

## Craven Swimming Pool

The centre is clearly providing the local community, with a much needed, good quality facility, demonstrated via:

- the increase in annual throughput
- the evidence of clear management systems in place
- an increased Quest accreditation score from 70% in 2004 to 73% in 2006 (ie a score close to highly commended, which is achieved at 75% and above)
- the achievement of excellent customer satisfaction scores in the NBS survey that was conducted in September 2006. Results showed that the majority of respondents were either very satisfied/fairly satisfied with a range of different aspects, for example:
  - satisfaction with visit overall: 98%
  - satisfaction with the availability of activities at convenient times: 94%
  - satisfaction with the water quality in the pool: 94%
  - satisfaction with the helpfulness of reception staff: 95%
  - satisfaction with the helpfulness of other staff: 90%
  - satisfaction with the value for money of the activities: 92%
  - satisfaction with the cleanliness of the changing area: 87%.



The Centre has strong links with the Council's Sports Development team, working together to attract key target groups – for example:

- Sport England has funded a 3 year project that aims at addressing social inclusion and community cohesion within the white and Asian community in Broughton Road, Skipton. One of the key areas was to address the barriers to accessing facilities in and near this community. Craven Swimming Pool and Fitness centre has been working with the project worker and community groups to programme specific activities that address these barriers, for example, the timing of sessions and female only sessions.
- the Council ensured that the facility was accessible for people with disabilities on both the wet and dry side. An Inclusive Fitness Initiative (IFI) activator was appointed to work with specific disabled groups in Skipton to widen access by this target group. There are three specific pool programmes meeting the needs of various disabled user groups and many disabled users visit during public swimming due to the integrated nature of the facility. The introduction of the IFI approved equipment has ensured that the health and fitness facility is well used by disabled groups.

## Marketing and promotion

A marketing plan for the Centre has been developed that sets out its strategic aim, marketing objectives, target markets, a promotional plan and methods for measuring/tracking the success of specific initiatives. A range of methods have been used to promote the facility including:

- placing advertisements in local newspapers and on local radio stations
- liaising with and providing promotional information for pupils at local schools
- undertaking outreach work and initiatives with key target groups such as those on a low income and those with a disability (as detailed above)
- forming links with high profile local athletes
- conducting direct mail-shots to members and lapsed members
- providing information about the facility on the District Council's website.

The Centre has recently employed Alliance Leisure, to further develop the marketing and promotion for the site – we would recommend that this work gives consideration to the different market segments/types of participants in sport and physical activity and their motivations to participate in order to increase participation.

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