

ROCHFORD RESIDENTS/LEISURE CARD

1 SUMMARY

- 1.1 The purpose of this report is to provide Members with details of the aspects that are to be investigated in researching the possibility of implementing a Rochford Leisure Card and to seek Members' views on any other aspects they wish to be taken into consideration.

2 INTRODUCTION

- 2.1 At the meeting of Contract Sub Committee held on 5 July 2001 to progress the construction of the new Leisure Contract Specification, the introduction of a Rochford Leisure Card was discussed.
- 2.2 Following advice from the Council's consultants, PMP. Members felt that it was not possible to include exact details of an exact leisure card scheme in the contract specification at this stage. However, the potential should be highlighted in the specification, whilst further research and consideration of the pro's and con's of such a card are evaluated by the Leisure Sub Committee.
- 2.3 If Members then wish a Leisure Card scheme to be introduced, discussions could then take place with the preferred bidder at the final negotiation stage, prior to the commencement of the new contract in April 2002.

3 AREAS OF CONSIDERATION

- 3.1 A number of other local authorities operate a leisure or resident card scheme, including the "Advantage Card" in Southend and the "Bas Card" in Basildon. It would be useful to research these other schemes, in order to find out which parts of the scheme have been most successful and also if there have been any particular problems with its implementation.
- 3.2 Listed below are some of the areas that need to be considered prior to any implementation of such a scheme.
- what are the Council's objectives of introducing such a scheme;
 - who receives the card;
 - is there a charge for the card;

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- what concessions and/or level of discounts are offered with the card;
 - which facilities does the card apply to and do we look to extend its use further than merely leisure facilities;
 - who undertakes the promotion and administration of any future card scheme;
 - obtain the facility operators' views on a leisure card – do they consider it to be a marketing tool or a restriction.
- 3.3 It is envisaged that Officers will undertake this research, including the gathering of specific examples from other local authorities, and present a full report to this committee at its next meeting on 6 November 2001
- 3.4. Members will also have included in this report, a breakdown of the current membership of the sports centres in the district, showing what percentage are residents in the Rochford district and an analysis of where the remainder of the membership lives.

4 PARISH IMPLICATIONS

- 4.1 The introduction of a leisure or residents card would offer its benefits/discounts to people living in all the parishes within the district.

5 RESOURCE IMPLICATIONS

- 5.1 Dependent on the way in which any such scheme is operated, the Council may incur some costs, such as purchase of cards, administrative costs, promotional costs etc. Further details on these costs will be provided in the full report to this committee on 6 November 2001.

6 RECOMMENDATION

- 6.1 It is proposed that the Sub-Committee **RECOMMENDS**

To consider the content of this report, adding any further aspects of introducing the leisure card scheme that Members wish to be considered. (CD(F&ES))

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