

## Current Leisure and Arts Concession Arrangements

### Leisure and Sports

1. Excluding service marketing activity, the main mechanism currently used for providing concessionary access to Leisure and Sports services is the current Leisure Saver Scheme. Currently concessions are offered for any person qualifying under the following criteria:-
  - (a) Receiving income support;
  - (b) In receipt of working family tax credit;
  - (c) Claiming incapacity benefit;
  - (d) Registered as disabled;
  - (e) Registered unemployed;
  - (f) A senior citizen;
  - (g) A youth trainee;
  - (h) A full-time student;
  - (i) Or a partner of one of the above.
  
2. The Leisure Saver card costs £1.50 and has a photo on the front to avoid fraudulent use amongst users. The Leisure Saver cardholder does not have to be a Darlington resident.
  
3. Figure 1 below demonstrates the criteria under which applicants qualified for a Leisure Saver card following the renewals in October 2004. Although a large number of criteria exist under which a person can claim the Leisure Saver card, an overwhelming majority of 2,018 (47%) people who claim are registered OAPs (60+).

*Figure 1: Information regarding leisure saver cardholders October 2004*

	<b>Numbers</b>
<b>Registered Unemployed (JSA)</b>	369
<b>Income Support</b>	529
<b>Working Family Tax Credit</b>	358
<b>Incapacity Benefit</b>	352
<b>OAP</b>	2,018
<b>Registered Disabled</b>	144
<b>Youth Trainee</b>	6
<b>Student</b>	481
	4,257

4. Challenges to the current eligibility for the scheme could be justified on the basis of whether the concessions currently offered are actually fulfilling or meeting the needs of the target groups originally intended. In particular, eligibility for the scheme is in some areas quite broad.
5. Under the scheme any registered disabled person (covering a range of disabilities) has access to a Leisure Saver card. Only 144 (3%) of cardholders are registered disabled.
6. 11% of cardholders are students, which is a high percentage considering that Darlington is not a university town. Many of these are either students who are in college (16-18) and living at home or who live elsewhere and travel to Darlington to use the facility.
7. The place of residence of Leisure Saver cardholders is demonstrated in Figure 2. Although the Leisure Saver card is available to non-residents, the overwhelming majority of people who participate in the scheme are Darlington residents (87.9%). While clearer definitions may be required for access to concessionary pricing for none residents, Darlington has very good facilities which serve a considerable sub region, bringing additional income to the venues.

*Figure 2: Place of residence of Leisure Saver Cardholders*

<b>Place of Residence</b>	<b>Numbers</b>	<b>Percentage</b>
Darlington	3,671	87.89%
Middlesbrough/ Stockton/ Redcar	154	3.69%
North Yorkshire/ Northallerton/Catterick	82	1.96%
Wear Valley/ Bishop Auckland/ Crook	23	0.55%
Sedgefield Aycliffe/Shildon/Spenymoor	113	2.71%
Durham	7	0.17%
Teesdale	12	0.29%
Other	8	0.19%
	4,070 <sup>(1)</sup>	

Note<sup>(1)</sup> Totals differ for figures 1 and 2 due to people not registering their address

8. The Leisure Saver card is renewable on an annual basis, regardless of which criteria a person qualifies under, creating loopholes for certain groups. For example, those who are registered unemployed may only remain so for a matter of weeks before finding a job yet retain a concessionary card for a considerable time longer than that which they qualify for. Darlington currently has the lowest rate of unemployment within the Tees Valley at 2.7% in September 2004, of which 71.2% of cases only remain unemployed for less than six months (Tees Valley Joint Strategy Unit 2004).
9. The current policy with regards to group bookings (eg when two-four people book for a session of table tennis or squash courts) is that only one person needs to have a Leisure Saver card (this does not count for team sports where the numbers are particularly large eg football). This means that the other people may not fall under any of the criteria to receive a Leisure Saver card but may still access the activity at the leisure card price.

10. As the Leisure Saver Card Scheme is paper based and not computerised, the renewal process is lengthy. Each renewal revolves around locating the previously registered details before updating them. The lack of a centralised monitoring system means that phone bookings eg for sports halls, are complicated when using a leisure card. Those users who forget their card may not be able to access the facilities at the discounted price. A better card system needs to be implemented to counteract these problems. Swipe card technology currently exists within Leisure and Arts venues.

### ***Impact on Current Pricing***

11. Under the current policy the level of Leisure Saver card discounts offered on each activity can be varied and the Council agrees charges annually as part of the budgetary process. For Leisure Services, a Leisure Saver discount is applied to most activities available within the full hours of opening or in the case of specific activity sessions, at all classes. The only exceptions are the Civic and Arts Centre where Leisure Saver is not applicable as both venues offer a full range of separate discounts.

### ***The Dolphin Centre***

12. The current cost<sup>1</sup> of the use of all adult activities at concessionary price is £4,568 to the council.
13. The total number of adult Pulse Suite activities, Gym and Swim Classes charged at concessionary price for October 2004 – October 2005 totalled 25,697.
14. The current total income gained from junior activities in the Dolphin Centre is £11,846.
15. Figure 3 demonstrates the different percentage discounts that are offered throughout the Dolphin Centre. While certain activities do offer the same percentage discount, most of the discounts offered throughout the centre vary from 22.9% (for those with an Ace card) to 47.2% (for people on the LEAP scheme at weekends).

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<sup>1</sup> Cost to the council is the difference between the full price and the leisure saver price.

Figure 3: The various percentage reductions offered on activities at the Dolphin Centre with a leisure saver card

<b>Activity</b>	<b>Full Price £</b>	<b>Leisure Saver Price £</b>	<b>Discount %</b>
<b>Adult Swim</b>	2.45	1.65	<b>32.60</b>
<b>Junior Swim</b>	1.65		
<b>Family Swim*</b>	1.10 per child		<b>33</b>
<b>Antenatal Swim</b>	2.45	1.65	<b>32.70</b>
<b>Water Aerobics/Aquasize</b>	2.70	1.75	<b>35.20</b>
<b>Pulse Suite 1&amp;2</b>	3.10	2.35	<b>24.20</b>
<b>Fitness Induction</b>	5.00	3.50	<b>30</b>
<b>Health &amp; Fitness Classes</b>	2.70	1.75	<b>35.20</b>
<b>Early Morning Club</b>	3.10	2.35	<b>24.20</b>
<b>Gym &amp; Swim</b>	3.10	2.35	<b>24.20</b>
<b>Badminton Daytime Session</b>	2.70	1.75	<b>35.20</b>
<b>Masters Swim Club &amp; Swimming</b>	2.45	1.65	<b>32.70</b>
<b>Keep Active Classes</b>	2.70	1.75	<b>35.20</b>
<b>LEAP Scheme</b>	1.80	1.25	<b>30.60</b>
<b>LEAP weekend**</b>	0.95		<b>47.20</b>
<b>Steady Step</b>	2.25	1.60	<b>28.90</b>
<b>ACE</b>	2.40	1.85	<b>22.90</b>
<b>Badminton/Short-Tennis Court</b>	5.60	4.20	<b>25</b>
<b>Squash Courts Adult</b>	5.00	3.90	<b>22</b>
<b>Climbing Wall</b>	3.20	2.40	<b>25</b>

\* Discount offered on each child compared to full child price

\*\* Discount offered on weekend compared to full price during the week

16. The availability and application of a Leisure Saver concessions on activities, does not currently differentiate between those activities that may already reflect a reduction in prices as a result of other marketing activity or additionally, price reductions resulting from specific subsidies from other partner agencies promoting certain initiatives. Therefore in certain circumstances, it is possible that customers receive a concession on discounted schemes adversely affecting income.
17. Figure 4 looks at the promotional offers that are provided within the Dolphin Centre. These offer a block booking saving of 10 for the price of 8 sessions on swimming, the pulse suites, workout classes and aquasize classes. Not only are customers provided with two free sessions for every 10 that are purchased, a further discount is offered by allowing a Leisure Saver card concession. By analysing this area in detail the clear effect on potential income is identified equating to £11,422.

Figure 4: Revenue lost on Promotions by allowing leisure saver reductions

	<b>Revenue on full price tickets</b>	<b>Revenue on Leisure Saver tickets</b>	<b>Total Current Revenue</b>	<b>Total Potential Revenue (without L/S)</b>	<b>Lost Revenue</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Workout Promotion</b>	2,966	1,940	4,906	5,993	<b>1,087</b>
<b>Aquasize Promotion</b>	256	268	256	674	<b>418</b>
<b>Swimming Promotion</b>	22,242	13,488	35,730	42,604	<b>6,874</b>
<b>Pulse 1 Promotion</b>	448	2,606	3,054	4,239	<b>1,185</b>
<b>Pulse 2 Promotion</b>	28,221	5,570	33,792	35,652	<b>1,860</b>
					<b>11,424</b>

18. In order to grasp an idea of how accessible the Leisure Saver card is, Figure 5 breaks down the usage of Dolphin Centre activities into Leisure Saver cardholders and non-holders from October 2003-October 2004. The following activities and promotions demonstrate cases where more users access the service with a leisure saver card than do those without; Aquasize (51%); Aquasize promotions (63%); LEAP swims (76%); Workout promotions (51%); Pulse Suite 1 LEAP users (67%); Pulse Suite1 promotions (88%); Pulse Suite 2 LEAP users (60%); Gym & Swim (63%); Table Tennis (53%); Ace card users (90%); Aerobics LEAP (58%); CORE (84%) and Thai Chi (63%).

Figure 5: The percentage of customers using a leisure saver card on various Dolphin Centre activities

	<b>Adult Full Price Total Users</b>	<b>Adult Leisure Saver Total Users</b>	<b>Users with a Leisure saver</b>
<b>Aquasize</b>	2,354	2,480	<b>51%</b>
<b>Aquasize Promotion</b>	12	20	<b>63%</b>
<b>Masters Swim</b>	359	42	<b>11%</b>
<b>Swim</b>	57,889	12,095	<b>17%</b>
<b>Private Swim</b>	199	3	<b>1%</b>
<b>Swimming Promotion</b>	1,172	1,074	<b>48%</b>
<b>L.E.A.P swim</b>	9	29	<b>76%</b>
<b>Workout Promotion</b>	140	143	<b>51%</b>
<b>G.P referrals</b>	763	3	<b>0.4%</b>
<b>Pulse 1</b>	2,236	1,545	<b>41%</b>
<b>Pulse 1 L.E.A.P</b>	1,952	3,886	<b>67%</b>
<b>Pulse 1 Promotion</b>	19	145	<b>88%</b>
<b>Pulse 2</b>	36,596	6,197	<b>14%</b>
<b>Pulse 2 L.E.A.P</b>	41	62	<b>60%</b>
<b>Pulse 2 Promotion</b>	1,177	310	<b>21%</b>
<b>Gym &amp; Swim</b>	43	72	<b>63%</b>
<b>Inductions</b>	1,522	177	<b>10%</b>
<b>Climbing</b>	328	17	<b>5%</b>
<b>Table Tennis</b>	119	135	<b>53%</b>
<b>Circuits</b>	1,472	128	<b>8%</b>
<b>Thighs Bums &amp; Tums</b>	967	62	<b>6%</b>
<b>Ace Card</b>	790	7,354	<b>90%</b>
<b>Aerobics</b>	3,262	438	<b>12%</b>
<b>Aerobics L.E.A.P</b>	5	7	<b>58%</b>
<b>Boxercise</b>	948	265	<b>22%</b>
<b>Boxercise Kick</b>	23	3	<b>12%</b>
<b>CORE</b>	172	892	<b>84%</b>
<b>Pilates</b>	620	63	<b>9%</b>
<b>Spinning</b>	2,019	87	<b>4%</b>
<b>Step Aerobics</b>	343	61	<b>15%</b>
<b>Thai Chi</b>	117	199	<b>63%</b>
<b>Thai Chi L.E.A.P</b>	2	1	<b>33%</b>

### ***Eastbourne Sports Complex***

19. The pricing at Eastbourne reflects that in the Dolphin Centre wherever possible, to give a uniform pricing structure. Leisure Saver cards are not used on all activities that Eastbourne provides as the pricing system operated for hire of pitches and the running track is already placed at a very competitive rate so that Eastbourne can fulfil its main aim by targeting community groups. Leisure Saver cards are accepted in Pulse Suite 3, on individual track usage, for a season bowling ticket and for inductions.
20. Figure 6 demonstrates the variety of discounts that are offered with a Leisure Saver card at Eastbourne. Like the Dolphin Centre, there are different percentage discounts offered on each activity ranging from a 24% discount in Pulse Suite 3 to a 48% discount when purchasing a bowling season ticket.

*Figure 6: The various discounts offered with a Leisure Saver card at Eastbourne Sports Complex*

	<b>Full Price £</b>	<b>Leisure Saver Price £</b>	<b>Discount %</b>
<b>Inductions</b>	5.00	3.50	<b>30</b>
<b>Cardiac (rehab)</b>	1.80	1.25	<b>31</b>
<b>Pulse 3</b>	3.10	2.35	<b>24</b>
<b>Track</b>	2.60	1.40	<b>46</b>
<b>Bowling season ticket</b>	18.00	9.40	<b>48</b>

### ***Stressholme Golf Centre***

21. Figure 7 shows the different percentage reductions that are offered at Stressholme Golf Centre<sup>(2)</sup>. Stressholme operates a subtler peak/off peak pricing system than the Dolphin Centre with regards to the variations in weekend and week prices. This may be one area that could be looked at if the pricing system between all Council systems is hoped to be more stream lined.
22. Despite this peak/off peak charging for full paying participants, the same amount is charged to a Leisure Saver cardholder regardless of whether they visit at the weekend or throughout the week (£9.50 for green fees and £4.50 for twilight tickets).

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<sup>2</sup> Leisure Saver cards can only be used after twelve noon on weekends and bank holidays

Figure 7: The percentage of users for each activity who have a Leisure Saver card

	<b>Adult Heads</b>	<b>Adult Leisure Saver Heads</b>	<b>Users with Leisure Saver</b>
<b>Weekday Golf</b>	6,829	987	<b>13%</b>
<b>Weekday Ticket</b>	50	10	<b>17%</b>
<b>Weekday Twilight</b>	1,052	6	<b>0.6%</b>
<b>Weekend Day Ticket</b>	12	6	<b>33%</b>
<b>Winter Weekend</b>	68	9	<b>12%</b>
<b>10x7 small bucket</b>	35	5	<b>13%</b>
<b>10x7 large bucket</b>	255	9	<b>3%</b>
<b>Driving Range Small Bucket</b>	6,367	190	<b>3%</b>
<b>Driving Range Large Bucket</b>	16,500	311	<b>2%</b>

### Arts Services

23. The Leisure Saver Scheme is not available to users of Arts facilities, where different arrangements apply. The Civic Theatre offers a very limited concessionary scheme to students, senior citizens over the age of sixty, and to people receiving job seekers allowance. Concessions range between £1 and £4 (usually £2 for most performances) off the top two ticket prices.
24. Not all performances offer a concessionary scheme and this can only be accessed at certain times (e.g. no discount is offered for a matinee, or on the first night where a standard 20% discount applies for everyone on most participating shows).
25. The Art Centre operates a similar concessionary scheme to the Civic Theatre in that discounts are offered on certain shows and performances and not on others. Where concessions apply, the criteria are the same as for the Civic Theatre; students, senior citizens and those receiving Job Seeker Allowance.
26. The reason for the performance discrepancies in applying concessions within the arts sector is due to the varying costs that have to be met, meaning that there is not as much freedom allocated towards establishing and introducing a pricing policy as there is at the Dolphin Centre. The cost of the artist or production company has to be paid and for each performance this varies. While the cost of the artist or production company may be high, this price cannot always be passed on to the consumer and so in order to try and cover these costs, restrictions are imposed on the amount and types of concessions offered.