



Response to Request for Information

Reference FOI 0515100
Date 26 May 2015

WV Active Costs

Request and response in 'blue':

Please provide information as follows relating to the establishment of WV Active.

- 1) What was the total cost of works to rebrand all original leisure facilities to "WV Active"?
Total cost of WV Active rebrand £54,807.80
- 2) What is the net change in subscriptions paid since the start of WV Active?
The membership subscription packages were completely reviewed – a summary of the packages launched in January 2015 are shown in the attached document. The membership numbers have increased from 3000 at the end of December 2014 to 3,950 currently.
- 3) What is the net change in staff numbers since the start of WV Active?
There are 33, Full time equivalent, fewer posts in the restructured WV Active business.

1. Set out in the table below are details of the membership packages available through WV Active:

Card Category	Description
Platinum	City wide use of the leisure facilities offering the following benefits: <ul style="list-style-type: none"> • Unlimited access to Les Mills classes. • Unlimited use of the fitness suite • Unlimited access to public swimming sessions • Unlimited access to Aqua-fit classes • Use of sauna and steam rooms • Exclusive members newsletter • 14 day advance booking • Advance notice of special offers • Free Technogym “Wellness Key” • Free gym induction • Free parking
Gold	City wide use of the leisure facilities offering the following benefits: <ul style="list-style-type: none"> • Unlimited use of the fitness suite • Unlimited access to public swimming sessions • Use of sauna and steam rooms • Exclusive members newsletter • 14 day advance booking • Advance notice of special offers • Free Technogym “Wellness Key” • Free gym induction • Free parking

2. The approved charges for each type of membership card are tiered according to the category type detailed below:

Type	
Single (Category 1)	<ul style="list-style-type: none"> • Available to one person
Corporate (Category 2)	<ul style="list-style-type: none"> • 25% discount off the purchase price of the card. • Available to employees of organisations registered with the Council. • Available to Wolverhampton City Council employees.
Concession (Category 3)	<ul style="list-style-type: none"> • 50% discount off the purchase price of the card. • Available to: <ul style="list-style-type: none"> ○ Over 60 years of age ○ Job seekers allowance ○ Income support ○ Housing benefit and/or Council tax benefit ○ Student studying full-time (Further Education College or University)

3 The charges for the respective card categories are set out below (Corporate highlighted in yellow):

Card Type	Charge per month
Platinum Active (Category 1)	£30.00
Platinum Active (Category 2)	£22.50
Platinum Active (Category 3)	£15.00
Gold Active (Category 1)	£20.00
Gold Active (Category 2)	£15.00
Gold Active (Category 3)	£10.00