



The New
**Sandwell
Aquatics
Centre**



Sandwell
Leisure
Trust



Sandwell
Metropolitan Borough Council

The Sandwell Aquatics Centre opened its doors to the public on Monday 24 July 2023 having completed its planned transformation into a state-of-the-art community leisure centre for Sandwell and the wider region. The only brand-new venue for the Birmingham 2022 Commonwealth Games, the Smethwick-based centre will offer a huge range of sport and exercise facilities for everyone in the community.

Following the success of the Commonwealth Games last summer when swimming, para swimming and diving events were held at this amazing building, we have now celebrated the completion of the legacy construction phase delivered by Wates. The pool where 32 Team England Swimming medals were won is now being used to teach swimming and diving, to train medal winners of the future, to help people stay healthy and for lots of fun during the summer holidays. Sandwell Leisure Trust will be running the centre and has already signed up 2,800 people for swimming lessons and more than 4,500 members. This was always designed as a community leisure facility first and tailored for use during the Commonwealth Games, rather than the other way around.

The centre will be fantastic for Sandwell people as well as the region's talented swimmers and divers. They will benefit from having this state-of-the-art facility on their doorstep for decades to come. The construction has helped to create jobs for local people, local apprenticeships and work for local businesses in the supply chain, and is a catalyst for further investment and regeneration in Sandwell.

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slt-leisure.co.uk/launch




100+
GYM
Stations



INDOOR
CYCLING STUDIO 

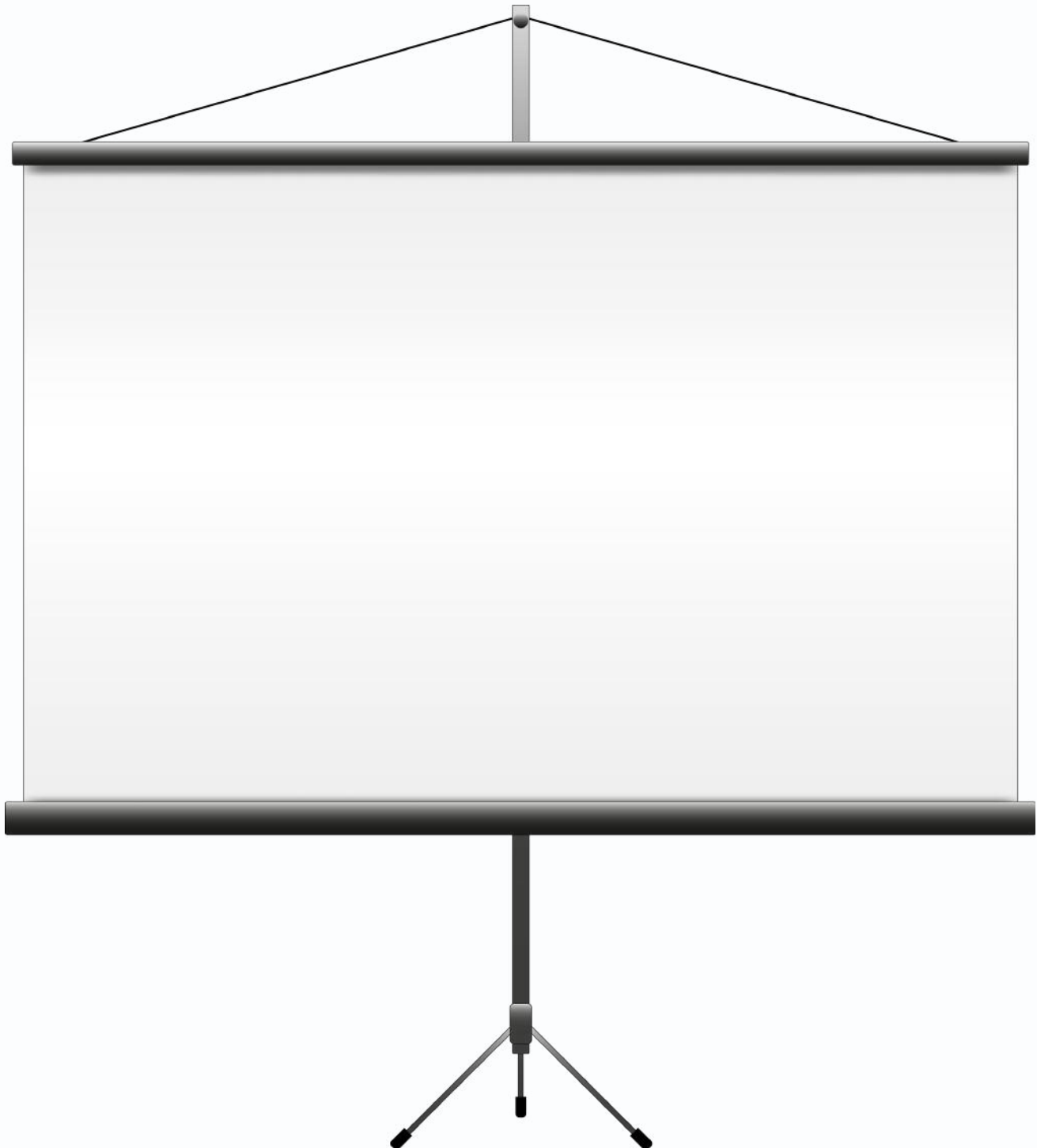

LADIES
ONLY GYM

3
SWIMMING
POOLS

3
ACTIVITY
STUDIOS


SAUNA
& STEAM ROOMS

Become a founding member today for just £25



The New

Sandwell Aquatics Centre

Our Chief Executive Shokat Lal thanks everyone involved over the years in delivering this world-class facility, including all staff and partner organisations.



SANDWELL AQUATICS CENTRE LAUNCH SOCIAL MEDIA ENGAGEMENT STATISTICS

Facebook 8
Instagram 7
Twitter 17

Total posts

32

Total reach 144,382

Facebook 100,556
Instagram 8,676
Twitter 35,150

Total likes/engagements

Facebook 1,198
Instagram 336
Twitter 1,612

3,146

Most liked and highest reach

We're so proud to be unveiling the new Sandwell Aquatics Centre which officially opens to the public on...
Published by Claire Bustin · Yesterday at 09:58

Post impressions 37,662

Post reach 33,602

Post engagement 8,408



Sandwell Aquatics Centre

KEY STATISTICS

AS OF 27TH JULY 2023



46  **schools** booked in for school swimming
London Aquatic Centre has **30**

   **Learn to Swim Programme**

2,063

2,800  

Total number of swimming lesson places on programme

 **Public Swimming Every Day**

88.5 Total number of public swimming hours per week



76 Instructor led exercise classes per week

TOTAL MEMBERS 3,728

4 National and Regional events already booked before Christmas 2023



SAC PRE-SALE MEMBERSHIP OFFER 2,662



NEW

TOTAL ATTENDANCES FOR OPEN WEEKEND

21st - 23rd July

2,518

RECRUITMENT

109 

Total employment at Sandwell Aquatics Centre

56% 

of those are Sandwell residents



40

new roles created at Sandwell Aquatics Centre



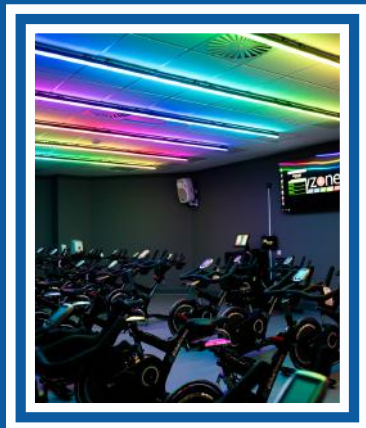
Thinking of starting a membership?

3 POOLS 

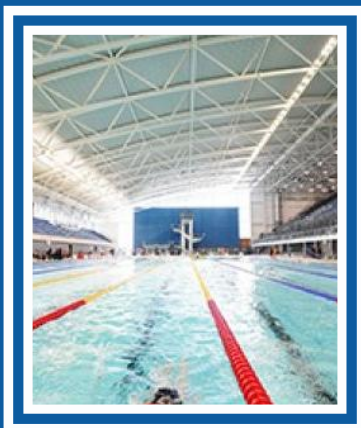
100+ GYM STATIONS 

3 ACTIVITY STUDIOS 

1 SAUNA & STEAM ROOM 



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The unveiling of Sandwell Aquatics Centre



Sandwell Aquatics Centre in the media

BBC Midlands Today

[CLICK HERE](#)



BBC News

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BBC Sounds

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[CLICK HERE](#)



Interviews

Now opened to the public

Sandwell Aquatics Centre

Celebrate Sandwell

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ITV News

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Centre**

www.slt-leisure.co.uk

THANK YOU