

Case Study

Basic Profile

Date 1 April 2019

Rosemary is mum to three Compass Card holders aged 9, 10 and 14 and lives in Goring. The family has been engaged with the Compass Card since its official launch in West Sussex in April 2016.

- **Before involvement**

The family was cautious about going out to public leisure facilities because of concerns that venues may not understand when one of the kids had a melt-down, or behaved 'differently'. It was also difficult to justify the expense of outings to venues when a trip could be cut short when things didn't work out.

- **Participation**

Rosemary often uses the free Compass Card app to search through the hundreds of Compass Card venues that offer discounts and special deals. "I've always got my phone with me. I find out about things on the app and it gives me ideas about new things we can try", she explains.

Rosemary's also a regular reader of 'Compass News WSx', the weekly e-newsletter from the Compass Team that arrives Thursday teatime. There are lots of free offers in the e-newsletter and Rosemary and family were one of hundreds of families that enjoyed free fairground rides at Horsham's Funday Sunday last summer after the initiative was publicised through the e-newsletter.

Spurred on by information from the app and the e-newsletter, the family have discovered new places to go and tried new things. Air Arena in Chichester has become a firm favourite, they loved a visit to Aldingbourne Country Centre last summer and they're planning to go again and they've tried out different swimming pools. "We love Air Arena. The 'Helping Hands' sessions are at slightly odd times, so we go to the mainstream sessions at quieter times. One of the guys there was amazing with my daughter when she had a meltdown and that really boosted my confidence", says Rosemary.

Rosemary's looking forward to discovering more this summer as the family grows in confidence. "We'll definitely try Aldingbourne Country Centre again and we'll explore some more swimming pools. I'll research everything on the app before we go."

- **Impact**

- “I recommend the Compass Card to other families. It means cheaper days out, but for me feeling safe as a family in a place is crucial. I think that places that have a Compass Card offer must be disability-friendly, so I'm more willing to try them”.
- “The Compass Card has pushed us to try new things and I've grown in confidence. I feel we won't be judged at Compass Card venues and it's allowed us to try out unfamiliar things. Air Arena's a good example of that - and because we've enjoyed Air Arena locally, it gives us the confidence to try a trampoline park when we go on holiday too.”
- “I've found out about lots of leisure opportunities through the app, it's great for new ideas.”
- “We definitely engage with more leisure activities because of the Compass Card. We wouldn't have tried Pavilions in the Park [swimming pool] if it hadn't had a Compass Card offer for example.”
- "You can get out more with the Compass Card and the discounts means that if something goes wrong, it doesn't feel like such a disaster."