

BARNSLEY METROPOLITAN BOROUGH COUNCIL

This matter is a Key Decision within the Council's definition and has been included in the relevant Forward Plan

REPORT OF THE EXECUTIVE DIRECTOR PLACE TO CABINET ON 4 NOVEMBER 2020

BARNSLEY LEISURE CARD TRANSFER TO BARNSLEY PREMIER LEISURE

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to propose the transfer Barnsley Leisure Card scheme from BMBC to Barnsley Premier Leisure (BPL).

2. RECOMMENDATION

- 2.1 **It is recommended that the Barnsley Leisure Card management, operation development and promotion be transferred to BPL.**

3. INTRODUCTION

- 3.1 Barnsley Leisure Card (previously Passport to Leisure) was a scheme created during the miner's strike to make sure that those on low incomes could remain active and access the local authority leisure facilities. This type of scheme was established by most local authorities across the country and has developed over the years to the current status which has been managed by BMBC.
- 3.2 The scheme offers discounted entrance fees to any Barnsley Premier Leisure run facility and Barnsley Golf Course for individuals who are eligible. See appendix 1 for the eligibility criteria
- 3.3 Applicants of the scheme currently apply through the BMBC online form or directly at leisure centres and libraries. Transferring the scheme will see applicants go directly to leisure centres and follow the same application process as a BPL member. The eligible groups and the price of the card will remain the same.

4. PROPOSAL AND JUSTIFICATION

- 4.1 The proposal is to transfer the management of the Barnsley Leisure Card to BPL to enhance the offer and expand on the number of members currently on the scheme.
- 4.2 Member numbers of scheme have been steadily dropping over the years and the resource in place to support the scheme has gone from a full-time member of staff to being part of the Sport and Active Recreation duties.
- 4.3 The justification for this move is that the majority of the Leisure Card offer is for use within BPL facilities. By transferring the scheme across BPL, it is hoped that the scheme can be developed using information that BPL could use to encourage

access – for example off peak promotions, special offers and also promote the scheme wider. It is also anticipated that BPL will be able to absorb any resourcing of the scheme into their existing business at no cost to BMBC.

- 4.4 Through the transfer, the scheme will become a lot more efficient through reduced duplication of having both a BMBC and BPL IT system and also from customers being able to apply and receive their card immediately.
- 4.5 For the customers of the scheme, the transfer will cause no disruption to their access or membership.
- 4.6 The transfer of the Barnsley Leisure Card to BPL will mean that the borough will still benefit from having a discounted access scheme for eligible groups, without the current resource implication but with the added potential for a greater proportion of our eligible residents to benefit.
- 4.7 A new membership level will be introduced to The Limes Golf Course to ensure that golf members currently experiencing the discount continue to do so without disruption.

5. CONSIDERATION OF ALTERNATIVE APPROACHES

- 5.1 The alternative approach is that the scheme continues to be managed by the Sport & Active Recreation Team at BMBC who continues to allocate co-ordination resource.

6. IMPLICATIONS FOR LOCAL PEOPLE/SERVICE USERS

- 6.1 Service users will see very little disruption from the transfer other than libraries will no longer be collection points. Current Barnsley Leisure Card members will have their cards updated to the new cards free of charge on entry to facilities.

7. FINANCIAL IMPLICATIONS

- 7.1 BMBC will not incur any financial implications for the transfer and agreement will be created to outline the cost to customers longer term as the programme develops.

8. EMPLOYEE IMPLICATIONS

- 8.1 No employee implications.

9. LEGAL IMPLICATIONS

- 9.1 No are no legal implications. An agreement will be put in place to safeguard the long term future of the scheme with BPL.

10. CUSTOMER AND DIGITAL IMPLICATIONS

- 10.1 Customers will be informed of the updates and the current database was due to be updated but will now be erased.

11. COMMUNICATIONS IMPLICATIONS

- 11.1 Current Leisure Card members will be contacted via letter to inform them of the changes. Notices will also be placed in libraries reminding applicants that they are no longer collection sites.

12. CONSULTATIONS

- 12.1 We have been in consultation with BPL and are continuing discussions to ensure a smooth transfer.
- 12.2 Discussions have been had with the Digital Team and once the transfer is complete the current Barnsley Leisure Card database will be erased.
- 12.3 There will be no change to the scheme from a customer point of view.

13. PROMOTING EQUALITY, DIVERSITY AND SOCIAL INCLUSION

- 13.1 The aim of the scheme has always been to ensure that everyone is able to access leisure centres and lead a healthy lifestyle. The transfer will see better promotion of the scheme to hard to reach communities through the outreach work undertaken by BPL.

14. TACKLING THE IMPACT OF POVERTY

- 14.1 The scheme has always been to enable everyone to access leisure centre facilities. BPL are in a better position to see that this remains the case and review and amend the offer as needed.

15. TACKLING HEALTH INEQUALITIES

- 15.1 The scheme was created to ensure that everyone can lead active lifestyle and access their local leisure facilities.

16. REDUCTION OF CRIME AND DISORDER

- 16.1 Not applicable.

17. RISK MANAGEMENT ISSUES

- 17.1 Not applicable

18. HEALTH, SAFETY AND EMERGENCY RESILIENCE ISSUES

- 18.1 Not applicable.

19. COMPATIBILITY WITH THE EUROPEAN CONVENTION ON HUMAN RIGHTS

- 19.1 Not applicable.

20. CONSERVATION OF BIODIVERSITY

20.1 Not applicable.

21. LIST OF APPENDICES

Appendix 1: Eligible Groups

22. BACKGROUND PAPERS

If you would like to inspect background papers for this report, please email governance@barnsley.gov.uk so that appropriate arrangements can be made

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Financial Implications/Consultation



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*(To be signed by senior Financial Services officer
where no financial implications)*

Appendix 1

Eligible Groups

A	Receive: Jobseekers allowance (JSA); Income support; Incapacity benefit; Employment & support allowance (ESA); Carers' allowance; Working tax credit; Housing benefit; Council tax benefit (single person discount not included); Unemployed adult dependant of someone in receipt of a benefit; Asylum Seeker (Application Registration Card – ARC); Widows pension
B	On a training scheme (non-waged)
C	Full-time student age 18+
D	Aged 60+
E	Disabled adult
F	Disabled junior (aged 3 – 15)
G	Junior dependant (aged 3–15) of person in receipt of a benefit listed in Cat. A
H	Aged 16 or 17 years
J	Special groups: Looked after children; Foster carers and their own children; Young carers; Youth Offending Team (YOT) clients; Drug Action Team clients, Care Leavers (18-25 years)