

Project Showcase

MyActive Leek.

UK leisure framework

AllianceLeisure

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A New Chapter for Health and Wellbeing in Leek.

The opening of MyActive Leek marks the culmination of years of planning, collaboration and shared ambition. What was once Brough Park Leisure Centre has been transformed into a modern, welcoming and sustainable health and wellbeing hub that will serve local people for generations to come.

Projects of this scale are never delivered by one organisation alone. They are the result of strong partnerships, shared expertise and a collective commitment to creating something exceptional for the communities we serve.

We would like to thank Staffordshire Moorlands District Council, MyActive, Sport England, Speller Metcalfe, Roberts Limbrick, Abacus Projects, Greenwood Projects, FMG Consultancy, Hensall, Flareform and the many individuals who have contributed their expertise throughout the journey. Together, we have created a facility that not only improves opportunities for physical activity but strengthens community wellbeing, supports regeneration and creates a lasting legacy for Leek.

Foreword.



Sarah Watts
CEO, Alliance Leisure



Councillor
Matt Swindlehurst
Staffordshire Moorlands District Council

Working with Alliance Leisure and drawing on the team's extensive leisure development expertise, we have created a facility that truly reflects the needs of the community whilst also establishing a sustainable commercial model capable of generating income across multiple revenue streams.

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Rob Lashford
Divisional Director,
Speller Metcalfe

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The transformation of the former leisure centre is remarkable and reflects the significant investment being made in Leek and its future.

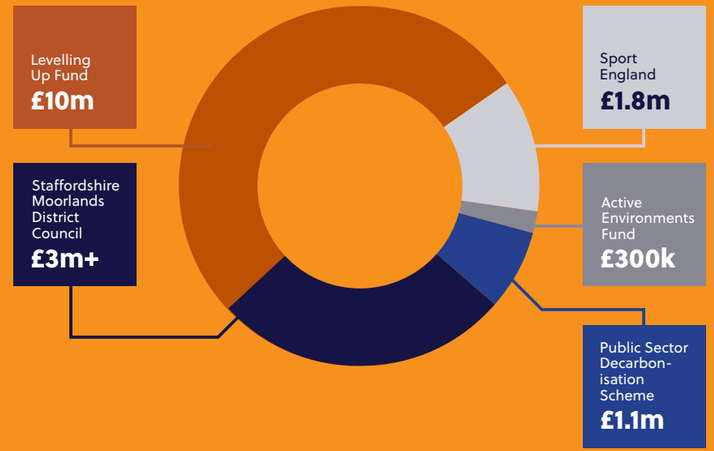
Building on our strong relationship with Alliance Leisure, and following our work together on projects including Leek Market Hall and the ongoing Nicholson Institute redevelopment, we’re delighted to have played our part in delivering another landmark project for the town.

Why the Project Was Needed.

The redevelopment of MyActive Leek formed part of Staffordshire Moorlands District Council’s wider vision to regenerate Leek town centre whilst improving local health and wellbeing provision. Following a district-wide leisure review, it was recognised that the existing facility no longer reflected the needs and expectations of a modern leisure centre.

The ambition was to create a destination capable of attracting more people into physical activity, providing improved access for all ages and abilities and delivering a financially sustainable model for the future. Alongside wider town centre investment, the project sought to strengthen community wellbeing, support economic regeneration and help reduce carbon emissions through significant environmental improvements.

Funding Breakdown.



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What Was Delivered.

The £17 million redevelopment, which opened in August 2026, transformed the former facility into a modern, energy efficient health and wellbeing hub tailored to the evolving needs of the local community. The project was procured and delivered through the UK Leisure Framework (UKLF), which is owned and managed by Denbighshire Leisure Ltd (DLL).

- New 25m six-lane swimming pool
- 60-station fitness gym
- Soft play and party facilities
- Entertainment space with golf simulator
- Accessible Changing Places facilities
- Learner pool
- Immersive Future Studio
- Wellness suite featuring EGYM
- Group exercise / cycling studios
- New café and social space



The Timeline.

- Funding approvals secured 2022
- Design and project mobilisation 2024
- Construction begins Autumn 2024
- Steelwork milestone reached May 2025
- Construction completed July 2026
- MyActive Leek officially opens August 2026

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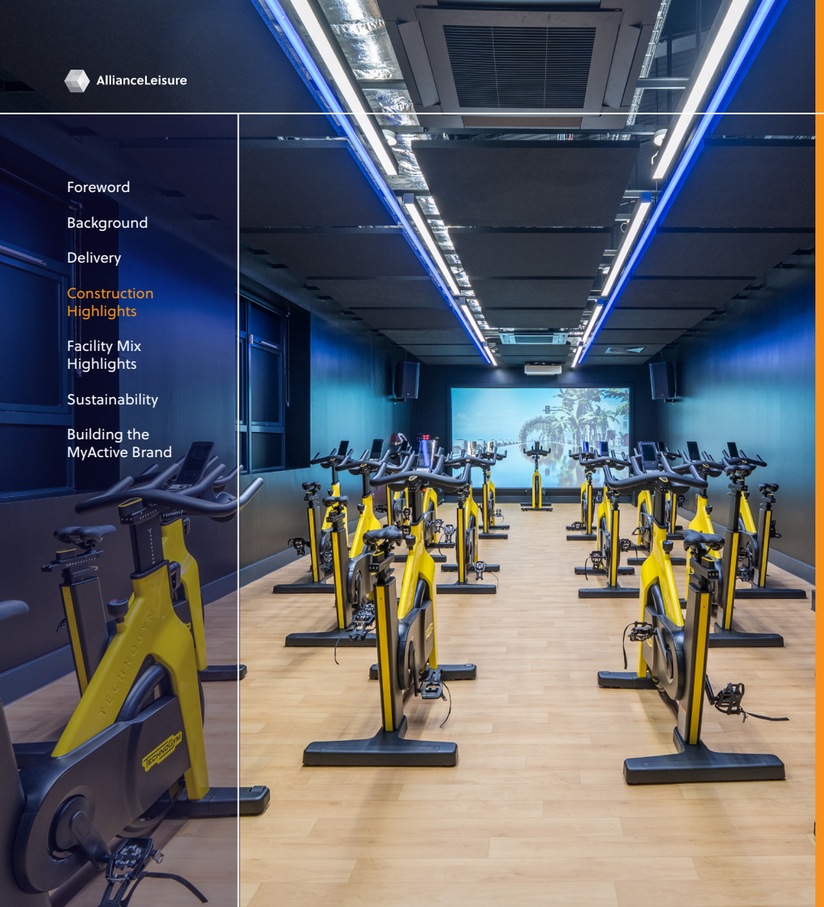
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Paul Jackson
Director, Abacus

What a fantastic project to have been involved in! This scheme provided every challenge, yet through the dedication of the client, operator and the Alliance Leisure delivery team, a brilliant community-driven facility has been delivered and one Abacus are very proud to have supported.

Construction Highlights.

One of the most significant physical changes was the construction of an entirely new pool hall to accommodate the larger six-lane pool, creating a landmark addition to the site and dramatically increasing swimming capacity.



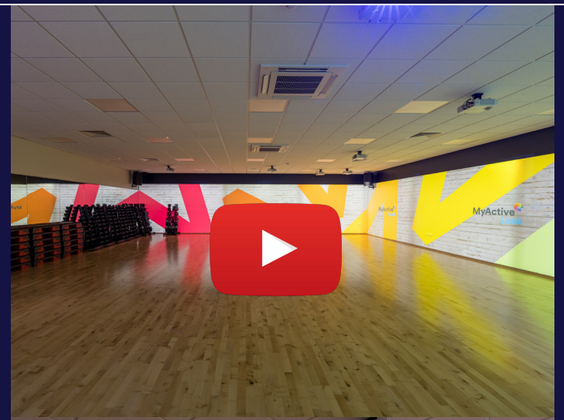
Chris Kent
Senior Associate,
Roberts Limbrick

MyActive Leek reflects a strong and successful collaboration between our sport and leisure, landscape and interiors teams, working alongside the council, Alliance Leisure and Sport England. This coordinated approach created a welcoming, much improved and inclusive facility with a consistent identity, supported by bespoke brand guidelines and interior fit out.

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Future Studio.

Alongside the wider fit-out of signage, Flareform installed a new Future Studios® experience at MyActive Leek - an immersive projection and lighting system that turns a single studio into unlimited environments, from calming, nature-inspired scenes for Yoga and Pilates to audio-reactive, high-energy visuals for HIIT and dance. Class scenes can be scheduled to change automatically in line with the timetable, or switched in seconds from an in-studio touch tablet, giving instructors full control with zero manual setup. One space with unlimited potential.





Entertainment Space.

A standout feature of MyActive Leek is its innovative entertainment space centred around a state-of-the-art golf simulator. Identified through a business case developed during the project, the space has been designed to attract new audiences and generate additional revenue streams.

Beyond golf, the flexible area can host sensory sessions, film screenings, interactive experiences, parties and corporate events, extending the centre's appeal beyond traditional leisure users.



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Sustainability.

Sustainability has been central to the redevelopment of MyActive Leek, with a range of measures introduced to improve the building's energy efficiency and reduce its reliance on fossil fuels.

The centre has been converted into an all-electric facility, replacing the existing gas boilers with air source heat pumps to provide a more efficient and lower-carbon approach to heating and hot water. This has been supported by a package of energy-saving improvements, including LED lighting throughout the building and enhancements to the building fabric to improve thermal performance and reduce heat loss.

Rooftop solar panels have also been installed, with the system capable of generating approximately 42kW of renewable energy.

Together, these improvements are designed to reduce operational energy consumption and the building's long-term carbon emissions, while helping to future-proof the facility as energy and sustainability requirements continue to evolve.



Will Gardner
Assistant Regional Director, Alliance Leisure

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This development has completely transformed the former facility into a modern, inclusive and highly sustainable community wellbeing hub that will support residents of all ages and abilities. From the expanded swimming and fitness offer to the innovative golf simulator and wellness facilities, every aspect of the centre has been carefully considered to encourage more people to be active, improve wellbeing and create lasting community impact.

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Alongside the physical redevelopment, Alliance Leisure's Engagement Team worked with Staffordshire Moorlands District Council to create and launch the new MyActive brand. The identity has since been rolled out across all seven leisure facilities operated by Staffordshire Moorlands District Council and High Peak Borough Council, providing a consistent and recognisable customer experience across the wider network.

The Engagement Team developed the brand strategy, visual identity, customer messaging and launch campaign, designed to maximise awareness of the new facilities and encourage residents of all ages and abilities to visit.

Working closely with Flareform and Roberts Limbrick, the team also ensured the brand was integrated seamlessly throughout the building. From wall graphics, signage and wayfinding to digital marketing and communications, the consistent use of the MyActive identity and the joined-up approach helps to create a strong sense of place and belonging, making the brand feel like an integral part of the customer experience rather than simply a visual identity.





Project Partners.





















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