



Belfast City Council

Report to:	Parks and Leisure Committee
Subject:	Boost Membership Scheme – Corporate Membership
Date:	10 May 2012
Reporting Officer:	Andrew Hassard, Director of Parks and Leisure
Contact Officer:	Katrina Morgan, Leisure Operations Manager

1	Relevant Background Information
	<p>At the December 2012 Parks & Leisure Committee, the framework for the new boost membership was agreed and this included offering corporate memberships at a concessionary rate.</p> <p>The Parks & Leisure Committee adopted the Scale of Charges for 2012/13 in February 2012 and this included a discounted monthly rate of £20 for corporate memberships.</p> <p>The purpose of this report is to discuss and agree the qualifying criteria for corporate membership together with the membership options.</p>

2	Key Issues
	<p>It is proposed that each new company requesting corporate membership will submit their application to the Leisure Operations Manager. To qualify for the corporate rate the company will need a minimum of 5 employees joining the Boost scheme. If the number of employees reduces to 4 or less then all of individual Boost members will have to revert to paying the full Boost monthly price, currently £25, and this will be checked on a monthly basis.</p> <p>Centres will be updated on all new companies qualifying for corporate membership, as well as any company that no longer qualifies. A photographic company pass or pay slip, dated within last 2 months will be required for staff to get the corporate rate, and every 6 months Business Support will verify that current corporate members are still in employment by the approved Company.</p>

	<p>It is also proposed that qualifying companies will have two options in relation to corporate membership.</p> <p>Option 1 – No company contribution</p> <p>The Company does not pay a contribution towards the membership fees. Employees are self-funding, but benefit from a special company/corporate rate.</p> <p>Option 2 – Full / Part company contribution</p> <p>This option allows the company to contribute towards their employee's health and fitness. The company pay some or all of the membership fees on behalf of their employees membership:</p>
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3	<p>Resource Implications</p> <p><u>Financial</u> There were 73 corporate members paying £28.90 per month in March and these have all been converted to the new reduced corporate rate of £20.00. This represents a decrease in monthly income of £649.70 and an additional 32 corporate memberships will be required to mitigate against the loss of this income.</p> <p>A comprehensive marketing plan is being developed to actively promote corporate memberships with a target of 100 new memberships being sold this financial year. This will be paid for within existing approved budgets.</p> <p><u>Human Resources</u> Officer time will be required to both develop and implement the corporate marketing plan.</p> <p><u>Asset and Other Implications</u> None.</p>
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4	<p>Equality and Good Relations Considerations</p> <p>The revised Boost Membership Scheme will be subject to equality impact screening in line with the Council's existing procedures. Stage1 of this has already taken place.</p>
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5	<p>Recommendations</p> <p>It is recommended that Committee approve the qualifying criteria for new corporate customers and the two membership options for corporate customers.</p>
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6	Decision Tracking
	<p>Katrina Morgan , Leisure Operations Manager will be responsible for implementing the new corporate membership arrangements</p> <p>A further report on the uptake and impact of the introduction of the corporate membership will be brought back to Committee after one year.</p>

7	Key to Abbreviations
	None.

8	Documents Attached
	None.