

# LEISURE CENTRES DATA SHEET



**QUANTITY:** 2172



**TELEPHONE NO:** 2172 (100%)



**EMAILS:**

Total unique: 1688

(Personal: 1148, Generic: 540)

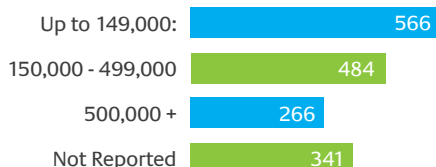


## DESCRIPTION & TARGET AUDIENCE:

Our definition is that a leisure centre must offer a sports hall and be open to the community. There are over 2000 in the UK with annual admissions ranging from 50,000 to 3 million plus and yes, you are able to select by number of admissions as well as facilities (i.e. wet), ownership and different decision makers. Partly due to their size but also their age, the leisure centre market offers huge commercial opportunities for a myriad of suppliers covering catering & vending, flooring, admission control, lockers, cubicles and showers, fitness, seating, lighting, water filtration etc. Why not try mail plus email for maximum impact?

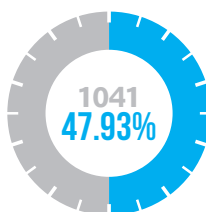
JOB CAT	MAILING QTY	EMAILS			TEL NO'S
		GENERIC	PERSONAL	TOTAL	TOTAL
Manager:	2061	463	1075	1538	1502
Fitness Manager:	285	121	75	196	243

## DATA ANALYSIS BY ANNUAL ADMISSIONS:

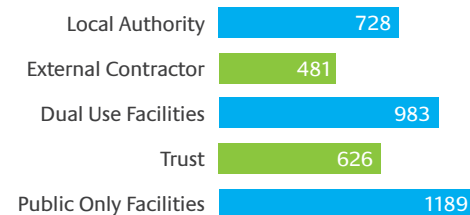


## FACILITY TYPES:

### Wet Facilities:



## MANAGED BY:



## FORMAT:

Data is usually supplied via email as an Excel file but it can also be supplied in hard copy or on labels either for one time use or on a 6 or 12 month lease when the data can be used as many times as you wish within the lease term.



## GUARANTEE:

Data from Leisure Lists is very accurate and can be extensively profiled for better targeting and response.

However, any inaccuracy in our mailing or telephone data with details returned within six weeks of supply will receive a £1 refund per record. For email data, any hard bounces will be re-verified free of charge for the duration of your term.



## NEXT ACTION:

Just visit our website or contact us via email [info@leisurelists.co.uk](mailto:info@leisurelists.co.uk) for advice on maximising sales leads from your next campaign.



**LeisureLists**  
from John Turner Leisure Marketing Ltd

## FOR FURTHER INFORMATION, PLEASE CONTACT:

**Leisure Lists**, Brook House, The Paddocks, Cheveley, CB8 9EU  
**E** [info@leisurelists.co.uk](mailto:info@leisurelists.co.uk) **T** 01638 731974 **W** [www.leisurelists.co.uk](http://www.leisurelists.co.uk)



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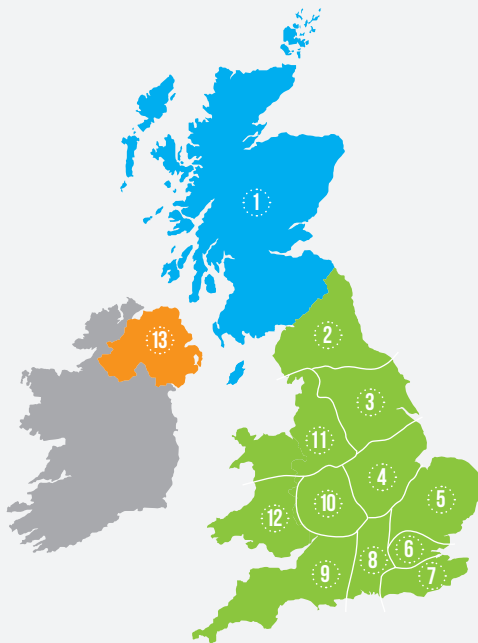
## SAMPLE RECORD

**Contact:** Mr Steven Wiliams  
**Job Title:** General Manager  
**Facility:** Keynsham Leisure Centre  
**Address:** Temple Street  
Keynsham  
**Town:** Bristol  
**PostCode:** BS31 1HE

**Telephone Number:** 01225 439680  
**Email Address:** steven.williams@gll.org  
**Admissions (000's):** 300  
**Group:** Better

### REGIONAL/FACILITY COUNTS:

	1	2	3	4	5	6	7	8	9	10	11	12	13
Totals:	246	143	125	157	203	180	174	154	216	171	242	98	61
Wet Facilities:	100	55	72	89	97	70	74	77	109	82	123	59	33
Trust:	134	37	34	20	60	44	64	28	70	44	75	14	1



## AREA MAP

- Scotland: Borders, Central, Dumfries & Galloway, Fife, Grampian, Highland, Lothian, Orkney, Shetland, Strathclyde, Tayside, Western Isles
- North: Northumberland, Cumbria, Durham, Cleveland, Tyne & Wear
- Yorkshire & Humberside: West Yorks, South Yorks, North Yorks, Humberside
- East Midlands: Lincs, Leics, Derbyshire, Northants, Notts
- Eastern: Norfolk, Suffolk, Essex, Cambs, Beds, Herts
- Greater London: London, Middlesex
- South East: Surrey, Kent, West Sussex, East Sussex
- Southern: Hampshire, Berks, Bucks, Oxfordshire
- South Western: Gloucestershire, Dorset, Wilts, Avon, Somerset, Devon, Cornwall
- West Midlands: West Midlands, Staffs, Shropshire, Warwickshire, Hereford & Worcs
- North West & North Wales: Lancashire, Cheshire, Merseyside, Gwynedd, Clwyd
- South Wales: Powys, Gwent, South Glamorgan, Mid Glamorgan, West Glamorgan, Dyfed
- Northern Ireland: Antrim, Armagh, Down, Fermanagh, Londonderry, Tyrone