

TEWKESBURY BOROUGH COUNCIL

Report to:	Executive Committee
Date of Meeting:	2 September 2015
Subject:	Naming of New Leisure Facility
Report of:	Simon Dix, Finance and Asset Management Group Manager
Corporate Lead:	Rachel North, Deputy Chief Executive
Lead Member:	Councillor D J Waters, Lead Member for Finance and Asset Management Councillor R E Allen, Lead Member for Health and Wellbeing
Number of Appendices:	None

Executive Summary:

In November 2013 the Council approved the development of a new leisure centre to be sited next to the Council Offices in Tewkesbury in order to provide modern and additional facilities to the residents of the Borough for the long term. A contractor, Wilmott Dixon, has been appointed to build the new centre and upon completion in Summer 2016 a new operator, Places for People, will manage the new centre.

With the build now seven months in and progressing well, it is essential to the development of the business that a name for the new facility is agreed in order to give certainty to the next phases of promotion of the new centre.

Recommendation:

To RECOMMEND TO COUNCIL the approval of 'Tewkesbury Leisure Centre' as the name for the new leisure facility at Gloucester Road, Tewkesbury.

Reasons for Recommendation:

To commence the next phase of promotion and communication at the start of Autumn 2015, the name of the new facility needs to be agreed. This will enable the brand to be developed and ensure that all materials produced are consistent with the chosen name.

Resource Implications:

No costs directly arising from this report.

Legal Implications:

None.

Risk Management Implications:

Failure to agree a name for the new facility would result in the promotion of the centre being undermined by inconsistency and uncertainty.

Performance Management Follow-up:

None associated with this report.

Environmental Implications:

None associated with this report.

1.0 INTRODUCTION/BACKGROUND

- 1.1** In November 2013 the Council agreed to provide a new leisure facility for the residents of the Borough which would incorporate the wet side facilities of the current Cascades facility but also add dry side facilities such as a sixty station gymnasium.
- 1.2** In January 2015 the Council signed contracts with Wilmott Dixon to build the new facility and Places for People to manage the facility once it is completed. The building works commenced in February 2015 and are forecast to be completed by June 2016 with the new facility being open to the public from 1 July 2016.
- 1.3** Upon completion of the new facility, the Council will end its interest in the current Borough swimming pool at Cascades in Tewkesbury. The Tewkesbury Swimming Bath Trust held a public vote on 10 June 2015 and has agreed to terminate its lease of Cascades in line with the opening of the new centre. The facilities at Cascades will remain open until the new leisure facility is opened to the public.

2.0 NAMING OF NEW LEISURE FACILITY

- 2.1** To date no name for the new leisure facility has been agreed and the facility has been using the working title of Tewkesbury Leisure Centre. With less than twelve months to go until the new centre opens to the public, it is essential that a name for the centre is formalised in order to allow sufficient time for the branding to be finalised and effective promotion and communication with regards to the new facility to take place.
- 2.2** Securing an appropriate name for the new facility is vital for the owners of the facility, the business that operates from the facility and the community that will use the facility.
- 2.3** The Leisure Facility Member Reference Group, which includes members of the Swimming Bath Trust, has considered this requirement on several occasions and have explored different options for the name including maintaining the current name; choosing a name that says what it is, i.e. Tewkesbury Borough Leisure Centre; choosing a name relevant to the area, e.g. Battle or Sabrina; or selecting a modern naming approach such as the postcode. Members also felt that retaining the name of Cascades was not appropriate as customers needed to realise a new facility was being made available.

- 2.4** In discussion, the Reference Group was advised that the name of Cascades, although now a recognisable name synonymous with swimming in Tewkesbury, had taken many years of hard work and expense to establish as a brand. In recent times, much work had gone into ensuring relevant internet searches return Cascades as a swimming destination in Tewkesbury, given it was not immediately recognisable from the name. It is worth noting, however, that despite this work there have still been occasions when people have arrived at Cascades for a party booking, before realising that it had been booked at a Cascades in a different location.
- 2.5** Members were advised of the effect on business that a good or bad name could have. As highlighted in the previous paragraph, ensuring internet searches return the facility's name at the top of the list is imperative in delivering the customer numbers needed to make the business model viable. The appointed operator, Places for People, was clear that it preferred a simple name which says exactly where it is and what it does, e.g. Tewkesbury Borough Leisure Centre. Whilst this may not be an exciting name, it lends itself to supporting the business requirements and making it easily identifiable for customers.
- 2.6** Given these arguments it was decided to recommend a straightforward name for the new facility. Concern was expressed that by including the word Borough in the title, although reflective of the wide customer base of the centre, the name could be time limited by any local government reorganisation. The use of the word Borough may also lead to uncertainty over the exact location of the facility for customers.
- 2.7** It was therefore decided that the name Tewkesbury Leisure Centre should be recommended as the most suitable name to be adopted.

3.0 CONSULTATION

- 3.1** The Leisure Facility Member Reference Group, which includes members of the Swimming Baths Trust, has been consulted on options for naming the facility. Its preferred option is the recommendation contained in this report.
- 3.2** The operator of the new facility, Places for People, has also been consulted as to its preferred name given that it has a direct effect on its business. It has confirmed that Tewkesbury Leisure Centre is its preferred name.

4.0 RELEVANT COUNCIL POLICIES/STRATEGIES

- 4.1** None.

5.0 RELEVANT GOVERNMENT POLICIES

- 5.1** None.

6.0 RESOURCE IMPLICATIONS (Human/Property)

- 6.1** None.

7.0 SUSTAINABILITY IMPLICATIONS (Social/Community Safety/Cultural/ Economic/ Environment)

- 7.1** The recommended name of the new leisure facility is sustainable over the long term and is not subject to change following any local government reorganisation.

8.0 IMPACT UPON (Value For Money/Equalities/E-Government/Human Rights/Health And Safety)

8.1 None.

9.0 RELATED DECISIONS AND ANY OTHER RELEVANT FACTS

9.1 Council decision in November 2013 to commence the build of a new leisure facility.

Background Papers: None.

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Appendices: None.