



Leisure centres run by North West Leicestershire District Council

(NWLDC) are being managed in order to facilitate community empowerment, engagement and outreach to excluded groups, particularly young people.



In 2007 NWLDC devised the Club Activ8 loyalty point reward scheme to encourage school children to take part in physical activity at leisure centres across North West Leicestershire.

Councillor Trevor Pendleton - Portfolio holder for Community, said: “Children swipe their Club Activ8 cards at PE lessons and out of school lessons to gain loyalty points. Once two hours of exercise has been completed they receive loyalty points and can use their accrued points instead of paying cash to enable them to access more activities at our Leisure Centres.”

“Club Activ8 is an innovative project that rewards physical activity with physical activity. It helps increase the amount of activity, reduces levels of obesity and provides an incentive for children to exercise.”

Nine year old Joy who is a Club Activ8 card holder said: "I really enjoy doing all the activities at the leisure centre and knowing that the more I do the more points I can get. My favourite activity is the pool inflatable - me and my friends usually do it every week and it's great that we get points to have fun!"

Gail Rushton, Club Activ8 project co-ordinator, said:
“Since the pilot scheme started over 3,000 children from four schools across the district have joined. Hermitage and Hood Park Leisure Centres have seen a significant increase in the number of children redeeming loyalty points - a jump from an average of 4.5 visits per week in January 2007 to its present level of 114.25 visits a week.”

“This is a very exciting project and we are hoping the success in North West Leicestershire will hold the beacon for it to be rolled out nationally. So far, the Club Activ8 project is proving to be a life-changing opportunity for the children in the District, helping them to integrate sport and leisure into their lives from a young age. It's important to give children some responsibility of their health and well being so they start to understand the importance of exercising and I think the Club Activ8 project achieves this.”

NWLDC's Leisure and Culture section works in close partnership with the Local Sports Alliance and School Sports Partnership to promote and implement the scheme. The Club Activ8 pilot started last year with 672 young people receiving a Club Activ8 card, now over 3000 students have a card and the number is increasing annually.

Results

- Currently over 3000 children in the North West Leicestershire District have Activ8 cards
- From September, an additional four schools from across the District will also be added to the scheme
- Current schools on board is 9 (3 in Coalville area, 5 in Ashby area and 1 in Ravenstone).

North West Leicestershire
District Council
Council Offices
Coalville
Leicestershire
LE67 3FJ
T: 01530 454545
W: www.nwleics.gov.uk

