



LeisureWorld Community Engagement and Public Relations (PR) Policy

At LeisureWorld, our policy to interact with our local community and surrounding areas is vital. We are committed to fostering strong community relationships and promoting health and fitness among all age groups. Our initiatives are designed to make fitness accessible, engaging, and supportive for everyone in our community.

Community Engagement Initiatives

Partnerships with Local Groups

- We have established partnerships with groups, such as Down Syndrome Cork & Headway, offering them discounted rates to encourage participation.
- We are continually engaging with new groups to expand our outreach and support the local community.
- We partner with the HSE on numerous programmes, such as the Functional Zone (NPTP), MoveWell and more.

Youth Engagement

- Recognising the importance of youth in the fitness sector, we offer special rates to teens.
- Teens receive a comprehensive safety gym assessment and a personalised program from one of our qualified instructors, ensuring they are educated on the proper use of gym equipment.

Swimming Programs

- We offer swimming lessons for both children and adults in the community, regardless of membership status.
- We work with Swim Ireland to organise the "Swim a for a Mile" challenge which has supported local charities.
- We partnered with Cork Sports Partnership to launch Swimming Women, a programme specifically for midlife females to support them through life's milestones.

Programs for the Older Adults

- We run a weekly Aquafit Class for the active Older adult community.
- We run fitness classes for older adults to help increase their overall fitness and wellbeing, such as MoveWell.

Community Events and Support

- We hold an annual event for National Fitness Day, open to the public, to promote health and fitness.
- LeisureWorld supports local functions by offering spot prizes of gym memberships & Family Swims.
- We sponsor the local basketball club, Neptune Basketball Team.

Review

This policy will be reviewed annually to ensure it remains relevant and effective in achieving its objectives. Updates will be made as necessary to adapt to changing community needs and organisational goals.

By adhering to this Community Engagement and Public Relations Policy, LeisureWorld aims to foster a supportive and vibrant community, enhance its reputation, and ensure transparent and effective communication with all stakeholders.