A newly opened, municipally owned sports centre in a small town is unsure about the kind of sports activities that would attract young adults (aged 18-28) to its facilities. The town has previously had rather inferior and out-dated facilities offering a swimming pool (together with a shallow teaching pool) and a rather basic gymnasium. There were no catering facilities other than temperamental vending machines and the changing rooms were rather ‘grim’. As a result of these poor facilities, many local residents had migrated to either private facilities or to municipal facilities in nearby towns.

The newly opened centre offers an Olympic size swimming pool, start of the art gymnasium, a studio suited for dance, marshal arts or similar group activities, a café with covers for between 30 and 50 visitors and ample parking. It is situated just off the town centre within walking distance of the shops, bus and railway station.

The cultural and ethnic mix in the town is very diverse, and there is also a University, which attracts a large number of international students from over 50 countries. The centre management team are mindful that they must develop an offer that is also attractive to all these segments/ markets.