

Barnwell School – marketing and promotional work



Sports development and partnership working

The Centre works closely with the Sports Development Officer at Stevenage Borough Council and the School Sports Partnership programme to offer various sports activities and development programmes. These include junior/club coaching sessions, holiday activity programme focusing on teenagers and sports camps, 'Wildcats' fitness suite sessions, after school clubs and use of the facilities for trials for Hertfordshire Youth Games

- the staff at Shephall Leisure Centre and John Henry Newman Leisure Centre have become one dual use team which means that knowledge and expertise can be shared between sites as well as providing cross selling opportunities
- the linkage of the two sites provides complementary facilities and more extensive programming opportunities
- there is a strong working relationship between Stevenage Leisure (SLL) and the School, with regular meetings. In addition, SLL staff accompany pupils on outdoor education trips and are also present at the School's Annual Sports Awards, which helps to build rapport and increase awareness of opportunities for participation.

Marketing and promotion

Marketing and promotion is controlled centrally by SLL who have a dedicated Marketing Officer to coordinate marketing activity such as group publications, promotions and advertising. A site specific 'Marketing Forecast' has also been produced for the leisure centre; a document that sets out marketing activity month by month for the year (including some measurable targets).

The Centre benefits from a high profile within the local community. A significant proportion of marketing is through word of mouth.

Examples of marketing activity include:

- inclusion of the Centre on the SLL website; www.stevenage-leisure.co.uk and on Barnwell Schools website; www.barnwellschool.co.uk
- dedicated page in SLL's information guide which is distributed in all 12 Centres managed by SLL
- advertisements in local newspapers
- distributing leaflets to pupils based at Barnwell School and the partnership schools
- leaflet drops to households in the Shephall area.

Feedback on marketing activity is reported internally via the monthly update sheet and centrally to SLL.

In terms of market segmentation, the Centre indicated 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':**
 - increasing access by offering casual pay and play of facilities
 - employing a fitness instructor who is concentrating on increasing membership and retention
 - offering sessions to Barnwell School pupils such as 'wildcats' (fitness sessions for two hours once a week) to introduce people to sport and healthy lifestyles
- **from 'mild enthusiast' to 'sporty types':**
 - 50% of the sports hall programme is dedicated for sports club bookings to safeguard opportunities for sport
 - player pathways exist for opportunities to develop (eg District Cricket Programme)
 - partnerships links with Stevenage Borough Council and the School Sports Partnership to optimise sports development opportunities

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