

## TORBAY COUNCIL

Report No. LCS/27/04

Title: Social Inclusion - Leisure Card Options

To: Executive on 14<sup>th</sup> September 2004

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### **1. Purpose**

- 1.1 To consider the options and recommendations for a Leisure Card Discount Scheme to be implemented in Torbay to encourage use of leisure facilities by those on low incomes.

### **2. Relationship to Corporate Priorities**

- 2.1 The Leisure Card Discount Scheme proposal has been identified as a target in Transforming Torbay, under: Section 7 – “Targeted improvements actions to deliver our statutory responsibilities and meet the needs of our community” and under objective: “Maximising the benefits to the public of the natural environment, facilities and services, with accessibility to all”.
- 2.2 The introduction of a Leisure Discount Card Scheme is also emerging as a priority action in both the Cultural Strategy and Community Plan.

### **3. Recommendation(s)**

- 3.1 That the budget provision for the revenue and capital implications for the leisure card scheme be considered in this year’s capital and revenue budget review against the Corporate Priorities for 2005/6.
- 3.2 That, subject to funding being available, the development of the leisure card discount scheme as part of a joint Library and Leisure Card Scheme, in line with the phased programme identified in appendix 1 to Report LCS/27/04, be approved.

### **4. Reason for Recommendation(s)**

- 4.1 The development of proposals to provide a Leisure Card Discount Scheme, specifically to address inclusion of people and families on low incomes, has been identified as priorities in Transforming Torbay, The Cultural Strategy and Torbay’s Community Plan.
- 4.2 The Leisure Card Discount Scheme is identified on the current Capital Projects Reserve list but as yet has no capital budget identified against this project. The project originally was estimated to cost £100,000 with revenue implications of around £20,000 per annum, however the recommendation to join this scheme with the existing Library Card system will reduce the cost to £35,000 capital and £15,000 revenue. These budgets are yet to be identified.
- 4.3 It is proposed that the most cost effective and efficient way of delivering the scheme is to extend the current Library Card system to accommodate the Leisure Card Discount Scheme.

### **5. Key Risks associated with the Recommendation(s)**

- 5.1 The critical risks identified with the recommendations relate to lack of identified financial resources both Capital and Revenue to take the project forward. The risk scores in the intermediate range are as follows :

- Financial – Lack of allocated funding for the capital investment and no ongoing revenue funding identified to take the project forward. – Score 12
- Reputation – The project has been identified as a priority in the Community Plan and Cultural Strategy. There is an expectation that this project will be implemented in the next three years. - Score 8

Likelihood	6	6	12	18	24
	5	5	10	15	20
	4	4	8	12 X	16
	3	3	6	9	12
	2	2	4	6	8
	1	1	2	3	4
		1	2	3	4
		Impact			

Low risk
  Intermediate risk
  High risk

The "x" in the above matrix denotes where the author has assessed the level of final risk to fall

## 6. Alternative Options (if any)

- 6.1 Not to implement a Leisure Card Discount Scheme for those people and families on low incomes.
- 6.2 To consider joining the South West Smartcard Consortium for delivery of the Leisure Card Scheme. The scope for this is limited as it relies on all participating Leisure facilities being provided, at the council's cost, with Smartcard readers and appropriate back office systems. This is financially restrictive and over complex for the proposed scheme.
- 6.3 To consider other stand alone schemes. The research undertaken to assess the schemes available on the market identified that in most cases the schemes relied on either Smartcard technology or through integrated Leisure cash/booking systems. The Smartcard Schemes are cost prohibitive and would not work effectively with external operators. This is also the case with integrated systems, where the council would need to pay for the installation of a linked system across all facilities including the privately managed centres. Both these options were therefore not pursued further.

## 7. Background

- 7.1 In the report to the Executive of 6<sup>th</sup> January 2004, members received the results of the Social Inclusion Review. The initial results to the survey were poor and therefore it was requested that a further survey be conducted.
- 7.2 The result of the re issue of the Social Inclusion Survey was more encouraging with 69 responses out of 180 initial contacts.
- 7.3 There were 23 positive responses to the question relating to participating in a Bay wide Leisure Card Discount Scheme. 7 responses came from facilities and 16 came from clubs programming activities across Torbay.
- 7.4 The benefits of providing a joint discount scheme for those on low incomes, is all facilities in the scheme will know the people with cards have been accredited by the council as being eligible for the scheme.
- 7.5 It is proposed that the Leisure Card Discount Scheme be attached to the existing Library Card system. This will mean that set up costs will be significantly reduced and we are

assured the system is well tried and tested.

- 7.6 The proposal is the libraries become the point at which the cards are issued giving the added benefit of introducing more people to the library service. Each card will have its own unique number and will include a picture of the person in receipt of the card. There will be a number of categories, including pure Library membership or a joint membership with the Leisure Discount option.
- 7.7 It is proposed in the initial phase that the 7 leisure facility providers wishing to be included in the scheme are included with the clubs coming on board when the initial card membership is established.
- 7.8 The cost of the project proposed is as follows:
- Capital Cost - £35,000  
This is for upgrading the Library System to accommodate the Leisure Card Discount Scheme, provide swipe readers and laptops to the key participating Leisure Centres, purchasing the cards and photo seal unit.
  - Revenue Cost - £15,000 pa (recurring)
  - This will be for additional staff time required to process the Leisure Card applications, on going card purchases and for marketing the scheme.
- 7.9 The Capital and Revenue budgets have not been identified and the scheme will be submitted to the capital and revenue budget review for 2005/6.
- 7.10 It is expected that the scheme will take approximately six months to implement from the point of approving the budget allocation.
- 7.11 It is proposed that the following criteria is used to identify those eligible to be issued a Leisure discount category on the joint Leisure and Library Card :
- UB40/Notice of entitlement
  - Income Support
  - Housing benefit
  - Family Credit
  - Widows Benefit
  - Status confirmed as Looked After Children
- 7.12 Each card will be identified by the barcode to allow the venues to establish the status of the cardholder and the discount applicable.
- 7.13 Discount values and allocated times of use will be negotiated with participating leisure providers as part of the agreement process.

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## **IMPLICATIONS, CONSULTATION AND OTHER INFORMATION**

### Part 1

These sections may have been completed by the Report author but must have been agreed by the named officers in the Legal, Finance, Human Resources and Property Divisions.

Does the proposal have implications for the following issues? If "Yes" - give details. <i>delete as appropriate</i>		Name of Responsible officer
Legal	No	Bill Norman
Financial – Revenue	Yes – Comments are contained in the report	Sue Kane
Financial – Capital Plan	Yes – as detailed in the report	Lynette Royce
Human resources	No	
Property	No	

### Part 2

The author of the report must complete these sections.

Could this proposal realistically be achieved in a manner that would more effectively: <i>Delete as appropriate</i>		
(i)	promote environmental sustainability?	No
(ii)	reduce crime and disorder?	No
(iii)	promote good community relations?	No
(iv)	promote equality of opportunity on grounds of race, gender, disability, age, sexual orientation, religion or belief?	No
(v)	reduce (or eliminate) unlawful discrimination (including indirect discrimination)?	No

If the answer to any of the above questions is "Yes" the author must have addressed the relevant issue/s in the main report and have included a full justification and, where appropriate, an impact assessment.

### Part 3

The author of the report must complete this section.

	<i>delete as appropriate</i>	If "Yes", give details
Does the proposal have implications for any other Directorates?	No	

#### Part 4

Is this proposal in accordance with (i.e. not contrary to) the Council's budget or its Policy Framework?		<i>delete as appropriate</i>
		Yes
1.	If "No" - give details of the nature and extent of consultation with stakeholders and the relevant overview and scrutiny body.	
2.	If "Yes" - details and outcome of consultation, if appropriate. 180 Sports facilities and Clubs were surveyed in regard to implementing a Leisure Card Discount Scheme. The Leisure Card Discount Scheme was also identified as a priority in the development of the Sports Strategy, Cultural Strategy and the Community Plan.	

#### Part 5

Is the proposal a Key Decision in relation to an Executive function? (i.e. would generate expenditure or savings in excess of £100,000 or 20% of an approved budget OR affect more than 2,000 residents of the Borough.)	<i>delete as appropriate</i>	If "Yes" - Give Reference Number
	Yes	X34/2004

#### Part 6

##### **Wards**

All wards

##### **Appendices**

Appendix 1                      Phased Implementation Plan

##### **Documents available in Members' Room**

##### **Background Papers:**

The following documents/files were used to compile this report:

Social Inclusion Review – Leisure and Cultural Facilities – Report LCS/10/03 (6<sup>th</sup> September 2003)

