

# Scrutiny Committee Presentation

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## Who Are We ?

### "WE ARE SANDFORD PARKS LIDO"

- We are an outdoor heated swimming resort situated in the centre of Cheltenham
- We are the very best and most significant Lido of its kind in Britain and as such we add great value to Cheltenham in terms of tourism and prestige
- The Lido is owned by Cheltenham Borough Council.
- It is professionally managed by Charitable Trust which is called Sandford Lido Limited.



## The Importance of our History

Sandford Parks Lido Opened in 1935 Financed by a Ministry of Health Loan



It Soon Became a  
Great Visitor  
Attraction Engaging  
Tourism From the  
Midlands and the  
South West

## The Importance of our History

With Cracks In The  
Swimming Pool  
Structure Cheltenham  
Borough Council Had  
to Fight to Keep The  
Lido Open as a  
Valuable Asset For  
Cheltenham



Out of the 420 outdoor swimming pools commissioned in Britain only 108 remain open.

## The Lido's Survival

Sandford Parks Lido is loved by the community and has tremendous public support and this was demonstrated when the public lobbied to ensure its survival in 1995

Cheltenham Borough Council had the foresight to recognise its value so worked with a Dedicated Group Of Volunteers to form a Charitable Trust to secure and Protect Sandford Parks Lido for the future.

## Our Conservation & Strategic Purpose

*"To Safeguard Sandford Parks Lido and its Heritage as a Community Facility Providing a Wide Range of Innovative Events which Engage our Customers"*

With this considered we are the first Lido to have a Professional Conservation Plan Which informs our decisions on a daily basis and helps us to apply for grants successfully. This is a working document which is reviewed annually.

Because of the facilities national significance our conservation is tremendously important; for all structural projects we either refurbish or replicate where ever possible to be true our facilities national heritage.

## Total Facility Investment

**£2,148,353**

## Our Involvement With Our Community

- Providing Free Days Out for 60 schools and good causes.
- We support 6 local charities through fundraising initiatives from our sporting challenges. (These are Linc, Maggie's, Pied Piper, Winston's Wish, Heidi's Herd's and Macmillan)
- We provide work experience for local schools and the National Star Centre.
- We are a water training venue for Gloucestershire Fire and Rescue.
- We are providing pool space for the ARRC Support Battalion Innoworth.
- We provide an outdoor playing space for St Johns school.
- We promote National Heritage culture by giving talks in our local community
- We support the youth development of Cheltenham Swimming and Water Polo Club through donating 40 seasonal memberships for young people.
- We support the regional economy through purchasing products and services from local companies whenever possible.
- We provide group bookings at a reduced rate for organisations such as Cubs, Scouts, Brownies, Guides, schools and other community groups
- We hire the lido to registered charities at a reduced rate enabling them to effectively fundraise for their organisation.
- We provide Community Payback placements for offenders.
- We offer concession entry rates to ensure the facility remains inclusive for all members of our community.

## Our Significant Achievements

- Recognised as a nationally significant heritage facility.
- The best example of a 1930's Parkscape Lido in Britain.
- The only ASA confirmed and Approved 50m outdoor swimming pool in Britain.
- A recognised training facility for the 2012 Olympics and the 2014 Commonwealth Games. In partnership with the University of Gloucestershire and other key stakeholders we hosted the Malawian Olympic Commonwealth Teams.
- The fourth highest visitor attraction in Cheltenham, coming behind The Races, The Festivals and the town centre shopping.
- Our visitor numbers in 2013 broke all previous records at the lido recording over 206,000 visitors
- Recognised as one of the main contributors to making Cheltenham the best place to raise a family in Britain.
- We were listed in an article called "14 times we realised living in Cheltenham was the best" in the Echo newspaper. The 1<sup>st</sup> reason given was having the Cotswold on our doorstep, the 2<sup>nd</sup> reason was the lido.
- In 2010 we received a Cheltenham Civic Award for the refurbishment of the facility
- We have invested £2,148,353 in refurbishment, essential maintenance and improvements all in line with our conservation management plan and maintenance schedule.
- We have raised a total of £469,549 in grant assistance for a variety of projects.
- Surviving and operating continually and now Celebrating our 80th year anniversary.
- Developing Year on Year Membership growth since 1996

## What Is Our Vision For The Future?



"To continue to provide an outstanding self-sustaining lido of the most significant kind in Britain, as a national community asset for the health, fitness and well-being of the population"



## How Do We Achieve Our Vision For The Future?

Our commercial growth will come by continuing to increase our seasonal membership growth by providing excellent standards across the organisation in terms of customer safety, customer's service and improvements to our distinctive facility, such as refurbishing our changing rooms.

Other improvements will be to reduce our energy costs which will support our plan to extend the lido season, we are also currently looking to optimise the facility during the winter months by diversifying our events programme.

- We will also continue to commercially grow our business in line with our strategic objectives through the development of events and activities both locally and nationally. Our aim is to develop and promote high quality events.
- We will continue to Promote Health Fitness and Wellbeing to our community to attract customers
- We have a high media profile locally and an increasing one nationally which we will continue to utilise to further increase our profile and brand.

### **"Our Values & What We Can Achieve Together"**

The values of Sandford Lido Limited are truly **"Not for profit"**, this is an inclusive facility that is here for all to use and enjoy. Our business reputation and popularity has grown tremendously over the last few years both locally and nationally.

We now have a large and significant array of stakeholders who value the lido and referred to it as "their lido" and we are able draw on their voluntary support for our events and activities. We know we have the backing and support of the people of Cheltenham and beyond.

The support we have received from the elected members has allowed this to happen and is key to maintaining our success in the future.

### **"How Can Cheltenham Borough Council Assist The Lido To Secure Its Future As a National Asset"**



To Ensure we don't become one of the lost lidos we need Cheltenham Borough Council to extend our current business lease, retaining all current terms and condition to remove any uncertainty to protect Cheltenham's Jewel.

### **"Having proved our credentials over the past 19 years we would like to secure an extension of the current lease for a minimum of 30 years"**



### **"Lets Work Together To Secure Cheltenham's Nationally Significant Lido"**

