

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

22 September 2010

Report of the Chief Leisure Officer

Part 1- Public

Matters for Information

1 TONBRIDGE SWIMMING POOL – CENTENARY CELEBRATIONS

Summary

This report outlines the ongoing success of the centenary celebrations at Tonbridge Swimming Pool and in particular the Family Pool Party held in July to commemorate 100 years of public swimming in Tonbridge.

1.1 Background

1.1.1 At the last meeting of the Board the history of public swimming in Tonbridge was reported along with a marketing plan of events and promotions designed to raise the profile of Tonbridge Swimming Pool and celebrate the centenary.

1.2 Actions

1.2.1 The centenary is being celebrated throughout the year with an interesting history of swimming provision on the Tonbridge Swimming Pool website and the use, in liaison with the Tonbridge Historical Society, of photo display panels and information boards at the Pool.

1.2.2 All literature throughout the year has been branded with the centenary banner and a number of special offers have attracted the public and schools. A special Centenary edition of the Leisure Services Business Unit Zest Newsletter was issued in July focusing upon the Pool.

1.2.3 The Family Pool Party, held on Saturday 9 July, was blessed with good weather and the Mayor unveiled a commemorative plaque in the company of the Cabinet Member for Leisure, Youth & Arts, the Chairman of this Board and special guest, Olympic Champion, Duncan Goodhew MBE.

1.2.4 Duncan Goodhew was a return visitor to the Pool, having opened the current facility in 1996 and he opened the event by leading and joining in a series of family fun and games enjoyed by over 250 family members of the public of all ages. Guests included a number of former staff, Tonbridge Swimming Club officials and other residents associated with the Pool over the years.

1.2.5 The event attracted significant press and radio coverage and truly reflected the community nature of the facility.

1.3 Legal Implications

1.3.1 None.

1.4 Financial and Value for Money Considerations

1.4.1 Promotions and events associated with the centenary celebrations have been funded from existing revenue budgets as part of the Tonbridge Swimming Pool annual promotional plan.

1.5 Risk Assessment

1.5.1 The Indoor Leisure Operational Risk Register highlights as a main activity the need to '..... promote the facilities in accordance with agreed marketing strategies/plans.....' The failure to do so could result in a loss of public perception and resultant income. Celebration of the centenary year forms a credible and important part of the marketing strategy in 2010.

1.6 Policy Considerations

1.6.1 Customer Contact, Healthy Lifestyles.

Background papers:

contact: Martin Guyton

Nil

Robert Styles
Chief Leisure Officer