

### **Meltham Sports and Community Centre**

The facility provides a good example of the benefits that can be generated in a multi-sport environment:

- the Centre is able to offer the local community access to a range of different sports activities, thus appealing to a broader section of the community than a single sports club could achieve
- the 'critical mass' of sports clubs and organisations and improved facilities mean that the centre is well-known locally and all five of the main sports clubs based on site have reported an increase in membership
- there is a large pool of qualified coaches and volunteers (in total there were reported to be 40 qualified coaches and 71 regular volunteers as at December 2006)
- links between the clubs has encouraged some members to try a new sport and join one of the other clubs based on site
- the facility is financially sustainable generating a small profit each year
- the enhanced facilities have attracted more spectators to attend matches, this has helped to improve the financial stability of the centre, with increased bar/catering income on match days and made a positive contribution to raising 'community spirit'.

The centre also provides an example of the benefits that can be created through the appointment of a Development Worker, (the Development Manager is currently, part self-employed and part-funded by the Centre, but it is hoped that external funding applied for will be secured during 2007 to sustain the post). At Meltham he has been able to:

- organise and deliver additional activities at the centre, such as a school holiday multi-activity course and junior coaching sessions
- develop strong links with local schools, through running coaching and 'taster' sessions at the local schools and also holding events such as festivals and tournaments
- secure revenue funding to provide new activity sessions at the centre, such as after-school sports sessions and weekly activity sessions for those aged 55+.

### Marketing and promotion

The centre provides a valuable sporting and social base within the village and is well-known by residents living in Meltham. The facilities are promoted through a range of mediums including:

- placing adverts in local shops, doctor's surgeries and the library
- providing information in the monthly village magazine which is distributed to all households
- providing information on match reports, results and club activities in the local newspaper
- promoting and holding regular sporting and social events on-site.

There is currently, no facility specific web site, but basic information about the centre is listed on the Kirklees MBC web site.

As a multi-sport site, the centre appeals to a broad range of local residents, but it is recommended that the Development Plan gives specific 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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