

Press Release

The Pelican Centre launches rebrand ahead of 10th anniversary

Tyldesley community leisure and fitness facility the Pelican Centre has celebrated the launch of its rebrand ahead of the Centre's 10th anniversary in 2022.

Undertaken during lockdown in partnership with Leigh-based marketing and creative agency CRE8, the rebrand breathes new life into the independent Centre's visual appearance with a refreshed logo and brand messages which appeal to the Pelican Centre's broad local audience of schools, children, older residents, sports clubs – and everyone in between!

The Pelican Centre's story

Formerly Tyldesley Baths, the Centre was rescued by community members and opened in 2012. Operated by a small team of permanent staff, volunteers and trustees, the not-for-profit Centre offers clean, high-quality swimming, gym and class facilities, volunteering opportunities, community spaces and charitable support to those who need it.

The Centre takes part in numerous local initiatives, including 'Active Together', a partnership with Leigh group Everything Human Rights which supports those who may feel isolated, the BAME community, those new to the area and low-income households with affordable fitness activities.

The rebrand launch

The Centre's new logo and brand was unveiled on Monday 5th July by Margaret Partington and Sylvia Robinson, two long-standing members of the Pelican Centre, together with members of the Pelican Centre staff team and board of trustees.

The rebrand communicates the Pelican Centre's values. A modern logo is accompanied by a new strapline 'Feel Good Fitness', and a mission statement which tells the Centre's story:

"To help our local community to feel good mentally, physically & socially through fitness, friendship & charitable support."

The Pelican Centre's Business Manager Natalia Stothard:

"The Pelican Centre is proud to be the largest independent fitness centre in the Borough. Entirely self-funded, our charitable trust serves people of all ages in Tyldesley, Atherton, Astley and the wider community who are looking for affordable, accessible and friendly leisure and fitness facilities. As we look ahead to our 10th anniversary, we're aiming to build on our strong roots in the community with this new brand which clearly communicates our values, and that members, schools and local people can be really proud of."

Those interested in Pelican Centre membership can visit www.pelicantylsdesley.co.uk

The Pelican Centre is a community-led leisure facility. The registered charity, run by volunteers and a small team of staff, offers swimming sessions, lessons, a fully-equipped gym and classes, and room hire for local groups and private parties. The Centre uses memberships to support the community with activities such as free swimming lessons, room hire, and facilities and toiletries for the homeless.

www.pelicantylsdesley.co.uk

Issued by CRE8 on behalf of The Pelican Centre. Contact victoria.gregson@thinkcre8.co.uk