

Fakenham Sports & Fitness Centre

The Centre has been successful in working towards achieving their aims and objectives with a range of sporting (and non-sporting) activities on offer for young people, women, disabled and socially disadvantaged groups.

The success of this project has been attributed to the enthusiasm of the General Manager and his proactive approach to working with the community in order to continually improve the sporting offer. For example, in response to demand, a gymnastics club has been set up, which generates an average monthly attendance of 196 young people.

Marketing and promotion

Marketing and promotion is primarily undertaken centrally by DC Leisure, with dedicated marketing personnel coordinating this marketing activity via group publications, promotions, and advertising. However, small-scale marketing is also undertaken on-site for internal promotions and from April 2007, a site-specific brochure to increase general awareness of the Centre's activities will be produced. This will also incorporate the neighbouring facilities in Sheringham and North Walsham.

There are both membership and pay and play options for community users of the Centre and the facilities are used for PE lessons by Fakenham High School on Monday -Thursday (9-5pm) and on Fridays (9am-1pm) and also for after school clubs on Tuesdays and Thursdays. The facility is also the home venue for many local sports clubs. These include:

The Centre is well known and benefits from a high profile within the local community. A significant proportion (management estimated 80%) of marketing is through word of mouth.

In terms of segmentation of the 'participation market' the Centre believes that the majority of its activities are aimed at the 'mild enthusiasts' and 'sporty types'. The emphasis is on increasing participation and improving performance. This is achieved through the following:

- ***from the 'subs bench' to 'mild enthusiast':***
 - coordination of various surveys (user, non-user, member) to target new users and retain/increase current usage
 - increasing access by offering casual pay and play of facilities
 - offering value for money through pricing, membership schemes and promotional offers
 - sessions have been targeted in an attempt to increase participation during the day such as 'Fifty and Beyond', salsa and 'sit and be fit' – a chair based exercise session (15 participants).
 - there are plans to work with the PDM on launching a reward scheme for school children whereby pupils are praised in a sporting way to recognise academic achievement and/or regular attendance

- outreach work via the Council's mobile gym unit funded by Active England aims to attract potential users to the Centre.
- **from 'mild enthusiast' to 'sporty types':**
 - educating people through the 'kinetika journey' in order to impact on attrition rates
 - links with the school encourages student involvement on the kinetika programme for curricular sessions and after school
 - developing player pathways through the provision of taster sessions leading on to the establishment of Centre based clubs (eg gymnastics club)
 - articles in the local press encouraging participation in sessions such as that outlined above.

In terms of monitoring marketing activity, when members sign up, they are asked where they heard of the Centre. Feedback on group led marketing activity is reported to DC Leisure Head Office via a review sheet.

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