

DUNDEE CITY COUNCIL

REPORT TO: Leisure and Arts Services Committee – 19 December 2005

REPORT ON: Leisureactive Membership Scheme Charges

REPORT BY: Director of Leisure and Communities

REPORT NO: 734-2005

1.0 PURPOSE OF REPORT

- 1.1 To seek approval for the proposed increase in Leisureactive Membership Charges.

2.0 RECOMMENDATIONS

- 2.1 It is recommended that the committee approve the increase in charges identified in Appendix A.

3.0 FINANCIAL IMPLICATIONS

- 3.1 It anticipated these charges will raise additional income of £48,000 during 2006/07. This income has taken cognisance of in the Revenue Budget for 2006/07 and future years.

4.0 LOCAL AGENDA 21 IMPLICATIONS

- 4.1 None.

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

- 5.1 None.

6.0 MAIN TEXT

- 6.1 Reference is made to Agenda Item IV of the Leisure and Arts Services Committee of 16 September 2002 where approval was given to introduce Leisure Membership and Loyalty Schemes.
- 6.2 The current Scheme was launched in February 2003 and developed by introducing a Student and Corporate Membership in December 2003. The Membership Scheme was successfully introduced and there has been a steady increase in the number of memberships to its current level of around 2,800. During this time, there have been no increases in the prices originally charged.
- 6.3 Recent surveys have indicated high levels of satisfaction with the Membership Scheme and the leisure facilities which members participate in.
- 6.4 The Leisureactive Membership Scheme is subject to strong competition particularly from the private sector. This is predominantly the case in the City Centre where a number of competing facilities exist. This exposes the Membership Scheme to specific risks related to

its charging policy.

- 6.5 Virtually all memberships are paid to the Council by Direct Debit. An increase in charges in April requires approval now to allow adequate time for customers to be notified prior to the collection of payments for the planned implementation date for the new charges of April 2006.
- 6.6 The proposed increases in Leisureactive charges is included at Appendix A.

7.0 CONSULTATION

- 7.1 The Chief Executive, Depute Chief Executive (Finance), Depute Chief Executive (Support Services) and Assistant Chief Executive (Community Planning) have been consulted on this report and are in agreement with its contents.

8.0 BACKGROUND PAPERS

- 8.1 The following Background Papers were relied upon in the preparation of this report: Agenda Item IV of the Leisure and Arts Services Committee of 16 September 2002.

STEWART MURDOCH
DIRECTOR OF LEISURE and COMMUNITIES
30 NOVEMBER 2005

Appendix A

LEISUREACTIVE MEMBERSHIPS-PROPOSED INCREASE IN CHARGES

Membership Type		Current	Proposed
Platinum	Single	£29.00	£31.00
	Couple	£50.00	£55.00
	DCC	£23.00	£25.00
	Corporate	£26.10	£28.00
Gold	Single	£23.00	£25.00
	Couple	£38.00	£42.00
	DCC	£19.00	£21.00
	Corporate	£20.70	£22.50
	Student	£16.00	£19.00
Silver	Single	£15.00	£16.00
	Couple	£25.00	£28.00
Diamond	Single	£10.00	£11.00
	Couple	£16.00	£18.00
Juvenile		£10.00	£11.00