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## PRESS RELEASE

### **Smartran brings Gym Miles rewards to Local Authority health, wellbeing and volunteer schemes**

Gym Miles rewards have been created for health/wellbeing scheme providers and leisure/sports facility operators to deliver rewards for gym users and casual leisure facility users. Gym Miles rewards leisure card holders and residents who participate in sports or healthy activities to encourage increased physical activity in the community. It utilises existing data reporting currently available within leisure venues, clubs and community organisations, as well as data relating to health and wellbeing initiatives in the local area. Individuals who sign up to the Gym Miles scheme earn financial rewards from major retailers including John Lewis, Tesco, Boots, Gap, Asda, and over 400 top household names.

Smartran and QJ Retail have entered into an Agreement to offer the Gym Miles reward and incentive scheme to Local Authorities and Health Authorities in the UK. Smartran is partnering with QJ Retail and is developing propositions for clients which include the Gym Miles reward scheme.

Kevin Farquharson, Director of Smartran said: "Through our review of many schemes and programmes in the UK, we could see that meaningful financial incentives could be effective in encouraging behaviour change (eg recycling in Windsor & Maidenhead, stop smoking initiative in Scotland and walk to school incentives in London). However, even before the current period of austerity, it was difficult to secure sufficient funding from the public purse – effective incentives for practical programmes would cost £millions to rollout (eg Wimbledon walk to school trial and DfES Youth Opportunity Card trials). In our work for London Councils we identified opportunities for health,

environmental, behaviour, care and community improvements which needed real financial and personal incentives.”

“Smartran is delighted to have partnered with Gym Miles which is a proven scheme for rewarding measurable sport and leisure activities without drawing on the public purse (eg attending exercise classes, playing tennis, swimming, using a gym). The scheme is operational in 100s of locations with 1000s of participants who are earning cashback rewards from over 400 retailers. In addition to offering as a general health incentive scheme, we are excited about the possibilities to target benefits at particular groups, include a wide range of local physical activities in a programme and incentivise other activities like volunteering. We expect to see health authorities and local authorities with targets to improve wellbeing utilise Gym Miles as a building block in their programmes to encourage uptake and reward ongoing commitment to healthier lifestyles.”

Niall Jordan, Director of QJ Retail commented: “We are delighted to have Smartran involved in Gym Miles as they bring a complementary perspective on the creation and operation of schemes. We are looking forward to growing Gym Miles and reaching more communities with broad offering of rewards from major retailers. We are working on a number of exciting opportunities with Smartran on a local and regional basis.”

For more information please see [www.smartran.co.uk](http://www.smartran.co.uk) and [www.gymmiles.net](http://www.gymmiles.net).

## **Ends**

Issued by: Smartran Ltd

### **Notes to Editor:**

Smartran Limited provides solutions, independent consultancy and project management services. Smartran specialises in the delivery of exciting, innovative and effective solutions for multi-application smart card schemes, transport ticketing and related retailing, cash collection, payment, e-commerce and settlement requirements.

Smartran’s clients include London Councils, University of the Arts, ATOC, DfT (formerly SRA), First Group, Novacraft, RSP, Translink and Assertis. Smartran has also assisted a wide range of organisations in local government including projects for Lewisham Council, Chester City Council, Waltham Forest Council, Hillingdon Council, Barking & Dagenham, London Connects, ODPM and Bracknell Forest Council.

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QJ Retail Ltd owns and operates the Gym miles rewards scheme on behalf of Local Councils, Private Health Clubs and Community organisations. Clients include Fit Linxx, Hertsmere Leisure, Angus Council, East Lindsey Borough Council, North Warwickshire Council, Roko Health Clubs, GL14 Health Clubs and Basingstoke Sports Centre.

The Gym miles rewards scheme is supported by over 400 of the UK's top retailers including Asda, Tesco, John Lewis, Boots, Gap and Marks and Spencers.

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