

**A Better Place  
to Live**  
**Commitment 6**  
Enhanced environment  
through social, cultural  
and economic activities

# Ayr Leisure Centre Consultation

## Tell us what you think



[south-ayrshire.gov.uk](http://south-ayrshire.gov.uk)

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**AYRSHIRE**  
COUNCIL  
Comhairle Siorrachd Àir a Deas  
Making a Difference Every Day 



# CONTENTS

Introduction.....	3
Ayr Leisure Centre Consultation.....	4
Tell Us About You.....	5
Arrival Area.....	8
Activity Hall and Studios.....	11
Main Pool and Flexible Pool.....	14
Interactive Water Area.....	17
Health and Fitness Area.....	21
Other Comments.....	24
Ayr Leisure Centre Conclusion.....	28

# INTRODUCTION

During the 2018 'Ayr Your Views' consultation, just under half of all respondents said they never use the Citadel Leisure Centre and the reasons for this varied. Some felt the facilities were tired, old fashioned and in poor condition. Others felt it was too remote, out of the way, not on bus routes and not pleasant to walk to. The majority of those surveyed felt the Citadel should be replaced with a more modern facility and if it were to move closer to the town centre then a third of respondents would use it more often than they do now.

Recognising the age and condition of the Citadel Leisure Centre, and the public views on the matter, the council is now keen to replace it with a new leisure facility closer to the town centre. Developers are planning to create a new cinema and food and beverage outlets at the Kyle Centre and there is an opportunity for the new leisure centre to link up with this development creating a strong leisure and entertainment hub in the centre of town that is easily

accessible by car, public transport and on foot. These changes could not only help to improve the town centre but help us to get fit for our future.

Early proposals have been developed for a new facility, in a new, town-centre location. This consultation was the first opportunity for the community to feedback on these early proposals and also highlight what could be included in the new leisure centre. Considering existing Covid-19 restrictions, the consultation took the form of a digital survey.

The digital survey 'Ayr Leisure Centre – Tell us what you think' was launched on [www.south-ayrshire.gov.uk/consultations](http://www.south-ayrshire.gov.uk/consultations) on Monday 22nd March and ran for 8 weeks until Friday 14th May 2021. The consultation identified some ideas for each of the key spaces in the new leisure centre and asked for public opinion on each – sketches were also included to better convey how some of the areas could look.

The following report provides an overview of the 2601 survey responses received.



## Getting the word out

It was important that the survey was as accessible to as many people as possible. With this in mind, the team endeavoured to ‘spread the word’ throughout to as many people as possible by engaging with:

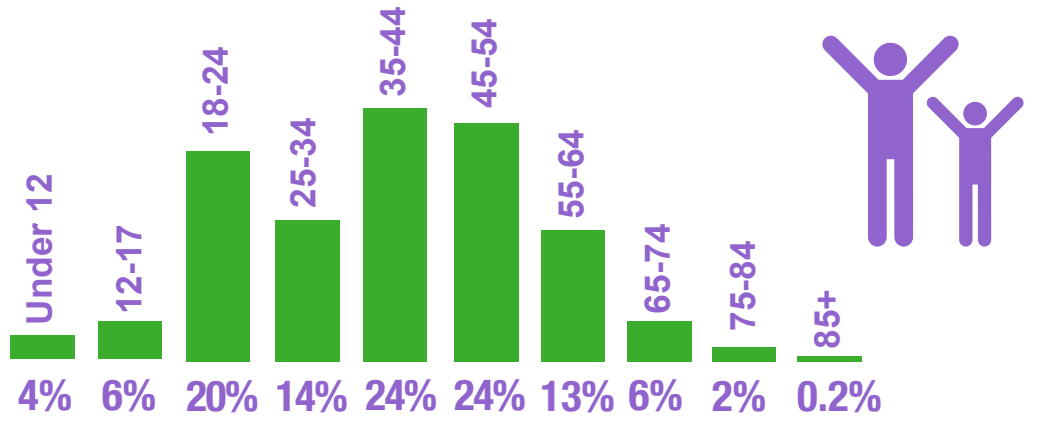
- Local Groups e.g. South Ayrshire Swim Team, Ayr Dive Club and Ayrshire Tigers;
- Governing Bodies e.g Sport Scotland, Scottish Swimming, Scottish Diving, and SAC Planning
- SAC Sport and Leisure Managers and Members
- SAC Education
- Community Planning
- South Ayrshire Health and Social Care Partnership
- Minority and Dementia Groups
- General Public e.g via Radio ads, Press release, Social Media posts and vinyls in Hourstons Windows
- SAC employees

The following pages summarise the responses received.



# TELL US ABOUT YOU

**1a** What age bracket applies to you



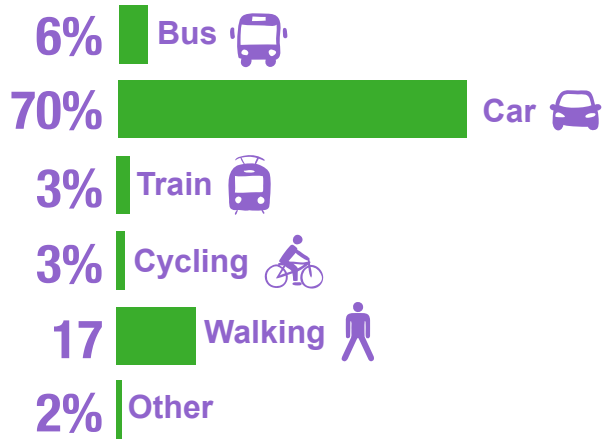
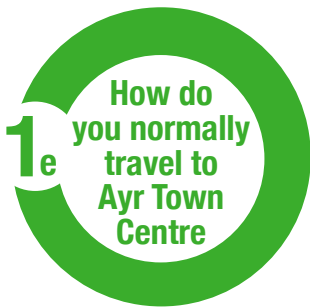
**1b** Have you ever used the Citadel Leisure Centre?



**1c** Do you live in South Ayrshire



# TELL US ABOUT YOU



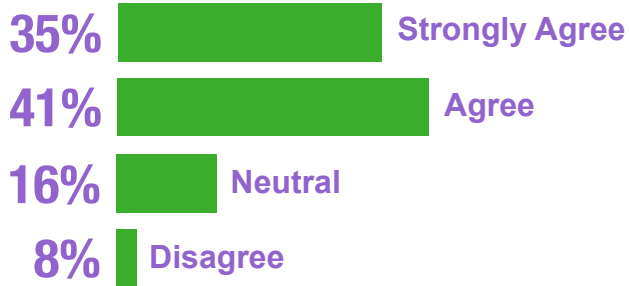


# ARRIVAL AREA

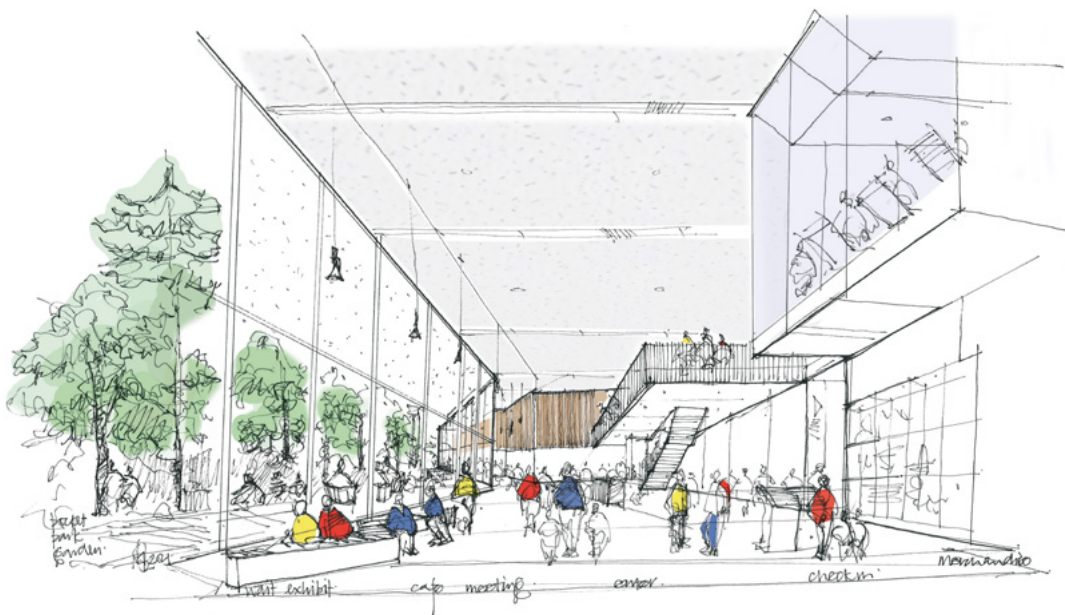
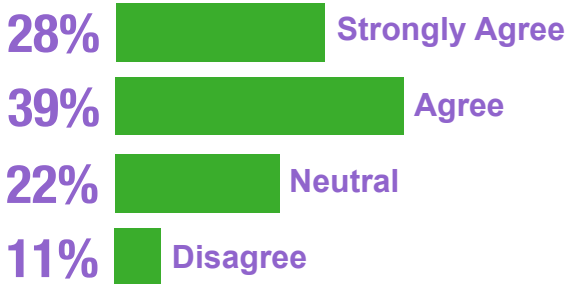


Respondents were asked; “Considering the proposals, please tell us what you think about the ARRIVAL AREA.” below summarises the associated feedback;

**2a** It would make me want to go inside the Leisure Centre



**2b** The proposals would encourage me to visit the centre more often





# WHAT YOU SAID - WHAT WE CAN DO

## Summary of comments received

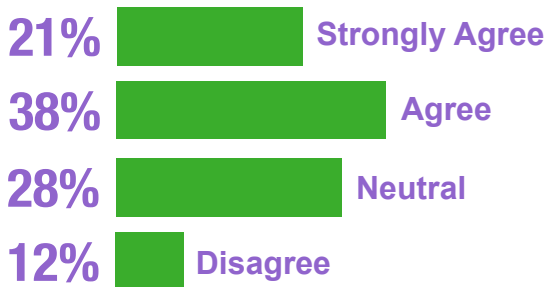
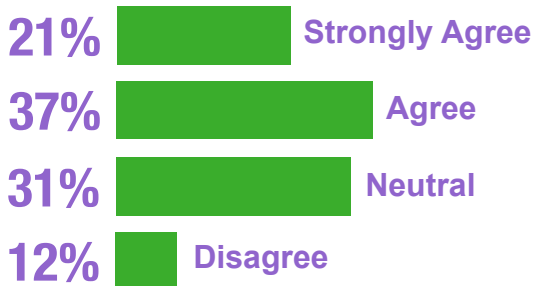
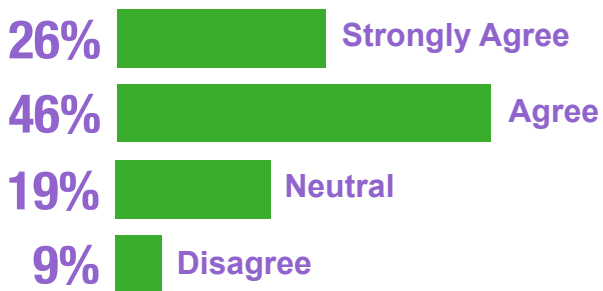
THEME	WHAT YOU SAID	WHAT WE CAN DO
Look, feel and ambiance	Interior design - Some people requested bright vibrant interior design colours, others wanted muted, calming colours. Most supported the use of high quality, practical interior materials	Specialist leisure interior designers will be engaged in the project and they will take into consideration the public feedback noted in this consultation
	Seating - Plenty of informal comfortable seating, inside and outside the building (not limited to just the café area) for customer use	Informal seating will be provided for e.g waiting for others, chatting to friends, filling in forms, having informal meetings and relaxing after a workout. The outdoor garden space will also benefit from benches.
	Efficiency - Some people commented that the drawing seems to show a lot of wasted space and that the arrival should be as small as possible to accommodate more sport and leisure facilities in the building	The arrival needs to be efficient but also spacious enough to accommodate the multiple offerings like a shop, café, reception etc as well as multiple users at peak times
	Greenery - Nice, green, leafy, flowery, garden area outside and planting inside the building. Outside shelters for wet weather	The garden area is envisaged to be welcoming, restful and full of native species of planting. A partial canopy will provide shelter at the building entrance
	Natural light - As much bright, natural light as possible, but consideration to be given for users with sensory sensitivities	Lighting specialists will be engaged later in the project to ensure natural light is exploited and artificial light supports the use of individual spaces
	Views - A number of people were not supportive of the ability to view other spaces like the pool and fitness suite from the arrival area - some reasons being that the users may feel uncomfortable and self-conscious, or that there could be a risk in the general public being able to see into e.g. the children's pool	High levels of glazing between spaces would ensure spaces in the centre are light, bright and inviting. The design will implement blinds/screening to ensure flexibility for all users at different times of the day/week

THEME	WHAT YOU SAID	WHAT WE CAN DO
Food and drink	Café - Majority of comments supported a café open to the public. Café should be a destination, serving good quality, healthy food e.g. vegan food, juices and smoothies. Food could be sourced from local growers	The café would be open to the public - A café menu would suit the health and well-being agenda of the centre. An operating model will be developed later in the programme
	Café location - should be near the entrance (as opposed to out of the way, in the Citadel)	The café will be centrally located on the ground floor, close to the main entrance, reception with views overlooking the garden
	Shop - Sporting goods shop	Consideration is being given to a small purchasing area at the main entrance, similar to the Citadel
	Vending machines and water stations - required	Vending machines would suit the health and well-being agenda of the centre and coffee and water facilities would also be provided
Access, Check in and staff	Self-check-in - Some people wanted these facilities, and others felt this would be abused. Some requested a reception desk with helpful friendly staff	Both a reception area with staff, and self-check-in options will be available to all users, supported by satellite staff who will be available to provide ad-hoc advice
	Storage - Secure bike and pram/buggy stores would be required	Both stores to be integrated in the design
	Information and signage - should be accessible to all users. Clear, informative communication is crucial	Specialist signage designers will be engaged later in the project. Accessible way-finding will be integral to the design

# ACTIVITY HALL AND STUDIOS



Respondents were asked; “Considering the proposals, please tell us what you think about the ACTIVITY HALL AND STUDIOS.”



# WHAT YOU SAID - WHAT WE CAN DO

## Summary of comments received

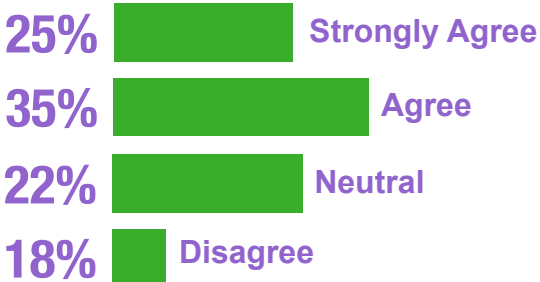
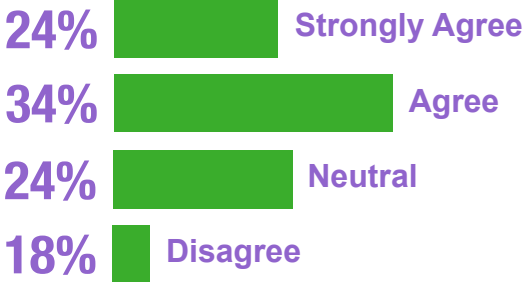
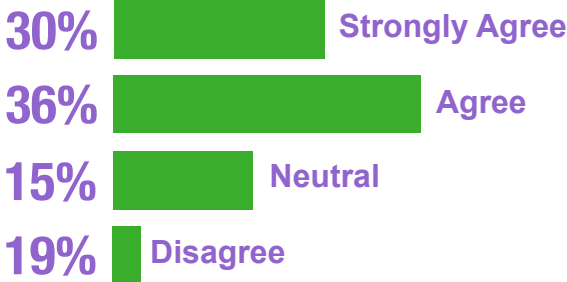
THEME	WHAT YOU SAID	WHAT WE CAN DO
Activities/Classes	Variety - People requested the new centre has a good variety of different sports, fitness and creative classes, catering for all ages and abilities - suggestions included spin classes, yoga, Les Mills, martial arts, athletics, art classes, PC skills, book clubs, mindfulness, smoking cessation, soundproof rooms for bands, exhibitions and markets	It is not proposed to include a main hall within the design, as sports which are traditionally played in this type of arena can be accommodated within existing sports facilities and education estate. This will ensure that these facilities which are based within our communities, are used more effectively to widen participation. The design of this facility will be developed to include multi-purpose rooms to support the existing sports and education estate and provide the maximum flexibility for these types of activity
Design	Size - Activity Hall should be sized to accommodate local sports clubs	Multi-purpose rooms in the new facility will cater to a huge variety of activities. Activity Halls within existing sports facilities and education estate will serve the needs of local sports clubs requiring larger spaces
	Views/light - Some people requested lots of windows and natural light, others requested not to be viewed from the outside when using the spaces	All glazing will be fitted with blinds or curtains to provide maximum flexibility
	Sound - Better soundproofing and privacy between spaces	Appointed specialist acoustician will ensure construction will meet prevailing building standards
	Ventilation - needs to be very effective	Appointed specialist mechanical and electrical engineers will provide a modern solution to ensure sufficient ventilation
Operation	Ability to hire halls - option to pay as you go without membership. This would be useful for parties, groups and meetings	Membership and hire terms to be reviewed
	Timetables - should be easily available online, via an app and in the centre	It is proposed that membership and hire terms will be similar to the current offering at the Citadel, but will be reviewed for the new building to reflect new facilities
	Staff - should be friendly staff (and not use mobile phones)	Staff will continue to provide a high level of service and will receive training for any new equipment or classes provided at the new centre



# MAIN POOL AND FLEXIBLE POOL



Respondents were asked; “Considering the proposals, please tell us what you think about the MAIN POOL AND FLEXIBLE POOL.”



# WHAT YOU SAID - WHAT WE CAN DO

## Summary of comments received

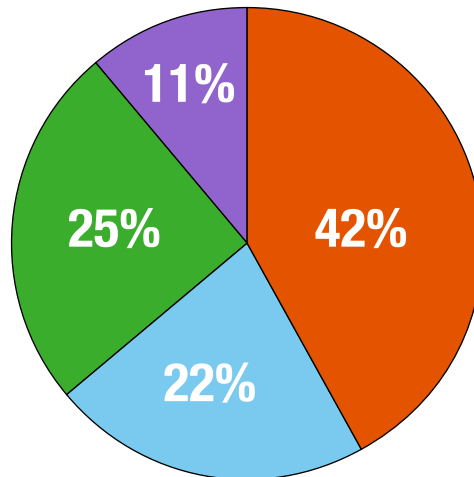
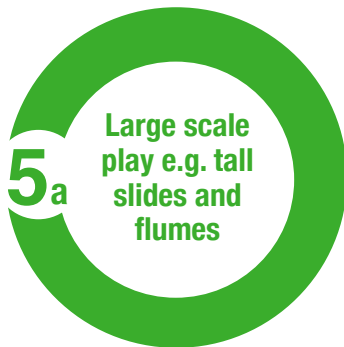
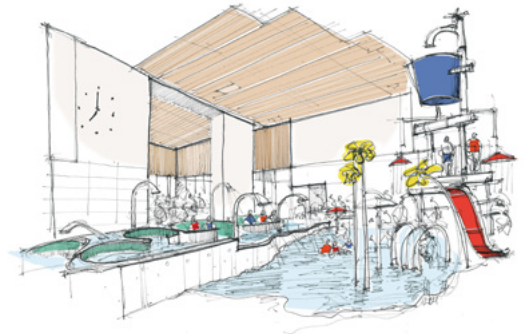
THEME	WHAT YOU SAID	WHAT WE CAN DO
Design	Pool size - Some people suggested a single, adjustable 50 metre pool should be provided rather than 2 pools. Other people stated 2 pools would not be enough to meet demand at peak times	The combination of 1 x 25m 8 Lane pool and 1 x 20m flexible pool both with elements of floor flexibility, together allow for the maximum swim offering to lane swimmers, learners, clubs classes and general use
	Accessibility - some people requested a hoist to assist those with different abilities. Others suggested both pools have steps to avoid using a hoist	The project's inclusivity advisor will develop a strategy that meets the needs of as many users as possible by providing a variety of accessible options
	Diving - People stated Ayr currently has one of the few diving pools in Scotland. It is the only one in this part of Scotland. Many young budding divers have trained and competed in this pool and gone on to represent Scotland in international events. Some people felt that the loss of the diving pool would not only be an enormous loss for Ayr, but an enormous and significant loss for the sport within Scotland	It is proposed that several of the activities that are currently provided at the Citadel Leisure Centre will not be replicated in the new facility, and this includes diving boards. When reviewed from an operational perspective, it is not felt that diving is economically sustainable nor does it form part of the Council's sports/leisure development focus going forward. The inclusion of diving facilities into the design would have a significant impact on the ability to increase participation levels for dry and swim-based activities/lessons and would not contribute to the flexible approach we are aspiring to

THEME	WHAT YOU SAID	WHAT WE CAN DO
Activities	Flumes and slides - People stated that these would encourage them or their children to use the facility	Flumes and slides will be considered in the development of the design
	Destination - People requested that the pool area becomes an attraction that people will travel to, rather than the Time Capsule at Coatbridge	The ambition is that the new facility will be a major attraction to all of South Ayrshire and beyond
	Kayak Club - some people wanted to know if the Kayak club's requirements will be accommodated in the new facility	Discussions will be undertaken with the Kayak club in the next stage of design
	Inflatables - for fun sessions and children's parties - Layout of pools should continue to allow inflatables etc to be used for monthly Friday night swim sessions, Sunday morning fun sessions and children's parties	Inflatables have proved to be incredibly popular in the Citadel and the offering will be increased in the new facility
Programming	Lane swimming - Option to book a lane for swimming for adults. Less restricted times for lane swimming would be beneficial	The combination of 2 pools will offer increased potential for lane swimming. Full programme to be developed in due course
	Groups - Some people would like to see women's exercise classes in the pool and adult swim sessions for people who aren't necessarily strong or confident swimmers. Others noted that programming should ensure that the times allotted for different users are fairly shared and enough time given for all users. Some people noted smaller swimming class sizes and more instructors would be beneficial and one-to-one personal sessions for the senior citizens with coaches in water with clients would be great	The combination of 2 pools will offer increased potential for group bookings, clubs, lessons and one-to-one sessions. Full programme to be developed in due course
	Lessons - people supported the potential to increase capacity for swim lessons, stating swimming is an essential life skill and children have missed out on learning opportunities over the past year	The huge demand for swim lessons in the area has played a crucial role in the development of the pools configuration and will continue to be developed in the next stage of design

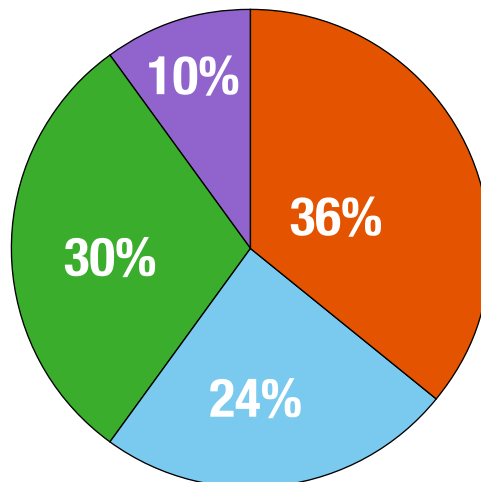
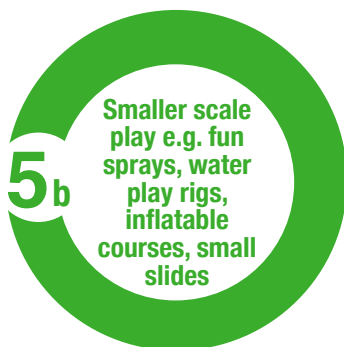


# INTERACTIVE WATER AREA

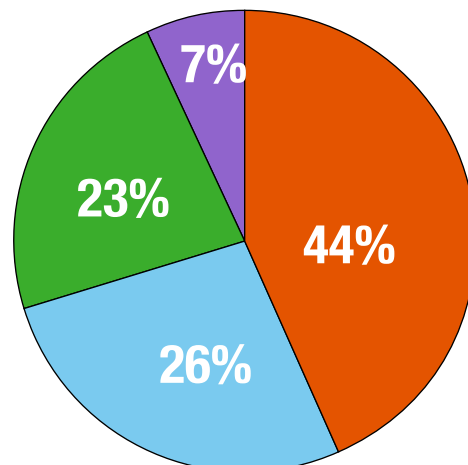
Respondents were asked; “The INTERACTIVE WATER AREA could be fantastic space for all the family - please consider the list below and identify which are important to you.”



- Very important to me
- Somewhat important to me
- Neutral
- This would discourage me from using the Interactive water zone



- Very important to me
- Somewhat important to me
- Neutral
- This would discourage me from using the Interactive water zone



- Very important to me
- Somewhat important to me
- Neutral
- This would discourage me from using the Interactive water zone

# WHAT YOU SAID - WHAT WE CAN DO

## Summary of comments received

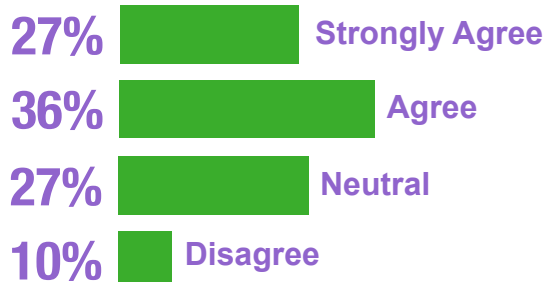
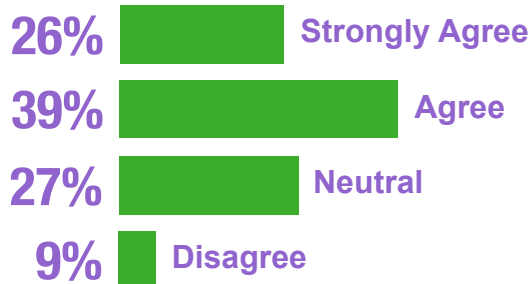
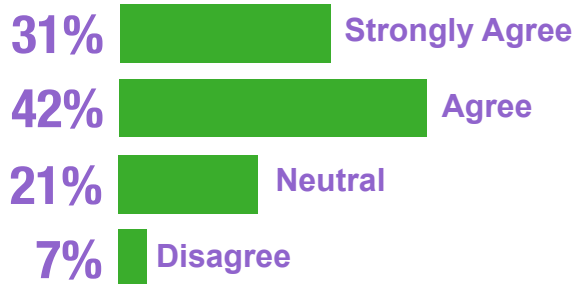
THEME	WHAT YOU SAID	WHAT WE CAN DO
Design	Flumes - People commented how just having a swimming pool doesn't keep children entertained for long and that they drive some distance so their kids can enjoy fun water activities described in the interactive water area	Flumes and slides will be considered in the development of the design
	Wellbeing - Some would use the area to assist their rehabilitation, others as a calm place for those with varying needs e.g. autism, and others just to get away and calm their mind. People suggested specifically designated time for relaxing would be required, so that their needs and those of children using the space for fun wouldn't conflict	Programming will be an important challenge in the next stage of design to ensure all users can get the most from the multi-functional space. Changeable lighting, music etc can be investigated
	Comfort - the air and water temperature must be adequate so people are not shivering when going in and out of the water and remember older people tend to feel the colder water temperature more than younger people	The design team will ensure spaces retain heat to adequate comfort levels for the majority of users
Facilities	Storage - Large secure lockers are required	Lockers will be provided
	Hair-dryers - should be provided and free to use	Hair-dryers and vanity units will be provided to changing areas
	Changing - It was pointed out that often, particularly with small children, getting changed before and after using the pool can be very stressful and will often determine whether a family returns to use the facility again	The changing village in the wet area will provide a mix of individual, family and group changing
	Showers - should be adequately equipped	Showers will have towel hooks and shelves for shampoo and shower gel

THEME	WHAT YOU SAID	WHAT WE CAN DO
Operation	Safety - limit on numbers of people allowed in the area at once	Safety will be carefully managed by qualified staff
	Seating - should be provided for caregivers to keep an eye on children	Seating opportunities will be investigated in the next stage of design development, this could include seating in the café with direct views onto the pool area
	Staff - sufficient number of trained staff to supervise and direct users	An appropriate staffing strategy will be developed in the next stage
	Maintenance - high level of maintenance required to keep these sorts of features in good working order as they can quickly show signs of aging and deterioration and questions on whether they will be easy to repair, replace or upgrade when the time comes	Flumes, slides and other equipment will be designed and selected for their quality and longevity
	Cleanliness - Public should be encouraged to use showers or foot baths before entering the pool	Pre-cleanse facilities will be provided at the transition between changing and pool areas



# HEALTH AND FITNESS AREA

Respondents were asked; “Considering the proposals, please tell us what you think about the HEALTH AND FITNESS AREA.”



# WHAT YOU SAID - WHAT WE CAN DO

## Summary of comments received

THEME	WHAT YOU SAID	WHAT WE CAN DO
Operation	Separation - Lots of people noted that they would feel too self-conscious to use the fitness suite, but that a separate or self-contained area/time slots within the fitness space could encourage them to use the facilities. Bookable sessions to avoid overcrowding	The fitness area will be designed to have the potential to be split into smaller areas when required by user groups
	Equipment - Good quality and good mix of equipment required, need to be just as good as private gyms. Free weights and battle ropes were noted as potential additions	State of the art equipment will be provided for the new facility, ensuring a high standard of ongoing maintenance and support. The Sport and Leisure team will be supported by a specialist fitness equipment contractor to review suggestions from this survey and also assess the use of equipment in the Citadel, identify what is popular, not so popular, what other equipment has proved popular elsewhere.
Design	Space - Some people stated that a large space is unwelcoming particularly for novices and that breaking the room up into separate spaces rather than a single big room was a good idea – others thought the opposite and wanted a big open space with lots of room between equipment and areas for free weights or placing mats down to exercise	The space will be designed to be flexible, allowing for mix of large spaces and smaller, more private spaces
	Light - Lots of natural light	The design has the potential to utilise as much natural light as possible
	Mirrors - some view mirrors as essential while others were against having them or only a minimal number of mirrors	Mirrors could be provided with screens in front to provide maximum flexibility for all users



# OTHER COMMENTS

## Summary of general comments received not relating to specific spaces

THEME	WHAT YOU SAID	WHAT WE CAN DO
Facilities	Some respondents suggested other sports that could be accommodated in the new facility such as; crazy golf, escape rooms, games or interactive arcade, indoor skydive tube, library, nightclub or gig venue in the basement, running track, slides connecting ground and first floors, squash courts, swings, and trampoline park, outdoor walking club, skatepark, cricket nets, skatepark padel tennis, zumba, rock climbing, handball, aerial acrobatics, volleyball, football, , table tennis, badminton, squash courts, Crossfit, Ninja Warrior, Trampolining, nerf wars, cricket, football, squash, tennis, dry diving, gymnastics and basketball. concerts and shows	A full review of all SAC sport estate is ongoing – Some of these activities will be accommodated in the new facility, and some of the others can be accommodated elsewhere
	It was suggested by some people that an ice rink and/or roller rink is included in the design for the new building	The site size cannot accommodate a rink alongside the currently proposed schedule of accommodation
	Some people requested a jacuzzi, hot tubs, steam room or sauna in the new facility	These types of facility in the Citadel are not popular, they are difficult to maintain and to staff, so do not form part of the current proposal for the new facility
	Some respondents noted that a wave generator, river rapids and log flumes could attract new customers	These types of offerings in the water demand a huge amount of area, and were they to be introduced, some other facilities in the building such as the main pool, and interactive waterzone would be compromised
	A few people suggested an outdoor swimming area be included in the proposals	This would be a fantastic idea however the site size and project budget could not accommodate this



THEME	WHAT YOU SAID	WHAT WE CAN DO
	Some people noted that sanitizing stations should be provided around the building to facilitate good hygiene against COVID19	Sanitizing station strategy will be developed in the next stage of design
	Some people mentioned that free Wifi is essential throughout the building	Free wifi will be provided for customers
	Some people suggested a creche would be useful in/near the arrival space when care-givers are using the facility, some felt a secure soft-play area for toddlers could be used when care-givers are completing forms or having something to eat/drink	This will be investigated in the next stage of design. Current range of existing family classes to be more widely communicated
	Some people requested gender neutral changing, other requested segregated male/female changing	A changing village will be provided in the pool area, with a mix of individual and family cubicles and showers. Male and Female changing will be provided to the dry facilities

THEME	WHAT YOU SAID	WHAT WE CAN DO
Access	Easy access should be provided for all users, the whole building should be easily accessible to wheelchair users and support should be provided for vulnerable visitors or those with additional support needs	Appointed Accessibility advisor has been and will continue to contribute to the design to ensure the building meets the needs of as many users as possible
	<p>“Price - Respondents did not want the cost of using the fitness areas to be so expensive it precludes people from enjoying the facility and what it has to offer. Suggestions for costing include:</p> <ul style="list-style-type: none"> <li>• must be competitive with private gyms/ facilities</li> <li>• pay as you go</li> <li>• day passes</li> <li>• discounts for off peak use, council employees, military or emergency service staff, NHS staff, elderly etc.</li> <li>• introductory/beginner taster fees</li> <li>• affordable membership</li> <li>• separate membership for different classes;</li> <li>• flexible membership to fit around work patterns or family commitments;</li> <li>• teenager membership.”</li> </ul>	Many of these suggestions are currently offered and pricing structures will be reviewed to reflect new facilities offered in the new building
	Opening Hours - The centre and any classes should be open earlier and later than current opening hours in the Citadel	Full new schedule to be developed to reflect facilities in the new building
	Multiple people mentioned class booking facilities needs to improve, with timetables and booking facilities available in the centre, but also online or via an app that it updated live	The booking system would be refreshed for the opening of any new facility - this would be supported with self and staffed check-in. A leisure booking app is also currently under development, for launch next year
	Extended Opening - Some people requested early morning sessions, evening classes (after work), adult only classes, women only classes etc	Full new schedule would be developed for any new facility

THEME	WHAT YOU SAID	WHAT WE CAN DO
	<p>Some people stated that increased parking was essential - the Citadel carpark was often full at peak times, spaces in the new facility should be exclusively for the use of centre users, that the parking area needs to be safe on dark, wet nights, and public infrastructure needs to be improved to reduced traffic congestion in the town centre and ease the burden on already restrictive town-centre parking</p>	<p>In line with Scottish Government Net Zero Carbon targets and the Active Travel Plan, it is hoped that users will be encouraged by the centre's new location to use lower-carbon buses, trains or bikes to access the centre. A number of accessible and general bays will be provided and beyond this, almost 3000 public spaces are available within a 5 minute walk of the proposed site and discussions are being held to make some of the spaces in an adjacent multi-storey available to users of the new centre</p>
	<p>Some people mentioned that the building should meet passivehaus design standards</p>	<p>In line with Scottish Government targets, the ambition is for the centre to be Net Zero Carbon in operation. It will employ renewable technologies</p>
	<p>A few people highlighted the importance of maintenance and cleanliness of publicly accessible spaces</p>	<p>A comprehensive cleaning regime will be developed</p>

# AYR LEISURE CENTRE CONCLUSION

## Lessons Learned

Consultation Outreach – Prevailing COVID19 restrictions limited the engagement strategy to ‘online’ only which was successful however, in the future, this should be teamed with in-person consultation where possible as this could provide even more valuable feedback being collated from large groups e.g. schools, youth groups or people who live in care homes.

## Next Steps

Despite prevailing COVID19 restrictions, the consultation received an impressive volume of responses. The time taken by respondents to not only answer the survey questions but also provide additional comments and suggestions for the new facility was hugely appreciated.

Consultation Questions – some people thought additional question sections would be useful e.g. to allow them to comment on other facilities that might be provided by the new building but were not specifically addressed in the consultation, or to comment on the project in general would be useful.

The design of the New Ayr Leisure Centre will be developed over the next few months and the next consultation event will be held in advance of submission of a Planning application. More details to follow but please keep an eye on our website and social media for updates.

This information can be made available, on request, in braille, large print or audio formats and can be translated into a range of languages. Contact details are provided below.

درخواست کرنے پر یہ معلومات نابینا افراد کے لئے ابھرے حروف، بڑے حروف یا آڈیو میں مہیا کی جاسکتی ہے اور اسکا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ہیں۔

本信息可应要求提供盲文，大字印刷或音频格式，以及可翻译成多种语言。以下是详细联系方式。

本信息可應要求提供盲文，大字印刷或音頻格式，以及可翻譯成多種語言。以下是詳細聯繫方式。

ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੋਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸਣਨ ਵਾਲੇ ਰਪ ਛਾਚ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਛਾਚ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਵੱਢੀ ਗਈ ਹੈ।

Niniejsze informacje mogą zostać udostępnione na życzenie w alfabecie Braille'a, w druku powiększonym lub w formie audio oraz mogą zostać przetłumaczone na wiele języków obcych. Dane kontaktowe znajdują się poniżej.

Faodar am fiosrachadh seo fhaighinn, le iarrtas, ann am braille, clò mòr no clàr fuaim agus tha e comasach eadar-theangachadh gu grunn chànanan. Tha fiosrachadh gu h-ìosal mu bhith a' cur fios a-steach.

**South Ayrshire Council**  
**Customer Contact Centre**  
**03001230900**