
REPORT TO:	ETWALL JOINT MANAGEMENT COMMITTEE (JMC)	AGENDA ITEM: 10.
DATE OF MEETING:	26TH JANUARY 2009	CATEGORY: DELEGATED
REPORT FROM:	DIRECTOR OF COMMUNITY SERVICES	OPEN
MEMBERS' CONTACT POINT:	CHRIS MASON 5794	DOC:
SUBJECT:	NAMING THE NEW LEISURE CENTRE	REF:
WARD(S) AFFECTED:	ETWALL, HATTON, NORTH WEST PARISHES, WILLINGTON & HILTON	TERMS OF REFERENCE:HCS08

1.0 Recommendations

- 1.1 That Members of the JMC agree to the naming of the new Leisure Centre

2.0 Purpose of Report

- 2.1 To provide suggestions, options & background information to support the process of reaching a decision

3.0 Executive Summary

- 3.1 We are now seven months away from the scheduled completion of the capital works. It is important to have the naming of Centre resolved so that marketing material, signage etc. is in place to meet the scheduled opening. The recommendation(s) made in this report have come from initial conversations with the School and internally at the Council. It is recognised that there may be other suggestions that other Members of the JMC may have and these should be presented prior to the meeting.

4.0 Detail

- 4.1 The naming of the new centre is vitally important particularly as a primary statement in the branding and marketing of the facility. From this perspective there is a view that any name chosen should lend itself to this purpose. Naming a facility after an individual, as worthy as this may be, traditionally does not allow this. There are also likely to be more than one suggestion for naming the new centre after an individual and the risk of causing offence.
- 4.2 It would be simple to continue the process of calling the new facility the Etwall Leisure Centre or the John Port Leisure Centre. In terms of the Etwall Leisure Centre this doesn't really reflect the wider 'catchment' area of the new facility or where a significant amount of the capital funding for the project has come from. Similarly, as pupils of the School & their parents will be customers of the new centre outside of normal School Time any branding should reflect the separation from the School and

its core business.

- 4.3 Based on these arguments it is therefore proposed that the new centre be named the Dove Valley Leisure Centre. This lends itself to the creation of a brand not only for the main facility but also for subsidiary facilities such as the health & fitness provision. The name reflects the wider catchment area for the facility and the area from which significant amounts of the funding have been generated.
- 4.4 The School have indicated through initial discussions that they are likely to be tabling an alternative suggestion at the meeting.

5.0 Financial Implications

- 5.1 None immediately from this report.

6.0 Corporate Implications

- 6.1 From a Council perspective delivering new leisure facilities in the northwest parishes of the District is a key Corporate Objective

7.0 Community Implications

- 7.1 The new leisure centre will be an important and strategic facility in a fast growing area of the District.

8.0 Conclusions

- 8.1 Agreeing to a name for the new facility will be an important decision particularly with regard to its marketing. It is recognised that there will be other suggestions for naming the site and these will be welcomed. However, like a number of other issues it is vital that agreement be reached to enable signage and marketing materials to be produced ready for the planned formal opening in July 2009.

9.0 Background Papers

- 9.1 None