

SWIMMING POOL CONCEPT CITY OF MANNHEIM



Source: Public Swimming Pool Neckarau, Mannheim

Client: City of Mannheim Fachbereich Sport & Freizeit

Year: 2000 – 2003

Location: Mannheim (Baden-Wuerttemberg), Germany

Brief Description:

Wenzel Consulting was hired to increase the attractiveness of its nine public indoor and outdoor 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 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 presentation of the pool concept a decision by consensus with all political representatives was discussed during a workshop in order to start implementation as soon as possible.

In a further processing phase, since the beginning of 2002, Wenzel Consulting developed the concepts and the experience strategies for two selected pools. This should be the first steps to implement the public swimming pool concept.

Tasks:

- All pools in the city of Mannheim
 - Analysis of Strengths and Weaknesses
 - Market and Demand Analysis
 - Checking Supply Capacities
 - Market Research
 - Potential Analysis
 - Strategic Acting Concept
 - Development of an Offer Concept
- Selected pools
 - Structural and technical Inventory Analysis
 - Concept Development and Positioning Strategy
 - Economic Feasibility Analyses