

WARWICK DISTRICT COUNCIL

TO: LEISURE COMMITTEE - 11TH JANUARY 2000

SUBJECT: MARKETING - ROYAL SPA CENTRE

FROM: HEAD OF LEISURE AND AMENITIES

1. PURPOSE OF THE REPORT

1.1 The report will provide background to a short presentation by David Phillips, the Assistant Manager at the Royal Spa Centre, about the marketing initiatives at the Centre.

2. BACKGROUND

2.1 David Phillips joined the Authority in March 1997 from the Spa Pavilion Theatre in Felixstowe. David holds an MBA in which he specialized in marketing.

2.2 Along with Peter Nicholson, David has revolutionized the marketing programme at the Royal Spa Centre since joining us. This has been particularly evident in the promotion of the successful Christmas Pantomime, Cinderella, which David will speak about, and also by using the computerised box office till to get a breakdown of our audience profiles.

2.3 The opportunity will also be taken to introduce Members to the new Marketing Assistant, Gill Lloyd, who joined us in December, and some of the initiatives that are planned for the future.

3. KEY ISSUES

3.1 Marketing the facility can assist with all the Council's key issues, most notably the economic one.

4. ACTION REQUIRED

4.1 Members are asked to receive a short presentation from David Phillips on the subject of marketing at the Royal Spa Centre.

Dale G. Best
HEAD OF LEISURE AND AMENITIES

Background Papers: Nil

Contact Officer: Dale Best
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David Phillips
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Areas in District affected: All

21 Dec 1999
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