

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

12 January 2009

Report of the Chief Leisure Officer

Part 1- Public

Matters for Information

1 INDOOR LEISURE FACILITIES – ZEST LOYALTY SCHEME

Summary

This report updates the Board in respect of the recently launched Zest Loyalty Scheme at the Council's indoor leisure facilities.

1.1 Background

- 1.1.1 The 2008/09 Leisure Services Business Unit Business Plan includes the aim of introducing a customer loyalty scheme, across each of the Council's indoor leisure facilities.
- 1.1.2 The objective of the Scheme is to reward regular customers and improve retention in a competitive market.

1.2 The Scheme

- 1.2.1 The Scheme is entitled "Zest Rewards" to complement the existing branding at the facilities. Each member of the facilities receives a membership card bearing the Zest branding that identifies the customer, their membership type, price levels and preferences. A Zest Card is also available to registered non-members at a nominal cost.
- 1.2.2 The Zest Card is swiped at the point of payment on each occasion the customer visits the facility and Zest points are accrued for every pound spent. Points are also accrued on each occasion a direct debit is paid to a customer account. In broad terms a customer will need to attend an activity on ten occasions to earn a 'free' visit.
- 1.2.3 Customers are required to 'sign up' for the Scheme at no cost by completion of a simple registration form. The Scheme is widely advertised at the facilities and on the site specific websites.

1.3 Scope

- 1.3.1 The scheme was launched on 1 November 2008 and initially Zest points are awarded for swimming, Lifestyles memberships, Splasharound, exercise classes, EXCEL sessions, Larkabout, crèche, squash and badminton.
- 1.3.2 Similarly, points may initially be redeemed for those activities listed in sub-section 1.3.1. It is intended to increase the scope of the Scheme after a six month review and ultimately points may be rewarded and redeemed against all activities.
- 1.3.3 The redemption of points is flexible and the Leisure Services Business Unit reserves the right to increase or decrease reward and redemption values in order to target and promote less popular activities.
- 1.3.4 Eventually it is hoped to attract 'partner' organisations which will provide vouchers for discounted goods and services in return for advertising rights. This approach will result in added value for customers at no cost to the Business Unit.

1.4 Uptake to Date

- 1.4.1 To date over 150 customers have registered on the Zest Reward Scheme across the three sites, and the Leisure Contracts Manager will update Members verbally on the night on the up to date position.

1.5 Legal Implications

- 1.5.1 The terms and conditions of the Scheme were determined in liaison with the Chief Solicitor and are published in relevant literature and on the websites.

1.6 Financial and Value for Money Considerations

- 1.6.1 The Scheme will be subject to an operational and financial review after six months. The Leisure Services Business Unit is able to amend reward and redemption values in line with the review findings.

1.7 Risk Assessment

- 1.7.1 The Operational Risk Register for Indoor Leisure identifies the aim to achieve annual financial targets for the facilities. The register recognises the need to introduce retention strategies such as Zest Rewards to avoid the financial, professional and other risks of failing to achieve the stated aim.

1.8 Policy Considerations

- 1.8.1 Customer Contact, Healthy Lifestyles

Background papers: Zest Rewards Brochure
File Reference: Nil

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