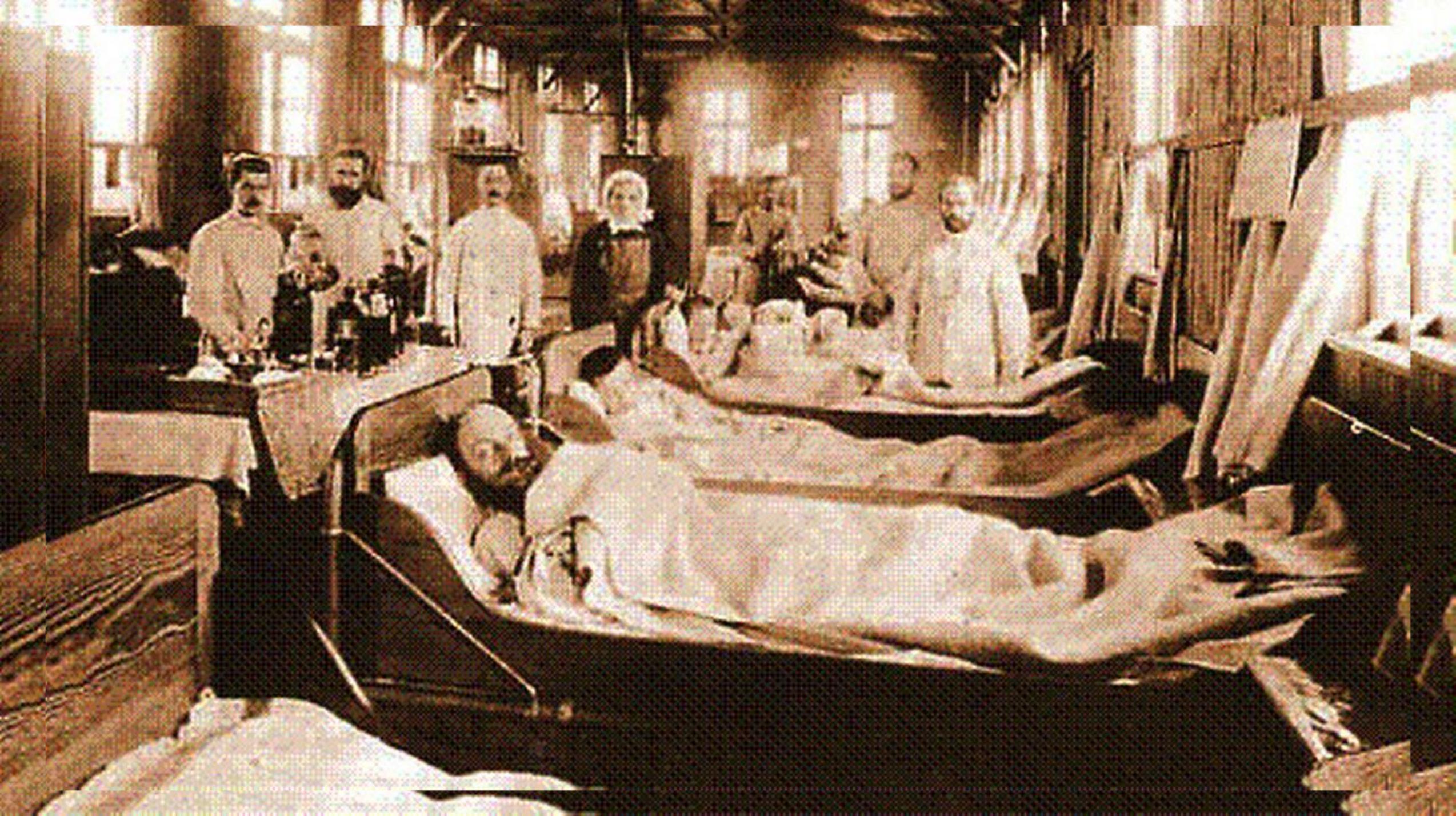
SPACE & PLACE

Keith Ashton



100,000,000





THE REPORT OF THE

Sport & the

WOLFENDEN COMMITTEE

Community

ON SPORT · 1960



Published by The Central Council of Physical Recreation
Price Three Shillings and Sixpence, post free



Local Government Act 1972
CHAPTER 70

LONDON
HER MAJESTY'S STATIONERY OFFICE
£2.55 net

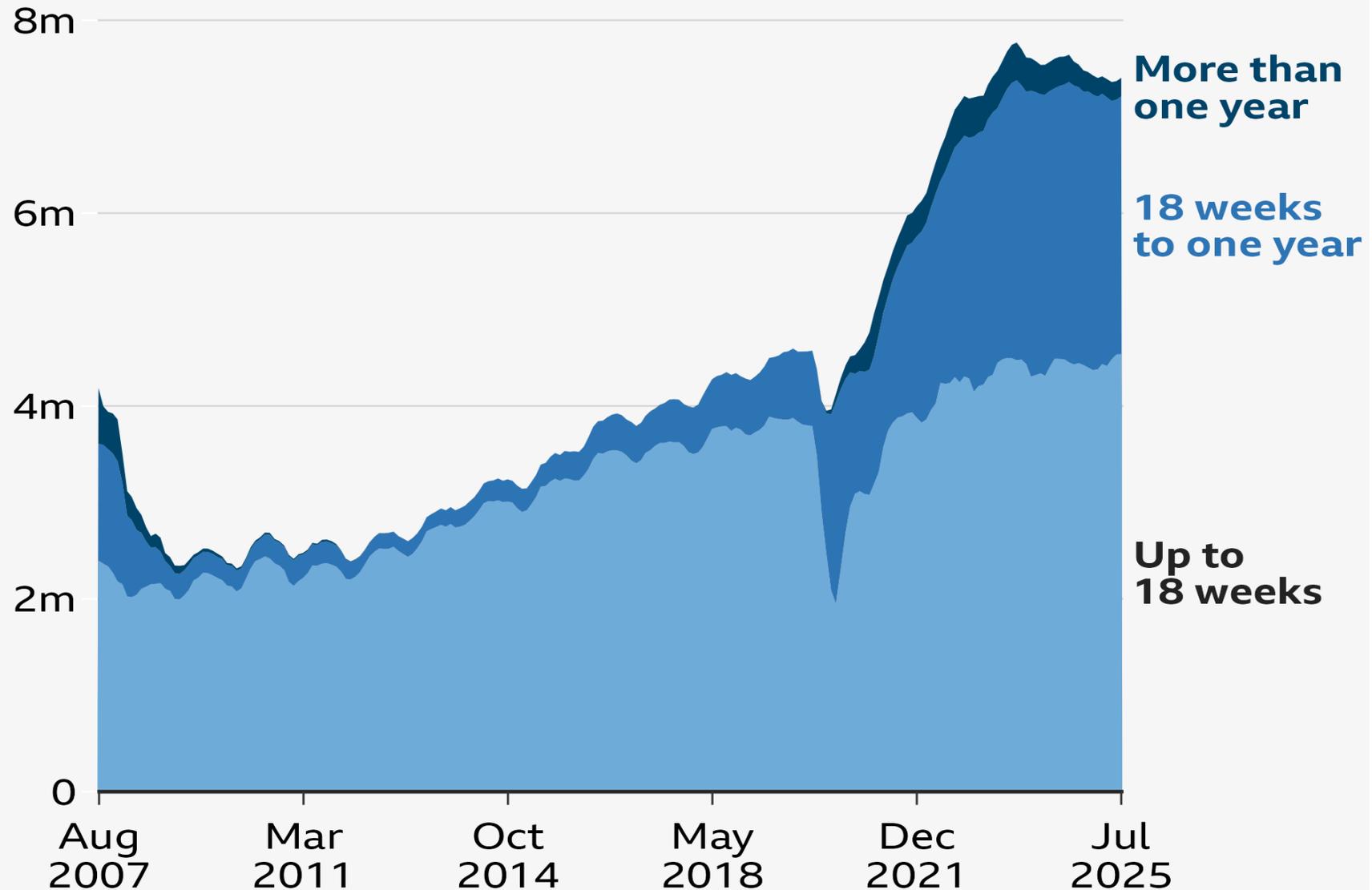
GROWTH GROWTH GROWTH





NHS waiting lists back up to 7.4 million

Number of waits for hospital treatment in England (millions)



Source: NHS England, data to July 2025





STOP
HATE



BASIC INCOME & MASLOW'S HIERARCHY OF NEEDS

Effects of Basic Income

Maslow's pyramid, or hierarchy of needs, is a theory of human motivation that applies to health by showing how basic physical survival needs must be met before an individual can attend to higher-level needs like safety, belonging, self-esteem, and self-actualization. In a health context, this means that a person cannot focus on their mental well-being or personal goals if they are deprived of essentials like food, water, or shelter, and that healthcare professionals should prioritize fulfilling these fundamental needs to ensure effective care and treatment

- Self-Transcendence**
- Self-Actualization**
- Esteem**
- Belonging and Love**
- Safety**
- Physiological**

BASIC INCOME EFFECTS

Sustainable Societal & Economic Progress

Growing Productive Members of Society

Basic Income & Needs Met (Thriving)

Freedom From Fear (Surviving)

Freedom From Want (Surviving)

NEEDS

SELF-ACTUALIZATION
Higher Purpose, Innovation, Creativity, Breakthroughs

SELF-ESTEEM
Achievement, Self-Improvement

LOVE & BELONGING
Social Cohesion, Communal Unity

SAFETY & SECURITY
Feeling Safe & Secure

BASIC SURVIVAL NEEDS
Physiological Life Sustenance



Poverty Traps

[HTTPS://KREYTOR.ORG/PROJECT/MINCOME](https://kreytor.org/project/mincome)



Bottom line thinking

VS

Outcome based thinking



- a. To build stronger communities
- b. To create thriving places
- c. To empower people to take back control



URBAN AIR Sports Park

Community-Based Shared Sports Bridges









SPORT

3

3

4

5



Small sign on the left wall, possibly a warning or instruction.

Small sign above the window, possibly a name or brand.

Cold water
plunge pool
Depth
1.0m
NO DIVING







TECHNOGYM

RD

THIRD SPACE

CS



GYM JUNKIE CAFÉ

LEAN CLEAN HEALTHY GYM FOOD & BEVERAGES



WE EXIST TO BRING THESE WORDS TO LIFE:
to show the vulnerable that change is possible. To help free
people who feel trapped and tell the world a new way of
living to help free people from the things, systems and
choices that oppress us, and to proclaim a new start, a
second chance of a good life.







TESCO Extra

TESCO

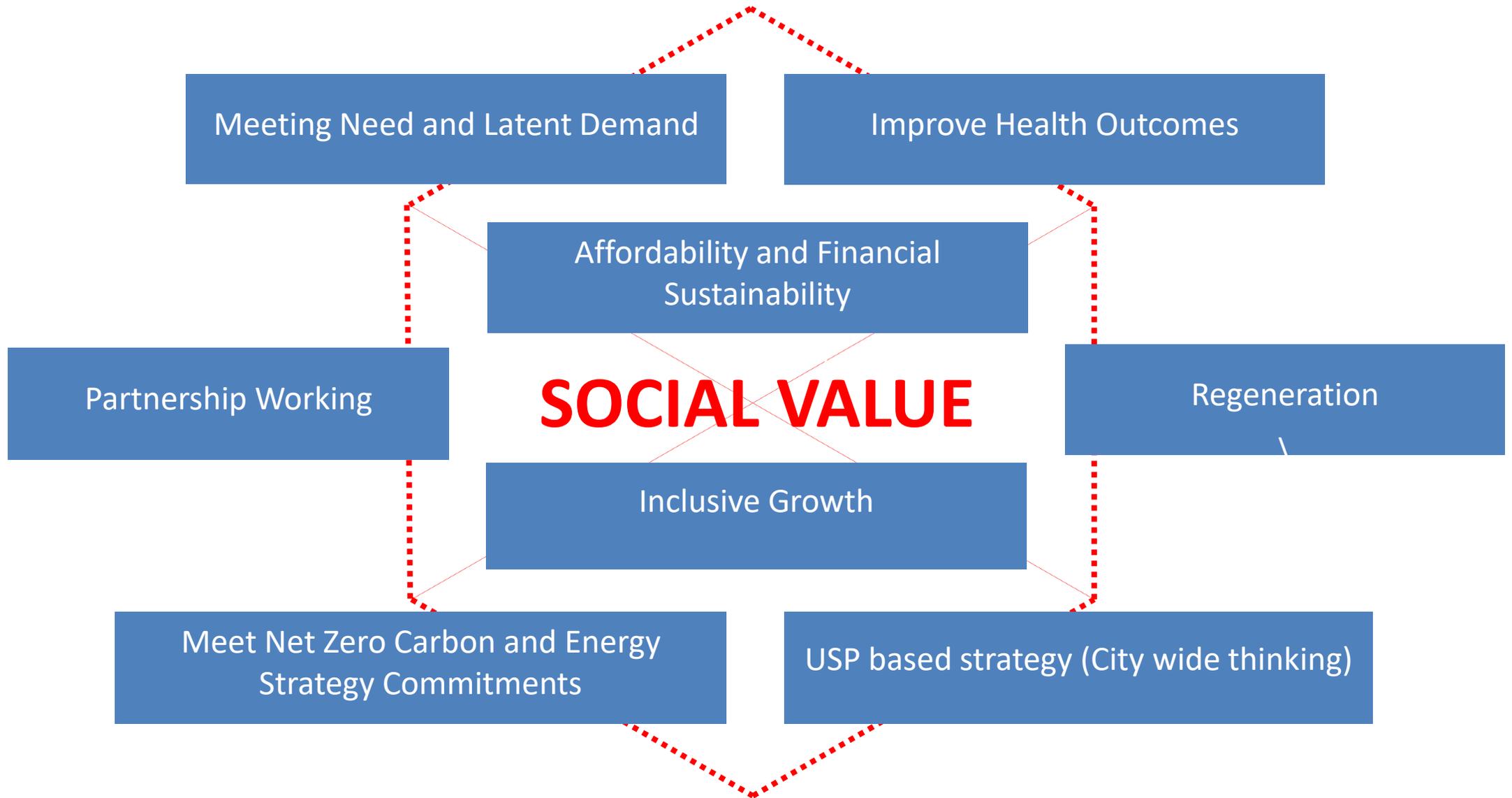
TECCO

TESCO

213

298





Meeting Need and Latent Demand

Improve Health Outcomes

Affordability and Financial Sustainability

Partnership Working

Regeneration

SOCIAL VALUE

Inclusive Growth

Meet Net Zero Carbon and Energy Strategy Commitments

USP based strategy (City wide thinking)



Llywodraeth Cymru
Welsh Government

Mutual Investment Model Report 2022-2024



gov.wales



Chilterns
Lifestyle
Centre







**WHERE
HAVE ALL
THE BIG
IDEAS
GONE?**

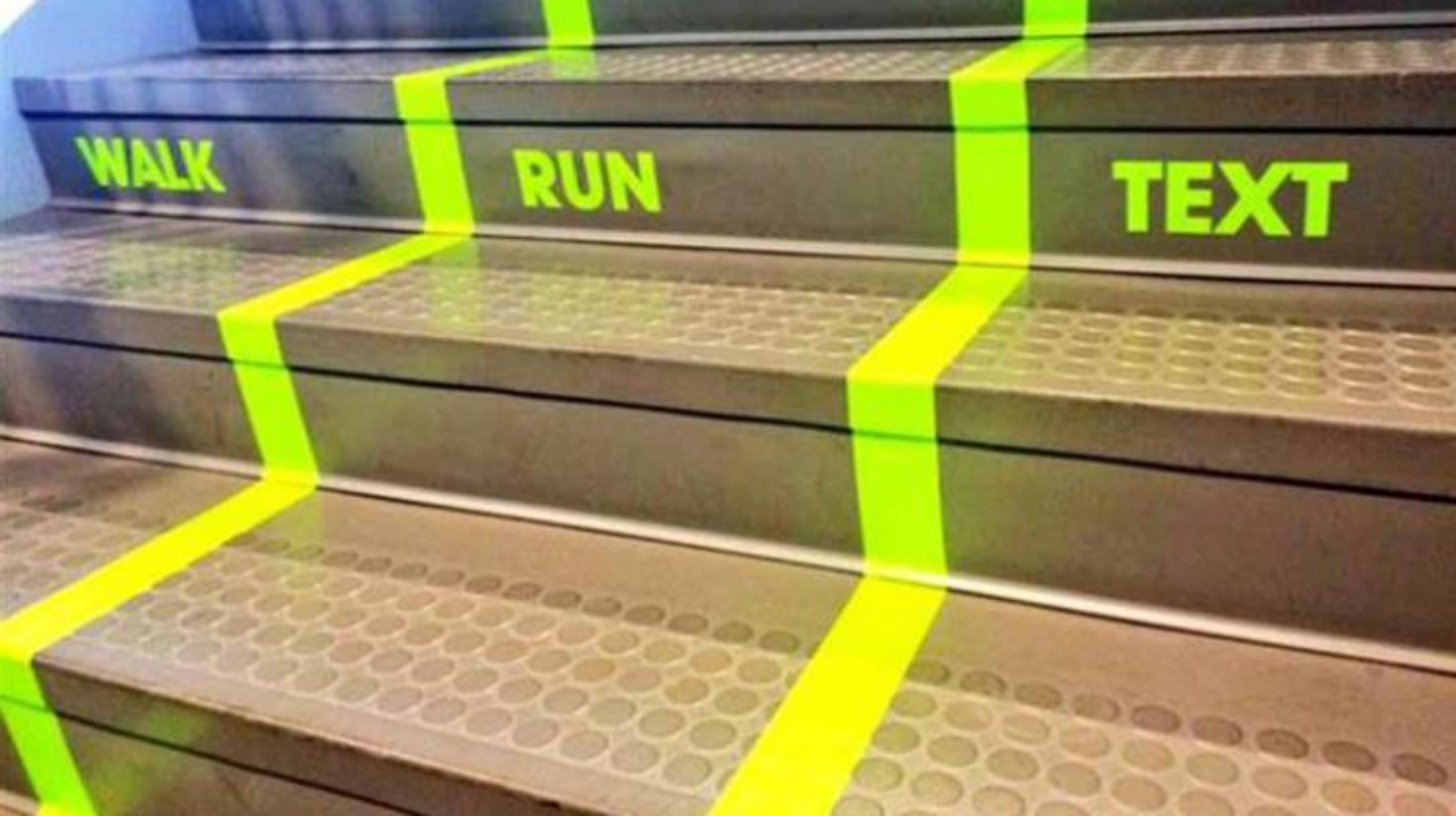












WALK

RUN

TEXT



BBC NEWS

Levels of activity

Arrows show change from 12 months ago. No arrows indicates no statistically reportable change

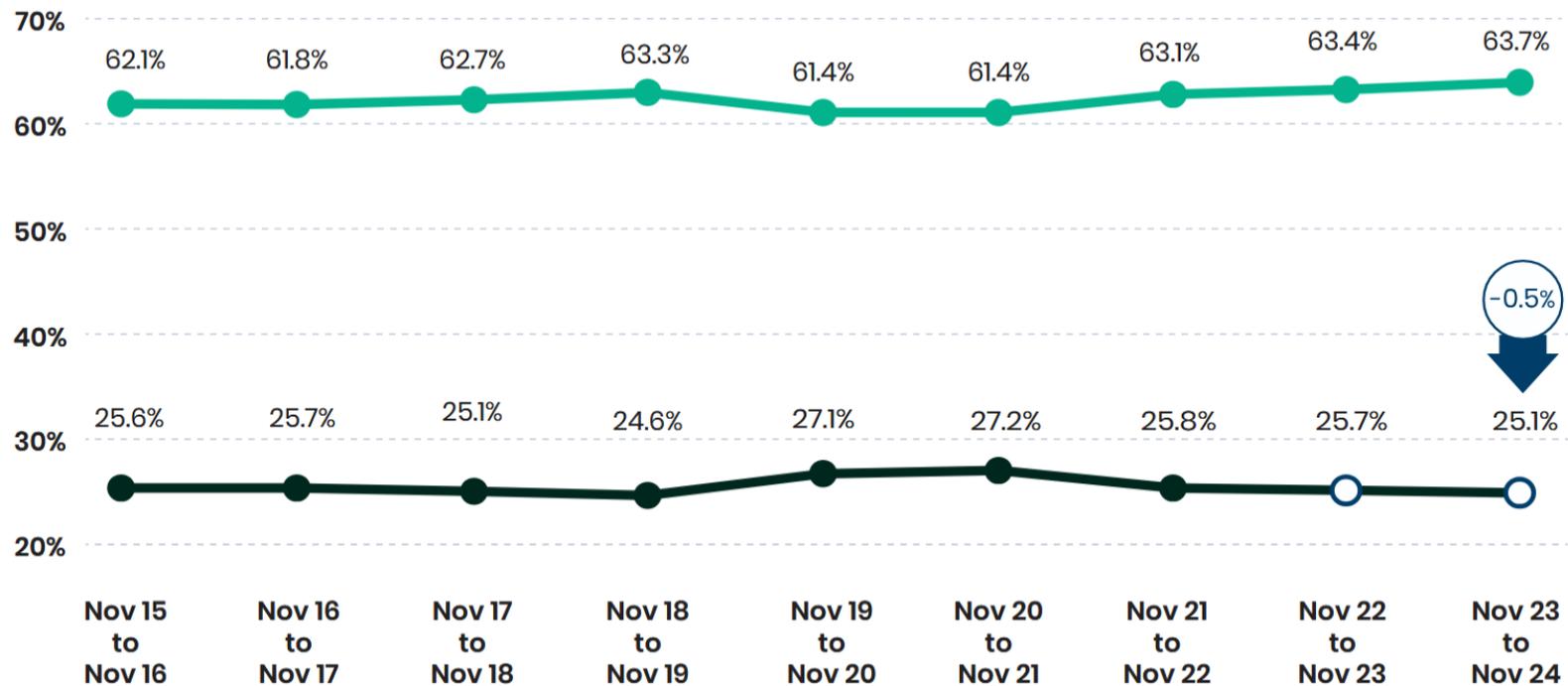


Summary of change

Activity levels have increased over the last 12 months. While there is no reportable change in the proportion reported as either active or fairly active, the proportion who are inactive has fallen by 121,000 (-0.5%), compared to November 2022-23.

There remains growth over the longer term, compared to November 2015-16. The number of adults who are active has increased by 2.4m (+1.6%), while the number who are inactive has decreased by -0.4%. The proportion who are fairly active has also decreased over the same period (-1.2%).

All adults (aged 16+)



[Link to data tables](#)

For details on how we measure change, see the [notes](#) pages.

USAGE/ENGAGEMENT

Usage Report

106% increase in usage and **participation** growing from 1.65m in 2015 to 3.4m in 2024 – now one of the highest in the UK

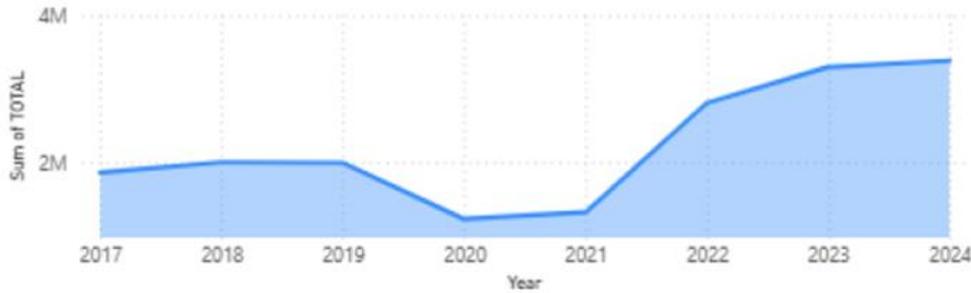
233% increase in **prepaid members**, growing from 7,250 prepaid members in 2015 to a current prepaid member base of 24,172

399% increase in **Better Swim School**, growing from 1,250 in 2016 to a current member base of 6243 across the city

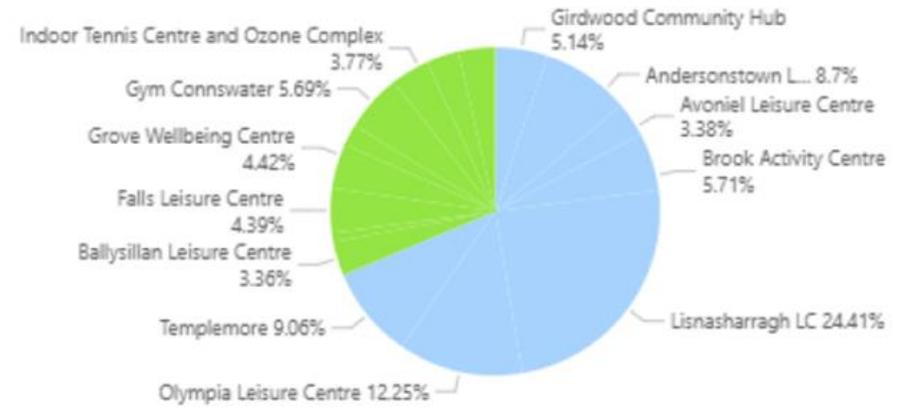
Sum of TOTAL

3.39M

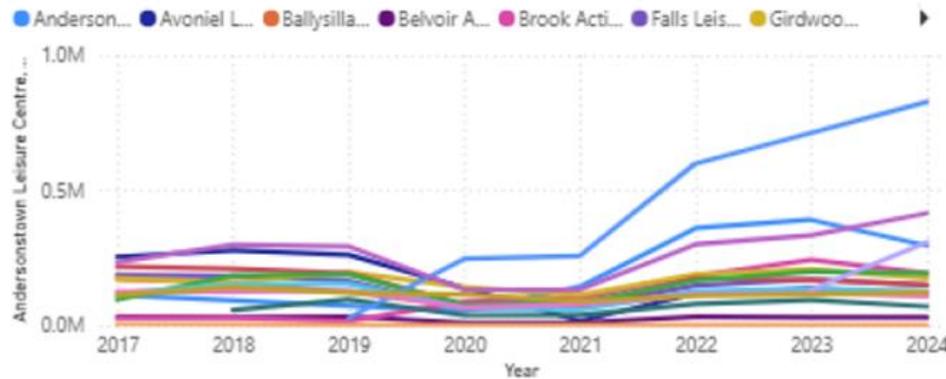
Total Partnership Usage by Year



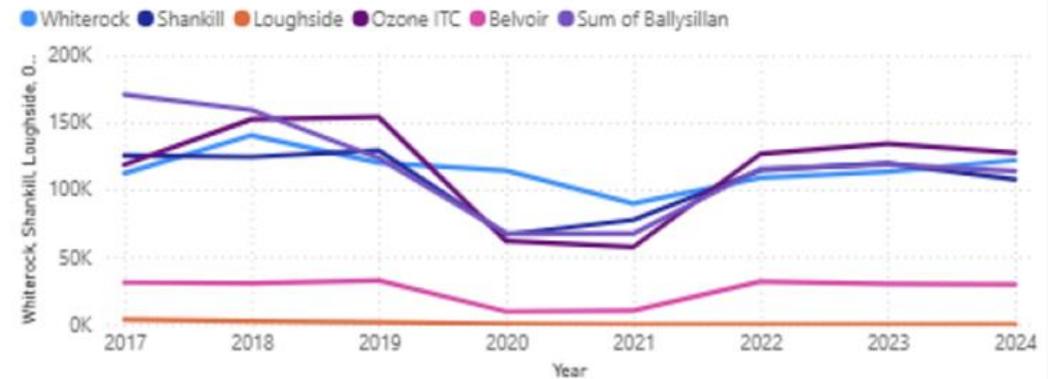
Usage % Share



Total Usage Per Centre by Year



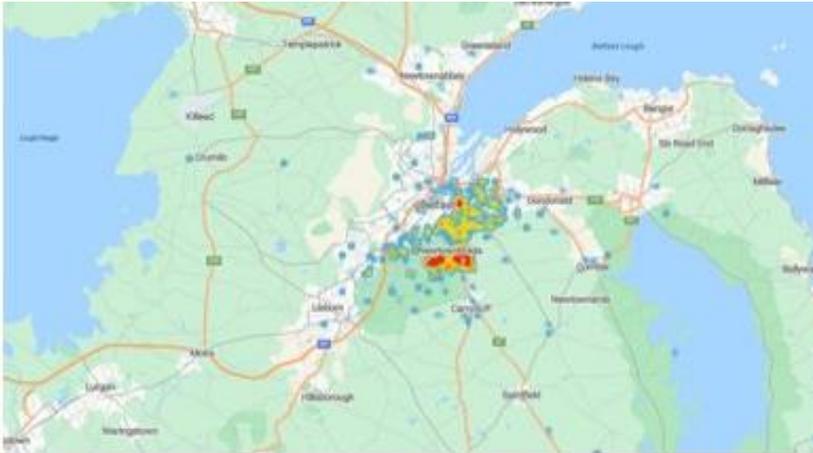
Whiterock, Shankill, Loughside, Ozone ITC, Belvoir Ballysillan Total Usage by Year



CITY WIDE PERSPECTIVE

STRATEGIC IMPACT

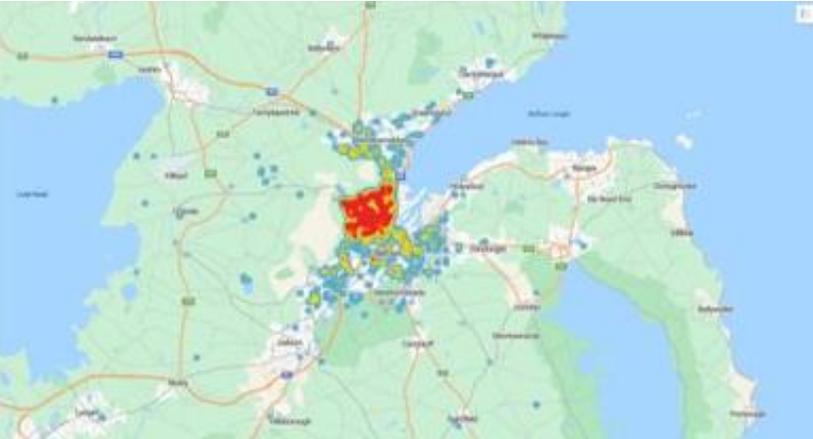
BELVOIR



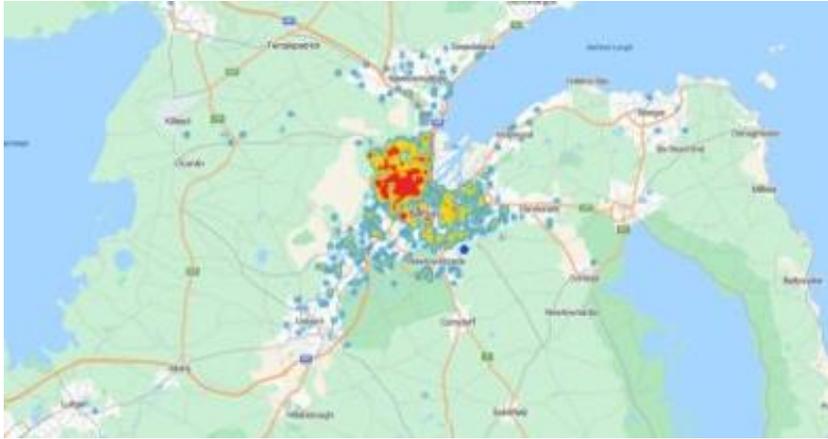
WHITEROCK



BALLYSILLAN



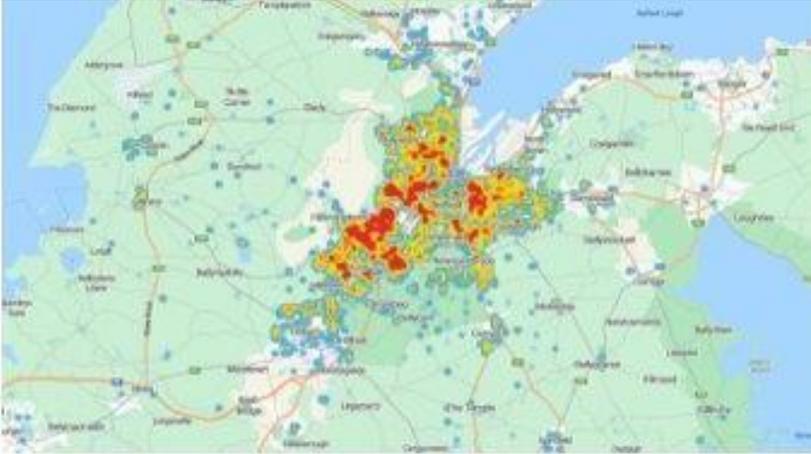
SHANKILL



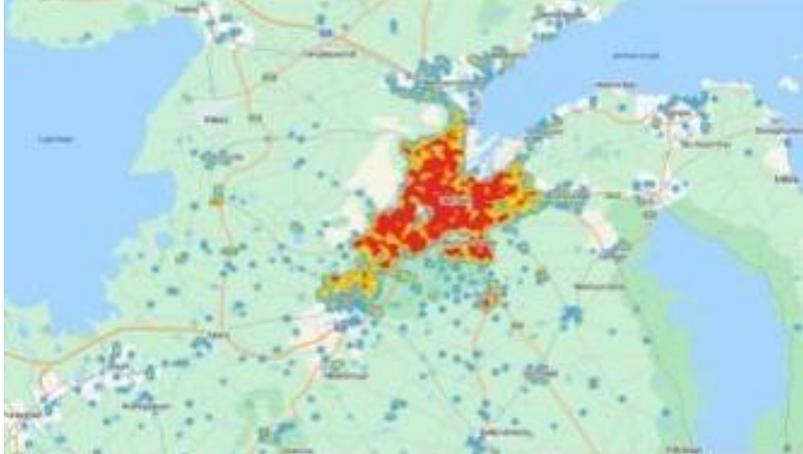
CITY WIDE PERSPECTIVE

STRATEGIC IMPACT

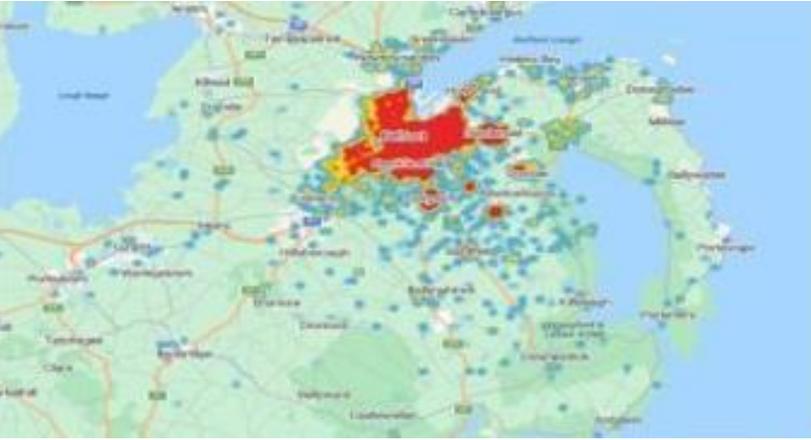
ANDERSONSTOWN



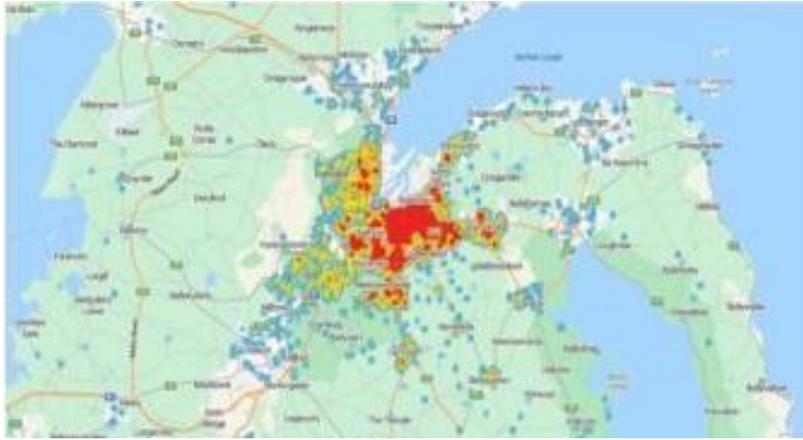
OLYMPIA



LISNSHARRAGH



TEMPLEMORE





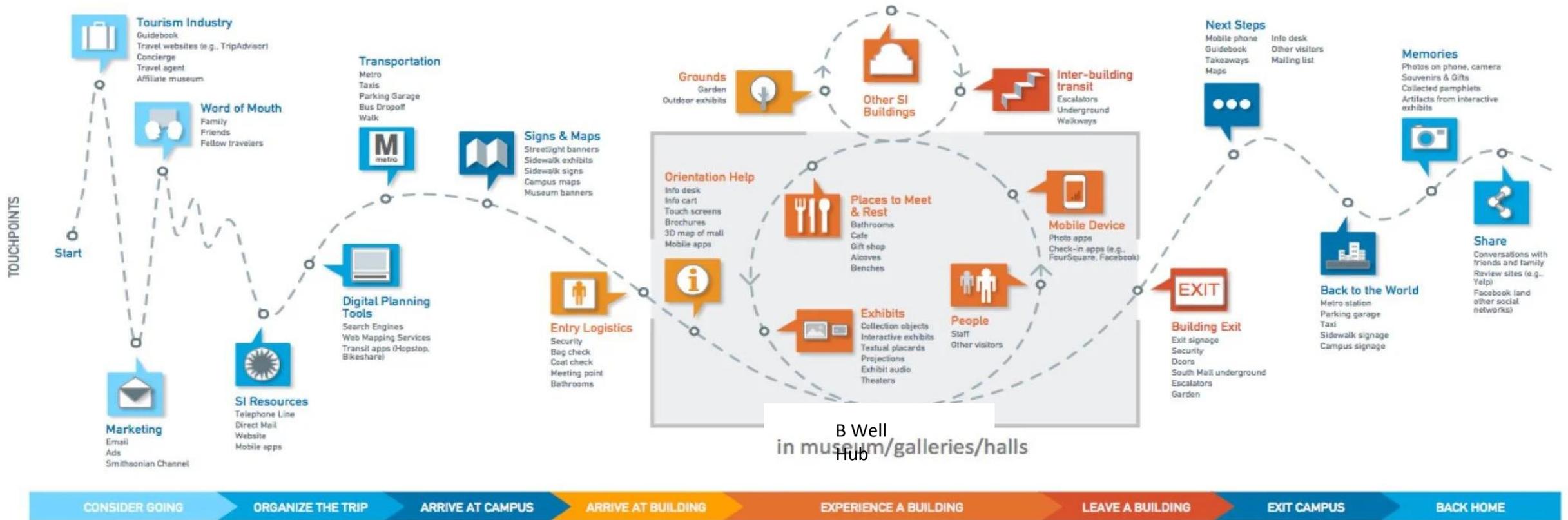




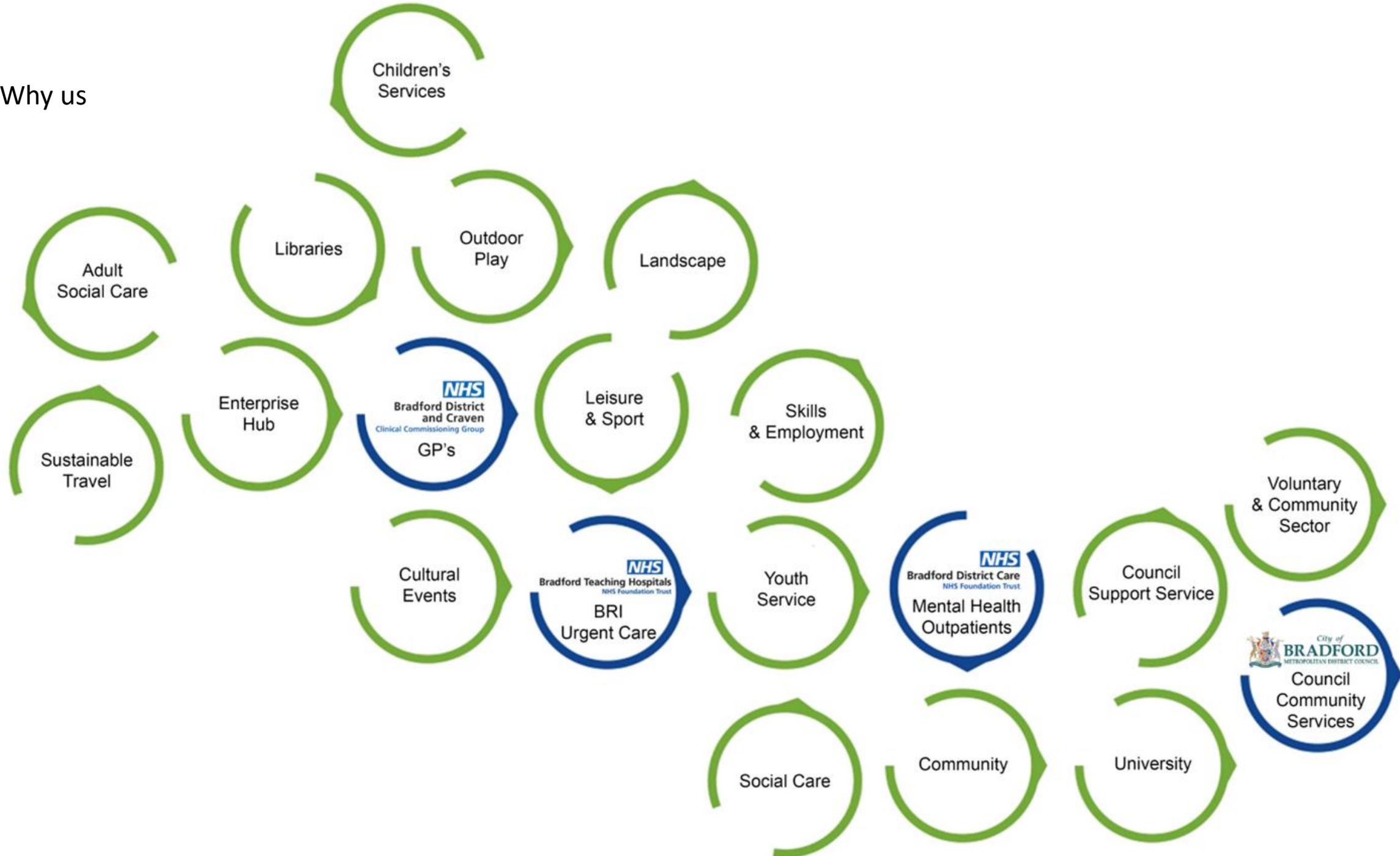
Sandia MINI



Project Objectives / Customer Journey



Why us









B

WELL



ENGLISH HERITAGE

Dr. INNES PEARSE
1889-1978
and
Dr. GEORGE SCOTT
WILLIAMSON
1884-1953
founded the
Pioneer Health Centre
here in 1926

#



Architecture for Health & Wellbeing

SPACE PLACE
ARCHITECTURE FOR HUMAN BEINGS

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