

Compass Card West Sussex Offer Development Strategy updated April 2017

Introduction

Compass Card West Sussex has been fully operational since April 2016 and the Compass Team at Amaze continues to receive regular feedback and suggestions about the card. We have drawn on all these sources to produce the Offers Development Strategy 2017

At the time of writing (late April 2017), there were a total of 145 Compass Card offers at 244 locations (106 West Sussex offers at 174 venues).

There are also numerous ad hoc offers, which are principally publicised via the e-bulletin. There have been over 120 ad hoc offers since the launch of Compass Card West Sussex in April 2016 and hundreds of people have benefited from these. Ad hoc offers include: theatre offers; Sparks in the Park wristbands (free fairground rides before the general public arrives); 150 free Circus Starr tickets in Crawley; a full range of special offers for Disabled Access Day in March 2016; 36 free tickets for the Easter Bunny Canal Trip in Chichester; 10 free tickets for the Amex Stadium Tour on 13 April 2017; and discounted Paddlesports taster sessions in Shoreham over Easter 2017.

All but one offer in West Sussex (West Sussex libraries) and two partners in Brighton and Hove (Brighton & Hove libraries and Sussexsport's gym facilities) are shared or 'passported' between Compass Card Brighton and Hove and Compass Card West Sussex.

This information in this strategy will help us to decide which leisure organisations to approach, where we should focus our efforts geographically and whether there are groups we need to develop more offers for (eg. specific disabilities or age ranges).

The Offers Development Strategy is a live document that can be regularly added to and adjusted. The strategy will be supported with publicity about the Compass scheme in areas and specific populations where current take-up is low.

Please refer to the appendices at the end of this document for the data we have drawn on to set our priorities for the coming months.

The way forward: proposals

Maintaining a flexible, responsive approach

In general, we need to keep a flexible approach to negotiating Compass Card West Sussex offers, so we can respond quickly to new leisure facilities and to promising new partnerships.

Offers development

Although we'll continue to add to the number of offers for Compass Card West Sussex at the rate of around 4 per calendar month, we also want to take the opportunity to develop and expand the potential of existing offers whenever we can.

Development work priorities as follows:

a. Specific offer types we'd like to target

We have been able to respond to many of the top requests from local families in current offer provision. However, we still need to address:

- A popular choice in pre-launch surveys and Focus Groups, the number of cinema offers for Compass Card West Sussex has risen from 1 to 4 in the last six months. The opportunities for further offers are limited (Cineworld for example relies on the CEA Card), but we will continue to look for further possibilities as they arise.
- We don't have any zoo offers, although they were a popular parent carer choice and one chosen by 56.1% of young people in our pre-launch survey. There are few zoos in the area and historically, Drusillas has been reluctant to negotiate a Compass Card deal, but we are looking into Marwell Zoo in Hampshire.
- Holiday clubs and play schemes were a popular parent carer choice – sadly, we have recently lost discounts on holiday schemes at Billingshurst, Broadbridge and Steyning leisure centres (although we do still have a discount at Whizz Kids holiday clubs). We will continue to target potential providers, including the Gravity Club, which has expressed interest in joining the scheme.
- Buses were a popular choice with parent carers pre-launch – this is a difficult area, but we confirmed a deal with Brighton & Hove Bus and Coach Company (which crosses the border into West Sussex) in October 2016 and have made a number of contacts with Stagecoach, but have not yet received a response.
- Adventure activities – 68.7% of parent carers mentioned this in our pre-launch survey (and 45.5% of young people chose this option) – we feel developing adventure activity offers would help us to address the need for offers specifically targeted at the 16-25 year age group (see below). We have further developed our offer at Lodge Hill in recent months and Our Into the Woods offer in September 2017 will meet this criteria, but we will continue to explore this option.
- 68.7% of parent carers mentioned life skills in our pre-launch survey, but some of this need is being addressed through Short Breaks (Barnado's Moving Forward Project). We will however explore potential options where we can.

b. Focusing on offers targeted at 16-25s

Compass Card West Sussex 16 to 25s are under-represented (around 19% of total). We'll focus on this area in the coming months and will research potential areas of interest including:

- Music venues
- Local festivals (we have some in the pipeline – Loxwood Joust, Into the Trees, Elderflower Fields next year)
- Youth clubs
- Adventure activities – eg. climbing, kayaking, bushcraft.
- Life skills – eg. travel training, cooking, finances
- Pubs
- Technical skills – eg. Hack Horsham, Brighton Makers Club

- Museums (museums were often mentioned in young people pre-launch Focus Groups and also featured in parent carer pre-launch Focus Groups). We have seven ‘heritage’ listings on the Compass Card, four of which are in West Sussex – Amberley Museum & Heritage Centre, Fishbourne Roman Palace and Weald and Downland Living Museum – and one in Hampshire, Stansted Park House and Grounds. We’ll continue to explore further opportunities as they arise.

We’ll also:

- Continue to target specific services and organisations with a young people focus and ask them to help us reach their client group – eg. Mike Smith, West Sussex Learning Links, Aspire Sussex, Autism Sussex, West Sussex Disabled Young People’s Forum, Gig Buddies/Stay Up Late, West Sussex Out There!, Spiral Sussex, Grace Eyre
- Prioritise attending young people-focused events and services. We attended the first First Steps to Adulthood event in March 2017 and will be attending the next in June. We’ve also attended the Better Young Lives meeting and will look for further opportunities to engage with young people and young people services.

c. 0-5 year olds

Like 16-25s, 0-5s are under-represented in terms of Compass Card registrations at 13% of the total. This is often a period of uncertainty for families as young children may be going through diagnosis, but we still feel there’s scope to improve. We will be targeting pre-school organisations so that Compass Card information is available to this group.

d. Crawley offers and registrations

Numbers of registrations in Crawley were low initially, but we have seen some improvement in numbers (up from 10.3% of total registrations at the end of March 2016 to 15.8% at the end of March 2017). Nevertheless, there is still some work to do and we’ll continue to explore ways of addressing this, including identifying organisations we can work with like Autism Crawley, Broadfield Nursery and Autism Parent Empower.

We also have a low number of offers for the Crawley area (7% of the total number of current Compass Card West Sussex venues, compared to 14% for Worthing, 19% for Chichester and Horsham and 17% for Arun.

e. Children and young people with complex needs

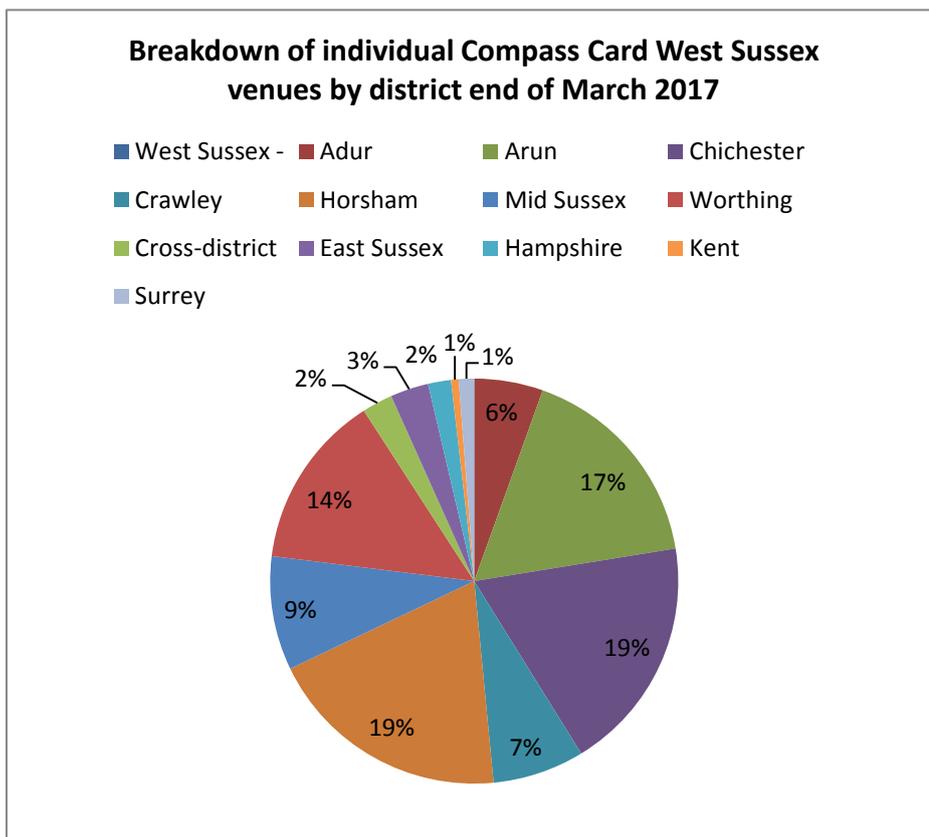
We’ve met with parents of children with complex needs and recognise that there should be more offers on the Compass Card that include these families. We’ll continue to encourage our partners to be fully inclusive and although we’re restricted by what’s out there, we’ll develop offers that include children and young people with complex needs whenever we can. We’re also improving our accessibility information and have added two new accessibility categories to our Compass Card app/website offers page.

Appendices

The Compass Team at Amaze continues to receive regular feedback and suggestions about the card through ad hoc contact via email, Facebook and the new Compass Card website; through our ‘Lightbulb Moment’ flyers and pre-launch surveys; via one to one contact; and more recently, through our online and paper survey for parent carers and young people which closed in West Sussex on Friday 28 April 2017. These appendices provide the information we have drawn on to inform our 2017 Offers Development Strategy.

Compass Card offers – geographical spread of venues (West Sussex)

These charts show the geographical spread of current Compass Card offers (each venue counted once, although there may be more than one Compass Card offer in place). Some offers developed for West Sussex may be in other counties – eg. Hampshire and Surrey – and there are a small number (5) offers that don’t have a venue – currently 2 taxi companies, Tom’s Talking Reptiles, Polka Photography and Jodee Hair and Nails.



Compass Card offers by *type (West Sussex only)

The following charts show the type of Compass Card West Sussex offers.

* type follows the original categories in the Compass Card West Sussex offer guide.

Gap Analysis of Compass West Sussex August 2016

The Compass West Sussex Team produced a 'Gap Analysis of Compass West Sussex' on 8 August 2016 by examining current registration rates across age groups and districts, compared to Disability Living Allowance (DLA) and Personal Independence Payment (PIP) take-up in the county. These were the conclusions:

1. While registrations from 0-15 years old have been relatively high (currently 16% of DLA population), we are not reaching 16-25 year olds as well (currently 5% of DLA/PIP population).
2. Over the whole 0-25 age range, Worthing has twice as many registrations as Crawley (when compared with DLA/PIP take-up in those districts). We know from Census data that Crawley has a larger Black and Minority Ethnic (BAME) population than the rest of West Sussex (28% compared with 11% over the whole county) and this may be a factor. Next steps should be an analysis of the register by ethnicity and home language, as if these are barriers to registration, any number of offers in that area may not have much of an effect. Information may need to be translated into community languages.
3. Within individual districts and borough wards, there are large differences in registrations, but it's too early to draw hard conclusions from this as the numbers are very low, with often less than 10 registrations per ward. However, these early results could still help us with targeting registration packs towards particular schools, childcare providers, GP surgeries etc.

Surveys and feedback

The suggestions below are sourced from 'Lightbulb Moment' flyers which have been returned, plus the recent 2017 survey of parent carers in West Sussex.

Lightbulb moment suggestions to date			
Offers secured	Offers we are working on	Offers refused or not currently feasible	Others
The Triangle	Bluebell Railway	Cineworld Crawley	Chichester College - Brinsbury Campus Horse Riding
Hollywood Bowl Crawley	Stagecoach buses	High Places - Horsham	Theatrenic
Paradise Park	The Dome cinema	Fishing in Crawley - (Tilgate Park, Milton Mont and Mill Pond)	'Interactive Room' at Freedom Leisure in Littlehampton

Monkey Bizness		Tulleys Farm Maize Maze	
Westow's			
K2 Crawley			
Tilgatepark Crawley			
Tangled' children's salon			
PictureDrome Cinema			
Chichester Snooker Club			
Oasis Bunn Leisure			

2017 parent carer and young people survey suggestions (total received 121)			
Offers secured	Offers we are working on	Offers refused or not currently feasible	Others
Flip out Chichester	Arundel Wetlands Centre	Planetarium in Chichester	One to one swimming teaching at Freedom Leisure
Fish Borne Roman Palace	Marwell Zoo	Drusillas	Quad Biking
Lodge Hill activity days	Kings Leisure Centre - gym membership discount	Waves Music Therapy	Time Aside
Ice skating - Worthing and Horsham	Sailing	Music lessons	Art Therapies
Knockhatch	Sky High Trampoline Park	Equine Therapy	Play therapy
Reaching Higher Rebound trampolining	Hotham Park Café	Wakehurst Place	Bowen Technique
Massage - Intuition	Power boat rides - negotiating a Catamaran	Fishers Farm	Paultons Park
Boccia - Middleton Gym	Wetwheels Solent/Hamble	Treasure Chest, Crawley	Singleton Open Air Museum
		Wheelchair carriage rides on the Downs	Bentley Wildfowl Trust

		Hydrotherapy pools	Discounts on circus and other shows
		Arundel castle	Brewers Fayre
		Harvester - multi national	Trampolining at Broadbridge Heath
		Beefeater - multi national	121 swimming in Horsham
		Pizza Hut - multi - national	Archery
		Lego Land - national	Rifle Shooting
		Beach Wheelchair hire (usually free)	Stay in wheelchair hire on the coastal promenades
			Accessible beach hut
			Hockey

Focus Group offer suggestions 2016

Following our seven Focus Groups in January and February 2016, we collated the most popular offer requests (yellow simply indicates most popular requests):

What offers do PC want?	Mentioned at FG
Leisure Centres	14
Farms	11
Outdoor/Nature Activities	11
Restaurants and cafes	11
Theatres	11
Cinema	8
Swimming	8
Soft Play	7
Transport	7
Bowling	6
Horse Riding	6
Museums	6
Parks/Gardens	6

What offers do YP want?	Mentioned at FG
Museums	6
Cinema	5
Restaurants and cafes	4
Shops	4
Swimming	4
Bowling	3
Art & crafts	2
Cooking	2
Farms	2
Go-Karting	2
Pubs	2
Theatre	2

What is most important to both YP and PC?
Restaurants and cafes
Theatres
Cinema
Swimming
Bowling
Museums

Pre-launch parent carer survey results 2016 (total number received 291)

Top 10 suggestions for Compass Card offers were:

1. Swimming pools (93.8%). Currently 14 swimming offers, 19.7% of total.
2. Cinemas (90.1%). Currently 1 cinema offer, 1.4% of total.
3. Cafes (83.1%). Currently 5 café offers, 7.04% of total.
4. Theatre (81.9%). Currently 5 theatre offers, 7.04% of total).
5. Restaurants (81.1%). Currently 1 restaurant offer, 1.4% of total.
6. Zoos (77%). Currently 0 zoo offers, 0% of total.
7. Tenpin bowling (74.1%). Currently 5 tenpin offers, 7.04% of total.
8. Holiday clubs/play schemes (72.4%). Currently 2 offers, 2.1% of total.
9. Buses (70.8%). Currently 0 bus offers, 0% of total.
10. Joint 10th - Adventure activities (68.7%). Currently 1 adventure activity offer (Dynamic Adventures), 1.4% of total. Life skills (68.7%). Currently 1 life skills activity (pizza making at Olive Tree Cottage), 1.4% of total.

Pre-launch young people's survey 2016 results (total number received 66)

This is what young people told us they liked to do in their spare time.

Going to the cinema (click to view)	86.4%		57
Going to see a show (click to view)	62.1%		41
Going to a music gig (click to view)	25.8%		17
Going to the gym (click to view)	33.3%		22
Going to a pub or a bar (click to view)	22.7%		15
Going to the beach (click to view)	74.2%		49
Going to the countryside (click to view)	59.1%		39
Gaming (click to view)	47.0%		31
Playing sport (click to view)	42.4%		28
10 pin bowling (click to view)	75.8%		50
Swimming (click to view)	84.8%		56
Adventure activities, like bush-craft, archery, climbing, kayaking or horse riding (click to view)	45.5%		30
Holiday clubs or play schemes (click to view)	34.8%		23
Youth clubs (click to view)	34.8%		23
Beauty treatments, like getting your hair or your nails done (click to view)	30.3%		20
Going to a farm (click to view)	42.4%		28
Going to a zoo (click to view)	56.1%		37
Going to a cafe or a restaurant (click to view)	80.3%		53

