

ARTHUR HILL POOL - SAVE OUR SWIMMING (S.O.S.)

MEDIA RELEASE

FOR IMMEDIATE RELEASE: 9 January 2017

NEW YEAR PLANS FOR ARTHUR HILL CAMPAIGN

Another Community Meeting is to be held in east Reading in the next few weeks, to endorse the business plan for the continuing 'Arthur Hill – Save our Swimming (S.O.S.)' campaign.

The meeting will be open to all residents in the community as well as users of the Arthur Hill Pool and Gym. It follows successful Community Meetings held in October and November 2016, and will continue the aim of keeping this valued amenity open until it is replaced by the alternative swimming facilities which the Council have undertaken to provide at Palmer Park.

Campaign organisers met on 4th January to set up the Community Meeting and review some significant recent achievements. Chief of these was the 'crowdfunding' appeal set up early in December looking to raise £10,000 by the end of that month. Thanks to an incredibly prompt and generous public response, the amount donated eventually totalled 107 per cent of the target, bringing in £10,727 for the campaign 'fighting fund' which will cover some of the initial costs of essential repair work on the pool. Other income in December came from supporters in a 'Fun Run' and in an entertaining facebook photo and video competition on the theme of 'Dry Land Swimming'.

The most important step forward before Christmas was the formalisation of the campaign, registering it as the 'Arthur Hill Save Our Swimming Community Interest Company'. Speaking for the campaign founders, Peter Burt said "This company gives us the status of a legal platform for future initiatives to restore the 'Arthur Hill' facility to the people of Reading, to whom it was given by the Hill family back in 1911 for their benefit and enjoyment." The Community Interest Company will be operative in the New Year as the launch pad for further campaign action.

END OF RELEASE

For more information please contact:

Philip Vaughan: 0118 9662207

Peter Burt: 0118 958 8281 or 07790 409339

Visit our website at arthur-hill.org.uk or find us on Facebook page at [Facebook.com/SaveArthurHill](https://www.facebook.com/SaveArthurHill)