

# Breckland District Council - Leisure Needs Analysis and Options Appraisal – Swaffham and Attleborough

8.2(c)

## Introduction

Breckland Council has appointed consultants; Max Associates, to undertake a feasibility study to establish the following points:

- To identify the options available for sports / fitness facilities in the market towns of **Attleborough and Swaffham**. Any facilities would need to operate on a non-subsidised basis, rather than the “traditional” local authority leisure centre style offering and offer innovative solutions to appeal to a broad range of users and include any potential commercial opportunities.
- To identify the current demand for facilities in each town and the likely future demand, considering any gaps in the market.
- Noting that both towns will grow significantly over the next decade and beyond. Breckland Council wishes to explore the options available for the future provision of sports and fitness facilities in Attleborough and Swaffham.

As part of the feasibility, the Council is keen to consult with local stakeholders to keep them up to date with the work being completed and for them to feed into the developing future facility for each town.

We would therefore wish to invite you to a stakeholder consultation meeting:

- Thursday 17<sup>th</sup> January 2019
- Anglian Room at the council Offices, Breckland Council, Elizabeth House, Walpole Loke, Dereham, Norfolk NR19 1EE
- Time: 11am – 1pm – **Swaffham Stakeholders**
- Time: 2pm – 4pm – **Attleborough Stakeholders**

The Council and Max Associates will provide an update to the background work completed so far to meet the Council’s brief and provide time for stakeholders’ feedback and input into future facility options. A representative from Sport England will also be attending.

If you are able to attend, please RSVP to: [nicky@max-associates.com](mailto:nicky@max-associates.com) by Monday 7<sup>th</sup> January 2019.

We look forward to seeing you!

Ben Cooper-Welch  
Breckland Council

Lisa Forsyth  
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