

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

18 May 2010

Report of the Chief Leisure Officer

Part 1- Public

Matters for Information

1 TONBRIDGE SWIMMING POOL – CENTENARY CELEBRATIONS

Summary

The report outlines proposals to celebrate 100 years of public swimming provision in Tonbridge.

1.1 Background

- 1.1.1 This year sees the centenary of public swimming provision in Tonbridge. The original outdoor pool serving the town, located on the site of the existing pool, opened to the public on 10 July 1910.
- 1.1.2 In 1910 the advent of mixed public bathing as a concept drew a range of fascinated and outraged responses culminating in a Daily Mail report to the nation of an elderly woman carrying an umbrella and mounting Tonbridge outdoor pool's high diving-stage to begin a shrill denunciation of mixed bathing and the spectators who encouraged it by their presence. She was pushed in by an indignant bather and had to be rescued. The main censor of mixed bathing was Councillor Donald Clark of Tonbridge, who held that 'by making girls look like wet Scotch terriers, mixed bathing stops more marriages than any other cause and much unrest in the country is due to the barbarous license in woman's dress'.
- 1.1.3 The 100 years that have followed are variously documented and it is felt appropriate for the modern day facility to celebrate the centenary with a range of promotions and events.

1.2 Proposed Celebrations

- 1.2.1 It is planned to commemorate the centenary with a display of photographs of the facility over the years. Tonbridge Historical Society has been a useful source of early photographs, with pictures of the original opening in 1910 included on the Society's website (www.tonbridgehistory.org.uk).
- 1.2.2 The centenary is recognised on the Tonbridge Pool website with a banner logo that will also be used on relevant literature throughout the year.

1.2.3 The main event will be a Family Pool Party around the outdoor pool on 10 July 2010. The event will be hosted by the Mayor, who will unveil a commemorative plaque. Competitions for children, discounted swimming offers and special sessions will support the event and be ongoing throughout the year.

1.2.4 A marketing plan has been developed and is attached at **[Annex 1]**.

1.3 Legal Implications

1.3.1 None.

1.4 Financial and Value for Money Considerations

1.4.1 Promotions and events will be funded from existing revenue budgets and as part of the Tonbridge Swimming Pool 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