

## Saltash Leisure Centre Community Chest Funding Update

### **Background**

Following the positive decision that GLL would retain Saltash Leisure Centre within its portfolio a working group was formed which included the Town Council, GLL and other local stakeholders.

Following one of the meetings a Community Chest fund was discussed and the value of £1500 was awarded to GLL by Saltash Town Council on 11/11/2021. It was also agreed that GLL would match fund this amount.

The funding was to be used towards increasing the awareness and presence of Saltash Leisure Centre within the Community.

### **How the funding was spent.**

As we were approaching year end the centre came up with an awareness campaign of what the centre offered at that current time. This included, gym, swim, swimming lessons, birthday parties, Healthwise and fitness classes. With door drops planned already for our January campaign it was decided that the Centre would target a number of locations within Saltash for bus stop advertising. The locations included;

- Callington Road, adj Lidl/McD's, inbound panel
- New Road, opposite Chinese
- North Road, near A38
- Fore Street, next to Co-op
- Fore Street, next to Barbers
- Callington Road, adjacent funeral directors
- Callington Road, opp Lidl/McD's, outbound panel

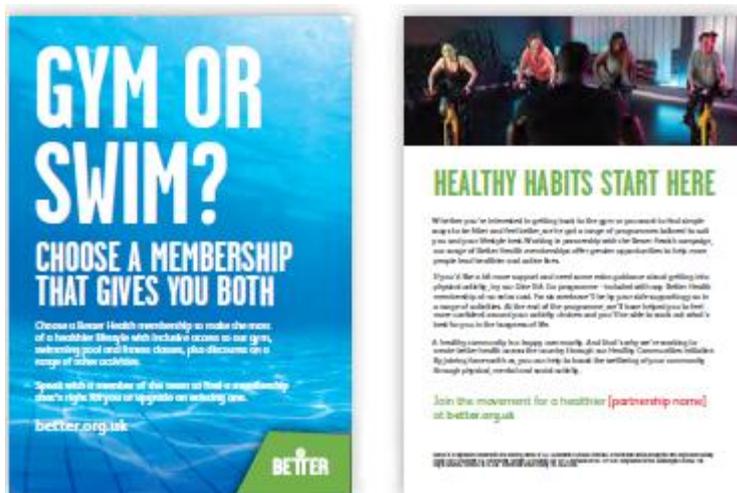


The bus stop advertising ran in the above locations for 3 weeks starting the 13<sup>th</sup> December 2021. The cost equated to £875 and then a further £210 for printing and distributing.

### January Marketing Activity

The January 2022 campaign focused on our key products which generate the greatest amount of income and these are the Health and Fitness and Pool products.

Below is an example of the flyer that was distributed to just under 23,000 properties within the Saltash catchment.



The locations targeted are demonstrated in the table below;

Postcode Sector	Town Name	Radius Catchment	Distance (miles/km)	Centre Postcode	Centre Name	Residential Households	Deliverable Quantity
PL12.4	SALTASH	5km	0.64	PL12.6DJ	Saltash Leisure Centre, Saltash	4,412	3,838
PL12.6	SALTASH	5km	2.24	PL12.6DJ	Saltash Leisure Centre, Saltash	4,160	2,995
PL.5.1	ST BUDEAUX	5km	2.6	PL12.6DJ	Saltash Leisure Centre, Saltash	5,456	4,583
PL.5.2	PLYMOUTH	5km	3.38	PL12.6DJ	Saltash Leisure Centre, Saltash	4,590	4,361
PL11.2	TORPOINT	5km	3.98	PL12.6DJ	Saltash Leisure Centre, Saltash	3,489	3,085
PL.2.2	PLYMOUTH	5km	4.17	PL12.6DJ	Saltash Leisure Centre, Saltash	4,838	4,064

Aside from the door drops a number of other promotional materials were created including Bus stop posters, social media assets, banners which went to Port View and on the school fence on Callington Road. Internal signage such as table talkers and various size posters were also produced.

A refer a friend campaign was also created which offered £15 off the new joiners joining costs and the referrer would be entered into a weekly prize draw.



The total marketing costs for the January campaign was £2103 and this does not include any further paid social media activity which would be covered by the Central Team.

## **Impact**

The table below demonstrates our Better Health and Fitness position along with our Swim School.

I have also included current position so the current direction of travel can be seen

	<b>Better HF Membership Heads</b>	<b>Better Swim School Heads</b>
<b>Nov-21</b>	469	461
<b>Dec-21</b>	480	450
<b>Jan-22</b>	546	483
<b>Feb-22</b>	582	477
<b>Mar-22</b>	607	457
<b>Apr-22</b>	601	494
<b>May- 22</b>	608	497

As the table demonstrates there has been a significant change in direction since the end of November 2021 when customers were unsure on the security of the leisure centre compared to the numbers returning in December and into January.

Health and Fitness memberships had a positive movement of 77 heads and Swim School whilst only a small movement of 22 heads between the period of November 2021 to end of January 2022.

The movement to current day on Health Fitness has been significant with a growth of 128 heads since the start of January 2022. These figures however are still below the pre covid numbers of 2019 which was around 835 H+F members and work is still ongoing to ensure the centre continues to progress.