

REPORT TO: Leisure & Arts Services Committee - 16 September 2002

REPORT ON: Leisure Membership & Loyalty Schemes

REPORT BY: Director of Leisure & Arts

REPORT NO: 674-2002

1. Purpose of Report

1.1 To seek Committee Approval for the Leisure Membership and Loyalty Schemes identified in this Report for operation within the Leisure & Arts Department facilities.

1.2 To remit officers to monitor and further develop the implementation of the schemes in the future.

2. Recommendations

It is recommended that the Committee:

2.1 Approve the introduction of the Membership and Loyalty Schemes identified in this Report.

3. Financial Implications

3.1 The introduction of Membership Schemes will increase the certainty relating to some sources of income as well as increasing the usage of leisure facilities within the Leisure and Arts Department. Over time it is anticipated these new schemes will also increase revenue income.

3.2 The cost of the introduction of these schemes will be contained within the Leisure and Arts Revenue Budget 2002/03.

4. Local Agenda 21 Implications

The introduction of Membership and Loyalty Schemes will ensure that "opportunities for Culture, Leisure & Recreation are readily available to all

5. Equal Opportunities Implications

5.1 The development of Membership & Loyalty Schemes will assist in promoting access to Leisure facilities to all members of the public.

6. Main Text

6.1 Reference is made to the Report 186-2000 relating to the introduction of Leisure Membership and Loyalty Schemes and Report 218-2002 relating to the introduction of a new Leisure Management System within the Leisure & Arts Department.

6.2 A number of Membership Schemes are already operating within the Leisure & Arts Department, including Golf Memberships and the Abertay Corporate Scheme. The introduction of these schemes have been successful and have increased the income of the Department, increased the certainty relating to future revenue streams as well as increasing the overall usage numbers for departmental facilities.

- 6.3 A replacement Leisure Management System (MRM plus 2) is currently being implemented and is due to go live during October 2002. The introduction of this system allows an opportunity for the development of Membership Schemes and Loyalty Schemes to consolidate existing schemes. The MRM plus 2 System will allow the compilation of market intelligence which will inform future marketing strategies for departmental facilities in the future.
- 6.4 A Corporate Smart Card is currently being developed. It is intended that the Leisure Application will be available on the Corporate Smart Card from April 2003, including Membership Schemes.
- 6.5 Attached is Appendix A which identifies the proposed Memberships Scheme for access to Leisure Facilities throughout Dundee. The Scheme provides unlimited access to all Council Leisure Facilities on the following basis.
- a) **GOLD** Unlimited access to Fitness Suites, Pools, Health Suites and other facilities in Leisure Centres.
 - b) **SILVER** Unlimited use of Fitness Suites, Pools, Health Suites and other facilities in Leisure Centres, on an off peak basis.
 - c) **BRONZE** Unlimited use of Fitness Suites, Pools, Health Suites and other facilities in Leisure Centres, for Senior Citizens on an off peak basis.
- 6.6 Off Peak is defined as opening until 4.00 p.m. Monday to Friday. The implementation of the memberships scheme will require a review of existing pricing policies for some departmental services.
- 6.7 The Membership can be taken out for a monthly charge of £23 for a single person or £38 as a couple, with a reduced rate for Off-Peak and Senior Citizen memberships (see Appendix A). Children can be included for an additional charge of £10 for each child, including access to Swimming Classes. Payments can be made on phased basis throughout the year by Direct Debit as well in one cash payment.
- 6.8 An enhanced membership will provide access to all Leisure Facilities, as above, including access to Adult Fitness Classes on a discounted basis. Classes provided by the Sports Development Team, including Special Promotions and Holiday Activities, will not be included.
- 6.10 The current Leisure Concession Scheme operating in relation to pay and play customers only shall continue in operation and will have no affect on the operation of Membership Schemes.
- 6.11 It is anticipated these Membership Schemes will be launched in January 2003. The implementation of this scheme takes cognisance of the requirements of the development of the Corporate Smart Card. Identification of members will be confirmed by a photograph held on the system.
- 6.12 As well as allowing for the introduction of Membership Schemes, the implementation of the MRM Plus 2 system allows for the development of loyalty based schemes which are open to all paying customers. These will be operated on a points basis and will initially offer a discount of around 10%. This scheme will be available on all individual activities (excluding Golf) supported by the MRM system. Special promotion and Marketing initiatives will be developed to complement existing marketing strategies in the future.
- 6.15 A membership will be developed for the Camperdown Wildlife Centre at a annual charge for an Adult of £12 and for a juvenile of £8, with a family membership available for £32. Further marketing initiatives related to the membership will be planned in the future.

7. **Consultation**

7.1 The Chief Executive, Directors of Information Technology, Finance, Support Services and Corporate Planning, have all been consulted on this report and are in agreement with its contents.

8. **Background Papers**

8.1 Report 218-2002 and Report 540-1996

9. **Signature**

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S Grimmond, Director of Leisure & Arts

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Date

APPENDIX A

GOLD CARD - Standard

Unlimited Access to Fitness Suite, Pools, Health Suite, Sauna's and other facilities in Leisure Centres

Single	£23.00
Couple	£38.00

Additional children can be added at a cost of £10.00 per child to include access to Swimming Classes.

SILVER – Off Peak

Unlimited Access to Fitness Suite, Pools, Health Suite, Sauna's and other facilities in Leisure Centres from Opening to 4.00 pm (Monday to Friday).

Single	£15.00
Couple	£25.00

Additional children can be added at a cost of £10.00 per child to include access to Swimming Classes.

BRONZE – Senior Citizens

As off peak.

Single	£10.00
Couple	£16.00