

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	Mar/team	June 2007
		*Time-Band / Gym Usage analysis completed and reviewed in conjunction with Competition Line. Agreement reached to extend concessionary usage within Lifestyle suites between 7.30pm and 9.00pm from 2 January 2008.		
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
		Clubs approached and concessionary pricing schemes agreed with a majority of clubs (eg. NALC swimming club, South Durham Gymnastics Centre, FLC Taekwando club). Proportion of Sportsca\$h allocation also used to subsidise concessionary pricing within specific sports clubs.		

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3. Concessionary Prices remain at their current level for 2007/08 and be examined periodically.	<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
		Proposal executed. Concessionary prices held at 2006 levels for the entire 2007 budget period.		
4. Communications Plan be monitored on a monthly basis to ensure actions within the plan are delivered.	<u>yes</u>	Work is incorporated within the department's marketing plan	Mar/ Team	March 2007
		Completed.		
5. Partnership working with County Durham Primary Care Trust be established to: a) Promote the Concessionary Leisure Scheme in GP Practices within the Borough. b) Provide Information to Primary Care Health Workers to promote the Concessionary Scheme when discussing the health benefits of exercise with patients.	<u>yes</u>	The issue will be developed via the healthy lifestyle and strategic working group processes	Youth/Sport development team	2007/08
		a) On-going as part of the "Fit for Life" programme. b) As part of the "Social Prescribing" initiative, a website-based menu of activities will be made available to GP practices during 2008 which will include concessionary access for those who qualify.		

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6. <i>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.</i>	<u>yes</u>	Incorporated within the marketing plan	Mar/team	2007/08
		Focus Group not established. Base campaigns have already tripled the number of concessionary users registered within Torex from 1,557 in 2006 to 4,693 as of October '07.		
7. <i>Leisure Centre Concessionary Pricing Scheme Communication Plan to include bespoke marketing and communications materials relevant to the targeted group.</i>	<u>yes</u>	Incorporated within the marketing plan	Mar/team	2007/08
		Completed.		
8. <i>Information and advertisements including case study examples regarding the Leisure Centre concessionary scheme be promoted through the Council's Community Newspaper Inform.</i>	<u>yes</u>	As above	As above	As above
		On-going. Examples include free swimming promotions for selected S.O.A.s and the "Zest for Life" campaign launched in September '07.		

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9. <i>All members be transferred on to the B:Active Scheme by September 2007 to create accurate information to assist Performance and Marketing Information.</i>	<u>yes</u>	Dependant on installation of turnstiles within all S.B.C. leisure centres during 2007.	Facility managers	Sept 2007
		Process 75% complete as of October 2007. Additional capital spend required during 2008 to capture accurate usage data from out-lying venues (eg. non-leisure centre holiday activities, coaching programmes, Locomotion events and arts programmes) by using hand-held data capture hardware.		
10. <i>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.</i>	<u>yes</u>	Part of the research work within the marketing team	Mar/team	2007/08
		Contact established with Senior Policy Development Manager within Welsh Assembly. Final evaluation report on free swimming campaigns in Wales to be made available to S.B.C. on publication in January '08.		

*Dark blue text in "Comments" boxes represents position reported by Leisure Services Department as of October 2007. Contact Paul Gray (Marketing Manager) on ext. 4512 for further information.