



## RECORD OF DELEGATED OFFICER DECISION

Key Decision



**SUBJECT: LEISURE FOR LIFE MEMBERSHIP**

### **PURPOSE OF REPORT:**

This report provides details of the proposal to freeze Leisure for Life prices at their current level for a further twelve month period starting from 1<sup>st</sup> January 2017

In accordance with the Council's Scheme of Delegation, this report has been prepared to accompany the intended officer decision of the Group Director for Community and Children's Services as described below.

### **DELEGATED DECISION:**

#### **AGREED:**

That current Fees and Charging arrangements for Leisure for Life Membership remain at their current level

That the charging arrangements for 2017 be communicated to Leisure for Life Members

**Chief Officer Signature**

A. SINGH

**Print Name**

5/12/16

**Date**

The decision is taken in accordance with Section 15 of the Local Government Act, 2000 (Executive Functions) and in the terms set out in Section 5 of Part 3 of the Council's Constitution

**CONSULTATION**

A. Crumney

5/12/16

**CONSULTEE CABINET MEMBER SIGNATURE**

**DATE**

**CONSULTEE OFFICER SIGNATURE**

**DATE**

**CALL IN PROCEDURE RULES.**

**IS THE DECISION DEEMED URGENT AND NOT SUBJECT TO CALL-IN BY THE OVERVIEW AND SCRUTINY COMMITTEE:**

**NO** ✓

*Reason for urgency:* .....

*If deemed urgent* - signature of Mayor or Deputy Mayor or Head of Paid Service confirming agreement that the proposed decision is reasonable in all the circumstances for it being treated as a matter of urgency, in accordance with the overview and scrutiny procedure rule 17.2:

.....  
**(Mayor)**

.....  
**(Dated)**

**NB - If this is a reconsidered decision then the decision Cannot be Called In and the decision will take effect from the date the decision is signed.**

FOR CABINET OFFICE USE ONLY

**PUBLICATION & IMPLEMENTATION DATES**

**PUBLICATION**

Publication on the Councils Website:- 5th December 2016

DATE

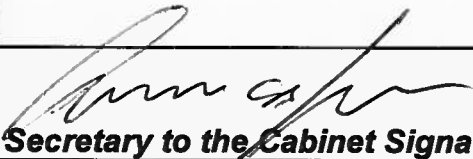
**IMPLEMENTATION OF THE DECISION**

**Note:** This decision will not come into force and may not be implemented until the expiry of 5 clear working days after its publication to enable it to be the subject to the Call-In Procedure in Rule 17.1 of the Overview and Scrutiny Procedure Rules.

Subject to Call In the implementation date will be \_\_\_\_\_

13/12/16

DATE



Secretary to the Cabinet Signature

CHRISTIAN S HANDGAN

Print Name

5/12/16

Date

**Further Information**

<b>Directorate:</b>	<b>Community and Children's Services</b>
<b>Contact Name:</b>	<b>Dave Batten</b>
<b>Designation:</b>	<b>Head of Leisure, Parks and Countryside</b>
<b>Tel.No.</b>	<b>Tel. No. 01443 562202</b>

## **DELEGATED DECISION REPORT**

### **RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL**

#### **REPORT TO ACCOMPANY A DECISION OF THE GROUP DIRECTOR, COMMUNITY & CHILDREN'S SERVICES**

**30<sup>TH</sup> NOVEMBER 2016**

#### **LEISURE FOR LIFE MEMBERSHIP**

**AUTHOR: Mr. Dave Batten, Head of Leisure, Parks and Countryside  
Tel. No. 01443 562202**

#### **1. PURPOSE OF THE REPORT**

- 1.1 This report provides details of the proposal to freeze Leisure for Life prices at their current level for a further twelve month period starting from 1<sup>st</sup> January 2017
- 1.2 In accordance with the Council's Scheme of Delegation, this report has been prepared to accompany the intended Officer decision of the Group Director, Community and Children's Services

#### **2. RECOMMENDATIONS**

- 2.1 Current Fees and Charging arrangements for Leisure for Life Membership remain at their current level
- 2.2 That the charging arrangements for 2017 be communicated to Leisure for Life Members

#### **3. REASONS FOR RECOMMENDATIONS**

- 3.1 The significant increase in Leisure for Life Membership is supporting the Council's approach in delivering its Leisure Strategy and in improving the wellbeing of the Community investing in Leisure Services.
- 3.2 To ensure the Council continues to increase the number of customers signing up to Leisure for Life Membership.
- 3.3 To ensure appropriate time to communicate this decision to current members and to support the development of New Year marketing activity.

#### **4. BACKGROUND**

- 4.1 In 2012 the Council launched a marketing campaign entitled 'Leisure for Life'; this strap line has been subsequently used in all marketing material and signage. Officers concluded that this had created a level of confusion with the public in terms of what was the "brand". In the light of the service changes agreed in July 2014, it was felt that the Council should discontinue the MoreCard (and its sub-products) and relaunch the membership scheme solely as the 'Leisure for Life' Card.
- 4.2 The new card offered simplified membership options and included only one discount level, a corporate company version, together with a committed and uncommitted membership packages.

#### **5. LEISURE FOR LIFE MEMBERSHIP**

- 5.1 One of the major issues in administering a membership scheme is the level of attrition, that is customer "drop off". In Rhondda Cynon Taf this ran at 45%, prior to the implementation of the new membership scheme with which resulted in an average length of stay per customer of only 5 months.
- 5.2 The implementation of a competitive committed membership has over the last 18 months assisted by increasing the levels of committed members and average length of stay has increased from 5 months to 8 months and the level of committed memberships has risen from 40% to 65%.
- 5.3 The price freeze over the last 2 years has undoubtedly assisted in maintaining and growing the membership base and this coupled with an expansive capital investment programme has made the product very competitive in the market place.
- 5.4 A further freeze will further bolster the value of the products and will assist in securing further increases in memberships in the next financial year.
- 5.5 Cabinet have previously agreed that all other Leisure fees and charges should increase by RPI plus 3% effective from the 1<sup>st</sup> of January. RPI as at October 2016 (as released on the 15<sup>th</sup> November 2016) was 2.0%.

#### **6. EQUALITY & DIVERSITY IMPLICATIONS**

- 6.1 An Equality Impact Assessment is not required for this decision, as it applies to the general population i.e. anyone will have access to the fund.

**7. CONSULTATION**

- 7.1 The Council has no legal duties to consult on this decision, but partner organisations have been consulted and agree to the approach.

**8. FINANCIAL IMPLICATIONS**

- 8.1 There are no financial implications

**9. LEGAL IMPLICATIONS**

There are no legal implications

**10. LINKS TO THE COUNCILS CORPORATE PLAN/OTHER CORPORATE PRIORITIES/SIP**

- 10.1 The approach is a key initiative of this Council and has strong links with Medium Term Service Planning and wider Single Integrated Plan priorities.

**11. CONCLUSION**

- 11.1 The significant increase in Leisure for Life Membership is supporting the Council's approach in delivering its Leisure Strategy and in improving the wellbeing of the Community investing in Leisure Services. The price freeze over the last 2 years has undoubtedly assisted in maintaining and growing the membership base and this coupled with an expansive capital investment programme has made the product very competitive in the market place. A further freeze will assist in securing further increases in memberships in the next financial year.

**LOCAL GOVERNMENT ACT 1972**

**AS AMENDED BY**

**THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985**

**RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL**

**REPORT TO ACCOMPANY A DECISION OF THE GROUP DIRECTOR,  
COMMUNITY AND CHILDREN'S SERVICES**

**30<sup>TH</sup> NOVEMBER 2016**

**LEISURE FOR LIFE MEMBERSHIP**

**Background Papers**

None.

**Officer to contact: Mr. Dave Batten, Head of Leisure, Parks and  
Countryside. Tel. No. 01443 562202**