






Breeze™

Breeze Background



- Breeze is a well-known and recognised brand set up by Leeds City Council (LCC) for young people (0 to 19 years) Breezecard –
- Over 168,000 members. Current email database over 46,000.
- Breezeleeds.org – What’s on website for young people in Leeds
- Social Media presence
-  16,175  6038  1526
- Breeze Events on Tour / Mini Breeze – summer festival style events approx. 20,000 yp over the Summer
- Support for international events including World Triathlon / Tour de Yorkshire
- Breeze Friday & Saturday Night Project – drop in youth club style activities in leisure centres
- Breeze Healthy Holiday Camps – 10 holiday activity camps across the City
- Breeze has Talent – young talent competition

Moving Forward

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- Breezecard has traditionally been a free card since 2000, it has given discount at leisure centres, council leisure facilities, acts as a junior library card, and gives free access to Breeze summer events.
- Over the last 6 months we have carried out consultation across the city and engaged a Leeds based Branding company to look at Breeze and what it is as a brand and what direction it needs to take now to continue to be a strong recognised Brand for young people and families in Leeds.
- To make that next step to improve the offer of the card, move to smart mobile technology , an annual fee of £5 per year (whilst still free to those economically disadvantaged) will now be introduced.
- The existing offers and discounts for Breezecard are limited and with little resources allocated to it, public perception of the card shows there is minimal value to it other than leisure centre discounts and access to Breeze summer events.
- The introduction of a fee based membership will be based on feedback from young people and their parents who have indicated an appetite for an extended offer which will be made accessible through a new website and app and a refreshed communication strategy to deliver the comprehensive offer.
- The Breeze card will now become the Breeze Pass





Breeze

PASS

Breeze Background

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To make Leeds the best city for young people to grow up in by giving all children and young people access to a rich and far-reaching programme of diverse cultural and sporting activities through a range of free, discounted and VIP access to services.

“Freedoms a Breeze”



Breeze Background



- Provide opportunities for all children and young people to access quality activities by working with cultural, sporting and commercial leisure sectors in Leeds to offer discounted or free access to services and activities with a Breeze Leeds membership.
- To move to a digital by default membership with better connection through an app (Physical cards will still be available)
- Remove barriers for those most vulnerable and in need, to ensure all young people can access Breeze membership benefits in an inclusive and equitable way.
- Offer engaging, accessible and easy to use communication channels with information about membership benefits, discounts, Breeze events as well as other services from partners across the city.
- Ensure young people are consulted with and are at the heart of what we do, offering them the opportunity to shape and develop the cultural and sporting offer in Leeds.

The Offer



- Feedback from the public consultation identified the following offers that young people and parents would want to see to make becoming a member attractive.

So we can develop the Breezecard offer, what would you value as a member?

			Response Percent	Response Total
1	Sport		59.55%	393
2	Cinema		66.82%	441
3	Food		58.18%	384
4	Theatre		74.09%	489
5	Summer Events		72.42%	478
6	Concerts		66.67%	440
7	Festivals		55.76%	368
8	Discounts in shops		46.82%	309
9	Other (please specify):		6.21%	41
			answered	660
			skipped	36

What you can offer as a Pass Perk

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- Annual standard offer
- Month – these offers will not have any time limits but will run for a set month
- Time-limited offer, ie holiday time, evenings, quieter times, weekends only, for a specific time frame
- VIP experience – get a free drink with X, back stage tour etc,
- Early bird ticketing offer
- Competition prizes

What we can offer you



Offers

- Feature of the month – these are for strong offers that have limited restrictions, mentioned 3 times in one month
- Young people reviews – we will send a family or some young people to do a video review of your attraction to be featured on TikTok and Instagram Reels

Newsletters

- Monthly newsletters
- Perk of the month gets prominent position
- 3 additional perks mentions
- Link to full pass perks listings

Website and app

- All offers listed in the Pass Perks section
- New offers will get homepage mention for 1 month
- Selected Perk of the month will stay on home page for 1 month
- Push notifications to all app users for new offers
- Provide analytics to show user analytics the Breeze Pass is being used

Next steps...

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If you are interested in being a Pass Perks Partner and would like to know more about how it can benefit your business please contact

Andrew.Cartwright@leeds.gov.uk

For more information

