

Dalry action plan sees membership almost double



A business plan to attract new customers at an Edinburgh Swim and Gym centre has reported record success a year on.

Dalry Swim Centre, which is run by Edinburgh Leisure, saw membership almost double from an average of 230 in December 2012 to 440 in the same month of 2013.

The Victorian swim centre has long been a much loved feature of the diverse community, which has really got behind it in the past twelve months.

Improvements and repairs carried out in December 2012 worth £100,000, combined with the introduction of new Dalry membership attracted a raft of new members.

The centre has maintained momentum as word of mouth of the improved centre spread, attracting more than 100 further new members in January 2014.

The increase is attributed largely to young professionals, who now make up almost half of the centre's membership.

Improvements have included a newly refurbished reception area, and cutting edge new gym equipment, while repairs were also carried out on the pool tank.

The addition of more gym staff to provide support has also proven a hit with customers.

Jimmy Livingstone, Manager of Dalry Swim Centre, said: "We are delighted to have welcomed so many new members the past year and look forward to helping more customers enjoy an active lifestyle in 2014."

“Dalry has long been a much loved part of the community, but we believed there was a strong business case for making some improvements last year.

“The results show how much making the right investment can improve the overall look and feel of a place.

“We take great pride in the new improved centre, delivering excellent customer service and a warm welcome. Our new gym staff have proven a real boon – they are enthusiastic, engaged with customers and have made a massive contribution to the success of the centre.”

Edinburgh Leisure, which manages 30 venues across the city, is constantly evolving its range of membership products to meet customer demand for flexibility and value for money.

Venue specific memberships which have been developed to reflect the product have proven successful across the Edinburgh Leisure portfolio, particularly impacting positively on Dalry, South Queensferry, Kirkliston and the Jack Kane Centre.

Ian Grimwade, Head of New Business Development, said: “We are very proud of our role as an inclusive, welcoming organisation keen to inspire the people of Edinburgh to get active, stay active and achieve more.

“Dalry is an excellent example of how a much-loved historic centre has been made attractive to even more people, boosting activity levels with the people of Dalry and the many commuters and city centre workers who benefit from its facilities.”

Edinburgh Leisure is a not-for-profit business which re-invests any surplus funds directly into providing excellent facilities and services to all customers.

Edinburgh Leisure welcomed more than 4,800,000 visits in 2013,

representing a 9% annual increase, and edging ever closer to its target of 5 million by 2015.