

A model for the future? The Llanelli Wellness and Life Sciences Village



The vision...

- To create a Carmarthenshire where people are active and healthy.

Situation:

- Directly operate 7 Sport & Leisure Centres that regularly engage 16.5k people in activity (<9% of the population);
- Community team who facilitate circa 275k activity opportunities per year, largely linked to young people.
- 35% of adults in Carmarthenshire participate in sporting activities on 3 or more occasions per week (compared to 32% nationally);
- 48% of Carmarthenshire's young people are 'Hooked on Sport' (aligned to Welsh average).

The solution...

- Directly operate 7 Sport & Leisure Centres that regularly engage 16.5k people in activity (<9% of the population);

One option is to build 11 x the number of centres to get 100% active (79 total) or the second option is to make each centre 11 x bigger.

- Community team who facilitate circa 275k activity opportunities per year, largely linked to young people.

Sport Wales are reducing funding so this will only decrease.



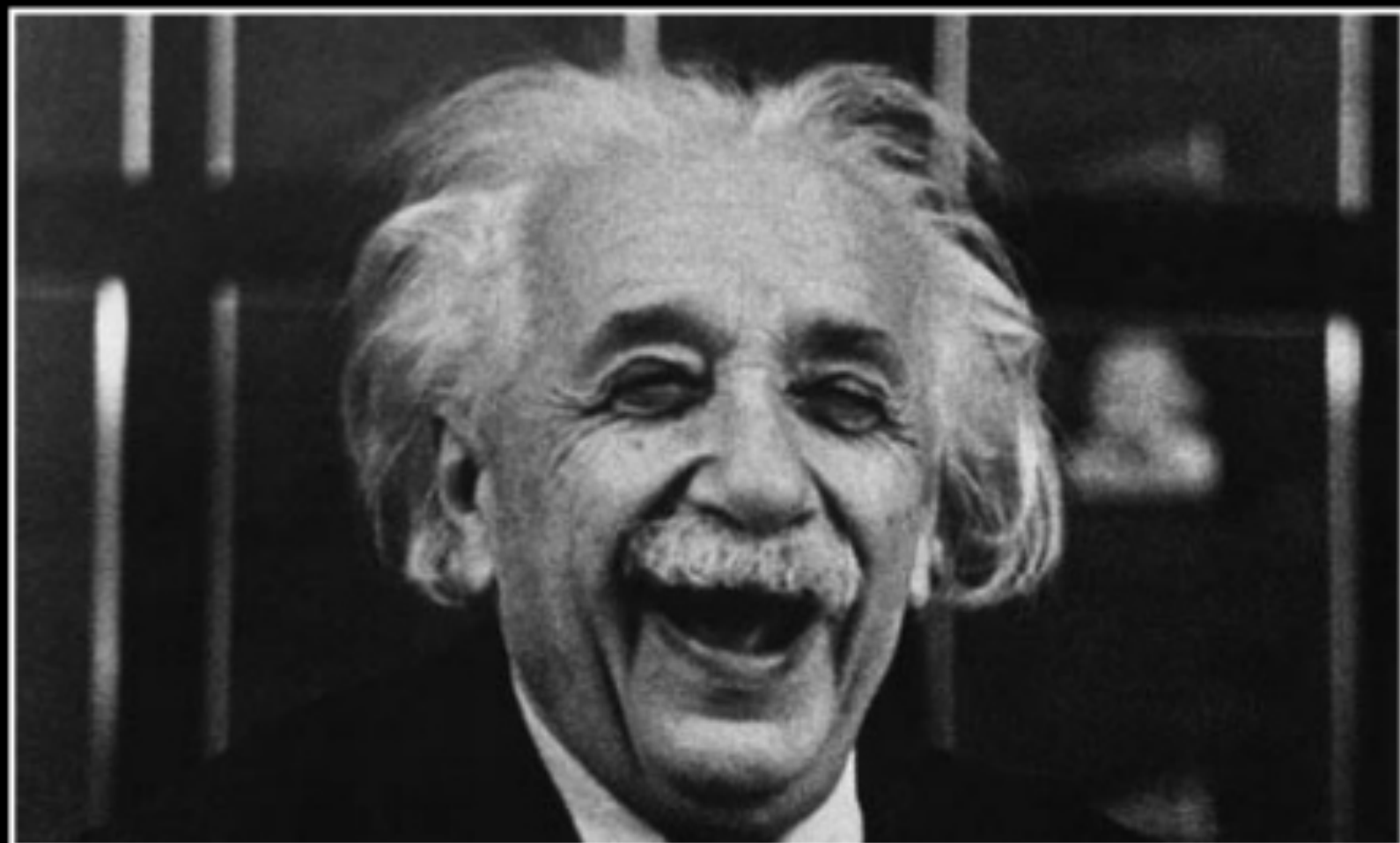
The solution...

-Eureka!



- 35% of adults in Carmarthenshire participate in sporting activities on 3 or more occasions per week (compared to 32% nationally);
- 48% of Carmarthenshire's young people are 'Hooked on Sport' (aligned to Welsh average).

Maybe I only need to treble the number/size of centres...that would engage 105% of adults and...urm...144% of young people.



INSANITY

Doing the same thing over and over again expecting different results.

Playing our part in the bigger picture



Vision needs to widen. For example:

- 60% of Carmarthenshire's adults obese. 68% by 2025;
- Population aged 65+yrs = 24%. 31% by 2039;
- 28% suffer from a mental health condition;
- Llanelli includes areas ranked in top 10% most deprived in Wales, with above statistics worsening in that area - 34% of children live in poverty compared to 24% Wales average;
- 5% of the county's population see 10% of the county's crime;
- Males die over 3 years earlier compared to the rest of Wales;

If we continue to do what we've always done we will become another ingredient in the recipe for disaster!

Wales has been bold!



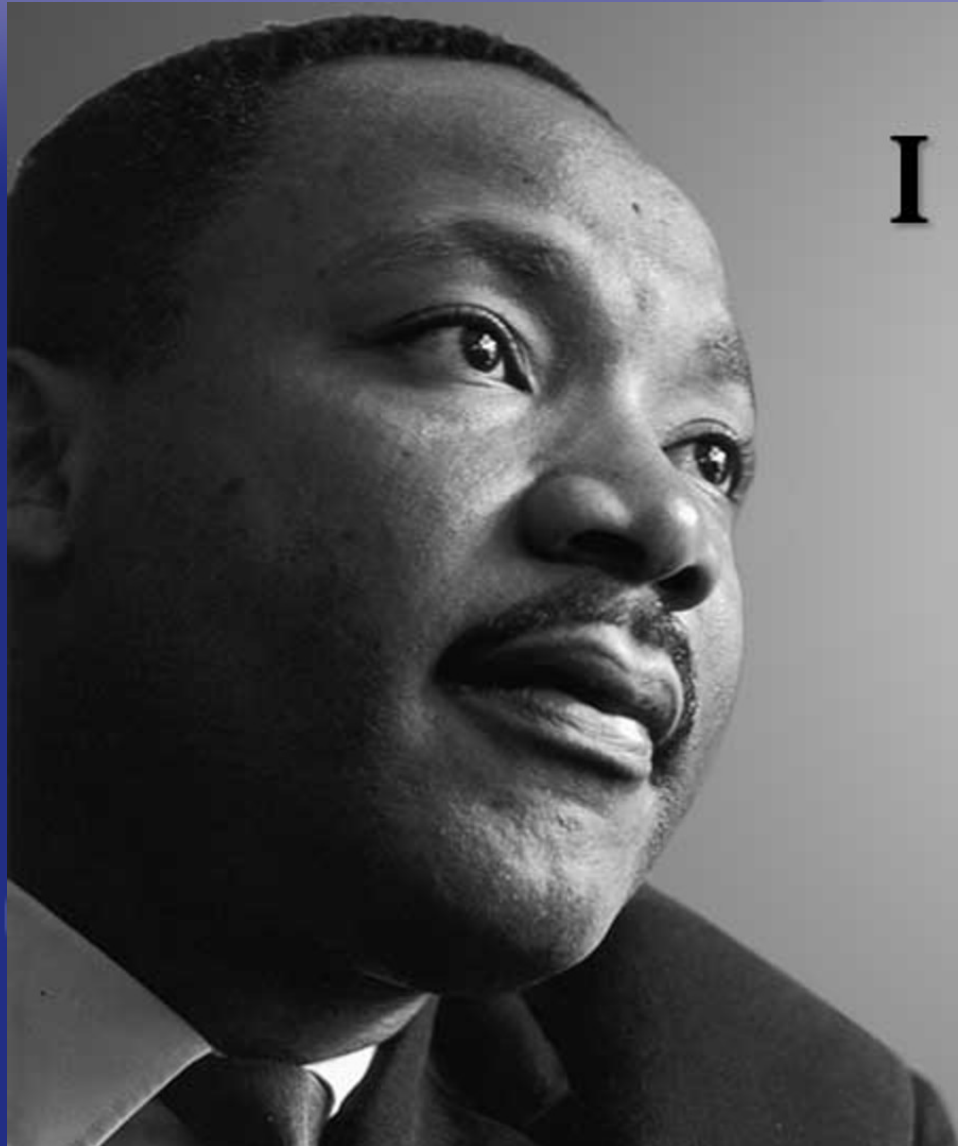
✓ Facilitates a widening of vision to harness the efforts, and therefore power, of us all

✓ Challenges us to create a positive future together, not just a 'now'

✓ Not just a document or concept - ethos running through everything we do

Currently forms the basis for a project underway in Llanelli: The Wellness & Life Sciences Village

How did it come about?



I HAVE A DREAM...

**MARTIN
LUTHER
KING**

AUGUST 28, 1963

Co-creation

Leisure
Centre at end
of life

Population in
need of
intervention

Health, Social Care, Homes & Safer Communities:
Integrated accommodation options for ageing population; new community models of care (incl. supported & telecare)

Tourism:
Increase appeal of destination, with associated economic gain; Wellness Hotel

ARCH:
Integration of health services & research

HE & HE:
Improve access to wellness courses, work-based learning & employment - clinical, hospitality, S&L, etc.

Physio Services:
Need for new hydrotherapy facilities; opportunity for more integrated provision and journeys

Regen & Economic Dev:

Catalysts for employment, prosperity, etc. - desire to tackle deprivation

Scarlets:
Reciprocal access to facilities and populations. Broader map of infrastructure

City Deal / Governments:
Forward-looking vision of econ dev and prosperity for all: £1.3Bn

Co-creation



Social Value



Optimal facility mix but also analysis of what would happen to the social value if that facility mix were to be achieved.

£400k efficiency p.a.

£1.4 million



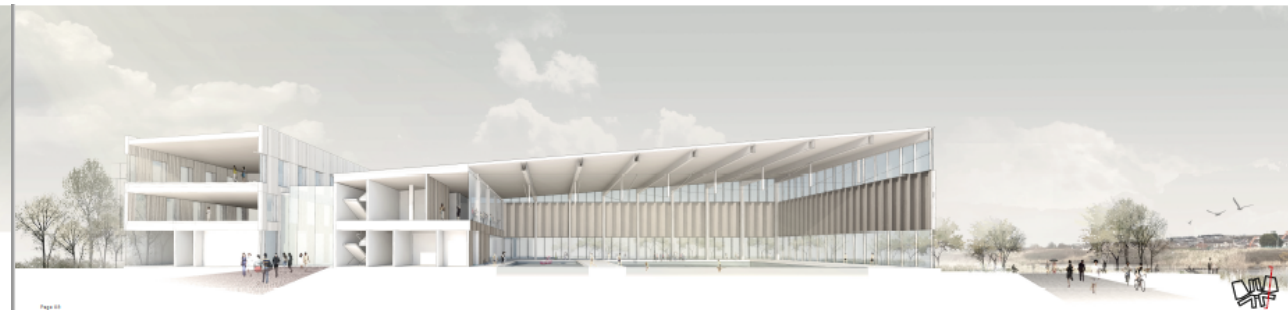
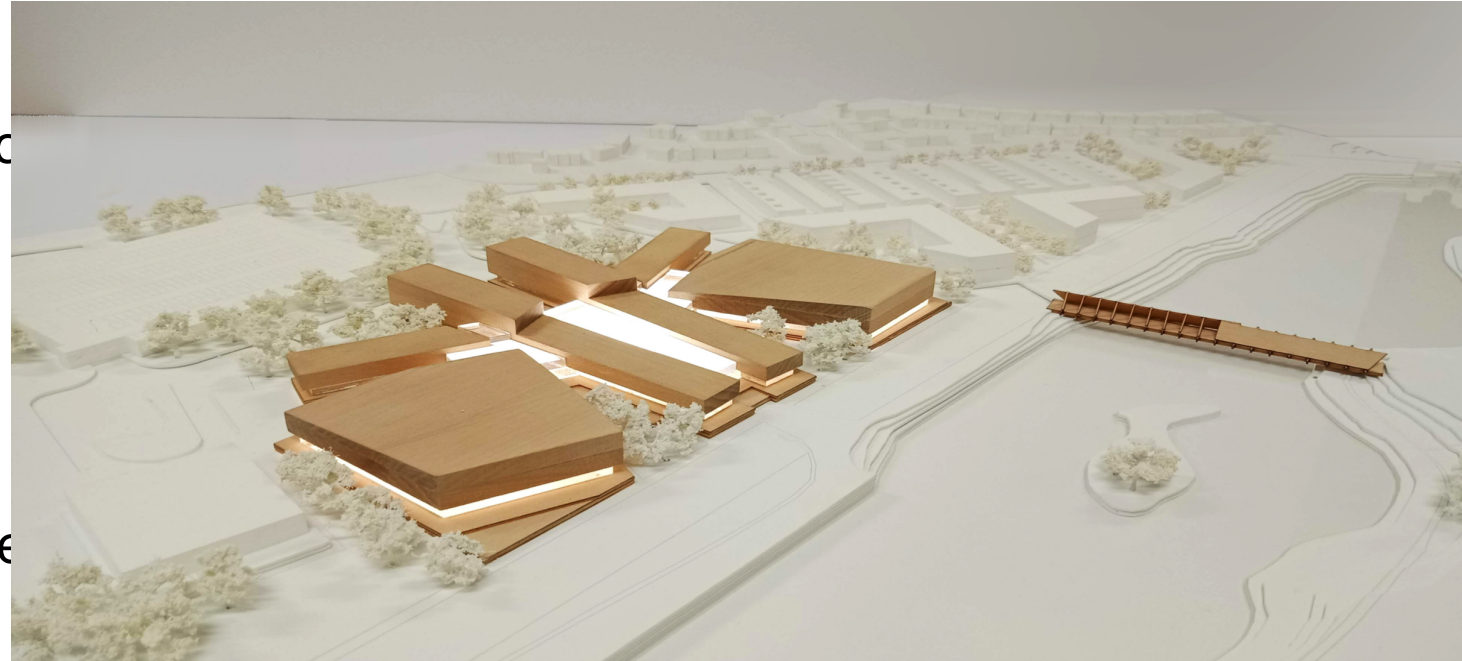
£2.2 million

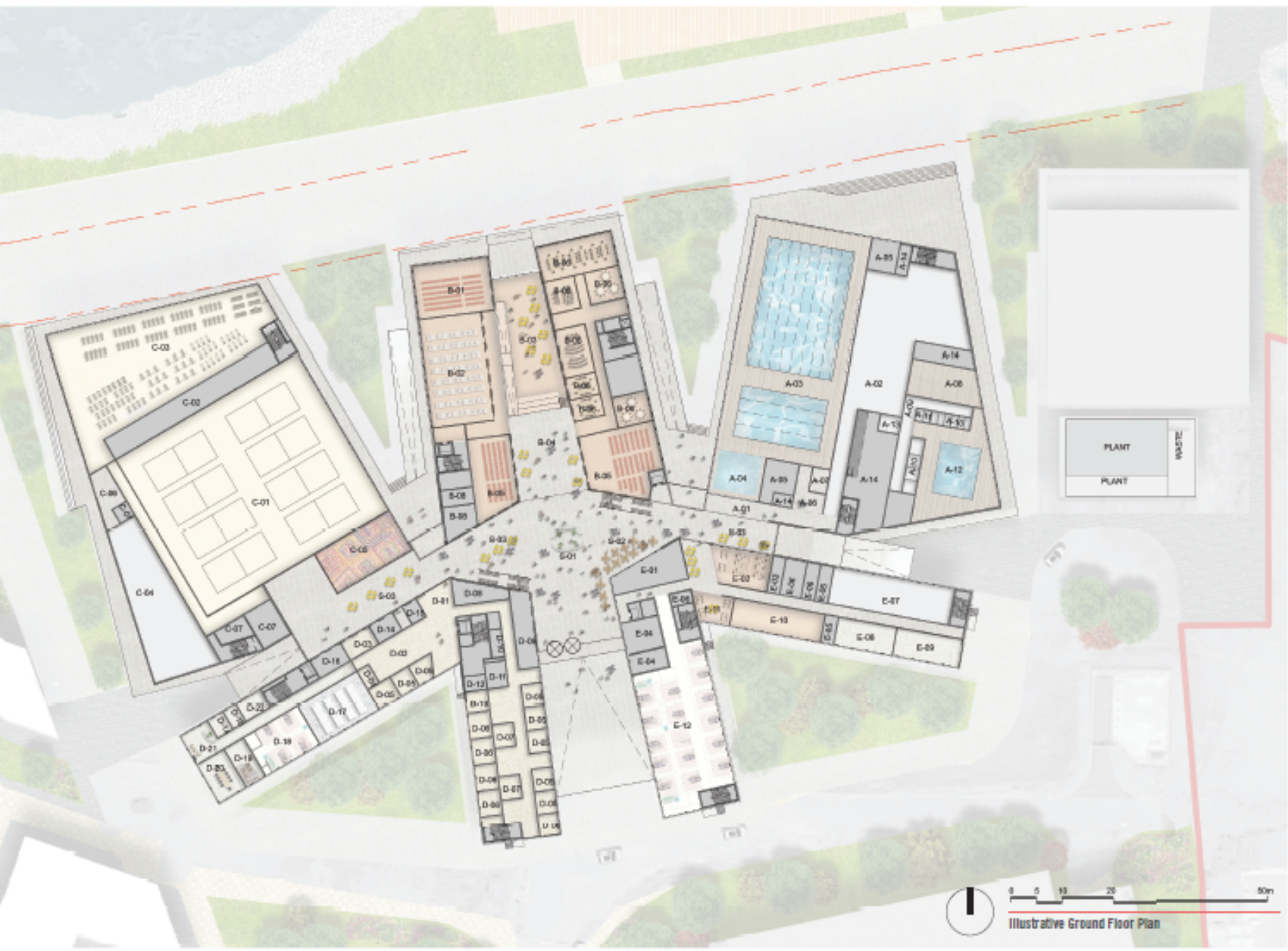
Financial case, but also the social case for investment


Wellness Hub

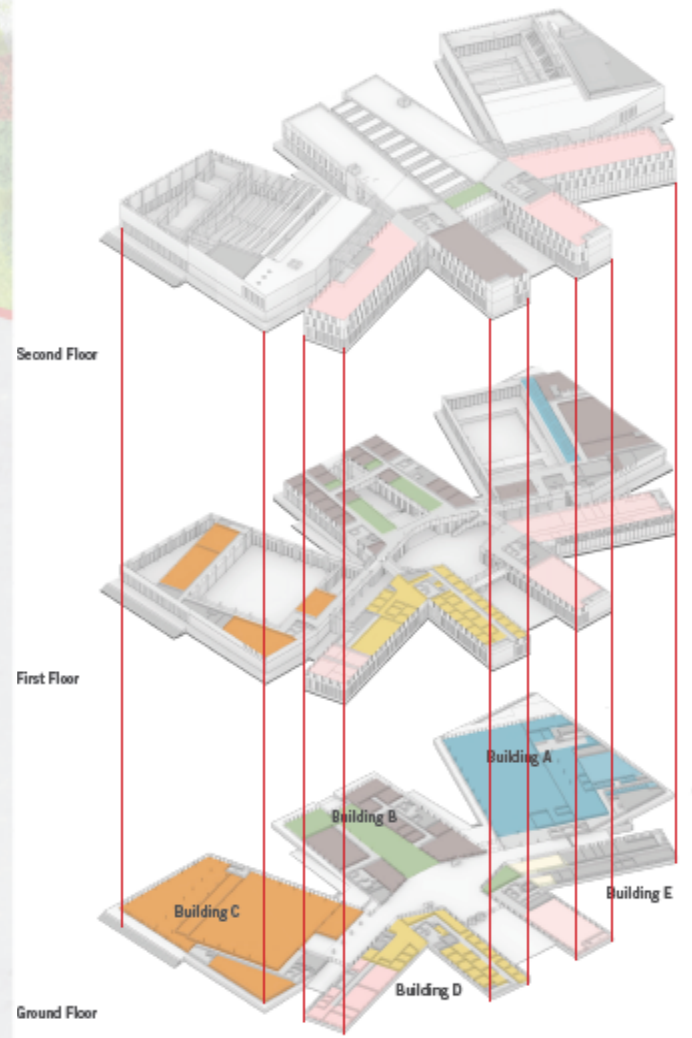
10,000 m², consisting of 'wet' and 'dry' facilities:

- ▶ Focal point of Village
- ▶ Leisure centre, incl. 8 x 25 lane pool
- ▶ Hydrotherapy Pool
- ▶ Children's adventure zone
- ▶ Healthy catering
- ▶ Spaces for community activities
- ▶ National Diving Centre (latter phase)






 0 5 10 20 50m
 Illustrative Ground Floor Plan



Second Floor
 First Floor
 Ground Floor

Building A
 Building B
 Building C
 Building D
 Building E

Assisted Living

- ▶ Extra care housing, rehabilitation and nursing care
- ▶ Ongoing and long-term supportive care
- ▶ Independent living through use of supported living technologies

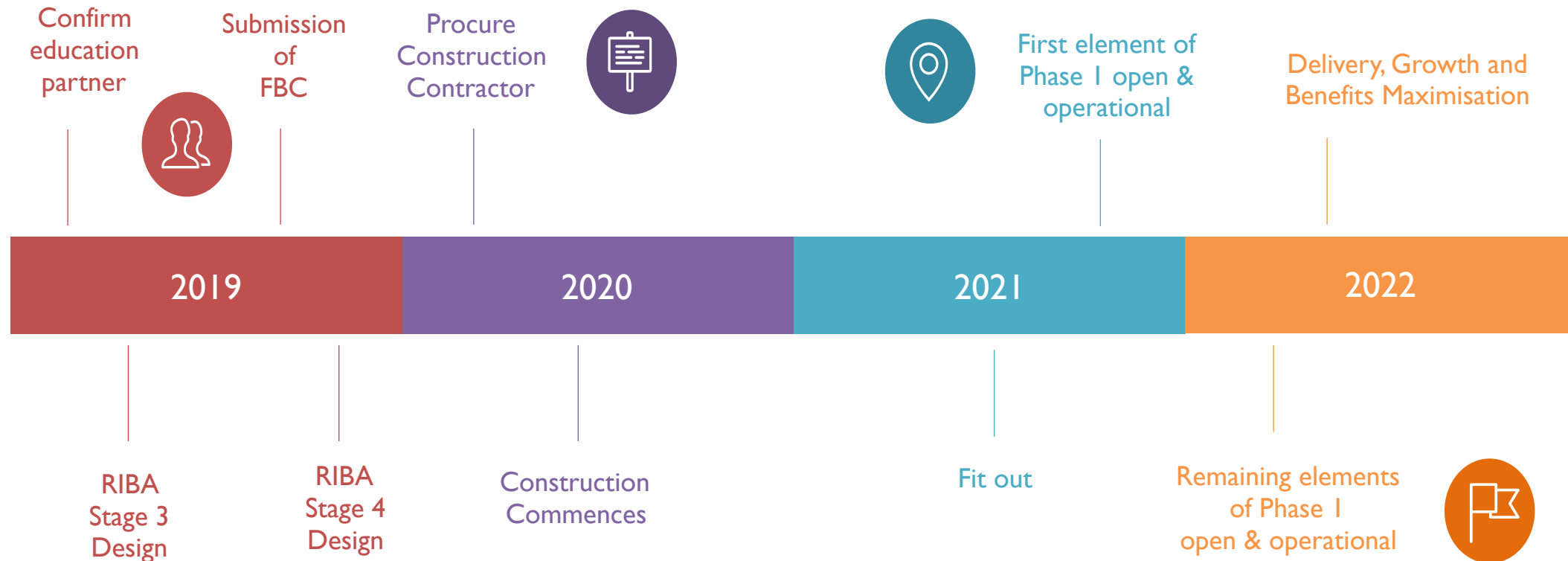




Wellness Hotel

- Hotel linked with growing wellness tourism sector
- Minimum 4*
- Added value:
 - Education and training opportunities
 - Links with Millennium Coastal Park

Project Timeline: Key City Deal milestones





Housing



Phasing Strategy

- **Phase 1 – ‘The Street’**

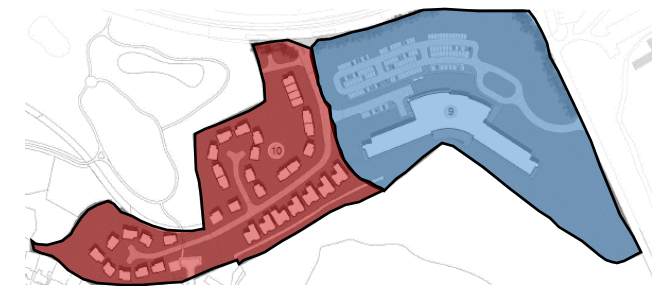
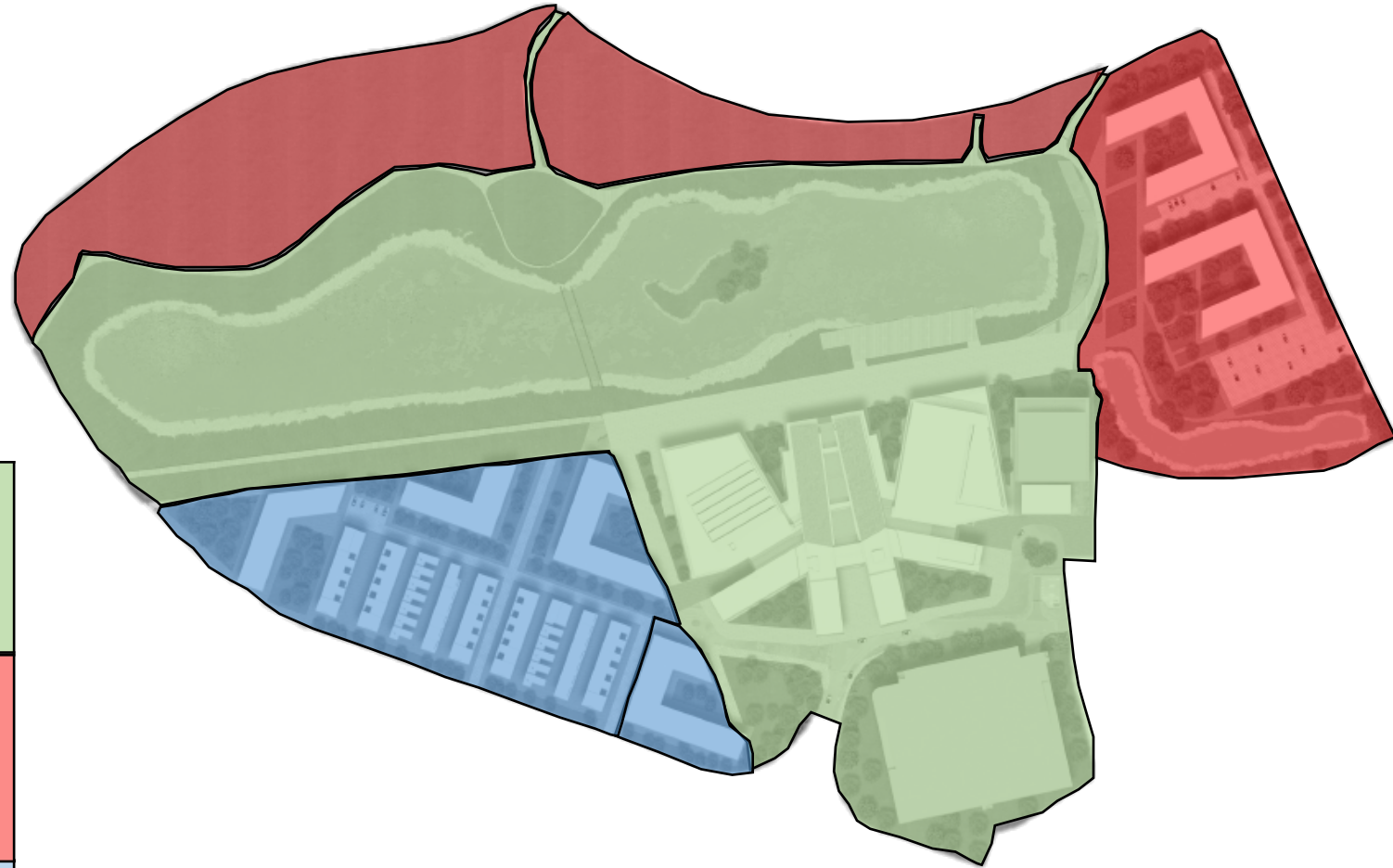
Wellness Hub
Community Health Hub
Primary infrastructure and landscaping

- **Phase 2**

Assisted Living – nursing home and extra care
Lakeside North – recreation and landscaping
Open market and social housing

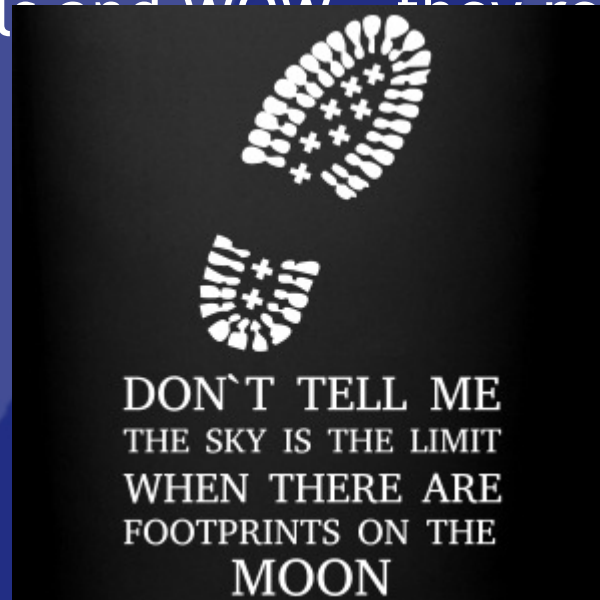
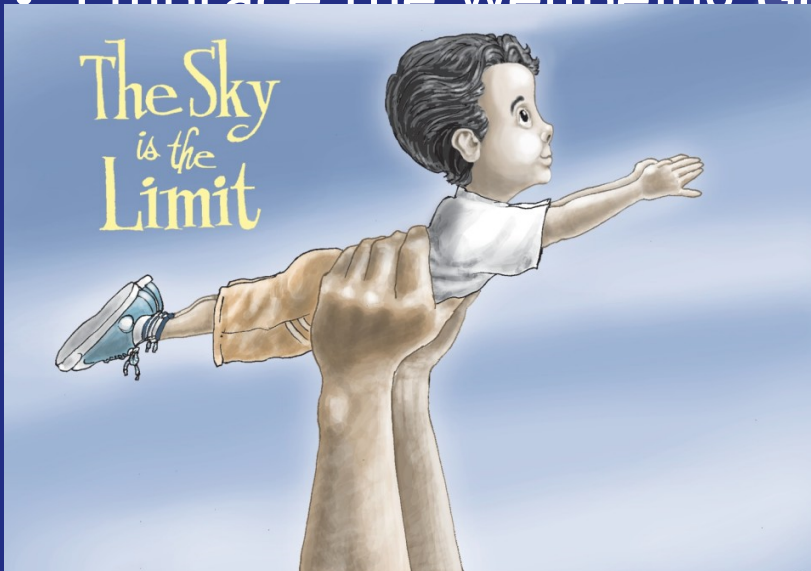
- **Phase 3**

Wellness Hotel
Assisted Living – dwellings
Business Expansion space



My 'take-homes'

- Doing what we've always done is likely to get the same results! We must widen our vision.
- To be successful in activating a population, we must connect and co-create; partners will have audiences who would benefit from activity and usually have access to resources that can help.
- Embrace the Wellbeing Goals and WOW, they usually do get us talking the same



Thank you!