

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No.

meeting date: 21 MAY 2013
title: ACCESS TO DISCOUNT SERVICES BY SERVING OR EX-SERVICES MEMBERS
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES
principal author: CHRIS HUGHES, HEAD OF CULTURAL & LEISURE SERVICES

1 PURPOSE OF REPORT

- 1.1 To ask members to consider a suggestion that free/subsidised swimming should be included as part of its commitment towards the Armed Forces Community Covenant.
- 1.2 Relevance to the Council's Ambitions and Priorities:
 - **Council Ambitions**
This report contributes to Making People's Lives Safer & Healthier

2 BACKGROUND

- 2.1 The Armed Forces Community Covenant is a voluntary statement of mutual support between the civilian community and the Armed Forces.
- 2.2 In terms of the Borough Council, the Community Covenant is seen as a means of using its knowledge and resources to provide help and advice to members, past and present, of the Armed Forces Community. More specifically, the intention is to ensure that individuals and families are not disadvantaged as a result of their service in the Armed Forces.
- 2.3 The covenant is due to be signed by the partner organisations on 24 June 2013.
- 2.4 Within section 4 of the Covenant, there are a number of activities that are already in place, a list of potential activities/interventions for the future, and the possibility of providing reductions at Council-owned facilities, in this case, admission to Ribblesdale Pool.
- 2.5 Attached at appendix 1 is a request submitted by Councillor White for committee to consider granting free swimming at Ribblesdale Pool.

3 CURRENT SITUATION

- 3.1 Armed Forces staff, past and present, can currently access a range of services / discounts if they have an MOD Defence Privilege Card (see appendix 2). This tends to include national brands, but can include local services / products.
- 3.2 The Council also offers concessions at Ribblesdale Pool through the Freedom Leisure Card for those Ribble Valley residents who are in receipt of some form of benefit or of pensionable age.

4 ISSUES

- 4.1 It would be possible for holders of an MOD Defence Privilege Card to be included within the Freedom Card Concession Scheme (see appendix 3) but we would have to amend the current leaflets / application forms.

- 4.2 Members should also be aware that holders of the MOD card would not all meet the criteria under the current Freedom Card.
- 4.3 It would also be difficult for us to assess how big the take-up would be, although we do not think that it would have a big impact on current admissions income.

5 RISK ASSESSMENT

The approval of this report may have the following implications:

- **Resources** – It is unlikely to have a major impact on income at the Pool.
- **Technical, Environmental and Legal** - none
- **Political** – The Covenant, although voluntary, demonstrates the Council's support to the Armed Forces.
- **Reputation** – Whilst most ex-services personnel will be already eligible for a Freedom Leisure Card, there will be some, although the figure is unknown, that would not meet the criteria and, therefore, may generate some concerns from the general community.
- **Equality & Diversity** - none

6 RECOMMENDED THAT COMMITTEE

Considers whether to include MOD Privilege Cardholders within the Council's Freedom Card Concessionary criteria.

JOHN C HEAP

DIRECTOR OF COMMUNITY SERVICES

CHRIS HUGHES

HEAD OF CULTURAL & LEISURE SERVICES

For further information, please ask for Chris Hughes 01200 414479

Community Services 21.5.13 / Chris Hughes / Access to Discount Services by Serving or Ex Armed Services Members / IW

DECISION

**RIBBLE VALLEY BOROUGH COUNCIL
REPORT TO COMMUNITY COMMITTEE**

meeting date:

title: ARMED FORCE COMMUNITY COVENANT-SECTION 4 REQUEST FOR FREE SWIMMING FOR MEMBERS OF THE ARMED FORCES AND VETERANS OF THE ARMED FORCES

submitted by: CLLR J WHITE RVBC ARMED FORCES CHAMPION

1. PURPOSE

- 1.1 To request agreement from the Community Committee to grant free swimming at public swimming sessions to members and veterans of the Armed Forces.
- 1.2 To inform members of similar schemes in other Councils.

2. BACKGROUND

- 2.1 At the full council meeting on the 18th December 2012 it was passed that RVBC will commit to The Armed Forces Community Covenant.
- 2.2 Section 4 of the Covenant "What else can we do sub paragraph e" was to investigate what other reductions can RVBC provide for the Armed Forces and Veterans.
- 2.3 RVBC swimming Pool at Roefield has been identified as the only community facility that can offer a possible reduction for this purpose as Clitheroe Castle is a joint venture with LCC.
- 2.4 Other councils already signed up to the Covenant provide a range of free or reduced fees for the Armed Forces and veterans, and some also extend this to family members. Case studies in Hertfordshire, Gateshead, and Norfolk are available and all provide discounts or free entry to council facilities, locally Rossendale provides free swimming.

3. IDENTIFICATION

- 3.1 Free or reduced access to any facility will require identification.
- 3.2 Through the Community Covenant programme a common form of identification is now available, this identification card requires the service personnel either serving or veteran to provide proof of service and pay a small handling charge, this is all co-ordinated and issued by the MOD in London.
- 3.3 This card known as the Defence Privilege card can be used at retailers and business's to obtain discounts, it can be used on line and in the high street, and would negate RVBC having to set up and administrate some form of proof of service. A sample copy can be provided for pool staff.

4. ISSUES

- 4.1 Section Four of the Covenant also has a target from the NHS "What else can we do sub para n" To engage with the Armed Forces Community living in the Ribble Valley to work with other stakeholders towards maintaining the health of the veterans and their families. This proposal will meet that target.
- 4.2 No survey has been completed as to how many serving personnel or veterans actually currently use the Swimming pool, so it would be difficult to identify any loss of income, however it is thought that this number is relatively small.

5. OPTIONS

Committee is asked to consider the following options.

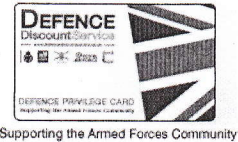
- A. Grant free swimming at public swimming sessions on production of a Defence Privilage Card for all serving and veterans of the armed forces.
- B. Grant free swimming at public swimming sessions on production of a Defence Privilage Card for all serving and veterans of the armed forces and their families.
- C. Grant free swimming at public swimming sessions on production of a Defence Privilage Card for all serving and veterans of the armed forces, and a discount for their families.

J White



DEFENCE Discount Service

The ONLY official Ministry Of Defence Discount Service




Email: Password:

[Forgotten password?](#)

Welcome to the Defence Discount Service



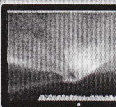
"I am issuing a call to action to all companies to sign up to the Defence Discount Service. This is a very small way to say thank you to our men and women who do, and who have done, so much for us. As well as for their families who support them while they are on operations." Prime Minister David Cameron


NEW The Defence Privilege Card is now available to help you save on the high street 


PLUS Get a free Iceland Discount Card when you purchase a Defence Privilege Card giving 10% off in store  Cards are valid until Feb 2014

Welcome to the Defence Discount Service - the only official Ministry Of Defence (MOD) discount service and also home of the DEFENCE PRIVILEGE CARD.

The services allows members of the Armed Forces, their families and Veterans to make savings both online and on the high street. Sign up for FREE and start saving today.

Online Discounts
Online discounts from 100's of online retailers when buying products from their websites. 

Cashback Savings
Earn cashback when shopping at over 200 online stores. 

Defence Privilege Card
Use your Defence Privilege Card to get in store discounts on the high street. 

Sign up now for free and start saving straight away. The Defence Discount Service is available for Serving and Reserve Armed Forces, Spouses/Partners, Veterans, MOD Civil Servants, War/Service Widow(er)s, Bereaved Family members, Cadet Forces and NATO personnel.

- Make in store savings
- Top high street brands
- Make huge savings
- Valid for 5 years
- Just £4.99
- New companies daily

'Supporting the Armed Forces Community'

Discounts online and soon on the high street at major brands!

Serving Forces

Reserve Forces


Veterans

Service Families





MOD Civil Servants






UK NATO Personnel

Cadet Forces



Some of the great retailers involved....

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- About Us
- Covenant
- Help Centre
- Competitions

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- Latest News
- DDS in the press
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- Local Companies

Legal

- Terms and conditions
- Privacy Policy
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Operated by Blue Light Card Ltd on behalf of the Ministry Of Defence
Company Registration: 06581540

FREEDOM LEISURE CARD 2013-2014



**Ribble Valley
Borough Council**
www.ribbonvalley.gov.uk

Terms and conditions

- Will only be valid if presented by the named member, it is not transferable.
- The facilities are only available at advertised times.
- Adult swimming memberships (aged 17 – pensionable age) are valid for public, adults only, lane and fun swim sessions.
- Junior swimming memberships (aged 16 or under) are valid for public and fun swim sessions
- Senior citizen swimming memberships (pensionable age) are valid for public, lane, adults only, senior and fun swim sessions
- 12 for 10 swim package is valid for 12 months from date of purchase
- Cards must be presented on every visit. Full price will be charged when card is not presented.
- The Family concession membership consists of 2 adults maximum and up to 4 children.
- Lost cards will be replaced for a fee.
- Direct debit members wishing to cancel their membership need to give one months notice in writing.
- The card remains the property of Ribble Valley Borough Council.
- The Freedom Leisure scheme is subject to change, and RVBC reserve the right, at any time to make amendments to the scheme.
- Facilities may be withdrawn at any time, for repair, alteration and maintenance. Notice will be given if possible.
- Members will not be entitled to refunds in any circumstance.
- Any member abusing the leisure facilities, or act in a way that is hazardous to the enjoyment of others, will have their card removed.
- It is the members duty to ensure that they exercise responsibly, taking all possible steps to prevent injury to themselves and others, to report any damaged equipment or potential hazards.
- Members remain responsible for any personal belongings brought onto the council's premises. The authority cannot accept responsibility for any loss or damage to personal belongings.
- Proof of concession is needed when purchasing any relevant membership.
- The Freedom Leisure card is only valid for use at Ribblesdale Pool, Roefield Leisure Centre and Longridge Community Gym.
- Family concession memberships are only available to families in receipt of Council Tax Benefit and Housing Benefit.

Revised April 2013

FOR OFFICE USE ONLY: EVIDENCE OF CONCESSION CHECKED STAFF SIGN: DATE: _____

The information you have given will be protected under the Data Protection Act 1998. Please sign to say you have read, and will abide by the terms and conditions.

Names of dependents (Family Concession only)	Full Name	M/F	Date of Birth	Disabled	Card ID
Partner	_____	M/F	____/____/____	Yes/No	_____
1st Child	_____	M/F	____/____/____	Yes/No	_____
2nd Child	_____	M/F	____/____/____	Yes/No	_____
3rd Child	_____	M/F	____/____/____	Yes/No	_____
4th Child	_____	M/F	____/____/____	Yes/No	_____

SIGNATURE

DATE

Ribblesdale Pool

Edisford Road, Clitheroe Tel: 01200 424825
www.ribblesdalepool.gov.uk

12 for 10 SWIM PACKAGE: No joining fee

Adult £37.00 Senior and Junior £24.00
Other concession £24.00

- Pay for 10 swims and receive 2 free.
- Ideal for people who swim 1-4 times per month.
- Swims must be used within 12 months from purchase date.
- Proof of concession needed (see list).

MONTHLY PASS: No joining fee

Adult £28.00 Senior and Junior £19.00 Other concession £19.00

- Unlimited use of Ribblesdale Pool during public sessions.
- Pay by direct debit or at the till each month.
- Ideal for people who swim two+ times a week.
- Proof of concession needed (see list).

ANNUAL PASS: No joining fee

Adult £280.00 Senior and Junior £190.00

- Unlimited use of Ribblesdale Pool during public sessions for a year.
- Ideal for people who swim two+ times per week.
- One quick payment by card, cash or cheque.
- Only available for Adults, Juniors and Seniors.

CASUAL CONCESSION SWIM

Reduced rates for concessions who wish to pay on a casual basis

- Ribble Valley Residents Only
- Annual membership fee is charged

Follow these steps to receive your concessionary swim

- 1: Show proof of concession (see list)
 - 2: Fill in details on application form
 - 3: Pay membership fee:
- Adult £2.90, Junior £1.90, Families £6.20**
- 4: Next time you come to swim at Ribblesdale Pool you get charged at a reduced rate:
- Adults £2.40 Junior £1.40**

Roefield Leisure Centre

Edisford Road, Clitheroe
Tel: 01200 442188 www.roefield.com

Concessionary Leisure Card Membership entitles the holder to SWIM and GYM availability.

Gym sessions at Roefield Leisure Centre for £21 per month during Off Peak times (6.15am - 4.30pm). Induction @ £10.00. This also includes free swimming at Ribblesdale Pool and day time aerobic classes at Roefield. (Please note there is a minimum 3 month contract).

Customers with a Fitness For Life Membership pay £36.00 for 12 weeks use of the gym - also during off peak hours.

Swimming Sessions are paid for separately at the pool.



Longridge Community Gym

Civic Hall Longridge
Tel: 01772 923986
www.longridgegym.com

Concessionary Leisure Card holders can attend the gym any time during opening hours and costs £2.50 per session or £18.00 per month.

Induction : £10 (Free if paying for first month)

Please note: the concessions available at Longridge

Community Gym are:
Disabled Person / Full time Student / Pensionable Age and Carer



Concession Type

Unemployed

Income Support
Housing Benefit
Local Council Tax Support

Disabled person
Full time student
Pensionable age
Carer

Proof Required

Job Seekers Allowance - letter of entitlement (show every 3 months)

Letter of entitlement
Notification letter

Disability Living Allowance letter
Letter of confirmation/college card
Pension entitlement letter
In receipt of Carer's Allowance

cut along dotted line

FREEDOM LEISURE CARD APPLICATION FORM

Title _____ First Name _____

Surname _____

D.o.B. ____ / ____ / ____

Male Female

Address _____

Town _____

Postcode _____ Home Tel _____

Mobile _____

Concession (available for Ribble Valley residents only)

No Yes (If yes please choose which concession)

Senior Citizen Unemployed Income Support Housing Benefit

Council Tax Benefit Disabled Person* Full Time Student Concession Family

* Carer can attend free of charge if disabled person requires assistance and at concession fee if attending alone

Ethnicity

White Pakistani Indian Black African

Black Caribbean Chinese Other: please specify _____