

Marketing and Media Meeting Group

Sport England Offices

Thursday 30th November 2007

Present

Tim Quirke	Leeds CC
Jo Collins	Wakefield MDC
Martin Bradbury	Calderdale Council
Nick Hartley	Calderdale Council
Catherine McGrath	Kirklees MC
Sarah Zagni	West Yorkshire Sport

SZ thanked everyone for attending and giving their time and support to the Group.

1. Facility Report

SZ handed out the Facility Usage Report End of Year 3 which is collated by WYS - in each authority this information is disseminated to a representative in each LA who sits on the performance management meeting group. These reps are as follows –

- Bradford – John Coulton and Steve Pullan
- Leeds – James Richardson, Trevor Dobson, James Ditchfield
- Wakefield - Ray Taunt, Bob Foster
- Calderdale – Tony Scargill
- Kirklees - Jas Sohanpal, Nick McMillan

These figures are based on casual swim rates only.

2. Swimming Development Group Update

MB fed back from the West Yorkshire Swimming Development Group.

- MB updated the development group as to our discussions.
- The ASA are interested in the research the group proposes but has no financial support to offer.
- The group were keen for any focus to be on adult swim drop out rates channelled effectively.

Laura O'Leary from the ASA did provide some research for the group such was disseminated. Laura will be invited to join the marketing group.

3. Research Project

SZ stated that no similar research was readily available although Sport Scotland had some interesting research articles on their site.

<http://www.sportscotland.org.uk/ChannelNavigation/Resource+Library/PublicationsLister.htm>

It was decided that the group should focus their attention on the over 16yrs non swimmers. The research project would survey people who don't attend swimming pools for casual swims, but also capture some information from those who do actually swim regularly.

It was discussed that this research project would potentially drive the way swimming is promoted over the next few years but also in the long-term. It could also potentially affect staff training within facilities and capital investment programmes. Therefore the brief for the research project would need to take into account short and long –term aims.

4. Next Steps

- TQ to liaise with Leeds Met regarding a meeting date for the research brief to be discussed with their research team.
- SZ to widen the group out to other interested parties.

3. Next Meeting Date

TBC