

Ashbourne Leisure Centre



Asbourne Leisure Centre is an excellent example of how a sporting community facility can help build partnerships with external agencies and in turn benefit the local community especially young people and over 50's:

- the centre hosts curricular swimming and sports hall sessions for 20 schools within the Derbyshire Dales district. This programme has been enhanced in partnership with the SSCO.
- the PCT uses the centre staff to deliver exercise and health referral sessions on a weekly basis. One such programme is 'healthy hearts' which targets those undergoing cardiac rehabilitation. Those on the course use the facilities for free and those that complete the course benefit from half price admission.
- Asbourne ID, the local youth improvement programme, utilises the facilities to engage young people in sport and physical activity. They state that the skate park has had a positive impact on reducing anti-social behaviour in the area.
- the programme of use includes a specific session for those aged between from 11 to 13 which provides designated multi sport sessions for 2 hours a week.
- over 50 sessions are operated on a thrice weekly basis utilising the sports hall and swimming pool to deliver physical activity sessions and the community room as a social venue following activity.

The centre management have a good awareness of their target markets and are in the process of developing marketing campaigns, business plans and action plans for the centre utilising the Active People survey findings.

Marketing and promotion

Marketing is undertaken centrally for all facilities within the Derbyshire Dales. Until 2005, a corporate Leisure Services and Parks Marketing Plan existed, which covered all sites in the District with a total budget of £15,000 p.a. However, this funding has recently been withdrawn and the marketing is currently limited to the Council website.

Typical methods of promoting the centre have included:

- Active Leisure newsletters
- library displays
- a range of promotional leaflets aimed at target groups 50+, young people
- linking with local schools
- website development linked with County Sports Partnership, Derbyshire Sport.

It was stated that 57% of the population have an internet connection and therefore coverage across the District is above average. The lack of a marketing budget does reduce flexibility and the 2007 action plan for the centre includes the aim to improve the relevant pages on the Council website.

The strong partnerships with the PCT and SSP help with word of mouth promotion for specific targeted sessions. This was considered particularly important in helping to attract young people to the centre.

Leisure provision has a high profile in the Council's e-marketing, including twice yearly newsletters promoting services and good news stories.

Although a range of marketing methods have been used, the success of each marketing campaign or promotion is not formally reviewed.

The centre seeks customer feedback on a regular basis via:

- 'customer feedback' forms
- customer surveys
- regular questions to the 'Citizens panel'.

In addition, the centre management are currently developing a strategy to utilise the findings from the Active People survey to target their marketing, inform business and action plans and update their sport development plan. They are also aware of the Sport England market segmentation model and believe it is easier to target those people who are 'mild enthusiasts' or 'on the subs bench' to change behaviour and increase participation.

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