

Xn Leisure Case Study

Denbighshire County Council



Xn Solutions Deliver Denbighshire County Council Improved Management Facilities

Denbighshire County Council both provide and promote sports and leisure within the county of Denbighshire and its success is reflected in the value of sport to the local community. The services and opportunities provided have a significant contribution to the Welsh Government agendas on social exclusion, health, economic regeneration, community safety and lifelong learning.

www.xnleisure.com

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"The efficient booking systems have reduced management costs by 4.2%"

The council identified several weaknesses in their existing systems and sought a new software solution for their seven facilities with an aim to manage membership schemes, provide information about events and offer easy-to-use secure online booking systems.

Alastair McNab, Business Performance Manager for Leisure, Libraries and Community Development at Denbighshire County Council, saw the flaws in their current technology and sought to upgrade to an Xn Leisure system: "We were probably the last to market, still working from a paper-based system, but we actually see this as a benefit. In recent years, software has become less expensive and far more sophisticated, so we could choose a system very specifically to suit our needs."

Xn Leisure rolled out membership cards alongside the proprietary Dimension booking management system between late 2011 and early 2012. Denbighshire now offers a fully centralised, in-house Direct Debit administration and provides customers with a simple, secure way to book. The system also allows for more efficient data collection, helping with both booking management and targeted marketing campaigns.

Since 2012, Denbighshire County Council has seen Direct Debit payments for its Live Fitness scheme increase from 1721 to 3790. Live Junior Fitness and Swimming lessons which were not available before are now contributing

almost 3000 Direct Debits using the system, on top of the figures from Live Fitness. The efficient booking systems have reduced administration costs by 4.2% while also saving up to 4 hours of time each week, providing both valuable funds and extra staff hours throughout the county. Denbighshire County Council has implemented other Xn Leisure Systems since 2012 including OnCourse, Parent Portal, Kiosks with Horizons also coming soon to improve their operations even further.

The additional funds saved by Xn Leisure's systems have allowed the council to invest in and expand their existing facilities. As well as fully refurbishing two of their local sites, Denbighshire County Council have also been able to provide new Technogym Wellness equipment within their gyms. The system has since been expanded into other council-owned facilities, including a flagship tourist attraction, the North Wales Bowls Centre and several heritage locations.

"The XN system allowed us to introduce new membership schemes and leisure cards, which have encouraged increased sales, more memberships and Direct Debit payments, increasing our income by £100,000." Alastair continues, "While these improvements cannot all be attributed to the Dimension system, the fact that we can track and analyse customer use helps to identify the really profitable revenue streams and the areas that can lead to a cost reduction."

About Xn Leisure

Xn Leisure is a leading provider of Leisure Management Solutions (LMS) supporting the leisure sector.

Xn Leisure has an extensive portfolio of turnkey PC and web-based membership and booking solutions, supporting the leisure industry with software, hardware, project management and training; all essential skills in-line with a rapidly expanding technology business.

Xn Leisure continues to invest in strategic product development, to ensure customers receive innovative support, reinforcing the company's position as a leading solutions provider.