

What	Key Points	Who	When
Press Release	Target Subsidy Encourage more use, especially from low income Better value DD options Many prices held	AK/JL	22 nd Jan 08
Wood Green Outreach	General sales drive Emphasis DD	AY/SH	Jan 08
Over 65's Communication	<ul style="list-style-type: none"> • Letters • Attendance at Older People's Forum etc • Meetings at the centres • Incentives offered for DD. Staff to specifically assist 	AK	Jan/Feb 08
Disabled Communication	<ul style="list-style-type: none"> • Letters • Attendance at community forums • Where applicable incentives offered for DD. Staff specifically to assist. 	AK	Jan/Feb 08
New Year Membership sales campaign	General sales drive Emphasis DD Extra staff TG & PR in foyers to sign up	AY/SH	Jan/Feb 08
3 rd Phase Junior Active Card	Sign up all remaining junior LC users without card Encourage parents to join DD	TA/AY	Jan/Feb 08
Letters to all registered members/users	Detail how changes will affect them Detail options as applicable Staff available to assist	AY/RC	Feb 08
Launch of 'New Prices Campaign'	<ul style="list-style-type: none"> • Press Release • No 'Administration Fee • Banners • Promotional Leaflet regarding deal & new membership packages • Letters to P&P and other registered customers with DD options • Letters to clubs & Group hire 	AK/TA/SH	March 3 rd – June 1st

	<ul style="list-style-type: none"> • Advertise Haringey People & local press • Outreach – Wood Green • Outreach CONEL • Promotional material distributed widely around the borough • Specific outreach to community groups, youth groups etc (tasters offered to encourage more use by disadvantaged) • Targeted mass mail out (20 min walk time to TG & PR) • Staff presence in TG & PR foyer to sign up new & existing customers & answer customer queries regards prices • Posters etc detailing new prices 		
Launch new general publicity	<p>Leaflets</p> <ul style="list-style-type: none"> • Swimming • Gym • Classes • White Hart Lane CSC • Membership • Junior Programme • Youth Programme • Swim Lessons 	SH	April 7th