

# CORBY EAST MIDLANDS INTERNATIONAL POOL



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# CORBY EAST MIDLANDS INTERNATIONAL POOL



1. Brief history of the pool from inception to date
2. Operational challenges of a 50 metre pool of regional significance
3. Funding for a sustainable future



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## Corby Cube

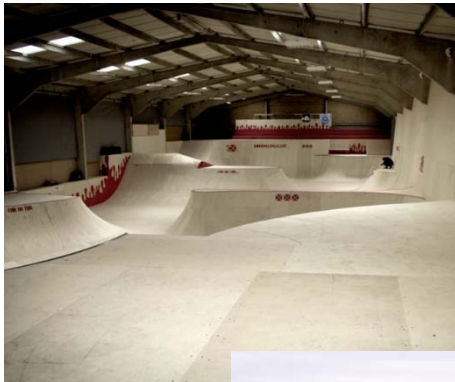


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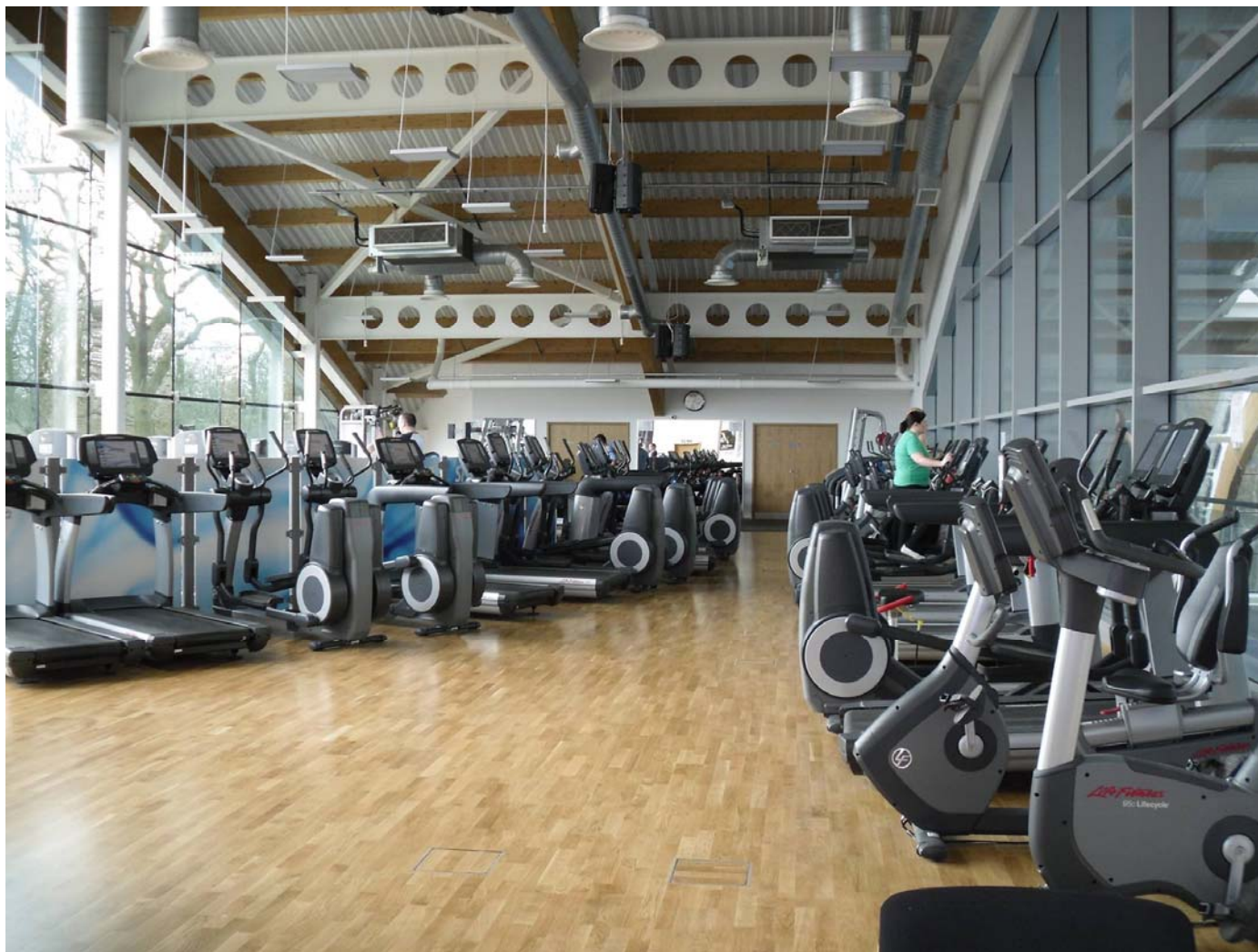




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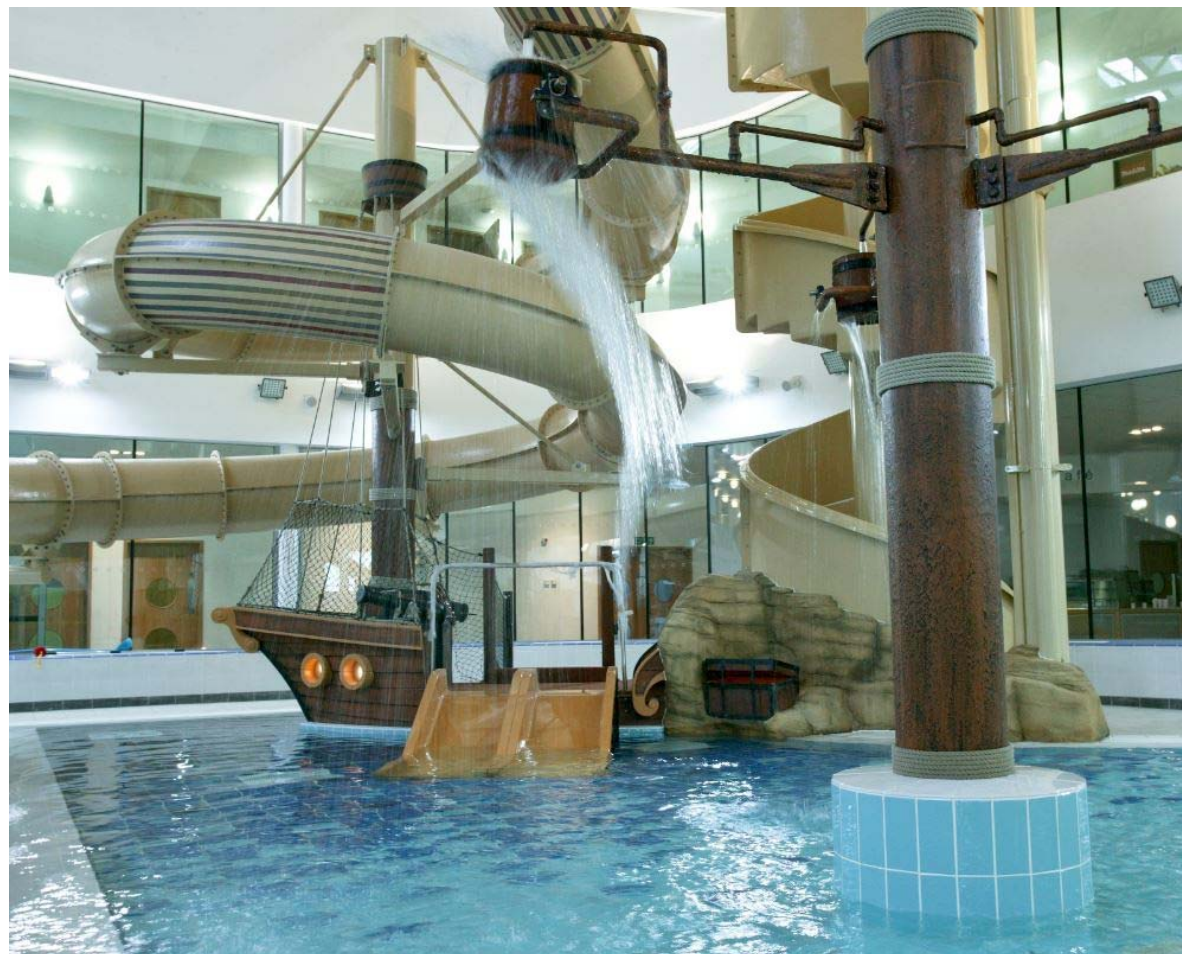




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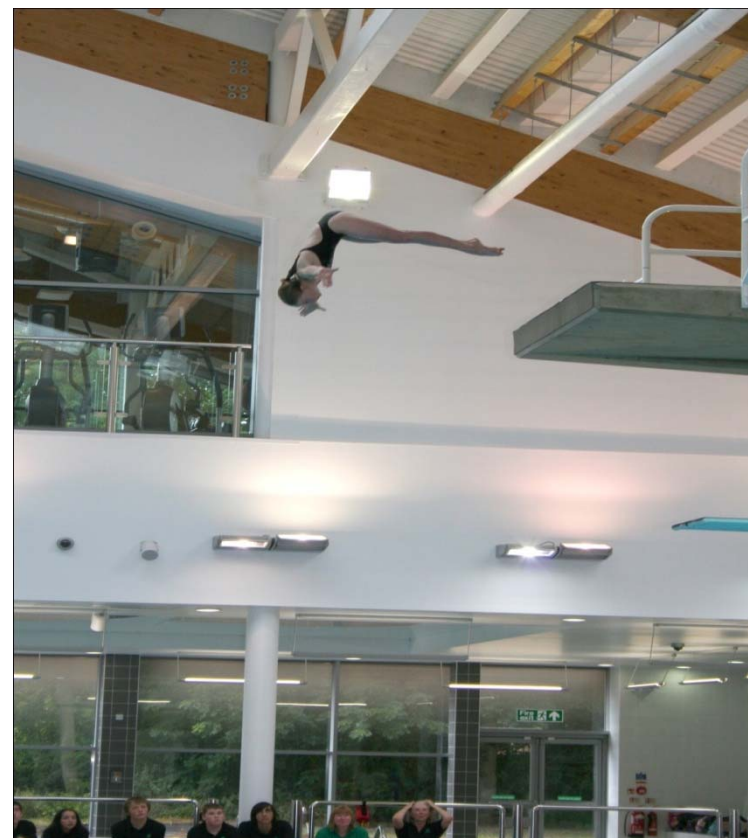




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## Brief history of the pool from inception to date

- Council agreed 2002 to plan to replace 1970's Pool
- People's Pool - 23,000 homes consulted
- £20m Pool opened July 24<sup>th</sup> 2009 by Mark Foster 22.92secs
- Two stage Design and Construction competed on time and in budget
- Overseen by Pool Board – Very good Breeam Standard
- Willmott Dixon, S & P Architects, Mace and Franklyn and Andrews
- Key Problems - Anti Glare, Underwater Detection, Pool Humidity



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## Brief history of the pool from inception to date

External Advice “Don’t do it!”

- Has to have a conurbation >150,000
- Not viable or sustainable
- Not supported strategically
- Geographically wrong
- Business approach underdeveloped





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## Brief history of the pool from inception to date

- 85,000 visits in first 10 weeks, 300,000 in first year.
- Over 400,000 visits in 2015
- Memberships grown from 400 to 3,000
- Lesson grown from 400 to 1,200 per week
- Revenue grants from DoH, ASA, Govt Free Swimming
- Income grown from £750k to £1.4m but net deficit remains £500k
- Designed to be beyond just DDA compliant



# CORBY EAST MIDLANDS INTERNATIONAL POOL



## Brief history of the pool from inception to date

- Pool has huge support/ very popular from residents – all ages
- Icon facility for the town
- Corby Diving Club set up
- Pre Olympic Camp in 2012 for Israeli and Jamaican Swim Teams
- Customer satisfaction 98%



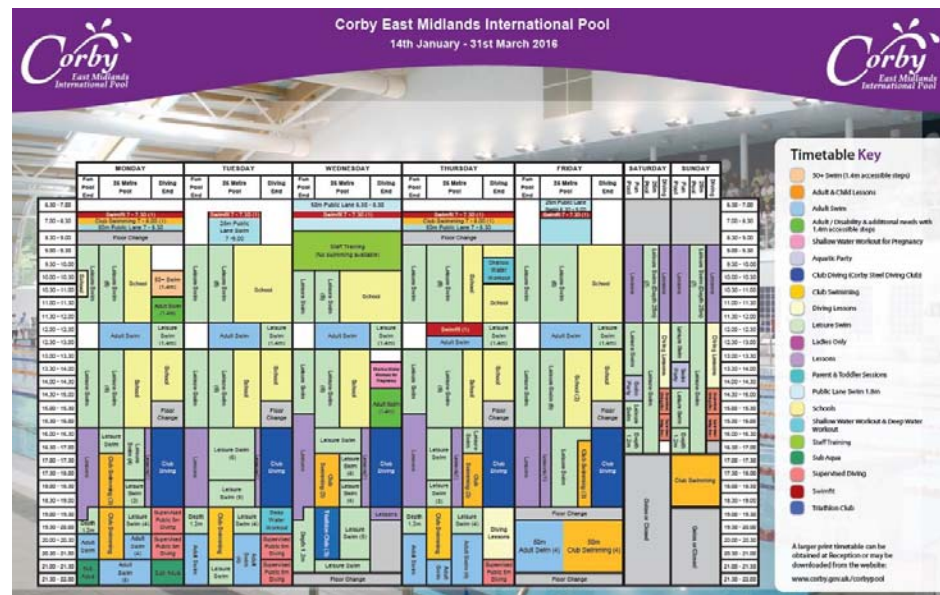


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## Operational challenges of a 50 metre pool of regional significance

- Balancing programme of activities 50m v 25m
- Casual swimming v Club v Lesson v Diving
- Local v Regional
- Waiting lists due to popularity
- High cost i.e. NNDR challenge rejected.
- Water temperature
- Staffing Costs
- Training times
- Down time



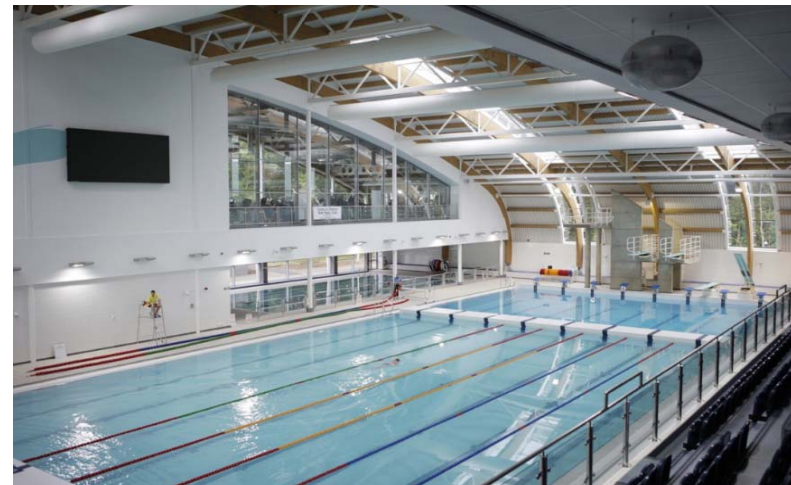
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## Funding for a sustainable future - SWOT

### Strengths

- Flexibility of space - 5 pools, 2 Booms, 2 moveable floors
- Council and Public continued support
- Design not fading
- In - House management
- Maximising income
- Fitness membership





# CORBY EAST MIDLANDS INTERNATIONAL POOL



## Funding for a sustainable future - SWOT

### Weaknesses and Threats

- Funding Pressures – i.e. Staffing & NNDR costs
- Competition (mostly fitness)
- Maintenance
- Energy costs
- Risk Management



# CORBY EAST MIDLANDS INTERNATIONAL POOL



## Funding for a sustainable future - SWOT

### Opportunities

- Fastest growing town in the country
- Creation of a 'Cultural Quarter'
- Partnership i.e. Health, ASA, Governing Bodies etc
- Future Section 106
- Invest to Save
- Digitalisation
- Use of social media
- Sponsorship





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Thank  
You