

Cyngor Sir CEREDIGION County Council

REPORT TO:	Healthier Communities Overview and Scrutiny Committee
DATE:	15 th March 2022
LOCATION:	Via Zoom
TITLE:	Wellbeing Centres Service – Promotional Offers
PURPOSE OF REPORT:	To provide examples of variations to the Fees & Charges that the Wellbeing Centres Service would introduce for time limited / promotional offers
REASON SCRUTINY HAVE REQUESTED THE INFORMATION:	Further information requested by members at the meeting held on 15.02.2022

BACKGROUND:

The Wellbeing Centres Service of Porth Cymorth Cynnar plays a critical role in providing opportunities that contribute to the health and wellbeing outcomes of our residents.

Encouraging residents to participate regularly and more often in physical activity directly contributes to the improved mental and physical health of our communities and helps to build individual resilience and decrease reliance on health services.

One aspect of the Wellbeing Centres Service's is the operation of the council's leisure facilities at:

- Aberaeron Leisure Centre
- Cardigan Leisure Centre
- Lampeter Leisure Centre & Swimming Pool
- Plascrug Leisure Centre
- Penglais Sports Hall
- Synod Inn Artificial Turf Pitch

The service generates income by charging for use of its facilities and access to the activity programmes it provides.

In 2018/19 (pre pandemic) the income generated by the service equated to £752,673 of which approximately £176,000 was through membership packages (monthly set fee for various levels of access to swimming, fitness suite and exercise classes). Income Generation and Grant Aid accounted for 55% of the total cost of providing the Wellbeing Centre Service, with the remainder being provided by council core funding.

As a non-statutory service, the Wellbeing Centre Service has to attract people to use its facilities. There are a number of factors that may influence where and when a person chooses to be active and pricing is one of them.

The proposal is to delegate authority to the Corporate Director and the Corporate Lead Officer Porth Cymorth Cynnar, in consultation with the portfolio Cabinet Member to vary the Fees & Charges for 2022/23 to run short term / time limited promotional offers to incentivise more children, young people, individuals and families to participate in regular physical activity and lead healthier lifestyles.

This proposal will complement the new Leisure Management System (LMS) that the service has recently procured. The new LMS will provide the service with considerably improved data on its customers and will also enable online booking of activities via an app. It will enable the service to develop its relationship with its users and improve their experience when using our provision. It will also be one means of providing the service with the information and data we will require in order to make decisions about offering short term / time limited promotional offers.

The main purpose of running promotions is:

- a) To attract new customers
- b) To increase frequency of use
- c) To retain users
- d) To increase usage at quiet times
- e) To generate income (Short Term and Long Term)

Promotions may apply to all the facilities operated by the Wellbeing Centre Service or just one of them depending on what the data tell us, i.e. the provision varies from site to site, as will the promotional offers. Each promotion will be reviewed to gauge how successful it was and may get repeated; amended or not repeated at all.

Timing of promotions has to be considered carefully as they shouldn't undervalue existing regular customers. Promotions generally don't cost the provider anything financially as they are linked to existing provision.

Examples of potential promotions include:

- Health and wellbeing events – where a new price is required to reflect a mix of activities being offered at a one-off event (where adding up the individual activity prices would be unrealistic and cost-prohibitive)
- Health campaigns – to create an offer focussing on a particular health campaign, e.g. a six-week course of activity aimed to reduce the risk for pre-diabetics
- Reduced pricing for an activity that takes place on a traditionally quiet period of the day e.g. Friday night, Saturday / Sunday afternoons
- A second child is half price or free for an activity e.g. Soft Play Room in Plascrug
- Bring a Friend for Free when you pay for an activity
- Holiday Membership Packages for students returning home from University
- Refer a friend and receive a free month's membership when they become a member

Whilst some activities can be planned in advance there are often changes in our operating environment where we are only able to act reactively, e.g. short-notice national public health campaigns.

At these times in particular, it is important that we are able to react swiftly; as the time required for approval of an individual price variance could adversely affect our impact, reducing our competitiveness and meaning we miss opportunities to promote physical activity and its benefits for the health and wellbeing for our residents.

Promotions are nothing new within local authority operated facilities:

- Pembrokeshire Leisure are operating reduced pricing until 1st April 2022
- Actif Sir Gar offered one month's free membership for anyone who joined on Valentine's Day
- Freedom Leisure (Powys) offer a 12 months membership for the price of 9 months (on annual membership paid up front)
- Celtic Leisure (Neath Port Talbot) offered couples who joined on Valentine's Day the opportunity to win a free month's membership

The local authority works in partnership with community trust facilities in Aberaeron, Cardigan, Llandysul and Tregaron. Due to the differing offer and distance between council facilities it is unlikely that promotions will have a negative impact on the community trusts. It is the intention of the Wellbeing Centre Service to explore the potential of some joint membership offers with the community trust facilities when the new LMS system is up and running.

Has an Integrated Impact Assessment been completed? No

Summary:

Long term:

Short term promotions to encourage long term activity participation

Integration:

Positively impacting on Health & Wellbeing and the economy

Collaboration:

Joint Membership packages with community trust facilities will be explored

WELLBEING OF FUTURE GENERATIONS:

Involvement:

Customer feedback will be sought on promotions. Cost was identified in recent public engagement exercise on the new Physical Activity Plan

Prevention:

Increased levels of physical activity contribute to improved Health & Wellbeing

RECOMMENDATION (S):

To delegate authority for the Corporate Director and the Corporate Lead Officer Porth Cymorth Cynnar, in consultation with the portfolio Cabinet Member to vary the Fees & Charges for 2022/23 to run short term/time limited promotional offers to incentivise more children, young people, individuals and families to participate in regular physical activity and lead healthier lifestyles.

REASON FOR RECOMMENDATION (S):

- To increase physical activity participation
- To increase usage of council leisure facilities
- To increase income generation

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Date of Report: 17.02.2022
Acronyms: Leisure Management System (LMS)

Appendices:

