

## **Appendix C - The Sport, Leisure and Culture Consultancy Company Profile**

SLC (The Sport, Leisure and Culture Consultancy) was established by Duncan Wood-Allum in 2009. Prior to SLC, Duncan had a successful seven years at Capita Group in their blue-chip and property consultancies working on transformational sport and leisure projects. He spent three years at PMP Consultancy from year 2000, preceded by nine years in local government operating and developing leisure facilities and services.

Directors David Rushton and Toby Kingsbury provide expert support for our clients supported by a talented team of consultants.

The company develops effective participation and facility strategies, leading edge feasibility studies and masterplans, and enables successful operational partnerships through a variety of management models, often saving £ millions for their clients.

We increase participation including reaching wider target markets, leverage investment to transform facilities and services and deliver management solutions that optimise the required financial and social return on investment.

Once Councils, developers, schools, universities, trusts and sports clubs have experience of working with us to achieve outstanding results, they stick with us, building a long-term relationship built on trust and shared values.

Our consulting team is exceptional: dedicated, innovative and highly experienced. These are the kind of people you need alongside you in a challenging, politically sensitive and results-driven environment.

We have a proud track record of challenging and shaping sector thinking, and we continue to campaign on the issues we care about.

SLC is now firmly established as the leading consultancy in the sport, leisure and culture sector with an unrivalled reputation for quality, integrity and innovation.

SLC has had the privilege to work with over a hundred clients since 2009. They often share a common set of values with us based on wanting the best possible outcome for their project, a critical friend based relationship and value for money.

We like seeing the development of well-designed, sustainable and popular leisure and community facilities, parks and open spaces. We have supported many clients in taking their feasibility and master planning projects from concept right through to completion. Our work has resulted in sustainable capital schemes worth hundreds of millions of pounds being successfully developed.

Our team has been involved in some of the highest-profile and most successful leisure and community developments in the last decade, including the Olympic Aquatic Centre, the Orford Jubilee Neighbourhood Hub and the Plymouth Life Centre. We have supported the development of a number of local authority wet

and dry leisure facilities, playing field, park and open space masterplans, community sports hubs, community-use facilities, heritage facilities and school leisure facilities.

Our recent feasibility studies and masterplans include:

- Warwick District Council – open space and former golf course redevelopment masterplan
- Waverley Borough Council – multi-site leisure centre investment feasibility study and options appraisal
- London Borough of Barnet – major development masterplans for two playing field sites
- Watford Borough Council – major playing fields site redevelopment masterplan
- Stevenage Borough Council – major feasibility study linked to a regeneration scheme.

Selected references

### **Slough Borough Council – Leisure Strategy**

*"We commissioned SLC in the latter part of 2014 to undertake a supply-and-demand assessment for the replacement of our major wet/dry leisure centre in Slough, along with recommendations on future facility mix to meet the needs of Slough's residents, who historically have low levels of participation in sport and physical activity.*

*Duncan and his team were always very professional in their approach and thorough in their research, with a wealth of knowledge and skills. Duncan can be relied upon to communicate effectively with a range of audiences, including senior officers from the council, local councillors, commissioners and key stakeholders. He has the ability to challenge people's views and perceptions and get buy-in to ideas going forward. He is always able to back up his recommendations with hard facts and figures.*

*I have also had the pleasure of working with Duncan on a number of other areas and projects over the last few years and continue to be impressed by his enthusiasm and ability to deliver the very best quality work, even when we have been challenging with our timescales and scope of work. He is great fun to work with and I would have no hesitation in recommending SLC to others in the leisure industry."*

Alison Hibbert, Head of Creative Delivery  
Slough Borough Council (December 2014)

### **Corporation of London – Sport and Leisure Strategy**

*"SLC developed a detailed and well-evidenced strategy within the timescales we agreed. They demonstrated very good analysis and stakeholder engagement, and added to this their own sector knowledge expertise to inform the final document."*

Simon Cribbens, Policy Development Manager  
*Corporation of London (February 2015)*

**Cyclopark Trust – Options Appraisal**

*"Everyone at Cyclopark was very impressed with the service that SLC provided.  
We highly recommend them."*

Mike Stevens, Chief Executive  
*Cyclopark Trust (March 2016)*