

## Rural Transport Scheme Launched

A new scheme aimed at making leisure activities more accessible to children in the rural areas of the borough was launched on Monday 24th July. The pilot scheme involved the summer holiday camp at Workington Leisure Centre and has seen children from the north of the borough being able to catch a special bus service operated by Stagecoach. On a Monday, Wednesday and Friday for four weeks during the summer holiday the bus picked them up and took them to the summer camp at the centre and dropped them off later in the evening. The pick up points included various places throughout Silloth, Wigton, Aspatria and Maryport and on route to the centre.

The bus service was offered free of charge and was fully supervised both ways, with pre booking essential to ensure complete safety for the children.



Councillor Joe Milburn set the ball rolling for the scheme and full support has been received from the Leisure Services team at the council.

We are keen that local children who otherwise may not have access to our facilities should not be penalised due to the lack of transport either private or public to our facilities. Following a full evaluation of the scheme we will look at possibly introducing further schemes aimed at different parts of the borough in the future.

## Cockermouth Improvements gather pace

The next phase of the improvement scheme at Cockermouth Leisure Centre will be beginning during Summer 2006. The major refurbishment of the wet and dry side changing rooms will see the introduction of village style changing facilities.

Phase one of the improvement works was the refurbishment of the gym, and which was complete in October 2005.

The final and most complex part of the project, the foyer refurbishment and extension, is scheduled to begin in Spring/Summer 2007. After many months of consultation with customers and local residents particularly with regard to the extension of the car park, the final plans have been prepared and the funding for the scheme is in place. The building works will be programmed so as to ensure minimal disruption to our customers during what will be a major building project.

# Allerdale Leisure Partnership News

Keeping you informed and up to date

September 2006

### Dear Partner

**Another year has passed for the partnership, now unbelievably in its 3rd year. During the last year all three centres have performed extremely well with usage up 8% on the previous year.**

Many external factors have impinged upon the business during the last 12 months and one in particular - the large rise in energy costs - is one which is not going to go away and something that we are working very hard to control and reduce.

During the course of the last six months there have been many positives across all three centres and with the next phase of the Cockermouth improvement plans ready to begin it promises to be another exciting year for the partnership.

As ever we welcome your views and if you have any concerns or specific issues that you would like to raise with regard to any of the centres please contact the appropriate Centre Manager in the first instance:

#### Fiona Buglass

Workington Leisure Centre & Pool - 01900 61771

#### Steve Hamer

Keswick Leisure Pool - 017687 72760

#### Julia Tyson

Cockermouth Leisure Centre & Pool - 01900 823596

We hope you find this newsletter informative and would be delighted to receive any feedback that you may have.

#### Martin Horne

Business Development Manager



## Special Membership Offer for Allerdale Councillors & Employees!

**We are delighted to offer all Allerdale Councillors and Employees a specially priced deal on the The Ultimate Card our ultimate membership package.**

The Ultimate card gives free access to virtually all pay per visit activities at Workington and Cockermouth Leisure Centres and Keswick Leisure Pool and includes swimming, gym, exercise to music and most sports. You can also use the card at Carlisle facilities including the Sands Centre, The Pools and the City's golf and tennis facilities.

Normally single ultimate card membership is fantastic value at only £32 per month however the special price for Allerdale Councillors and Employees is only £25 saving £84 per year on the full price. Once you've paid your monthly fee all of the activities included in the scheme are free of charge!

A special application form is available to all of those who qualify. If you are an existing member you need to apply for the new rate and we will reduce your current payment as soon as we receive your new application form. Please note membership is based on either a one off annual payment or the option of a 12 month credit agreement payable by monthly direct debit.

### Got anything for the newsletter?

Send it in to the contact address below and we'll publish in our next newsletter.

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## Carlisle Leisure Limited win Partnership Award

Carlisle Leisure Limited was delighted to be awarded with the accolade of 'Best Partnership with an External Partner' by Allerdale Borough Council in January this year. Managing Director Jim Douglas and Business Development Manager Martin Horne were represented at the presentation evening by board member David McNeil who accepted the award on behalf of Carlisle Leisure Limited.

Martin Horne says: 'We are delighted to receive this award and it is a great testimony to how much the partnership has achieved over its first two years. Already many significant improvements have been made to all three centres and we look forward to being able to continue this into the future'



Quality Leisure for Quality of Life



## Baseline Data Exercise

Over a six-week period during February and March a data gathering exercise was carried out across all centres to provide a baseline of information regarding our users. During this period approximately 300 people per centre were asked questions which gave us information about their age, gender, postcode, frequency of visit and activities participated in. The results have given us some very useful information about who our users are and where they come from which will help us with our marketing over the year. This exercise will be repeated later this year to compare the findings and to help us develop a truly accurate profile.

### Workington

- The wards most represented were Seaton, St Johns, Moorclose, St Michaels and Stainburn. Together they accounted for 70% of users during the survey.
- Gym users – 18% from St Johns, 18% from Seaton, 12% from Stainburn, 12% from St Michaels.
- Pool users – 18% from Seaton, 13% from Moorclose, 13% from Stainburn, 13% from St Johns, 10% from Moss Bay.
- ETM users – 21% from Seaton, 20% from Moorclose, 15% from St Johns
- Recreation Activities – 23% from St Johns, 17% from Moorclose, 15% from Seaton.
- 57% of users were female, 43% male
- Age profile of those surveyed: 16-24 – 18%, 25-34 – 29%, 35-44 – 23%, 45-54 – 11%, 55-64 – 9%, over 65 – 10%

### Cockermouth

- The wards most represented were All Saints, Dalton, Crummock and Broughton & St Bridgets. Together they accounted for 66% of users during the survey.
- Gym users – 29% from All Saints, 21% from Broughton & St Bridgets and 20% from Christchurch
- Pool users – 20% from All Saints, 19% from Broughton & St Bridgets and 16% from Christchurch
- ETM users – 36% from Christchurch, 30% from All Saints and 13% from Broughton & St Bridgets.
- 62% of users were female, 38% male
- Age profile of those surveyed: 16-24 - 26%, 25-34 - 18%, 35-44 - 22%, 45-54 - 18%, 55-64 - 9%, Over 65 - 7%

### Keswick

- The wards most represented were Keswick, Derwent Valley, Boltons and Christchurch. Together they accounted for 46% of users during the survey.
- Gym users – 74% from Keswick, 12% from outside of Allerdale Borough
- Pool users – 48% from outside of Allerdale Borough, 23% from Keswick
- 60% of users were female, 40% male
- Age profile of those surveyed: 16-24 – 18%, 25-34 – 26%, 35-44 – 32%, 45-54 – 8%, 55-64 – 8%, over 65 – 8%

## Investors in People Accreditation for Carlisle Leisure Limited

Carlisle Leisure Limited has achieved Investors in People status after a 2 day assessment during December 2005. Positive reviews were received with regard to staff commitment and job satisfaction, teamwork, the people development policy, and our equal opportunities policies.

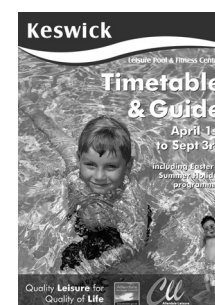
We will use the Investors in People Standard for continuous improvement and invest in training and development to complement individual skills and team work, and the organisations success in varied sports and leisure provision.



## Summer Programmes Underway

All three centres have had an extremely busy summer holiday period.

Once again the hugely popular 10p swims initiative was sponsored by Allerdale Borough Council and was part of the swimming programme at Workington and Cockermouth. As ever the scheme proved to be extremely popular.



### Keswick

Keswick Leisure Pool in particular awaits the six weeks holiday with great anticipation as the summer months are an extremely busy time. An exercise is underway to look at where users come from and where they are staying during this period. The baseline survey that was conducted at the start of the year revealed that 40% of users came from outside the borough and it will be interesting to see what the figure is over the summer and autumn. Our marketing changes somewhat over the summer as we target the tourist sector as well as the local residents market. This exercise will help us identify whether or not we are in fact distributing to the right Tourist Information Centres and accommodation so that we can make any improvements that we need to for the future.

The Residents Leisure Access Card enables residents of Allerdale Borough to benefit from discounted swimming during the peak season at Keswick and this scheme continues to be very well received.

### Workington

The major focus for Workington Leisure Centre this summer has been the Rural Transport Scheme. For the first 4 weeks of the summer holiday a free transport service from Silloth, Aspatria, Wigton and Maryport has been in place on a Monday, Wednesday and Friday to take children to and from the holiday camp. Extensive outreach has been carried out to support this, which in turn has also helped to promote the holiday camp itself.

There is a great deal of competition in the immediate area for daytime activities during the summer and at the end of this period we will be carrying out a full evaluation of what we offer during this time. The holiday camp has been in operation for a number of years and has been refreshed this year to try and capture as much of the market as possible. We hope that the transport scheme has helped us to open up a wider catchment area.

### Cockermouth

The summer programme at Cockermouth concentrates on pay as you play activities and structured sports courses. Once the major refurbishment is complete next Spring, the addition of a studio will allow us to investigate the possibility of introducing a summer camp style programme during Summer 2007.

The week long crash course swimming sessions have been extremely popular this summer as demand for places on the Swim School always exceeds what can be supplied. The crash courses allow children to be fasttracked into more advanced sessions on the programme which in turn helps feed Cockermouth Swimming Club.

## Use of the Joint Fund for the Leisure Partnership. 2005/2006.

### The Joint Fund - Enabling improvements to our Centres.

One of the major benefits of the leisure partnership between Carlisle Leisure Limited and Allerdale Borough Council is the existence of the Joint Fund. As a not for profit organisation and recognition by the Inland Revenue as a company with 'charitable purposes', Carlisle Leisure Limited qualifies for rate relief from NNDR. These savings are held in an account, which is then used to fund the improvements that are made to all three centres. The Core Group which consists of Jim Douglas, Martin Horne, Mark Edwards, Peter Haley and Councillor Peter Kendall, manage the distribution of the funds and develop the schemes that they contribute towards.

Since the inception of the partnership in April 2004, many significant improvements have been made thanks to the Joint Fund and CLL. Over £600,000 has been invested to date:

**Workington:** Improvements to the changing rooms and foyer at Workington Pool. Refurbishment of the fitness suite, improvements to both the meeting room and toilet facilities. Asbestos removal.

**Cockermouth:** Refurbishment of the fitness suite

**Keswick:** Improvements to entrance foyer, and upgrade of fitness suite. Gutter survey and gutter repairs. Replacement of boiler.

### Improvements agreed by the Core Group.

A major scheme to improve Cockermouth Leisure Centre has been agreed by the Core Group and will take place in 2006/2007. The approximate cost of the scheme is £720,000. The scheme comprises of refurbished swimming pool and sports hall changing rooms, enlarged pool viewing area, a new entrance foyer incorporating additional activity, meeting and vending areas and an enlarged customer car park.