

| REPORT FOR EDLC BOARD | |
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| Report Title: | Junior Membership Report |
| Contact officer: | Julie Forrest, Health & Fitness Adviser |
| Date: | 28 th August 2024 |
| Agenda Item No: | 13 |
| Report No: | EDLCT/120/24/KJ |

1. PROPOSAL

- 1.1 Extend the discounted offer for 12-15 year olds and 16/17 year olds from 1st October to the 31st March 2025.

OR

- 1.2 Extend the discounted offer for 12 - 15 year olds from 1st October to the 31st March 2025 and return the 16/17 year olds to the standard rate.

2. MEMBERSHIP ANALYSIS

- 2.1 East Dunbartonshire Leisure & Culture Trust have offered a discounted membership to juniors since 1 April 2024 following the end of EDC's cost of living initiative: free gym use for school pupils.

12–15 year olds

£10 per month by direct debit or one off payment of £50

16/17 year olds

£12 per month by direct debit or one off payment of £60

These membership offers were marketed with an end date of 30 September 2024.

2.2 MEMBERSHIPS

| Age group | Members | Discounted Rate | Standard Rate |
|---------------|--------------|--------------------------------|---------------|
| 12 – 15 years | 960 | £10 | £16.50 |
| | 315 | £50 cash for April - September | |
| 16/17 years | 352 | £12 | £20.90 |
| | 156 | £60 cash for April - September | |
| Total Members | 1,783 | | |

Potential to convert 471 cash members to monthly Direct Debit members.

3. IMPACT AND RISK ANALYSIS

- 3.1 Limit the risk of cancellation by keeping discounted membership rates for both age categories, encourage participation and review with annual price rises for new financial year.
- 3.2 By changing the rates for either group, we risk losing members and reducing income.

4. IMPLEMENTATION DATE

- 4.1 1st October 2024 with review to increase along with annual pricing increase. Marketing campaign to promote in schools, website and social media.

5. RECOMMENDATIONS

- 5.1 It is recommended that the Board: -
 - a) Notes the background information provided on the report.
 - b) Approve the extension of the discounted monthly Direct Debit rates for both groups to 31st March 2025.