

**OVERVIEW AND SCRUTINY REVIEW GROUP REPORT – LEISURE CENTRE CONCESSIONARY PRICING SCHEME  
CABINET RESPONSE AND ACTION PLAN**

Review Recommendations	Cabinet Response		Implementation	
	Agreed?	Comments	Responsibility	Timescale
1. <i>Consideration be given to extend concessionary usage of the Lifestyle Suites between 7.30 p.m. and 9.00 p.m.</i>	<u>Yes</u>	Some further work will be required to determine spare capacity at these times by location and report back on what may be possible	Marketing team	June 2007
2. <i>Feasibility of extending the Concessionary Pricing Scheme to clubs and associations based in the Council's Leisure Centres be examined.</i>	<u>Yes</u>	Service level agreements are being refreshed with clubs at present and this issue will be included in these discussions	Leisure centre managers	June 2007
3. <i>Concessionary Prices remain at their current level for 2007/08 and be examined periodically.</i>	<u>Yes</u>	The Cabinet Member was asked to investigate the Leisure pricing strategy for 2007/08 to allow for concessionary pricing to remain at 2006/07 levels and has been able to comply with the scrutiny recommendation	Director	April 2007
4. <i>Communications Plan be monitored on a monthly basis to ensure actions within the plan are delivered.</i>	<u>Yes</u>	Work is incorporated within the department's marketing plan	Marketing team	March 2007

Review Recommendations	Cabinet Response		Implementation	
	Agreed?	Comments	Responsibility	Timescale
<p><b>5. Partnership working with County Durham Primary Care Trust be established to:</b></p> <p>a) <b>Promote the Concessionary Leisure Scheme in GP Practices within the Borough.</b></p> <p>b) <b>Provide Information to Primary Care Health Workers to promote the Concessionary Scheme when discussing the health benefits of exercise with patients.</b></p>	<b><u>Yes</u></b>	The issue will be developed via the healthy lifestyle and strategic working group processes	Youth/ Sport Development team	2007/08
<p><b>6. A Focus Group be established with existing users of the Leisure Centre Concessionary Scheme to provide Leisure Services with a forum for consultation regarding the Leisure Centre Concessionary Pricing Scheme.</b></p>	<b><u>Yes</u></b>	Incorporated within the marketing plan	Marketing team	2007/08
<p><b>7. Leisure Centre Concessionary Pricing Scheme Communication Plan to include bespoke marketing and communications materials relevant to the targeted group.</b></p>	<b><u>Yes</u></b>	Incorporated within the marketing plan	Marketing team	2007/08
<p><b>8. Information and advertisements including case study examples regarding the Leisure Centre concessionary scheme be promoted through the Council's Community Newspaper Inform.</b></p>	<b><u>Yes</u></b>	As above	As above	As above

Review Recommendations	Cabinet Response		Implementation	
	Agreed?	Comments	Responsibility	Timescale
<b>9. All members be transferred on to the B:Active Scheme by September 2007 to create accurate information to assist Performance and Marketing Information.</b>	<b><u>Yes</u></b>		Facility managers	Sept 2007
<b>10. Leisure Services take account of findings from the reports evaluating initiatives in Wales and Scotland when published and identify if any further improvements can be made.</b>	<b><u>Yes</u></b>	Part of the research work within the marketing team	Marketing team	2007/08

This page is intentionally left blank