



BSc(Hons)

DAVID HEMSLEY

Design Consultant to the Sports & Leisure Industry

Company Director of Design Active Ltd.



About & Experience

David is widely regarded as one of the UK's most experienced design consultants in the sport and leisure sector, having contributed to a greater number of projects over the past 15 years than many of his peers. His expertise spans technical design requirements, funding criteria, user needs, and operational considerations, giving him a uniquely well-rounded perspective within the industry.

He is highly skilled at collaborating with clients, stakeholders, and multidisciplinary teams to ensure that sport and leisure developments achieve high design standards, satisfy funder expectations, and deliver positive outcomes for end users.

David has extensive experience working with Sport England, DCMS, and numerous Local Authorities. His work with Sport England includes managing technical requirements across several major funding programmes, including the Strategic Facilities Fund, Iconic Facilities Fund, Sustainable Facilities Fund, and Improvement Fund. Notably, he has played a key role in high-profile projects such as the Sandwell Aquatic Centre and the Alexander Stadium for the Birmingham 2022 Commonwealth Games.

He has also been a long-standing member of the Sport England Design Framework Contract team for approximately 15 years. More recently, he has contributed to initiatives such as the Swimming Pool Support Fund and has acted as a consultee on the draft Accessible and Inclusive Sports Facilities Design Guidance.

In addition, David has significant experience working directly with leisure operators. This has given him a strong understanding of how to balance the priorities of operators, funders, and clients, enabling him to effectively manage potential conflicts and deliver optimal, practical solutions.

Many of David's projects have acted as catalysts for local regeneration, supporting wider objectives around sport development, active lifestyles, public health, and co-location strategies aligned with government policy. His ability to add value during brief development is reflected in the quality and impact of the facilities he has helped deliver.

Key Skills

- Knowledge of the Sport & Leisure Industry
- Design Management
- Project Management
- Strategic Delivery
- NGB Consultation
- Project Delivery

Education

DeMontfort University, Leicester BSc (Hons) 1990 – 1996

Southfields College, Leicester ONC Building 1988 – 1990

Southfields College, Leicester First Certificate in Building 1987 – 1988

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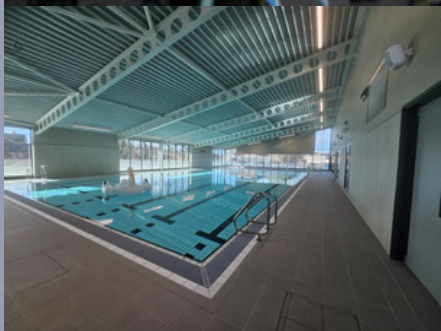


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www.designactiveltd.godaddy.com

Selected Project List



- Alexander Stadium, Birmingham – Commonwealth Games 2022
Sandwell Aquatic Centre – Commonwealth Games 2022
Shrewsbury Sports Village Transformation – Shropshire Council
Altrincham Leisure Centre – Trafford Council
Radcliffe Hub – Bury Council
New Barnet Leisure Centre – London Borough of Barnet
Bath Leisure Centre – North East Somerset District Council
Keynsham Leisure Centre – North East Somerset District Council
Kingston Leisure Centre – Royal Borough of Kingston Upon Thames
Erdington Leisure Centre – Birmingham City Council
Hull Kingston Rovers Sports Village – Hull KR Craven Park
Northfield Leisure Centre – Birmingham City Council
Stetchford Leisure Centre – Birmingham City Council
IPL Leisure Centre – Birmingham City Council
Chelmsford Leisure Centre – Chelmsford City Council
Chiltern Leisure Centre – Buckinghamshire Council
The Wave – Coventry City Council
Bishop Auckland Leisure Centre – Durham County Council
Wonford Centre – Exeter City Council
The Highlight – Hartlepool Borough Council

References

Peter Gilbertson – Project Manager, Shropshire Council
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Chris Jones MBE – Director, Property and Projects,
Royal Borough of Kingston Upon Thames Council
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