

DUNDEE CITY COUNCIL

REPORT TO: Leisure and Arts Services Committee – 15 September 2003

REPORT ON: Leisure Membership and Loyalty Schemes

REPORT BY: Director of Leisure and Arts

REPORT NO: 533-2003

1.0 PURPOSE OF REPORT

- 1.1 To seek Committee Approval for the enhancement of the current Leisure Membership and Loyalty Schemes as identified in this Report for operation within the Leisure and Arts Department facilities.
- 1.2 To remit officers to monitor and further develop the implementation of the scheme in the future.

2.0 RECOMMENDATIONS

It is recommended that the Committee:

- 2.1 Approve the introduction of the Student Leisureactive Scheme identified in 6.3 of this Report.
- 2.2 Approve the introduction of a Corporate Leisureactive Scheme as outlined in 6.4 below.

3.0 FINANCIAL IMPLICATIONS

- 3.1 The introduction of these categories 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 Department's 2003/2004 Revenue Budget.

4.0 LOCAL AGENDA 21 IMPLICATIONS

- 4.1 The enhancement to the Membership and Loyalty Schemes will ensure that "opportunities for Culture, Leisure & Recreation are readily available to all.

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

- 5.1 The enhancement of Membership and Loyalty based schemes will assist in promoting access to Leisure facilities to all members of the public.

6.0 MAIN TEXT

- 6.1 Reference is made to the Reports 186-2000 and 674-2002 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 and Arts Department.

- 6.2 A number of Membership Schemes are already operated within the Leisure facilities within the Leisure and Arts Department. These include Golf Membership and the Leisureactive Scheme. The introduction of these schemes have been successful and 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 It is proposed to introduce a student category to the Leisureactive Membership Scheme at a cost of £16 per month. This will allow unlimited access to Fitness Suites and Pools and will allow access to Health Suites at Concession Rates Monday - Sunday.
- 6.4 There has also been interest from a number of local Companies for Corporate Membership Schemes. It is now proposed to introduce such schemes using the Leisureactive membership package as the core product. The Corporate Leisureactive Schemes would operate on the basis of between 5% and 20% discount depending on scale and extent of Corporate Members. It is recommended that the Director of Leisure and Arts is remitted to develop, promote and enter into Corporate Leisureactive Schemes with interested local Companies on this basis. It is also proposed that a similar Corporate Leisureactive Scheme is offered to City Council employees.

7.0 CONSULTATION

- 7.1 The Chief Executive, Depute Chief Executive (Finance), Depute Chief Executive (Support Services), Assistant Chief Executive (Community Planning) and Head of Information Technology have all been consulted on this report and are in agreement with it's contents.

8.0 BACKGROUND PAPERS

- 8.1 Report 540-1996
Report 186-2000
Report 218-2002
Report 674-2002

STEVE GRIMMOND
DIRECTOR OF LEISURE and ARTS
18 JULY 2003