

## Key Decision Details

<b>Decision Name</b>	ONE LEISURE MEMBERSHIP ARCHITECTURE REVIEW
<b>Date of Decision</b>	19 March 2024
<b>Decision maker</b>	Cabinet
<b>Describe the Decision taken</b>	<p>The Cabinet has approved the following recommendations:</p> <ol style="list-style-type: none"><li>1) the re-brand of One Leisure's existing membership architecture to support compatibility with its new online joining platform and to support wider improvements to customer service delivery;</li><li>2) that One Leisure can re-align and modernise the membership architecture and pricing across all One Leisure sites;</li><li>3) that One Leisure can implement three new membership options to support the sustainable operation of facilities, maximising access and supporting the wider commercial sustainability of One Leisure;</li><li>4) that this proposal forms a significant part of the process and journey of returning One Leisure back to its pre-pandemic membership base and thus strengthening its financial resilience as a non-statutory service, whilst contributing significantly to the council's corporate plan objectives around resident outcomes.</li></ol>
<b>What were the reasons for taking</b>	As outlined in the report.

**the Decision?**

**What alternative options were considered and rejected?** As outlined in the report.

**Conflict of interest and dispensation** N/A

**Is the decision a Key Decision?** Yes

**Was the decision included in the Forward Plan** Yes

**Was the decision subject to the urgency proceedings?** No

**List the background papers to any report considered by the Decision Taker** N/A

**Person Making this report** Gregg Holland, Head of Leisure Services

**Decision will be effective the day after call-in expires. Call-in expires on** 27 March 2024

**Accompanying Documents** 6. One Leisure Membership Architecture Proposal Report  
One Leisure Membership Architecture Proposal Presentation