

## DUAL USE AT LANCASTER UNIVERSITY

Since opening its first sports facilities in 1967 Lancaster University, through its Director of Physical Education, has actively encouraged use by members of the public - in particular of its fine Indoor Recreation Centre which was built in two phases: in 1967 a 120' x 60' sports hall, 2 squash courts, table tennis area, external climbing wall; in 1971 a minor hall (43' x 37'), weight room, 2 squash courts, sauna bath. The centre was built with private money at a cost of £148,000, an additional grant for professional fees and equipment being given by the University Grants Committee.

For a few weeks in the year, and especially during the Christmas and Easter vacations and in September, the centre is run similarly to many local authority centres and the facilities are used more by the public than by members of the University. No priority is given to University students during vacations for local clubs and organisations are invited to book the facilities up to nine months in advance. Individuals may book up to six days ahead for any activity. The hourly charges for groups are very reasonable, for example £1.50 for the sports hall, £1.00 for the small halls. Individual users pay 25p per session for each activity including squash and sauna. For schoolchildren the charge is 15p, including where appropriate, equipment such as rackets and balls.

Advertising of the facilities is by displays in shops, local press and by letter - approximately 750 being sent out each year to various types of organisations including banks, youth clubs, factories, sports clubs, and various individuals. Prior to each vacation all secondary schools in the area are circulated and the Headteacher is asked to make known to pupils the fact that the University's recreational facilities are available for use on an individual or group basis.

The general picture of activity during vacations is best described by means of the following table which shows the extent of use of the sports hall and squash courts during two recent vacations.

	CHRISTMAS 1971/2	EASTER 1972
<u>S P O R T S   H A L L</u>		
Total number of hours open for booking	304	302
* Hours hall was in use	258 (85%)*1	281 (93%)
Hours not in use	46 (15%)	21 (7%)
Hours of use by public	152 (50%)	157 (52%)
Hours of use by University members	106 (35%)	124 (41%)
<u>S Q U A S H   C O U R T S</u>		
% of capacity use of the courts	71%	80%
% of bookings by University members	67%	73%
	(1,762 persons)	(2,149 persons)
% of bookings by members of public	33%	27%
	(873 persons)	(806 persons)

\* The whole of the hall was not necessarily occupied during those hours when the hall was in use.

\*1 Figures in brackets - as % of total time available.

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and from 10.30 a.m. to 8.00 p.m. on Sundays.

The centre obviously fulfils a regional as well as a local need, for recent data shows that almost 20% of attendances by the public are by people travelling from over 10 miles away.

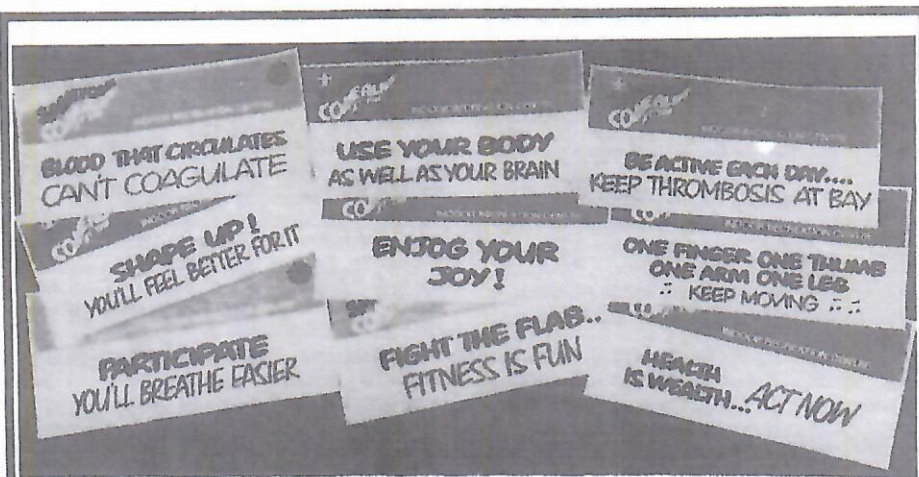
During term time local schools have free use of the facilities on five mornings a week, an average of 85 locals use the squash courts each week (which are used to 95% of capacity during term) and other regular bookings include visits by deprived children under student supervision, participation by local people in some student sports clubs, and activities such as the Green Shield Stamp tennis coaching scheme for youngsters. An effort is made to attract class events such as representative matches and county championships, which together with frequent coaching courses and occasional spectator events give members of the University and the public an opportunity to become involved at various levels.

For the past five years positive steps have been taken by the University to foster links with the community in general and a conscious effort is being made to draw town and gown closer together. Such links are being extended during 1972-3 in the following ways.

- (a) For the first time local authority organised adult education recreational classes are to be held in the Indoor Recreation Centre.
- (b) Two additional squash courts are now under construction financed by borrowed money, repayment to be made using the fees obtained from the public who will have exclusive use of the courts from 5.00 p.m. onwards each day, with unlimited use at weekends.
- (c) Organisation of a public open day whereby members of the locality will be invited to attend the centre with their children on a 'come-and-try-it' basis. Experienced coaches will encourage, demonstrate, and coach and the follow-up will include invitations to people to attend the centre during the vacations.
- (d) Weekend and holiday courses in various activities for local children.

J. MEDHURST

1972



## LANCASTER COMES ALIVE

MANY more people are "Coming Alive" at Lancaster University since the launching of a recent publicity campaign. Simple yet attractive mini posters utilising the "Come Alive" theme and carrying a snappy activity message have proved to be an effective yet relatively inexpensive promotional aid in attracting droves of hitherto uncommitted men and women to the pleasures of rhythmic activity. The demand for the well accepted "growth activities" such as badminton (5 courts) and squash (9 courts) has been insatiable for many years at Lancaster but the recent campaign is attracting hordes of students (and especially women) for such activities as jogging, roller skating, popmobility, women's

keep-fit and musical fitness training. Attendances of up to 200 per session are now the norm in a one-court sports hall. Lancaster University has a long history of fostering community use of its sports facilities and a mobile display utilising the mini posters has been mounted as a contribution to a local "Spotlight on Sport" aimed at attracting school leavers to the University's Sports Centre. Recreation Officers and Sports Centre Managers might be interested in copies of the posters or in devising similar slogans. Local sponsorship could well be used to pay for the posters. Joe Medhurst, Director of Physical Education at Lancaster University, will gladly supply samples and provide further details.