

Swim Free Scheme Cancellation

Appendix 1

Communications Plan

The government has announced the withdrawal of the Swim Free scheme with effect from July 31st. Cheshire East Council has confirmed that it will fund a temporary extension of the scheme for customers aged 16 & under until 31st August. The following plan details the methods for informing our customers in the most cost-effective way.

Ref	Action	Responsible	Due By	Progress
1	Withdraw new registrations from the scheme	All	18/6/10	Completed
2	Holding press statement while considering options	Media Team	18/6/10	Completed
3	Update staff team while awaiting decision	JW/KP	18/6/10	Completed
4	Issue press statement for under 16s extension through August	Media Team	3/7/10	Draft – Awaiting Photo
5	Update staff team on extension through August	JW/KP	29/6/10	Completed
6	Update website with details on extension and over 60s cancellation*	JW	5/7/10	Completed
7	Update centre web pages with link to announcement	JW	5/7/10	Completed
8	Post Facebook page attached link to CEC website statement/info	JW	5/7/10	Completed
9	Circulate pre-worded notice for display in centres	JW	5/7/10	Completed
10	Update email contact database via NewZapp system	JW	7/7/10	Completed
11	Ensure all reception staff inform customers verbally when using Swim Free in July (Over 60s) and August (under 16s) that the scheme finishes at the end of the month	All Centre Managers Area Managers	Ongoing	
12	Ensure all reception staff upsell alternative payment methods (e.g. Options/Everybody memberships) as a more cost-effective method	All Centre Managers Area Managers	Ongoing	
13	Remove final references to Swim Free scheme from website (e.g. price lists)	All content editors	1/9/10	
14	Remove Swim Free promotional materials (e.g. posters) from leisure centres	All	1/9/10	

**Use Swim Free page for common details with individual site pages linking to a single information source.*