ACTION PLAN FOR LEISURE SERVICES

	Action	Usage	Access	Appeal of Programme/ facilities	Marketing
1	We will publicise the change in the heating arrangements at the swimming pool	X	X	X	X
2	We will review the possibility of installing air conditioning at the gym	X		X	
3	We will give our leisure staff additional customer care training were necessary	X			
4	We will improve parking facilities at the Cleator Moor Bowls Centre	X	X	X	X
5	We aim to target information about events to our residents more effectively	X	X	X	X
6	We will review and update the programmes for the leisure sites and publicise the changes	X		X	X
7	We will invest in new equipment, and refurbish the seats at the civic hall and tell you about it	X		X	
8	We will investigate the potential for improving the changing facilities			X	
9	We will improve cleaning arrangement at the Swimming Pool			X	
10	Subject to refurbishment proposals we will improve the quality of the attraction at the Beacon and promote accordingly	X		X	X
11	We will look at the Beacon catering subject to refurbishment proposals	X		X	
12	We will make the Beacon interactive subject to refurbishment proposals	X		X	
13	We will investigate the possibility of giving free entry to the Beacon	X	X	X	X
14	We aim to improve access to the leisure sites	X	X	X	

BACKGROUND

1	▪ The small pool and main pool now heated independently ▪ We will publicise that individual pool temperatures are now monitored and adjusted on a routine basis. ▪ Staff training will be given in pool heating controls as required
2	▪ Council's property officer will establish the feasibility of screening the Gym from the sports hall and installing air conditioning
3	▪ Whilst user surveys are positive in relation to staff attitude additional customer care training will be provided
4	▪ Cleator Moor Bowls and Pitch car park is being resurfaced. Publicise when complete ▪ Improve promotion of free parking for Beacon customers ▪ Improved parking may be derived from physical relocation of facilities
5	▪ More recent advertising has been targeted at the intended audience ▪ Market intelligence led advertising to become the norm in future
6	▪ We will review the programmes at all the leisure sites to ensure user and non use requirements ▪ We will market and promote the revised programme
7	▪ We have purchased new equipment and we will publicise this fact ▪ Raise awareness of facilities supported by the Council ▪ Review funding to partner organisations based on quality of service provision and publicise outcomes ▪ We are refurbishing the seats and some are being replaced at the Whitehaven Civic Hall.
8	▪ We will assess the Council's public building fund expenditure for the coming year for funding to improve the changing facilities
9	▪ New checking and cleaning rosters established ▪ Sun filters installed to Poolside windows to reduce algae build up on poolside
10	▪ We will aim to improve the quality of the attraction at the Beacon ▪ We will publicise actions being taken to improve the attractiveness of the Beacon ▪ We will upon refurbishment of the Beacon publicise with open days ▪ We will market all facilities to target groups using market intelligence
11	▪ We have reviewed the vending arrangement at the Swimming Pool ▪ We will review the catering arrangements at the Beacon subject to refurbishment proposals
12	▪ The refurbishment proposals at the Beacon include greater interactivity
13	▪ Free entry to the Beacon to be considered as part of the business plan post refurbishment
14	▪ Transport infrastructure limited by location of facilities. Potential to relocate facilities, improving transport links, this is being evaluated as part of Whitehaven regeneration initiatives ▪ Discuss with the bus company potential to re locate bus stops ▪ Publicise when successful