

Agenda Item No:	<b>9</b>	
Committee:	<b>COUNCIL</b>	
Date:	<b>18 SEPTEMBER 2014</b>	
Report Title:	<b>Leisure Centre External Signage</b>	

## Cover sheet:

### **1 Purpose / Summary**

- This report sets out a proposal to add the New Vision Fitness branding to the outside of the leisure centres, in addition to their existing traditional centre names, following the Council motion to remove the branding earlier in the year.

### **2 Key issues**

- In January 2014 the Council launched the New Vision Fitness brand across all four leisure centres in order to help develop and increase their attractiveness to a wider base of customers and reduce the net cost of leisure services to the Council.
- Redecoration in the centres took place, as well as rebranding the service entirely, including a new website, internal and external signage, literature and uniforms for the leisure team.
- The leisure centre names were also changed to New Vision Fitness at this time and the removal of the historical names associated with our leisure centres resulted in community concern, particularly where the facilities had been named after a prominent local figure.
- The centre naming issue was discussed by Council on 27 February 2014 and members recognised as part of the debate that our leisure centres should continue to reflect the long standing names given to them and in particular, recognise the contribution members of our community such as George Campbell and Alan Hudson made to their provision. Therefore following the debate a motion was passed re-instating the original facility names, but also excluding the new branding from the external parts of the buildings.
- Overall the New Vision Fitness branding is proving to be successful and it is considered to be an important element of the overall leisure strategy to move the service forwards, helping to encourage our community to be more active more often, increasing income levels and reducing the cost of the service to the Council.
- In order to recognise both the importance of the existing leisure centre names to our community and the decision to refresh the wider Council leisure branding with 'New Vision Fitness', a process of consultation has been undertaken since February in relation to the possibility of including both the historic centre names and New Vision branding with equal prominence on our leisure centres external signage.
- Consultation has been undertaken with the family of George Campbell, a representative of the Hudson Trust, Wisbech Town Council, Whittlesey Town Council and March Town Council in connection with the principle of dual external signage and also in relation to some specific sign designs. Responses received have been positive and in agreement with the proposals. One important comment received was

that should dual signage be approved, the traditional names should not then be 'dropped' at a later date.

- In addition, a sample of customers attending our centres during a weekend in August were consulted over the outside of the facilities, where we suggested keeping the original leisure centre names but also running the New Vision Branding alongside them. Of the 101 customers interviewed, 97 were in support of this approach.
- Two interpretation boards have also been developed, setting out the contributions that Alan Hudson and George Campbell made to securing leisure facilities in Wisbech and March and it is intended that these will be displayed in the reception areas of their respective leisure centres.

### 3 Recommendation

It is recommended that The Council agrees that the original names of the leisure centres are displayed with equal prominence alongside the 'New Vision Fitness' branding on the outside of the buildings and that further changes to the leisure centre names are not made without approval by full Council.

<b>Wards Affected</b>	All
<b>Forward Plan Reference</b>	
<b>Portfolio Holder</b>	Cllr Michelle Tanfield, Portfolio Holder for Leisure
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<b>Background Papers</b>	