

Membership	2018/19 Monthly Price	2019/20 Monthly Price	2020/21 Monthly Price	2021/22 Monthly Price	Comments & Key Points
Activo Studio & Swimming	£29.00	£29.00	£29.00	£30.00	It is anticipated that 1/3rd of the total adult membership would use this option, as currently this is reflected within the existing membership. It also allows for those customers when re-alignment takes place to continue to receive a membership for £29.00 if they only use studio classes and swimming.
Activo Gym & Swimming	£29.00	£29.00	£29.00	£30.00	It is anticipated that 1/3rd of the total adult membership would use this option, as currently this is reflected within the existing membership. It also allows for those customers when re-alignment takes place to continue to receive a membership for £29.00 if they only use studio classes and swimming.
Activo Inclusive	£29.00	£31.00	£31.00	£32.00	This is the current full Activo membership with the associated price increase. It is anticipated that 1/3rd of the membership base would use this option – this option is competitively priced, however, it has the option for members to downgrade to a slightly cheaper options e.g. gym and swim, if they are not using the benefits of the full Activo membership.
Activo Concessionary		£25.00	£25.00	£25.00	Membership with new criteria to hopefully reduce down barriers to joining and include access for customers with postcodes in identified areas. It is expected that the growth in this membership will increase as new members benefit from excellent value for money and understand the benefits of regular exercise.
Activo 60	£23.00	£25.00	£25.00	£26.00	This continues to be a popular membership option and is in line with price increases for full Activo
GP Referral	£16.00	£17.00	£17.00	£18.00	There is a limited take up of membership, however, the membership category is vitally important in supporting those within the community who traditionally may not have used a leisure centre before and have various health needs requiring support from the professional staff on hand.
Activo Swim	£19.00	£20.00	£20.00	£21.00	Price increases in line with full Activo
Activo 60 Swim	£16.00	£17.00	£17.00	£18.00	Price increases in line with Activo 60
Activo and Xperience	£17.00	£18.00	£18.00	£19.00	Price increases in line with full Activo

Student					
Xperience ONE	£19.00	£20.00	£20.00	£21.00	This membership represents one coached activity and provides very good value for money for the customer. Price increase of £1 over the next 3 years
Xperience TWO	£23.00	£23.00	£23.00	£24.00	The membership represents two coached activities and allows for the opportunity for parents to have two coached activities, at a heavily reduced price
Xperience Concession		£20.00	£20.00	£21.00	Membership with new criteria to hopefully reduce down barriers to joining and include access for customers with postcodes in identified areas. For Xperience members, they will receive the benefits of two coached activities for the price of one coached activity
Xperience THREE	£27.00	£28.00	£28.00	£28.00	Increased by £1 from April 2018. The membership represents three coached activities and allows for the opportunity for parents to have multiple activities at a heavily reduced price. This membership encourages and promotes participating in regular exercise, by providing heavily reduced multiple coached activities
Xperience FOUR	£38.00	£38.00	£38.00	£39.00	Elite membership. This is a relatively new membership and is specifically targeted at those children training for and competing in regular competitions
Xperience Penguins	£30.00	£31.00	£31.00	£32.00	This membership is relatively new and is a tailored to those children who require additional support due to their needs.