

Case Study — East Riding of Yorkshire Council Sure Card

Fidelity's LeisureTouch maximises profitability

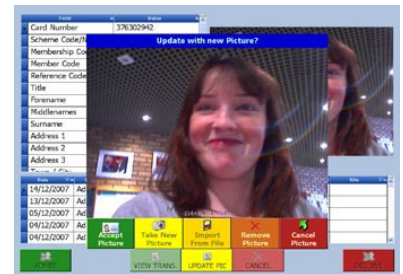
The East Riding of Yorkshire Council (ERYC) operate a total of ten leisure centres throughout the East Riding of Yorkshire each of which offer a range of activities and courses for all ages and abilities. Each centre operates as an individual unit with its own timetable and prices.

In 2005 Fidelity and the ERYC embarked on a joint project to design and implement a new central management system to control both the EPOS and the memberships. The main criteria with the EPOS was the facility for the ERYC to be able to change prices and add new activities centrally. This was complicated by the fact that each centre did not have common prices or activities.

Fidelity worked closely with the ERYC centre managers and IT personnel to create the new system. Fidelity's G-POS touch

software running on standard PC's with 17" touch monitors was chosen for the reception with Fidelity's Total Control software for each site's back office functions. For the head office reporting and central pricing control Fidelity's SQL head office software was installed running across the Councils wide area network.

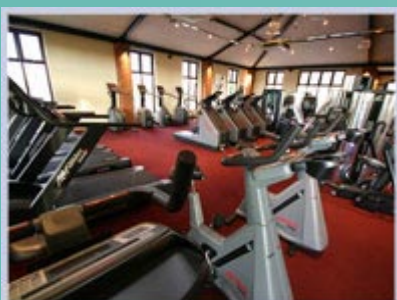
At the same time, the ERYC's membership system was also updated. The "SureCard" was another joint development between the ERYC and Fidelity and currently is one of the largest Council run schemes in the UK with in Excess of 65,000 members. The latest version of the system uses Fidelity's SQL version of its Instant Loyalty software running on a dedicated server at the Council's Beverley based offices. All ten leisure centres communicate with the server via the council's WAN.



Chip & Pin is installed on all reception machines and the staff log on using fingerprint recognition readers. The software has been further development by Fidelity to enable the reception machines to use the new Senior Citizen Mifare travel card as well as the existing magnetic Sure Cards to let members into each centre. Further development was also required to enable the Mifare cards to be able to be used with the existing door entry system.

The reception PC's and touch screens also host the Council's in house booking software, "Bears". This is available at each centre or via the internet to enable members to book activities at any centre from virtually anywhere.

"With a total of ten leisure centres and a membership base of 65,000 clients the Fidelity system now gives total control over the whole estate."



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