

## **WEST DUNBARTONSHIRE COUNCIL**

### **Report by the Director of Housing, Regeneration and Environmental Services**

**Community Safety & Environmental Services Committee: 4 October 2006**

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**Subject: Update on Year 2 performance of Employee Cosmopolitan Membership Scheme**

#### **1. Purpose**

- 1.1** This report seeks to update the Committee on the year 2 success of the Employee Cosmopolitan Membership Scheme which provides employees of West Dunbartonshire Council with discounted opportunities to participate in physical activity at the Council's indoor leisure facilities.

#### **2. Background**

- 2.1** In June 2004, to promote the Council's commitment to employee health and wellbeing, Leisure Services introduced an Employee Cosmopolitan Membership Scheme on behalf of the Council. The scheme offered Skillseeker trainees, permanent and temporary employees a 50% discount on membership fees for the Cosmopolitan Health & Fitness Club. The scheme was launched on Monday 21 June 2004.
- 2.2** Cosmopolitan Club membership covers the Meadow Centre, Play Drome, Vale of Leven Swimming Pool and the Neighbourhood Fitness Centres at St Columba's High School, Clydebank High School, Vale of Leven Academy and Our Lady & St Pat's High School. In addition to the fitness gyms within each of the facilities, members have unlimited use of the swimming pools and health suites. Payment is collected directly from salaries or wages at each payrun.

#### **3. Main Issues**

- 3.1** The departmental Service Plan includes an objective for Leisure Services to have 15% of WDC employees as Direct Debit or Paid in Full members of the scheme by March 2007. As there are presently approximately 6,000 Council employees, this equates to approximately 825 memberships.
- 3.2** The membership level as at 21 June 2006 (end of year 2 of the scheme) was 811 members. The breakdown of memberships by department is:-
- Housing, Regeneration and Environmental Services - 265
  - Social Work - 245
  - Education and Cultural Services - 230
  - Chief Executive's (including elected members) - 57
  - WDC partnership agencies - 14

This is illustrated in Appendix A.

- 3.3** Statistical analysis of membership data shows that, during the two years of the scheme's operation, a total of visits 50,000 have been made to the Council's leisure centres by employees who are members of the scheme.

#### **4. Personnel Issues**

- 4.1** None

#### **5. Financial Implications**

- 5.1** It is known that 70 employees were existing members of the Cosmopolitan Club prior to the introduction of the Council's half price employee membership scheme. These memberships were converted to half price at the launch of the scheme in June 2004 at a loss of income for Leisure Services of £11,795.75.
- 5.2** Assuming the present number of employees retain membership for one full year a sum of £144,944.68 (VAT Exclusive) per annum will be generated in income. This would result in a net gain for the Leisure Services Trading Account of £133,148.93.

#### **6. Conclusions**

- 6.1** The scheme continues to prove successful and is a valuable tool for the Council in demonstrating its commitment to improving the health of employees and maximising attendance. Leisure Services will continue to promote the scheme to Council employees using a variety of methods and aims to meet the target of 825 memberships by March 2007.

#### **7. Recommendation**

- 7.1** **The Committee is asked to note the continuing success of the employee Cosmopolitan health and fitness scheme in increasing physical activity amongst employees of West Dunbartonshire Council as part of the Council's commitment to promote employee health and well-being and maximise attendance.**

pp **David McMillan**

**Director of Housing, Regeneration & Environmental Services**

**Date: 1 September 2006**

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**Persons to Contact:** Ronald M Dinnie, Head of Land Services  
Telephone: 01389 737601  
E-mail – ronald.dinnie@west-dunbarton.gov.uk

Lynda McLaughlin, Manager of Commercial Operations  
Telephone: 01389 772097  
E-mail – lynda.mclaughlin@west-dunbarton.gov.uk

**Background Papers:** None

**Wards Affected:** All

**Appendix A:** Employee Cosmopolitan Scheme - Departmental Breakdown