



DERBY CITY COUNCIL

**COUNCIL CABINET**  
**26 OCTOBER 2010**

Report of the Strategic Director of  
Neighbourhoods

# ITEM 8

## Employee bfit Membership Scheme

### SUMMARY

- 1.1 The scheme will provide Derby City Council employees with the opportunity to take out a bfit@work membership, that encourages participation in activity in all Council run leisure centres across the city, helping to improve the health and wellbeing of employees
- 1.2 bfit@work memberships will be open to all individual Derby City Council employees and will be offered at a reduced rate, payable monthly as a deduction from employees' wages.
- 1.3 Benefits of the membership would include:
  - use of the gyms, swimming and workout classes at Derby City Council leisure centres
  - reduced Passport to Leisure prices for other sport and leisure activities
  - ability to book over the telephone, seven days in advance for sport and leisure activities
  - ability to use facilities at all times
  - support and guidance from b-active team
- 1.4 The new employee bfit membership would be as follows:
  - Gym, workout and swim bfit membership: £24.99 a month
  - Mix and match bfit membership – choose any two of gym, workout and swim: £19.99
  - Just gym, Just workout or Just swim bfit membership: £14.99
- 1.5 Research undertaken by the British Heart Foundation shows that caring for the health and wellbeing of our workforce by helping them to be more physically active can prove to have a huge impact on the overall performance of the organisation. Encouraging a healthy and active workforce can help to reduce stress levels, improve concentration and mental alertness, reduce sick leave and help maintain and improve mental wellbeing. The approach outlined in this report is supported by the Director of Public Health in Derby.

### RECOMMENDATION

- 2.1 To approve the introduction of an employee bfit membership scheme at a reduced rate on normal membership prices for all permanent and temporary contracted staff.

- 2.2 To approve the deduction of the monthly membership fee directly from employees' wages.

## **REASONS FOR RECOMMENDATION**

- 3.1 There is evidence that working people are more likely to undertake physical activity if it is incorporated into their daily lives and this is often best suited around their employment. Employees are more productive, more motivated, more enthusiastic, have more energy, self-esteem and more confidence if physically active.
- 3.2 Fit employees take less sick leave and a healthy lifestyle enables them to cope with stress much better than a person who does not exercise. Increasing activity levels can also help to prevent and manage over 30 conditions and diseases including cancer, coronary heart disease, diabetes and obesity.
- 3.3 The new membership scheme has been designed to contribute to increasing income at our sports facilities, to increase participation in physical activity and to contribute to building a healthier workforce.

## **SUPPORTING INFORMATION**

- 4.1 Currently employees can purchase an annual Employee Passport to Leisure membership, at the concessionary rate of £6.05. This card then allows employees to access a range of sports activities at Council leisure centres at a reduced rate, paying each time they use the facility. The rate is on average a discount of 13.9% of the standard activity price at a sports centre. There are currently 139 active employees with an Employee Passport to Leisure card. Income generated from this card is approximately £70 a month. The new membership scheme may attract some employees who have a Passport to Leisure, however this would result in an increase in income as they are effectively upgrading their membership level and paying a guaranteed monthly amount. Employees would still be required to pay as they play for a wide range of activities that are not included in the bfit membership.
- 4.2 bfit memberships are currently available to buy by the general public, paid for by cash or direct debit. The membership allows unlimited access for the month to swimming, workout classes or the fitness gyms (dependent on membership type). There are no current employee discounts for this membership.
- 4.3 Members of the employee scheme will receive advice about making healthy lifestyle choices, for example, encouraging them to walk to meetings, take the stairs, take short walks in break times or cycle to work. This advice would be delivered through employee bfit@work workshops. The scheme will also link to GP and Occupational Health referrals and the tax free bike scheme and will also offer regular health checks for employees including weight loss guidance and stopping smoking advice. Employees will be consulted on what other activities they would like to see in the scheme to encourage them to be more active. The scheme will be managed and led by the Health and Wellbeing team in Leisure and Cultural Development Division.
- 4.4 The tables below show which direct competitor offers Derby City Council employees discount and what discounts other local authorities offer their employees compared to Derby. Figures were acquired in August 2010.

## Other local authority fitness memberships compared to Derby

Venue	Membership type and prices - monthly	Employee membership discounts
Nottingham City Council	Swim and health suite £20.25 a month  Gym, Swim and Health Suite £28.95 a month	50% discount on these prices
Erewash Borough Council	Gym, Swim, Sauna and Aerobics classes £28.10 a month	£10 a month for same membership
South Derbyshire District Council	Gym, Swim, Sauna and Aerobics classes £31.50 a month	£25.50 a month for same membership
Derby City Council	Individual bfit membership Gym, Workout and Swim £30.15 Gym and Swim £28.00 Workout and Swim £25.70	No discounts for employees

## Direct Competitors

Venue	Membership type and prices - monthly	Derby City Council Employee discounts
David Lloyd * Gym * Pool * Workout * Racket sports * Spa	30 different types Full membership £70 peak, £59 off peak Incl: gym/workout/swim  12 month contract without cancellation, no suspension facility	No
Virgin Active * Gym * Pool * Workout * Spa	Peak £47.95, price for life (price never changes) Off Peak £44  Pay month by month £51, cancel at any time.  Joining fee £40, offer includes one personal training session	No
LA Fitness * Gym * Pool * Workout * Spa	All facilities Peak £30 12 month contact	Peak £27
Fitness First * Gym * Workout * Spa	All facilities Peak £35.95 Off peak £32.95	No
Ladies Club * Gym	£30 a month including gym and dietary needs	No
DW Gym (formally JJB) * Gym * Workout * Spa * Women's only gym	All facilities Peak £38, joining fee £35 Off peak £28, joining fee £25	Peak £33.50, joining fee £17.50  Off peak £24.50, joining fee £17.50

- 4.5 The employee bfit membership scheme would use existing membership administration systems and cards therefore there would be no additional set up costs to run the scheme. The scheme will be promoted through the Council's internal communication channels. There is currently capacity in the Council's gym to accept increased levels of membership.
- 4.6 Forecasted income based on a 5%, 10% and 20% take up of employees are as follows.

	<b>Employee Price</b>	<b>5% workforce take up scheme 600</b>	<b>10% workforce take up scheme 1200</b>	<b>20% workforce take up scheme 2400</b>
Full Gym, Workout and Swim	£24.99	£14,994	£29,988	£59,976
Mix and Match – choose any two from Gym, Swim and/or Workout	£19.99	£11,994	£23,988	£47,976
Just Gym or Just Swim or Just Workout	£14.99	£8,994	£17,988	£35,976

- 4.7 A number of Council employees have an existing bfit membership. The exact number is not known as data protection rules prevent this information being made available. These employees will be able to choose to swop over to the new employee bfit membership scheme. This will mean a reduction in the amount they are paying each month, however it is anticipated that any shortfall in income will be covered by an increase in the total number of employees who take up the employee scheme.
- 4.8 Additional benefits can be introduced to the membership scheme to encourage further sales and retention such as wider cultural offers.

## **OTHER OPTIONS CONSIDERED**

- 5.1 Do nothing is an option but this would neither benefit employees nor make greater usage if of the Council's leisure facilities.

**This report has been approved by the following officers:**

<b>Legal officer</b> <b>Financial officer</b> <b>Human Resources officer</b> <b>Service Director(s)</b> <b>Other(s)</b>	Stuart Leslie Toni Heathcote Celia Dyson Helen Osler
<b>For more information contact:</b> <b>Background papers:</b> <b>List of appendices:</b>	Name Amanda Sharman 01332 641231 e-mail Amanda.sharman@derby.gov.uk None Appendix 1 – Implications

<b>IMPLICATIONS</b>
---------------------

**Financial**

- 1.1 There would be no cost to the Council in setting up the scheme as it would be administered as part of the existing public membership scheme using existing cards and systems.

**Legal**

- 2.1 None

**Personnel**

- 3.1 None

**Equalities Impact**

- 4.1 This scheme would be open to all permanent and temporary contracted Derby City Council employees.

**Health and Safety**

- 5.1 None

**Carbon commitment**

- 6.1 As part of the employee bfit membership scheme employees will be encouraged to walk and cycle more and use their cars less.

**Value for money**

- 7.1 The scheme will provide employees with an affordable option to private health club membership.

**Corporate objectives and priorities for change**

- 8.1 CC1, HC3,