

REPORT TO: ETWALL LEISURE CENTRE JOINT MANAGEMENT COMMITTEE AGENDA ITEM: 10

DATE OF MEETING: 15<sup>TH</sup> JULY 2002 CATEGORY: DELEGATED

REPORT FROM: CENTRE MANAGER OPEN

MEMBERS' CONTACT POINT: STEVE WRIGHT (01283) 733348 DOC:

SUBJECT: FUND RAISING ETWALL EAGLES SWIMMING CLUB REF: SW/CAL

WARDS AFFECTED: ETWALL, HILTON, WILLINGTON, NORTH WEST

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1.0 PURPOSE OF REPORT

1.1 A request has been received from Etwall Eagles Swimming Club to affix a plastic business card unit in the swimming pool spectators' room.

2.0 DETAILS

2.1 Like most clubs and organisations, Etwall Eagles Swimming Club are always looking at ways to raise additional funding to support their club. In return for funding it is widely accepted that the sponsorer business name is advertised in association with the club activities.

2.2 The object of this idea would be for the club to affix a wall-mounted plastic business card holder 20.6cm x 24.7cm x 3.8cm in the swimming pool spectators room and to charge a nominal fee to six businesses for the advertising services.

CONSIDERATION OF ISSUES

2.3 A similar scheme was introduced a few years ago to raise funds on behalf of the Joint Management Committee. The display unit had to be removed after a spate of vandalism that included.

a) Advertising leaflets being removed and thrown onto the floor, out of the window and on to the roof.

b) A drink being poured into the leaflet dispenser.

c) Chewing gum being placed in a dispenser.

d) Two dispensing units being broken .

2.4 Members are aware that the Community Action Group already seek business funding to support our new/improved leisure facilities in return for a wall-mounted advertising display (pool hall). It is felt that additional advertising display may have an adverse effect on the Community Action Groups effort to attract further funding.

2.5 There are four other clubs who hire the Leisure Centre facilities who may also request a similar permanent promotion display in the future.

### 3.0 CONCLUSION

3.1 Etwall Eagles Swimming Club have requested to affix a business display unit in the pools spectators room to try and attract sponsorship from six businesses.

3.2 This idea has been tried and tested without success.

3.3 An alternative suggestion would be for the Etwall Eagles Swimming Club to encourage business sponsorship for their clubs needs in return for advertising display on a banner that could be displayed on club night sessions only.

### 4.0 RECOMMENDATIONS

4.1 Etwall Eagles Swimming Club request for a permanent advertising display unit be refused.