
ROCHFORD RESIDENTS / LEISURE CARD (Minute 119/01)

1 SUMMARY

- 1.1 The purpose of this report is to provide Members with proposals for how the possible implementation of a residents / leisure card could be progressed and what benefits it could provide.

2 INTRODUCTION

- 2.1 As part of the current leisure contract process, it was decided that the potential of a Rochford residents / leisure card be investigated outside of the initial tendering process and then discussed with the preferred contractor at the negotiation stage.
- 2.2 An initial report was given to this committee on 11 September (min.119/01), detailing some of the possible issues to consider with such a project to which Members added initial views on what they wished to be considered.

3 BENEFITS AND OPERATIONAL ISSUES

- 3.1 The overall intention of any type of leisure card scheme is to provide benefits to residents of the district, rather than everybody who uses the facilities, regardless of where they live.
- 3.2 The areas covered in this section are for consideration by Members firstly but would then be subject to discussions with the preferred Leisure Contractor, any cost implications that they may have for the Council would be reported back.
- 3.3 The following list details the various proposals that could be discussed further with the Leisure Contractor.
- 3.4 The card would be available to all residents of the district who provide proof of address.
- 3.5 A small charge could be made for the issue of the card in the region of £4 - £5. This would assist the Contractor in covering costs of purchasing cards and promotion of the scheme.
- 3.6 The administration of the project could be undertaken by the Leisure Contractor from Clements Hall Leisure Centre, with outlets for the issue of cards at the main centres. This would appear the most suitable option due to the accessibility for the public and their perception that the leisure card relates to leisure facilities.

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- 3.7 Residents purchasing a leisure card would receive a discount on certain core activities, i.e. badminton, squash, swimming, fitness suite, aerobic classes and centre membership.
- 3.8 The level of discount would need careful consideration in conjunction with the Leisure Contractor, as it should not result in a lower price being paid than if centre membership was taken out. If so, this would then completely negate the value of the membership option and obviously have a significant impact on income generation in this area, which the Contractor would look to the Council to reimburse.
- 3.9 Greater levels of discount at off-peak times could be discussed with the contractor to increase participation levels throughout the week.
- 3.10 The preferred type of card would be one with a swipe facility that can then retain customer information, including usage details that can subsequently be used by the contractor for marketing purposes. This element would obviously have to be compatible with the bookings systems that the contractor operates at each of the site.
- 3.11 Once such a scheme has been established, the card could be promoted to local businesses to see if they wish to “buy into” the scheme. For an annual fee they could offer various discounts on their products and services, which would give the card added value and also assist the contractor in making it a viable project.
- 3.12 It is proposed that the Leisure Contractor is responsible for the operation, promotion and costs of the project and equally, retains the income from the sale of the cards and any business involvement. They will therefore be in the best position to maximise its potential and take advantage of any customer information it can generate, albeit in conjunction with the Council’s Leisure Division, as with other leisure contract matters.
- 3.13 It is envisaged that this project would be an ideal means of increasing participation levels from current non-users of the facilities, or those people who are infrequent users.
- 3.14 Should the scheme be successful, it may be possible after a period of time to negotiate wider usage for other types of Council Services.

4 CONCLUSION

- 4.1. If Members agree to the information detailed in section 3 of this report, it would then be the intention to discuss the project on this basis with the preferred contractor selected via the current tendering process.
- 4.2 Following those discussions, any provisional agreement reached with the contractor, accompanied by any cost that may be incurred by the

Council, would be reported back to this committee for Members approval.

5 RESOURCE IMPLICATIONS

- 5.1 At present the only resource is office time in pursuing this project. Any possible financial resource would not be identified until discussions with the preferred contractor have taken place.

6 RECOMMENDATION

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

That Members note the content of this report and agree to discussions taking place with the preferred contractor on the basis detailed in section 3 of this report. (CD(FES))

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