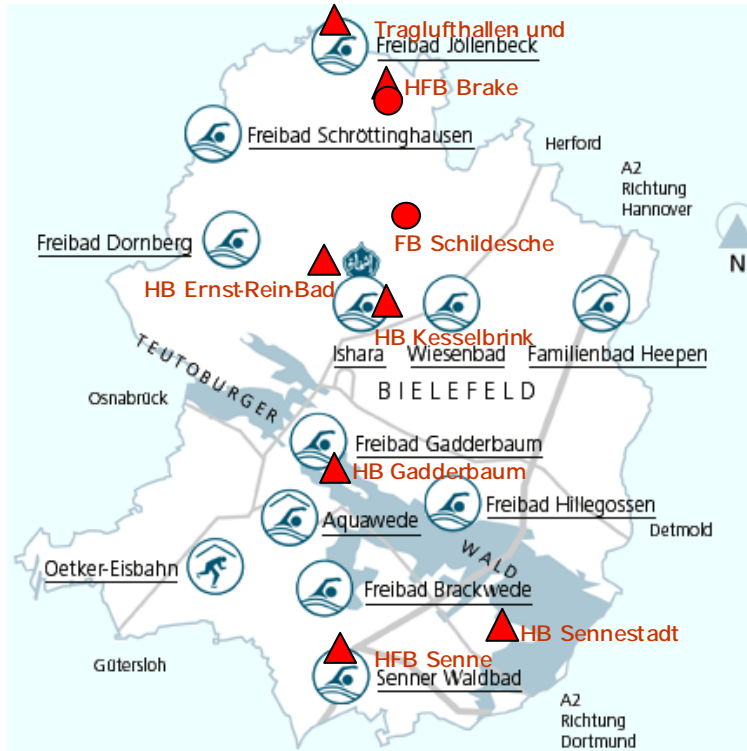


**PUBLIC SWIMMING POOL CONCEPT,  
 CITY OF BIELEFELD**



Source: www.bbf-online.de and own supplies (Wenzel Consulting Aktiengesellschaft, Hamburg)

Client:

1. City of Bielefeld
2. Bielefelder Gemeinnützige Wohnungsbaugesellschaft mbH
3. Stadtwerke Bielefeld
4. Bielefelder Bäder- und Freizeiteinrichtungen GmbH & Co. Betriebs-KG (BBF)

Year: 1991 – 2000

Location: Bielefeld (North Rhine-Westphalia), Germany

**Brief Description:**

The city of Bielefeld hired Wenzel Consulting to increase the attractiveness of its 19 public and four school swimming pools and to improve overall profitability.

Improving overall profitability while carrying out the communal mission to provide services is an essential task of the public sector. To reach this goal, a complex analysis procedure developed by Wenzel Consulting was used for the first time to

determine the quantitative and qualitative demand among school and club swimmers. Simulations portray the effects of swimming pool changes and closings on the supply situation for this group of patrons.

After the pool concept had received almost complete political approval, the transfer of the pools to the trusteeship of the BBF was preceded by a structural and technical assessment of the inventory of selected pools, including proposals for implementing measures to make them more attractive.

In a further processing phase Wenzel Consulting developed the concept and the experience strategy for the recreational waterpark "Ishara", which was opened in September 2000. Additional information can be found in our separate reference or at [www.ishara.de](http://www.ishara.de).

The implementation of the structural reform of the public pool concept is nearly finished and the prognosticated characteristic numbers are reached.

#### Tasks:

- All pools in the city of Bielefeld
  - Analysis of strengths and weaknesses
  - Market and Demand Analysis
  - Checking supply capacities
  - Market Research
  - Potential Analysis
  - Strategic Handling Concept
  - Offer Concept Development
  
- Selected pools
  - Structural and technical Inventory Analysis
  - Location Analysis
  - Development of a Positioning Strategy
  
- Recreational waterpark "Ishara"
  - Development of the Concept
  - Calculation of the Economy
  - Realization Consulting