



Gym miles rewards programme

Overview

Our programme has been created for Fitness facility operators and Wellbeing scheme providers. The programme delivers an incentive/ rewards programme that targets gym members and casual leisure facility users as well as encouraging increased physical activity by the wider community.

The programme will reward all Leisure card holders and residents who participate in any sporting or healthy activity within a defined geographical area.

The programme will utilise existing data reporting currently available within Leisure venues and Community organisations. The programme will also utilise existing data relating to Health and Wellbeing initiatives in the area.

Identifying the problem

The UK medical costs associated with inactivity = £15.8 billion 2008

- Inactivity and overweight populations are key drivers of spiraling healthcare costs
- Corporate wellness programs lack widespread participation

Contributing factors:

- Activity has been engineered out of people's lives
- 63% of UK adults do not meet the government's minimum activity guidelines
- 20% of these exercise once a month or less
- Only 12% of the UK population are gym members
- 61% of UK adults & 27% of UK Children are now overweight or obese

Wellness programs can work but lack participation

- Facilities don't attract the target populations and engagement with the wider community is limited.

We provide a solution that will deliver improved lifestyle and wellbeing scheme engagement, which in turn delivers positive health outcomes.



Our solution

The programme has been designed to be inclusive for all and includes all non gym activity such as running in the park, cycling or even just walking to work.

Data reporting

The programme delivers accurate data reporting both by individual (GP referral patient?) or as an aggregate demographic overview (age, gender, geographic location etc).

Rewards Criteria

Gym members and residents will be awarded points based on their usage or participation in Sports and Leisure activity. There are a number of existing reporting systems already in use that can be accessed to facilitate the programme.

Facility attendance

Recorded through the venue's existing MRM system and linked to a Membership/Leisure Card. This can encompass all venue users including casual pay as you go customers.

Sports and Fitness activity

Sports Clubs and Fitness Classes currently available to residents can be included in the programme through a simple membership report generated on a monthly basis by the Clubs and organisations. These reports are excel based and easily copied into our reporting templates.

Home exercise

All home and outdoor exercise such as casual running, swimming or cycling can be utilised by any resident using our simple self reporting web tools. Residents can also use any existing mobile applications and Pedometers to self report their activity through the Gym miles web site.

Personal Goal achievement

GP referrals, Weight loss programmes, quit smoking clinics, bike to work schemes and any work based Wellbeing schemes can all be included.



Programme benefits

The rewards programme delivers a number of associated benefits to the operator/ Council across.

Benefits to operator

Gym miles delivers a powerful rewards/loyalty programme supported by the UK's top brands and retailers including major supermarkets Tesco and ASDA.

The scheme is also supported by the Department of Health change 4 life scheme as well as all major sports brands such as Reebok, Nike and Puma.

This association with blue chip brands is usually out of the reach of most operators and conveys a positive image to the operators' members.

In addition to the benefits available through the programme operators will also indirectly benefit from a number of administrative and data related improvements.

- Gym miles self registration process provides operators with an accurate database containing accurate contact detail information.
- Gym miles provide a proven incentive for members to swipe their card at the venue to ensure that they collect their points thus delivering more accurate attendance data for the operator.
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- This attendance data when combined with Gym miles online self reporting activity tracker can help measure the activity levels of all Leisure Card holders. This data is useful for N18 reporting.

Benefits to the Community

Through wider engagement a positive message is conveyed and closer links developed with the target population.

The programme promotes and encourages adults and kids to become more active. By combining a carrot and stick approach the programme delivers accurate data tracking and reporting, proven user engagement that rewards goal achievement and programme participation with tangible rewards that can better an individuals' wellbeing and lifestyle.



Benefits to Members/ Residents

The programme will provide the operator with a bespoke web site and web based reporting solution. The web site will deliver exclusive selected discounts and special offers to all registered members/residents.

There is no cost to become members of the programme however there is a monthly management fee of £1 per month per member. This fee is taken from rewards account balance that has been generated by the member so there is no direct cost to the member.

There are over 250 national High Street brands and Supermarkets signed up to the Gym miles scheme

How does it work?

Members/Residents are awarded points based on the criteria set out above. Each point has a redemption value of 1p. The points are automatically converted into a cash reward each time a member shops with one of our partners.

Shopping Points

The Gym miles rewards currency is shopping points. Shopping points are paid for by the retailers and there is no cost to the programme operator, or the member to cash in these points.

Definition:

Shopping points are reward tokens worth 1 penny each. These tokens (points) are automatically cashed in and converted into a cash reward each time a member chooses to shop with a Gym miles partner. The number of points cashed in per transaction varies from partner to partner but usually ranges from 5 to 10 per £1.00 spent with the partner.

In addition to the cash rewards, members can also access exclusive discounts and special offers from our partners.

A local discount scheme can also be incorporated into the programme that provides registered users with in store discounts in their local area.