

Leisure Services

6 Monthly Update – Community PDG

Purpose Of Briefing

An update of Leisure services & Zest Memberships:

- Exe Valley Leisure Centre Developments
- Marketing
- Zest Memberships

Exe Valley Leisure Centre Developments

- Fitness Development:
 - Completed class studio
 - Car Parking & Electrical charging
 - Strategic Partner – Matrix fitness
 - Changing facilities
 - SWIMTAG
 - The next 4 weeks

Completed Class Studio

<http://www.devonlive.com/news/devon-news/new-dance-studio-unveiled-part-817052>

<http://middevonleisure.com/les-mills/>

Car Parking & Electrical Charging



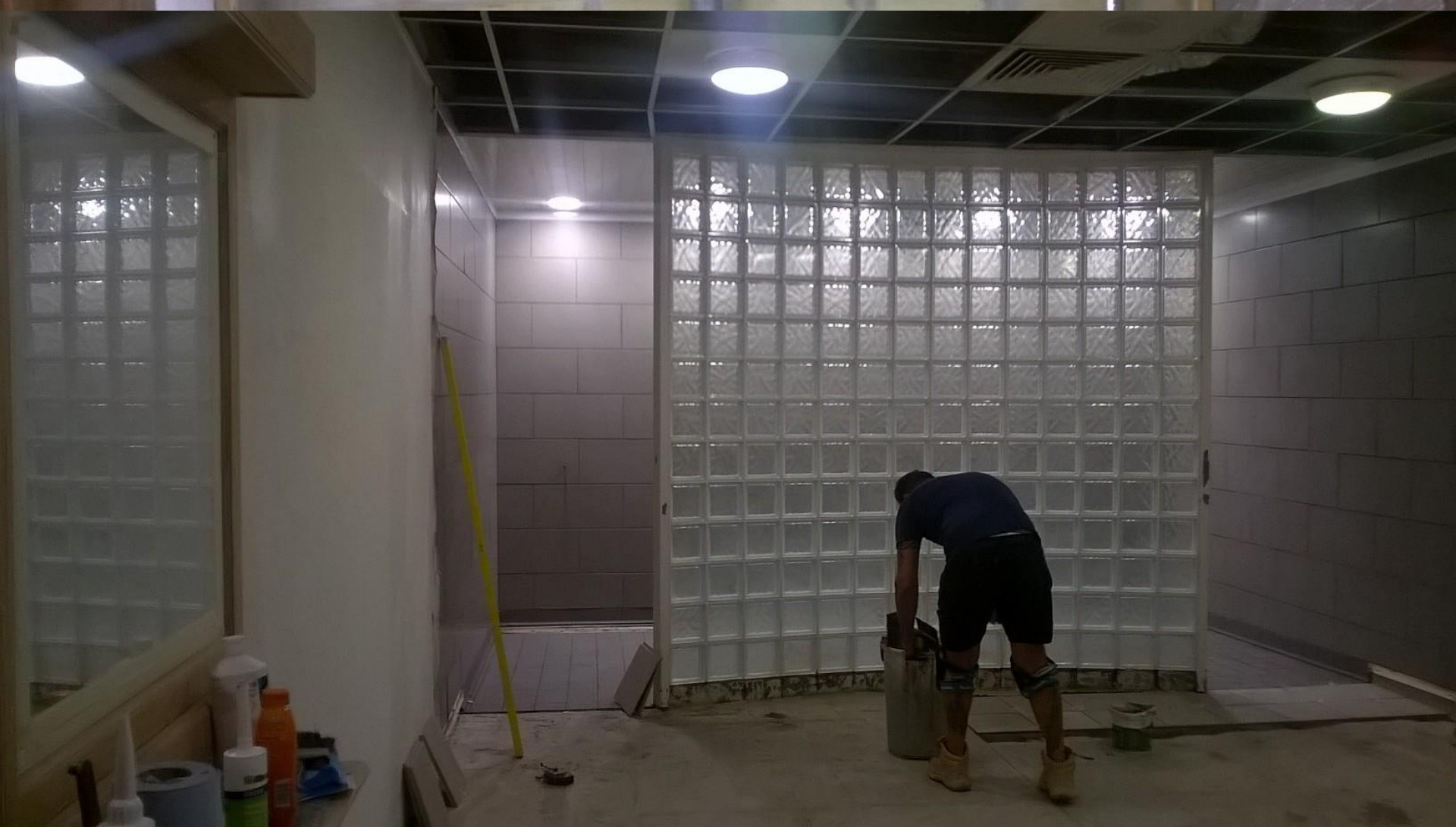
Strategic Partner – Matrix Fitness

- 5+5 year strategic partnership
- Roll out of design and provision at Lords Meadow and Culm Valley
- 77 stations at Exe Valley
 - Interactive connection
 - Activity tracking
 - Virtual active
- Capacity in excess of 100

SWIMTAG

- <http://middevonleisure.com/swimtag/>

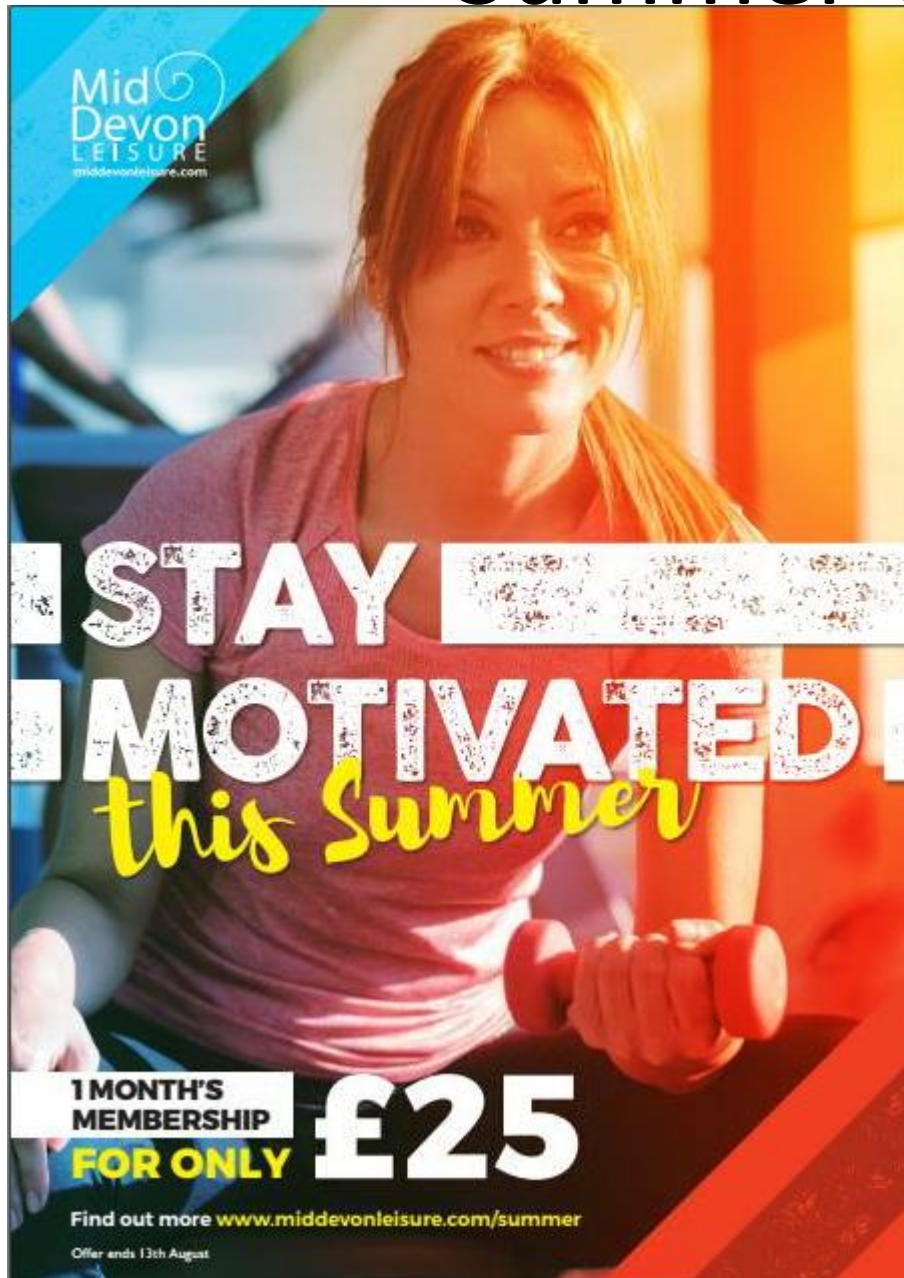
Changing Facilities



Marketing

- Review of summer campaigns
- Preview of winter campaigns
- Social media
 - Instagram 
 - Twitter 
 - Facebook 
 - Website 
 - Video Content **Coming in 2018 **  YouTube 

Summer Campaigns



Mid Devon LEISURE
middevonleisure.com

I STAY MOTIVATED
this Summer

1 MONTH'S MEMBERSHIP FOR ONLY £25

Find out more www.middevonleisure.com/summer

Offer ends 13th August

This advertisement features a woman with long blonde hair, wearing a pink t-shirt, smiling and holding a red dumbbell. The background is a warm, orange-toned indoor setting. The text is overlaid on the image, with 'I STAY MOTIVATED' in large, bold, white letters and 'this Summer' in a yellow script font. The price '£25' is prominently displayed in large white letters.



CALLING ALL STUDENTS!

3 MONTH'S MEMBERSHIP for £60

Mid Devon LEISURE
middevonleisure.co.uk

This advertisement features a woman with dark hair wearing red sunglasses and shouting into a red and white megaphone. The background is a bright blue sky with white clouds. The text 'CALLING ALL STUDENTS!' is written in large, bold, white letters with a blue outline. Below it, '3 MONTH'S MEMBERSHIP for £60' is written in red. The Mid Devon Leisure logo is in the bottom right corner.

Winter Campaigns – Culm Valley

BEAT THE JANUARY RUSH

Join now for
£9.99!



**pay nothing
until 2018!***

Offer available to new and existing members



Mid
Devon
LEISURE
middevonleisure.com

BEAT THE JANUARY RUSH

Gym, Fitness classes, Sports,
Spinning, Sauna and more!



**Open 7 days a week
across 3 centres**

Find out more
www.middevonleisure.com/rush

*T&Cs apply | Lifestyle Plus Loyalty membership
Memberships are non-transferrable



**Brand new £1million
development coming to
Exe Valley this January**

Culm Valley Sports Centre
Meadow Lane, Cullompton EX15 1LL | Call: 01884 234320
Exe Valley Leisure Centre, Soliham Road, Tiverton EX16 6SG | Call: 01884 234900
Lords Meadow Leisure Centre, Commercial Road, Crediton EX17 1ER | Call: 01884 234970

 facebook.com/middevonleisure

Mid
Devon
LEISURE
middevonleisure.com

Winter Campaigns – Lords Meadow



BEAT THE JANUARY RUSH

Join now for
£9.99!

+

pay nothing until 2018!*

*Offer available to new and existing members

Mid Devon LEISURE
middevonleisure.com



BEAT THE JANUARY RUSH

Gym, Fitness classes, Swimming, Sports, Spinning, Sauna and more!

Open 7 days a week across 3 centres

Find out more
www.middevonleisure.com/rush

*T&Cs apply | Lifestyle Plus Loyalty membership
Memberships are non-transferrable

Brand new £1million development coming to Exe Valley this January

Lords Meadow Leisure Centre
Commercial Road, Crediton EX17 1ER | Call: 01884 234970

Culm Valley Sports Centre, Meadow Lane, Culmpton EX15 1LL | Call: 01884 234320

Exe Valley Leisure Centre, Soliham Road, Tiverton EX16 6SG | Call: 01804 234900

Mid Devon LEISURE
middevonleisure.com

facebook.com/middevonleisure

Winter Campaigns – Exe Valley

BRAND NEW DEVELOPMENT
Coming to Exe Valley
in January



Extended gym with all new Matrix equipment
Brand new studio
Les Mills virtual and live classes
Upgraded changing facilities

Join now for £9.99 and pay nothing until 2018!*
Offer available to new and existing members

Mid Devon LEISURE
middevonleisure.com

Brand new £1million development coming to Exe Valley Leisure Centre this January

A 300m² extension to the existing fitness studio
Enhanced and expanded class studio environment with virtual and live Les Mills classes, with a capacity of 35+ per class.
Upgraded changing facilities
Matrix Fitness partner providing 75 items of equipment including:

- ClimbMills
- EXIGO functional rig
- S Drive Performance Trainers

Check out our new fitness partner uk.matrixfitness.com

Open 7 days a week across 3 centres

Find out more
www.middevonleisure.com/rush

*T&Cs apply | Lifestyle Plus Loyalty membership Memberships are non-transferable

Join now for £9.99 and pay nothing until 2018!*
Offer available to new and existing members

Exe Valley Leisure Centre,
Bolham Road, Thiverton EX16 6SG | Call: 01884 234900
Lords Meadow Leisure Centre, Commercial Road, Credenon EX17 1ER | Call: 01884 234970
Culm Valley Sports Centre, Meadow Lane, Culmpton EX15 1LL | Call: 01884 234320

Mid Devon LEISURE
middevonleisure.com

 facebook.com/middevonleisure

Exe Valley – New Build





Zest Memberships

- Adults & Juniors
- Cash & Direct debit
- Annual & Monthly
- Full, discounted & concessionary rates

Zest Memberships Adults



Zest Memberships - Juniors



Zest Memberships – The Measure

- Total numbers
- Leaver & Joiners
- Attrition v Retention
- Length of stay
- Income
- Age groups