

## APPENDIX C - SALES AND MARKETING CAMPAIGN DRIVES

*Table 3: Total number of sales and marketing campaign dives with overview, reach and attendance figures at Northbrook Pool since April 2021*

Campaign Name	Date	Overview	Campaign Assets	Social media/App reach	Attendance
Schools Out, Summers In	28 <sup>th</sup> July-28 <sup>th</sup> August 2022	Reduced rate junior swims throughout the summer holidays	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	10,077	58
Fun Splash Session Trial	27 <sup>th</sup> – 31 <sup>st</sup> March 2023	Trialling new general fun splash swim sessions. Standard price for all ages	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	10610	21
Fun Splash Sessions	31 <sup>st</sup> May-2 <sup>nd</sup> June 2023	General swim sessions during May half term with floats provided. Standard price for all ages	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	11651	25
Summer Splash Sessions	31 <sup>st</sup> July – 1 <sup>st</sup> September 2023	General swim sessions during the summer holidays with floats provided. Standard prices for all ages	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	15332	134
Sid's Summer Swim Challenge	7 <sup>th</sup> August – 3 <sup>rd</sup> September 2023	Stamp card challenging them to come in for 6 swims to win a free goodie bag. Standard price for all ages.	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	7874	87
Halloween Sid Appearance	23 <sup>rd</sup> – 29 <sup>th</sup> October	October Half Term - appearance from Sid the Dog Standard price for all ages.	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	535	91
Festive Family Swim Sessions	27 <sup>th</sup> -29 <sup>th</sup> December 2023	General swim sessions with appearances from Sid the Dog. Free gift for every junior swimmer. Standard price for all ages.	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	6794	48
Half Term Swim Club	12 <sup>th</sup> -18 <sup>th</sup> February 2024	Stamp card initiative for juniors to complete for a certificate. Sid the Dog appearances.	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	12208	31

		Standard price for all ages.			
Sid's Easter Swim Club	29 <sup>th</sup> March – 14 <sup>th</sup> April 2024	Stamp card/certificate and activity sheet and easter egg trail. Standard price for all ages.	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	7949	45
May Half Term Swim Club	27 <sup>th</sup> May- 2 <sup>nd</sup> June 2024	Stamp cards, certificate and activity sheet. Standard price for all ages	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	6709	33
Sid's Summer Splash Club	7 <sup>th</sup> August – 1 <sup>st</sup> September 2024	Stamp cards, certificate and activity sheet. Standard price for all ages	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	5011	61
Sid's Spooky Halloween Hunt	28 <sup>th</sup> October – 3 <sup>rd</sup> November 2024	Halloween-themed activity sheet and pumpkin trail around the centre. Standard price for all ages.	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	2607	14
Sid's Christmas Swim Club	21 <sup>st</sup> December – 5 <sup>th</sup> January 2024	Christmas-themed activity sheet and bauble trail around the centre. Standard price for all ages.	Social Media (Facebook/Instagram) Exeter Leisure App Exeter Leisure Website Posters/leaflets	2783	13