

## **COMMUNITY SPORTS COMMITTEE**

### **Public Swimming Pool Monthly Ticket Scheme**

#### **Purpose**

This paper aims to report to Members on the progress of the Public Swimming Pool Monthly Ticket Scheme (the Scheme) implemented at public swimming pools by the Leisure and Cultural Services Department (LCSD).

#### **Background**

2. The LCSD introduced the Scheme in July 2012 with a view to relieving the financial burden on regular swimmers at swimming pools, especially elderly swimmers, and encouraging public participation in sports. Before the introduction of the Scheme, the LCSD consulted the Community Sports Committee and obtained Members' support for the proposed Scheme on 28 February 2012.

#### **Implementation of the Scheme**

3. The LCSD officially implemented the Scheme at its public swimming pools on 5 July 2012. The price of the public swimming pool monthly ticket is set at \$300 each. Senior citizens aged 60 or above, persons with disabilities and their minders (on a one-to-one basis), children aged between 3 and 13 and full-time students can enjoy a half-rate concession and purchase the ticket for \$150. The tickets are available at the booking offices of 42 designated sports centres and leisure venues of the LCSD. Ticket holders are entitled to unlimited admission to all public swimming pool facilities under the management of the LCSD (except Wan Chai Swimming Pool, which is designated for group training) during public sessions within one month of the effective date of the ticket.

4. The Scheme has been well received by the public. From its official launch on 5 July 2012 to late January 2013, over 44 000 monthly tickets were sold, of which 65% were sold at half rate and the remaining 35% at full rate. More than half of the total number of tickets were sold to senior citizens aged 60 or above. This shows that the current pricing is widely accepted by the public and can meet the aim of relieving the financial burden on regular swimmers, especially elderly swimmers.

5. On average, ticket holders visited public swimming pools 23 times a month, mostly in the first session of the day (i.e. from 6:30 a.m. to noon). The

number of admissions during that session made up about 71% of the total number of admissions using monthly tickets. Between July 2012 and January 2013, the total attendance at public swimming pools was about 7.38 million, of which about 1 million (14%) admissions were made by ticket holders. The total attendance represented a year-on-year increase of 12.2% (around 800 000 admissions). This indicates that the Scheme can achieve the purpose of encouraging public participation in sports. In general, the progress of the Scheme is good and orderly flow of ticket holders at entrances to public swimming pools is maintained.

### **Introduction of a Public Swimming Pool Monthly Ticket Smart Card and Provision of Additional Booking Offices**

6. To bring further convenience to swimmers and to enhance the utilisation of the monthly tickets, the LCSD will introduce a Public Swimming Pool Monthly Ticket Smart Card Access System (Smart Card System). Ticket holders will be issued with a reusable personal smart card with a renewable validity period. By then, the admission process will be expedited when the verification of identity by comparing the appearance of a card holder with the photo on his/her card by our pool staff and the checking of the validity period of the monthly ticket by the Smart Card System can be conducted in parallel. A pilot scheme, which was first introduced at Ho Man Tin Swimming Pool, Kowloon City District on 31 January 2013, will be extended to cover Morrison Hill Swimming Pool, Wan Chai District and Shing Mun Valley Swimming Pool, Tsuen Wan District on 1 March 2013 to test the access system and operational arrangements. With the progressive installation of the access system at other public swimming pools, the LCSD expects that the Smart Card System will come into full operation during this year's swimming season.

7. In addition, the LCSD will increase the number of booking offices for the sale of the monthly ticket from 42 to 61 during this year's swimming season to provide more efficient and convenient ticketing service to monthly ticket users.

### **Presentation**

8. This paper is for Members' information at the 1 March 2013 meeting of the Community Sports Committee. Members are welcome to give their comments.