

AllerdaleLeisure Partnership News

Keeping you informed and up to date

Issue 4 - May 2007

Dear Partner

Another busy and productive year has flown by and despite some real challenges the Leisure Partnership continues to make huge strides in terms of quality and value for money leisure experiences for the residents of Allerdale. Following a Year three review of the partnership we are now able to move forward towards the remaining 12 years with renewed vigour thanks to the continued support of the Council. Year four of the partnership is sure to bring more of the same in terms of both challenges and improvements and we look forward to these with relish and optimism. It has been good to see the partnership going from strength to strength and we look forward to working with the team at Allerdale and our colleagues and friends throughout the borough over the next twelve months.

This coming year will certainly be one of great change for Cockermouth with the next stage of the £700,000 project about to begin.

We are also hoping to embark on a changing room and changing toilets refurbishment project at Keswick which will address areas of concern including single changing cubicles, family changing and lockers. This will be facilitated from the joint fund.

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 do not hesitate to contact the centre manager in the first instance:

Fiona Buglass

Workington Leisure Centre & Pool - 01900 61771

Julia Tyson

Cockermouth Leisure Centre & Pool - 01900 823596

Steve Hamer

Keswick Leisure Pool & Fitness Centre - 017687 72760

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



Martin Horne
Business Development Manager



MEND Programme to launch at Workington and Cockermouth

Carlisle Leisure Limited are delighted to announce that we have been successful in our bid to become one of the organisations responsible for the delivery of a new £8million scheme known as MEND – Mind, Exercise, Nutrition, Do it! The 3 year scheme aims to tackle the growing issue of childhood obesity and is aimed at 7 to 12 year olds and their families. Across 7 Carlisle Leisure Limited

sites up to 588 families can benefit from the programme during its duration. The scheme is completely free of charge to local families who are either referred by frontline medical practitioners or by the families themselves through the MEND website www.mendprogramme.org. The scheme will be offered at Workington and Cockermouth Leisure Centres from September this year.

As a company we are delighted to be in the position to offer such a worthwhile scheme and are 100% committed to its success. We will be holding a roadshow during late summer to anybody in Allerdale Borough that is interested in what the programme is all about and how collectively we can all make a difference to such a challenging issue.

Quality Leisure for Quality of Life
www.carlisleleisure.com



Cockermouth Leisure Centre

Improvements gather pace

The intensive improvement programme is gathering pace at Cockermouth, with the refurbishment of the wet side changing rooms now complete. A survey is currently being carried out with centre users to assess satisfaction with this new facility.

Following a period of consultation with local residents and a car parking survey carried out over a period of time with centre users, plans for the extension to the car park have been approved and the extension will begin during early summer.

Once this stage of the work has been completed the final and most dramatic phase of the improvements will begin which will see the foyer extension, redesign of the reception area and the creation of a new multi purpose activity room. The current gym space will also be extended.

The work will be scheduled so as to cause the minimum disruption possible to our users, but access and reception arrangements will change. Please bear with us while these important improvements take place.



Quest Success

Following the 2-day visit from Quest, Cockermouth gained a 4% increase in the previous score, moving from 62% to 66%. Well done to Julia and the team.

Keswick Leisure Pool

1st Quest Success for Steve and the team

Many congratulations to Steve Hamer and the team at Keswick after successfully registering for the 1st time as a quest accredited site.

After a 2 day assessment Keswick was given a very creditable score of 64% - **Well done to everyone.**

Maintenance Period

After another busy summer season a three-week closedown period was scheduled during November to enable some important maintenance to be carried out. The pool was closed to the public to enable the flume wires to be replaced and the deep cleaning of the pool and pool tank. Repairs were also carried out to the roof and new safety netting installed below the glass

windows. A schedule of painting was also carried out internally and externally as well as a complete overhaul of the signage.

We are currently investigating whether it is possible to install some form of pool cover to stop heat energy being lost overnight. Given the shape and size of the pool this is proving to be a great challenge!

Workington Leisure Centre

Rural Transport Scheme continues to grow

During Summer 2006 we piloted a scheme whereby children across the more rural areas of the Borough could be transported to and from the summer camp at Workington Leisure Centre free of charge. As a result of its success we added this service to the Easter Camp this year. Once again this proved to be an extremely successful initiative.

The Easter scheme achieved more pickups per week than the summer programme which is a fantastic progression and we are challenging ourselves at being



able to fill a large coach during the summer holidays.

We will once again operate the transport scheme during summer but will cater for the full six weeks this time round. The camp programme is in the process of being put together and information will make its way round homes and schools in the Borough from the end of May.

Quest Success

Following the 2-day visit from Quest, Workington gained a 6% increase in the previous score, moving from 61% to 67%. Well done to Fiona and the team.

Repairs & Maintenance

New CCTV has been commissioned for the centre, with 3 new cameras being installed in the near future. The dry side roof is in the process of being re-felted. This improvement is being

paid for from the joint fund. An order has also been placed for air conditioning for the practice hall in time for the warmer months. This too has been facilitated for from the joint fund.

Fight Nights Return

The 3rd War in Workington night was held at the Centre in March and once again was a great success with hundreds of fans packing into the sports hall.



National Benchmarking Survey

Cockermouth and Workington have recently signed up to the National Benchmarking Survey, which will enable us to understand their performance in a national context and use its information to improve customer service, income, attraction of target groups and other performance indicators.

350 users have been surveyed over a 9 day period and once complete we will receive a report containing the analysis of the results and catchment area data.

Keswick will be subject to a similar survey, which will be carried out in house as the site does not fit into the centre models used by NBS.

Focus Groups

Due to ongoing difficulties in generating the necessary quality and quantity of information from traditional focus groups a new approach will be taken this year. A paper questionnaire has been sent out to known users of the 3 Centres from current lists of either live members or live Leisure Access Card holders.

The questionnaires look at a broad range of issues including changing rooms, service, price, cleanliness and overall impression as well as giving the respondents the option to comment further on any aspect of the services currently offered and any suggestions as to further improvements they would like to see.

It is hoped that this approach will generate more information and hopefully stimulate interest once again in attending face to face focus groups. There will be 2 surveys sent out during the year with the 2nd going out in October. April's results will be available in the next edition of this newsletter.

Got anything for the newsletter?

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

Martin Horne,
Business Development Manager

Carlisle Leisure Ltd,
16 Spencer Street,
Carlisle, Cumbria
CA1 1BG

Tel: 01228 625555,

Fax: 01228 625557

Email: martinh@carlisle-city.gov.uk



Quality Leisure for Quality of Life
www.carlisleleisure.com

