

South Ayrshire Council

Report by Director of Communities and Transformation to Service and Partnerships Performance Panel of 10th March 2026

Subject: Prestwick Leisure Club – Performance Update

1. Purpose

- 1.1 The purpose of this report is to provide Panel with information about the performance of Prestwick Leisure Club since reopening the facility in November 2025 following refurbishment.

2. Recommendation

2.1 It is recommended that the Panel:

- 2.1.1 *It is recommended that the Panel scrutinises the performance report of Prestwick Leisure Club and provides feedback to the Service Lead for Sport, Leisure & Golf***

3. Background

- 3.1 Prestwick Leisure Club has been a key facility within South Ayrshire's sport and leisure estate for several decades, providing a range of health, fitness, and wellbeing services to the local community. In recent years, the building's condition and energy performance had become increasingly challenging, with aging infrastructure impacting both customer experience and operational efficiency.

In September 2024, a major refurbishment programme commenced to address these concerns. The works were designed to improve the building fabric, upgrade mechanical and electrical systems, and enhance the overall customer environment. A key element of this project was the delivery of energy efficiency improvements funded through the SALIX Public Sector Decarbonisation Scheme, supporting the Council's commitment to achieving net zero targets. SALIX funding enabled the installation of low-carbon technologies, including high-efficiency heating and ventilation systems, LED lighting throughout, and improved insulation measures. These upgrades are expected to significantly reduce carbon emissions and lower long-term operating costs.

The refurbishment was completed in October 2025. The project represents a substantial investment in the local leisure infrastructure and aligns with both national and local policy objectives on health, wellbeing, and climate action.

4. Detail

The major refurbishment programme of Prestwick Leisure Centre commenced in September 2024, concluding in October 2025. Further supporting information can be found in [Appendix 1](#).

The project aimed to:

- Modernise the customer environment, including poolside, changing facilities, reception, and fitness areas.
- Upgrade mechanical and electrical systems to improve operational efficiency.
- Deliver energy efficiency improvements funded through the SALIX Public Sector Decarbonisation Scheme, supporting the Council's commitment to net zero.

The SALIX-funded element included:

- Installation of high-efficiency heating and ventilation systems.
- Full LED lighting replacement.
- Enhanced insulation measures.

These upgrades are projected to reduce carbon emissions significantly and deliver long-term cost savings.

With the refurbishment now complete and the facility reopened on **29 September 2025**, the following performance report is required to inform Elected Members of the outcomes achieved, strategic alignment, and financial implications.

4.1.1 Strategic Alignment

The refurbishment supports:

- **Council Plan priorities:** Spaces and Place - Everyone can access a range of high quality, safe, well maintained, accessible places with opportunities for play, sport, and recreation.
- **Physical Activity and Sport Strategy objectives:** South Ayrshire communities will be able to access a range of quality facilities for all levels of sport and recreation.
- **Climate Change commitments:** Significant carbon reduction through SALIX-funded improvements.

4.1.2 Key Outcomes and Performance Indicators

(i) Membership Recovery

- Active fitness memberships have rebounded to **378**, up from **284** at closure (**33% increase**).
- Launch promotions attracted **139 new sign-ups**.

(ii) Attendance Growth

- October - December 2025 attendance: visits are **up 38.4% (24,113)** vs the last pre-closure comparator (**17,422**).
- Following a phased restart, Prestwick's Learn 2 Swim programme finished the year strongly with lesson attendance in December peaking at **3,395**.

(iii) **Energy Efficiency Gains (SALIX Impact)**

- October – December 2025 Gas consumption reduced by **89,100 kWh (39%)** compared to same period in 2023.
- Electricity consumption reduced by **44,600 kWh (61%)**.
- Estimated annual cost avoidance: **£44,000**.

(iv) **Customer & Staff Feedback**

- Changing Village: Spacious, modern, “private club” feel.
- Poolside: Light, airy, accessible.
- Reception: Welcoming and visible.
- Gym: Comfortable, private, air-conditioned.
- Vanity Areas: Larger spaces, improved lighting, and amenities.
- Improved working environment, modern facilities, and enhanced office space.

4.1.3 Financial Summary

To support understanding of the budgetary impact of the refurbishment programme, the following section provides a breakdown of total project investment, the associated funding split, and projected income growth resulting from the improved performance of Prestwick Leisure Club since reopening.

(i) **Capital Investment and Funding Split**

The total capital investment for the refurbishment of Prestwick Leisure Club was £3,531,860. This was funded through a combination of South Ayrshire Council capital allocation and external funding secured via the SALIX Public Sector Decarbonisation Scheme. The funding split is as follows:

- South Ayrshire Council Capital Investment: £2,810,900
- SALIX External Funding: £720,960

(ii) **Additional Income Growth**

The improved facility environment, combined with targeted reopening promotions, has generated significant growth in both fitness memberships and Learn2Swim participation.

- **Fitness Memberships**

- Pre-closure active memberships: **284**-closure active memberships:
- Current active memberships: **378**
- Increase: **94 members (33%)**

Assuming an average membership value of £20 per month, this represents an estimated additional annual income of circa **£23,000**.

(iii) **Learn2Swim Programme**

Prestwick’s Learn2Swim programme has also exceeded pre-closure levels by **21%**, with December 2025 attendance peaking at **3,395**. -closure levels by Assuming an average membership value of £26 per month, this represents an estimated additional annual income of circa **£45,000**.

5. Legal and Procurement Implications

5.1 The recommendations in this report are consistent with legal requirements.

5.2 There are no procurement implications arising from this report.

6. Financial Implications

6.1 Not applicable

7. Human Resources Implications

7.1 Not applicable

8. Risk

8.1 *Risk Implications of Adopting the Recommendations*

8.1.1 There are no risks associated with adopting the recommendations.

8.2 *Risk Implications of Rejecting the Recommendations*

8.2.1 Rejecting the recommendations may impact on the reputation of the Council.

9. Integrated Impact Assessment (incorporating Equalities)

9.1 The proposals in this report allow scrutiny of performance. The report does not involve proposals for policies, strategies, procedures, processes, financial decisions and activities (including service delivery), both new and at review, that affect the Council's communities and employees, therefore an Integrated Impact Assessment is not required.

10. Sustainable Development Implications

10.1 ***Considering Strategic Environmental Assessment (SEA)*** - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

11. Options Appraisal

11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

- The detail within this report allows for scrutiny of performance.

12. Link to Council Plan

12.1 The matters referred to in this report contribute to Priority 1 of the Council Plan: Spaces and Places (Play, Sport and Recreation).

13. Link to Shaping Our Future Council Yes No

14. Results of Consultation

14.1 There has been no public consultation on the contents of this report.

14.2 Consultation has taken place with Councillor Chris Cullen, Policy Lead for Sport, Leisure and Community Services and the contents of this report reflect any feedback provided.

Background Papers

Person to Contact Ali Mutch, Service Lead (Sport, Leisure & Golf)
County Building, Ayr

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Date: 17/02/2026

Prestwick Leisure Centre Refurbishment & Performance Outcomes



Refurbishment Timeline and Objectives

Project Start and Initial Works

Refurbishment began in **September 2024** focusing on poolside, mechanical, electrical, and energy efficiency upgrades.

Mechanical and Electrical Improvements

By **December 2024**, high-efficiency heating, ventilation, LED lighting, and insulation upgrades were completed.

Modernisation of Customer Areas

In **May 2025**, changing rooms, reception, and gym were modernised to enhance access and contemporary appeal.

Strategic Outcomes and Reopening

Official reopening in **September 2025** marked improved efficiency, sustainability, and community wellbeing.





Before and After Comparison

Pre-Refurbishment Challenges

The centre had outdated facilities, high energy use, limited accessibility, and poor customer experience.

Modernised Customer Spaces

Redesigned changing village and air-conditioned gym offer improved comfort, privacy, and welcoming atmosphere.

Energy Efficiency Upgrades

Installation of high-efficiency heating, ventilation, LED lighting, and enhanced insulation lowers emissions and costs.

Accessibility and Operational Benefits

Improved accessibility and staff environments support inclusivity and reduce maintenance demands.



Membership and Attendance Recovery

Membership Growth

Active fitness memberships increased by 33%, reaching 378 post-reopening, reflecting strong recovery.

Attendance Increase

Visits from October to December 2025 rose 38.4% compared to pre-closure figures, showing renewed demand.

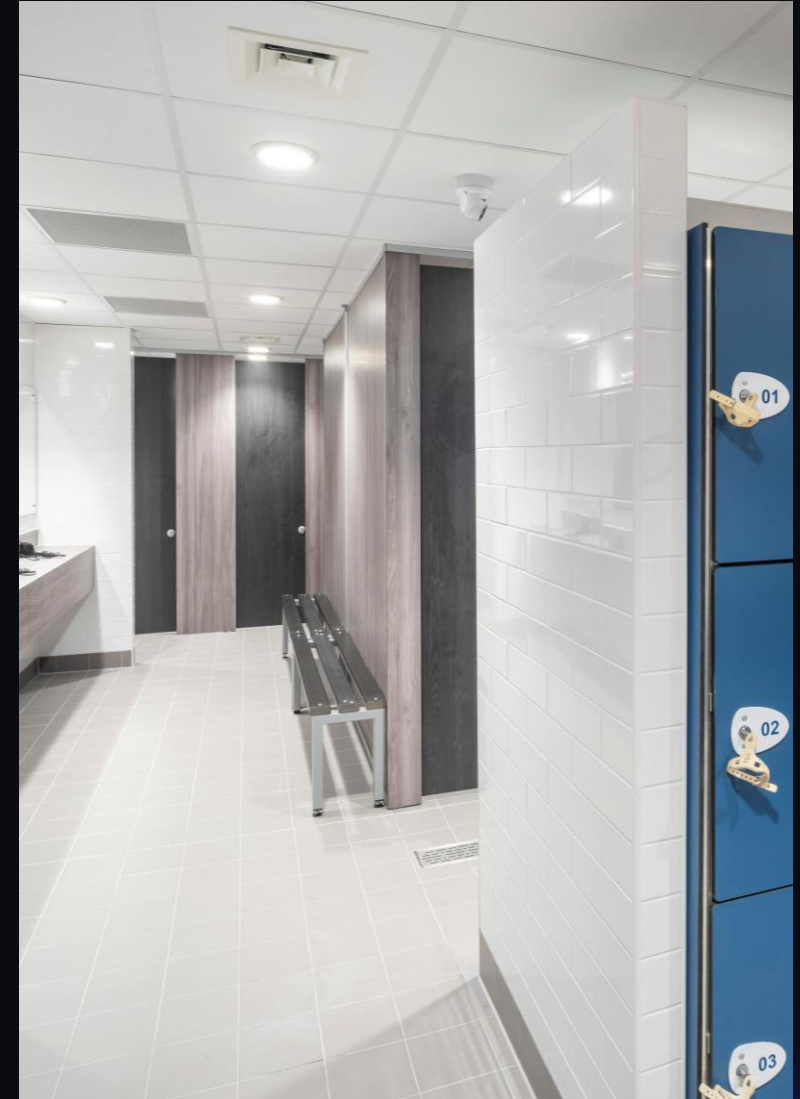
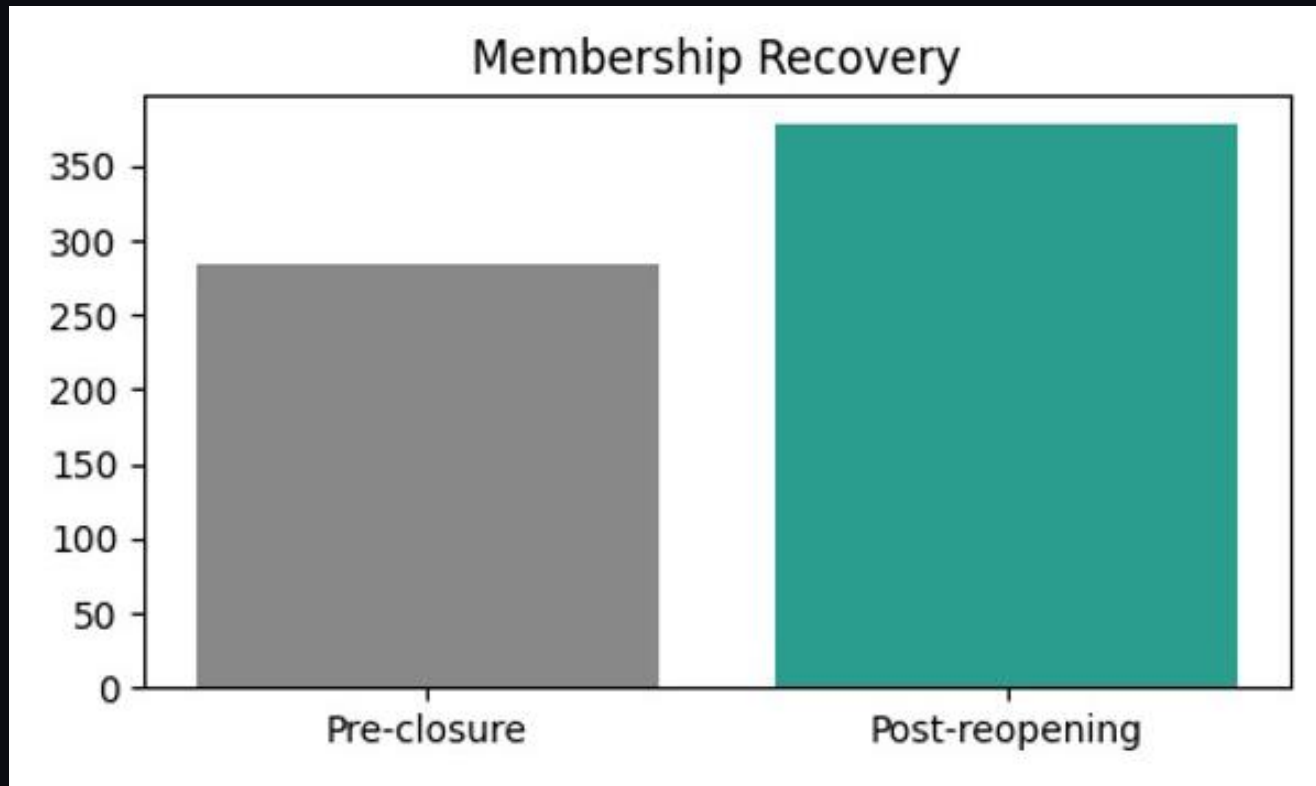
Learn 2 Swim Programme

Swim program attendance peaked at 3,395 in December, surpassing the previous year's baseline by 28%.

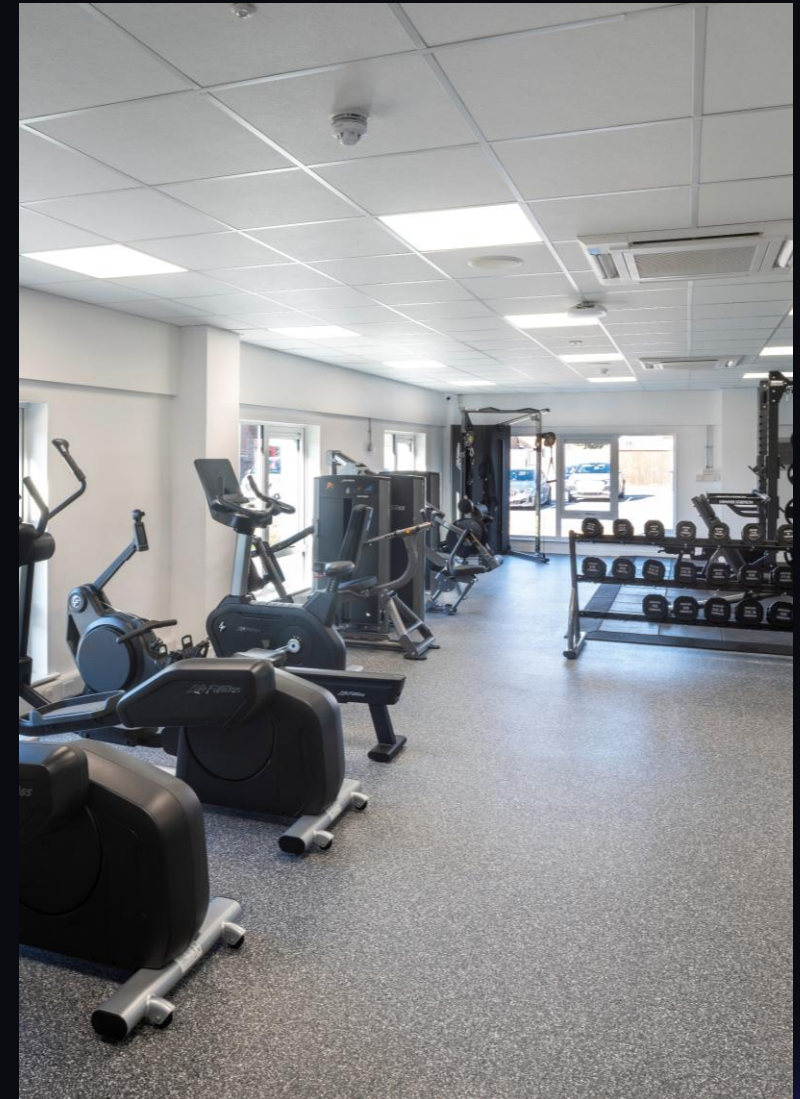
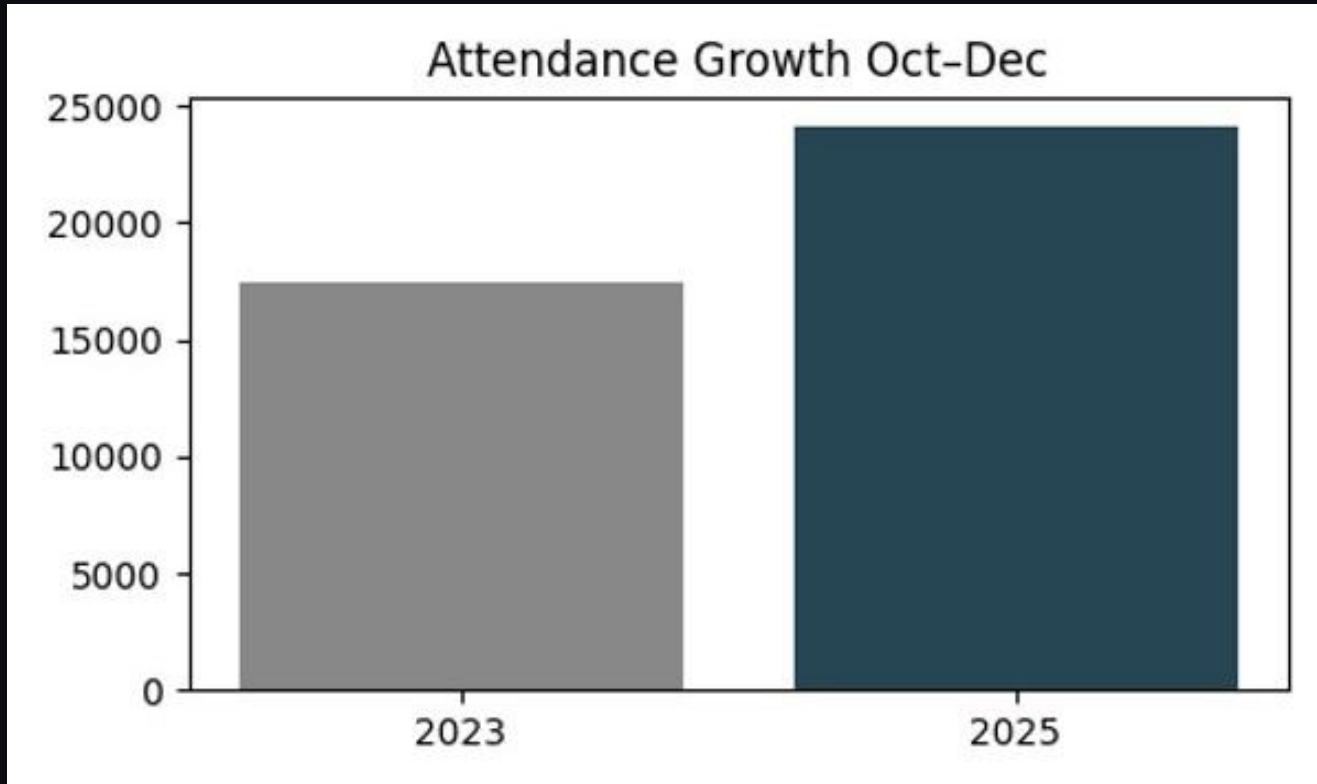
Community and Infrastructure Impact

Strategic investments improved facilities and customer experience, boosting health and wellbeing participation.

Membership Recovery



Attendance Growth



Energy Efficiency and Financial Impact

Energy Consumption Reduction

Gas usage decreased by 39% and electricity consumption dropped by 61%, saving significant energy.

Financial Savings

Annual cost avoidance of £44,000 highlights the financial benefits of energy efficiency improvements.

Environmental Impact

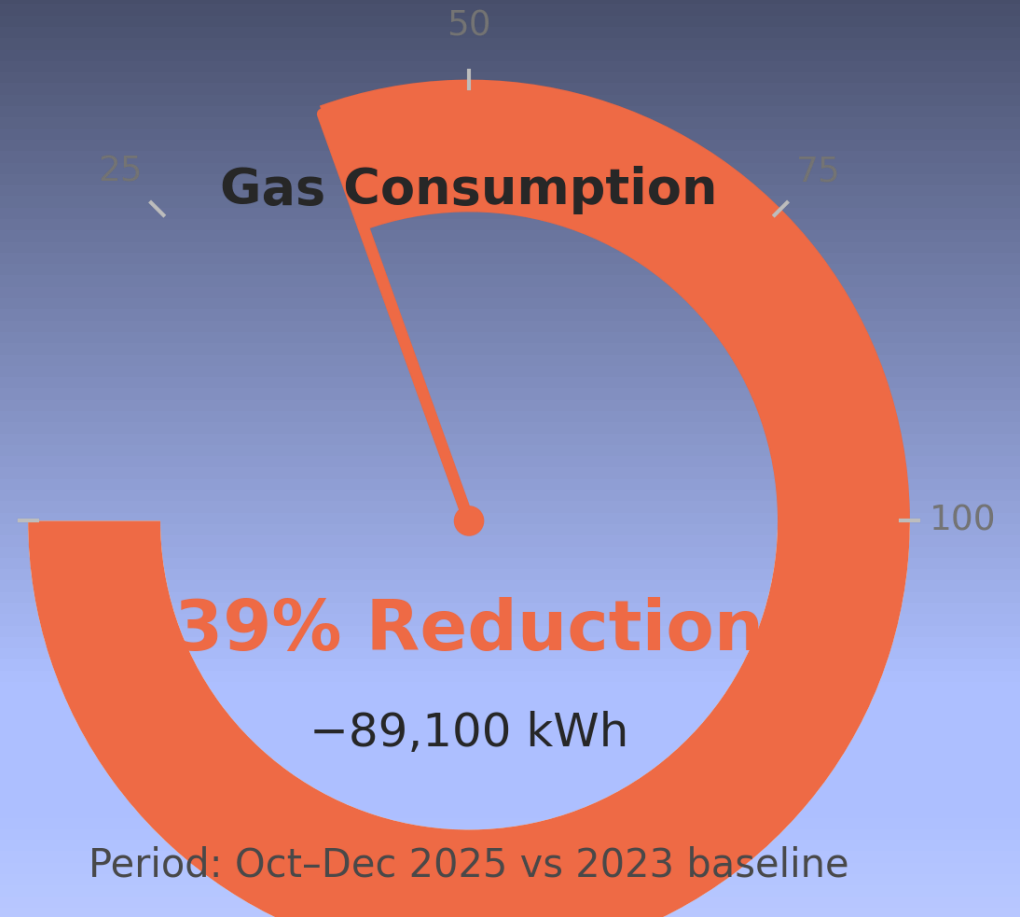
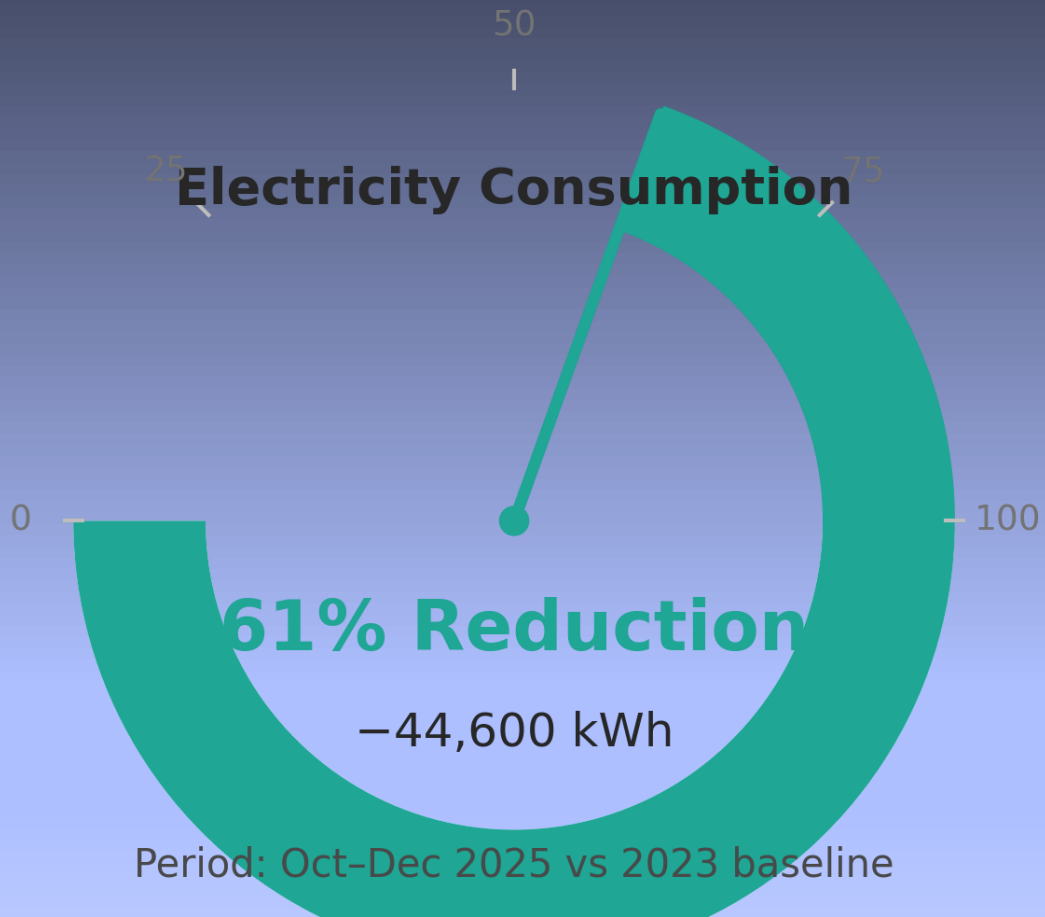
Lower carbon emissions from sustainable technologies support climate commitments and net-zero goals.

Sustainable Technologies Installed

High-efficiency heating, LED lighting, and enhanced insulation drive operational and environmental gains.



Energy Improvements





Feedback and Perceived Value

Enhanced User Experience

Refurbishment created spacious, modern areas giving a 'private club' feel, enhancing guest satisfaction significantly.

Improved Facility Functionality

Upgraded poolside, reception, gym, and vanity areas provide accessibility, comfort, and improved climate control.

Positive Staff Environment

Staff benefit from enhanced working spaces that support efficiency and boost morale with modern facilities.

Satisfaction and Community Pride

Customer and staff testimonials highlight increased satisfaction, loyalty, and pride in the refurbished facilities.



Policy Alignment and Community Impact

Strategic Policy Alignment

The refurbishment aligns with Council Plan priorities, ensuring quality facilities for community recreation and sport.

Inclusive Physical Activity

Facilities cater to all participation levels, from casual users to competitive athletes, promoting inclusivity.

Environmental Commitment

SALIX-funded upgrades reduce carbon footprint and support the region's net zero climate goals.

Community Wellbeing Impact

The project enhances social equity, environmental stewardship, and quality of life for residents.