

Promotional/marketing spend on Lancaster Sports Centre

Marketing spend is not apportioned per sports centre, therefore it is not possible to compare promotional spend for each centre. Marketing and promotional campaigns are organised to promote either all sports centres, or a specific service/product, for example school holiday activities or Learn to Swim lessons. Lancaster will be included in all campaigns, where they offer the service/product being promoted.

Recent marketing activity.

March: Production of Activity Guides for each sports centre covering the period April to August 2006 £6325

June: 12,000 School's Out, Sport's In Brochures produced to promote all summer holiday activities - Lancaster included (Wayne will bring hard copy to meeting) £5980

July to August: 110,000 leaflets distributed in the Derby Express promoting all sports centres, equally, including Lancaster. £4,275

July to August: 4 week radio campaign promoting all sports centres equally, including Lancaster. £4,816

July to August: Weekly information releases to local media and listings in the Derby Evening Telegraph of summer holiday activities for all centres, including Lancaster
Annual adverts in Thomson Directories, Yellow Pages and BT Phone Book - include all sports centres, including Lancaster.