

Case Study



Active in Renfrewshire

Young people are being encouraged to keep active with a discount at Renfrewshire Leisure.

Across Scotland, Local Authorities are playing an important role in helping young people to be active and healthy.

Following Renfrewshire's Poverty Commission, Renfrewshire Council worked with partners to use the Young Scot National Entitlement Card (YSEC) to tackle inequalities in a non-stigmatising way.

Renfrewshire Leisure have been supporting young people and the partnership through a new discount using the Young Scot National Entitlement Card.

The Objectives

- » To increase the number of young people using Renfrewshire Leisure's fitness facilities
- » Demonstrate the value of the Young Scot National Entitlement Card and increase the number of cardholders.

Using their Young Scot card, young people can get discount gym membership with Renfrewshire Leisure.

Anyone between the ages of 12 and 26, who registers for - or already has - a free Young Scot card can get a gym membership for £14.95 per month. This is half the price of the equivalent adult membership

Young people can also sign up for a year for only £149.50, which mean they get two months membership free.

A Renfrewshire Leisure gym membership gives access to six fitness suites, free use of the five swimming pools and access to more than 300 fitness classes.

The offer has been promoted through a local PR campaign, posters and promotional material displayed in Renfrewshire Leisure and Renfrewshire Council building. Like all discounts, it was shown on young.scot/discounts.

Chief executive of Renfrewshire Leisure, Joyce McKellar said:
"It's important young people get into the habit of exercising and keeping fit and healthy. The Young Scot card gives young people lots of benefits and now there's even more to be gained with this big-value deal offering cut-price membership of our fitness suites.

The Impact

- » As of June 2017, Renfrewshire Leisure now has 1233 active Young Scot memberships
- » Staff at the leisure centres believe around a quarter of these are new cardholders.

Conclusion

The Young Scot offer from Renfrewshire Leisure shows how effective a Young Scot offer can meet local strategic aims and help young people keep more pounds in their pocket.

If you are interested in collaborating with Young Scot please contact: rewards@young.scot