scuba

THE ULTIMATE LEISURE MANAGEMENT SYSTEM

DELTA
COMPUTER SERVICES

Contents

scuba

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Delta - Company Profile

Delta Computer Services commenced trading in 1977 offering computer processing on a service bureau basis. During this period the main applications were Telephone Call Cost Accounting, the Testing of Paper Insulated Telephone Cable, the Maintenance of large Mailing Databases, Fixed Asset Management and Valuation.

In the early 1980's it became apparent that the days of the Service Bureaux were numbered with the introduction of the PC and steps were taken to identify a vertical market in which we could exploit this new technology.

In conjunction with The Royal Borough of Kingston Delta Computer Services designed and wrote a suite of computer programs to handle Leisure Centre Management. In 1985 we installed our first systems and since that date our customer base has grown steadily and we now have installations, including multisite installations, throughout the Country, as far South West as Merthyr Tydfil Council and Bangor University in Wales, far as North West as Bury Metropolitan Borough Council in Lancashire and Liverpool University in Merseyside, as far North as Glasgow University, Dumfries & Galloway Council in Scotland and the Orkney Islands Council in the Orkneys, as far North East as South Tyneside Metropolitan Borough Council in Tyne & Wear and Ryedale Council in North Yorkshire, as far East as The Brentwood Centre and Chelmsford Borough Council in Essex, to Dulwich and Eltham Colleges in London and as far South as Freedom and Gravesham Community Leisure in Sussex and Kent.

Delta Computer Services is a family business operating as a partnership. We employ fifteen staff all of whom have a background in Leisure and \ or computers. Three full time in-house programmers are continually developing new modules and systems, our software is feature rich and we provide not just customer facing modules but the back office functionality required to successfully manage your facilities.

Scuba – Overview

Scuba is a full 32 Bit modularised Management Information System running on Windows XP/Vista/Windows7 and 8 as either a stand-alone or networked solution.

Scuba comprises of Bookings (POS and on-line), Admissions (fast Ticketing system), Memberships (including Direct Debits, Access Control, Image Capture and Card Creation routines), Diary / Block Bookings, Courses, Analysis, Reporting and self -service kiosk software.

The individual software modules can easily be combined to suit your specific organisational needs, then added to in the future as you need them. The software utilises Microsoft SQLServer as the database engine with the software modules written in Delphi .

At the Point of Sale speed of entry is significantly improved, not least through the use of SWIPE cards for admission and kiosks for self-service. The system is truly multi-user and can cater for any number of user definable pricing categories and automatically selects the correct price depending upon the membership type, activity, time band etc., for all activities.

In the Contracts System the Special Events or Block Bookings entered into the diary are automatically transferred to the booking sheets in the POS module (and bookings can be viewed to give staff as much information as required to allow the necessary layout to be 'rigged' by staff). The diary system will also produce invoices or confirmation of hire letters, hold details of set-up information for each booking, deal with accounting and automatically allocate all income to the correct income codes for reporting.

Data produced by Scuba can be exported automatically into a variety of proprietary packages. Banking, income and attendance figures can be sent straight to Microsoft Excel and target marketing information from the membership database can be merged with Microsoft Word, enabling access to the many tools and features available within these packages. Scuba also includes a feature called the E-Mail Client that lets you e-mail users directly from the system.

Financial reporting is comprehensive in the Scuba package to enable the user to create any number of fiscal periods, profile targets over those fiscal periods and then match actual performance against target.
The suggestions made by the Best Value Review board have also been addressed. Provided that the necessary market research information (for example age, gender, ethnicity, post code) has been captured and stored in the membership record, reports may be produced showing the number of visits against a specific user or user categories.

Scuba is designed to produce maximum information as easily as possible, freeing your staff to manage the facility more efficiently, making promotional and marketing decisions based on the detailed management information available at a touch of a button or click of a mouse.

Bookings

Scuba's Bookings module replaces the need for manual booking sheets and ensures that bookings can be taken quickly and easily. This Point of Sale module is designed with the user in mind and the inbuilt touchscreen technology means that transactions are processed rapidly ensuring fast throughput. Difficulties, which can occur with manual booking sheets, such as **limited user information** and **double bookings**, are eradicated.

The booking sheets are designed specifically to suit you. Scuba accommodates different opening times across your working week as well as changes in session times – such as 30 min and / or 40 minute squash courts. Scuba generates all daily screens automatically.
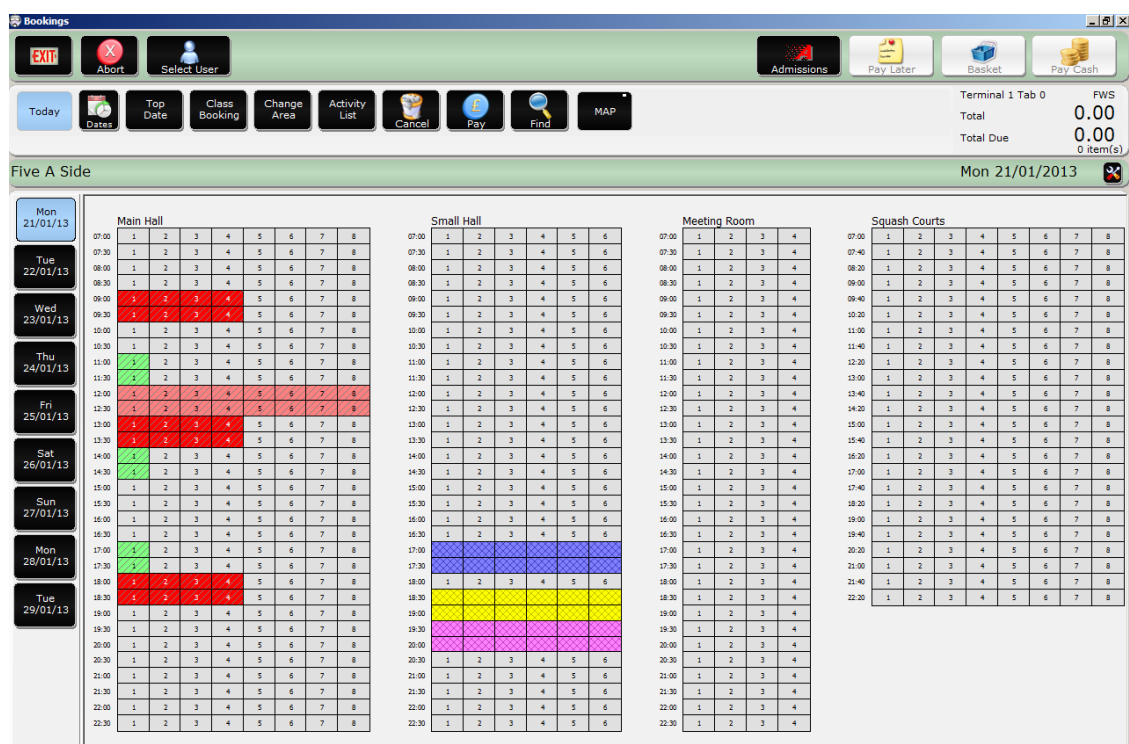
Easy activity recognition is achieved using custom colour setup and the ability to display screen descriptors.

Access is available to all booking sheets using the date control at the left of the screen and the booking process automatically checks the status of the user to make sure they are current, not suspended and allowed to book that activity.

Expired users cannot book without renewing and suspended users must pay for arrears in order to receive membership benefits.

Price selection is automatic and Scuba calculates this based on the category of the user, the activity and the time of day. Prices are added to the basket and, dependent on the customer's membership privileges, they can either pay immediately or 'credit' the booking and pay at the time of use.

During the booking process, the chosen court / place is 'locked' and is unavailable for anyone else. This feature facilitates simultaneous bookings from all sales channels (front desk, Web, Kiosk) without the risk of double bookings.

Bookings may be interrogated from the booking sheets and all the relevant booking information is displayed. All standard functions may be performed directly from this screen - such as Pay, Cancel and Move.

Scuba's Booking programme also includes the ability to manage pre-booked classes. Many of our users offer a range of inclusive membership packages aimed at those who which to attend certain classes regularly and the ability to pre-book, especially for classes with limited spaces / equipment, like Spinning, is the obvious result of this.

Fast access is available to the weekly class list where the required class is selected.

Select the required class, enter the user details (number or name) and the booking is placed in the basket.
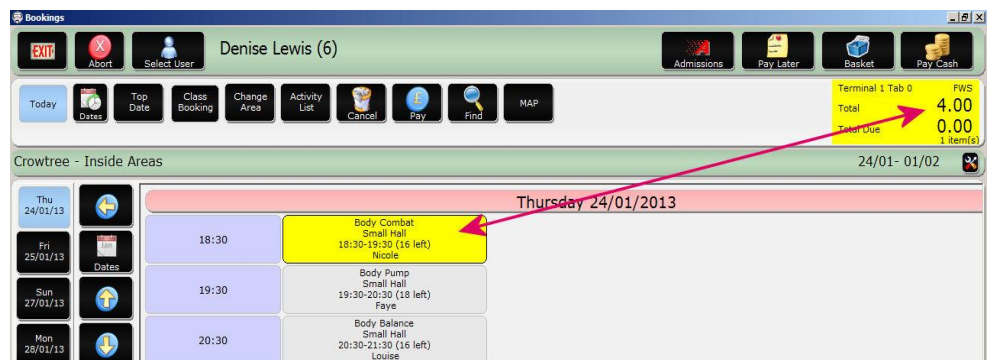
Multiple class bookings are easy; simply select the next class that goes into the basket too. Scuba keeps a track of basket items – all highlighted in Yellow.
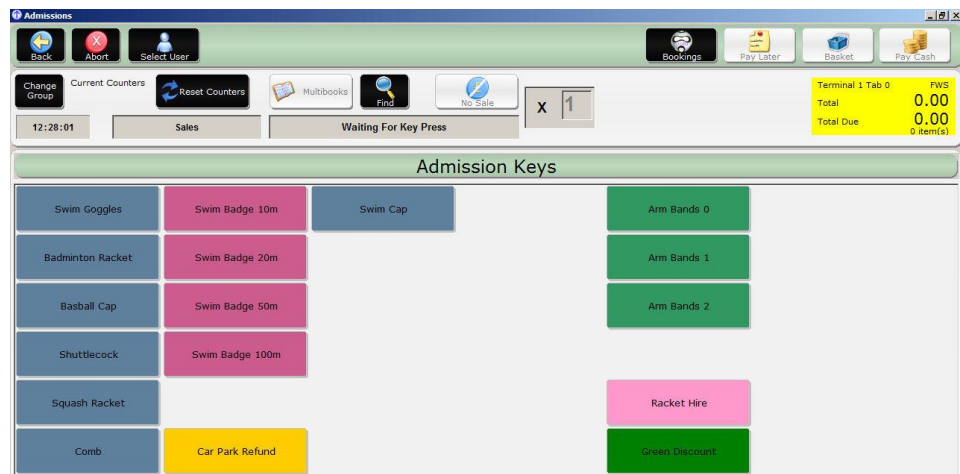

Bookings may be completed using either the Pay Now or Pay Later options.
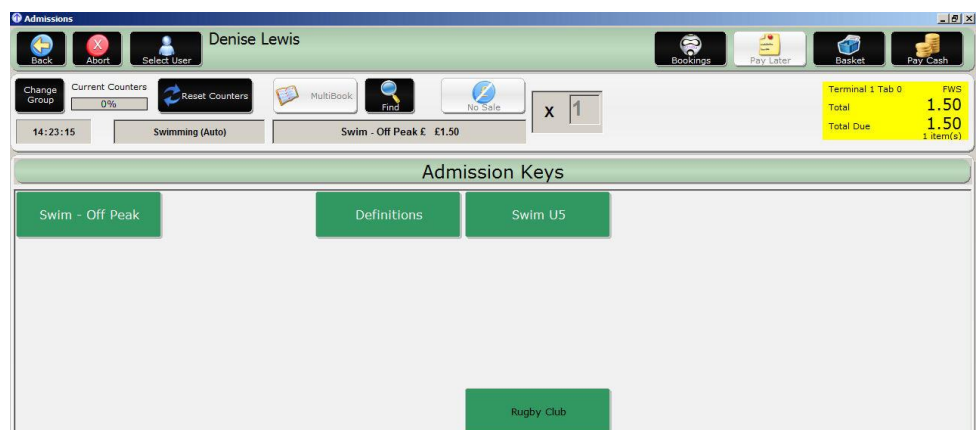
Admissions

Non Bookable entry fees are all processed through the Admissions routine.

Scuba can accommodate any number of admission screens and these may be specified, created and administered by you. You can, for example, create a screen with all re-sale items together.

As items are selected from this 'Sales' screen, they are put into the basket and the option to pay by any denomination is offered.

The Admission routine can also be time banded, so that peak and off peak prices are available, automatically and any category specific prices are put into the basket by swiping the user card.

Admissions from multiple screens can also be processed in the basket along with bookings, so a transaction could include a family swim, a pair of armbands – all to pay for now, and a squash booking for next week that will be paid later.

All the same validity check are conducted in the Admissions system and so users who have expired would have to renew and suspended users would have to pay outstanding arrears or the non-member pricing policy would apply.

There are also a series of status checks that warn of impending membership expiry and so users can be reminded when they transact at the point of sale.

Session control may also be administered, so for sessions where numbers are limited, a 'counter' can be set up with maximum and warning values. Once this maximum value is reached a message advising the operator is shown on the screen. The counters can be reset by the operator prior to the next session commencing.

Scuba's POS software includes a Pay Cash feature that fast-tracks to the ticket printing and lets the operator work out the change in their head.

Alternatively, any payment method may be accommodated and these may be configured to suit your operation. We know that some people do not accept cheques and, if this is the case, the option can be removed easily.

Scuba also accommodates multiple methods of payment.

In the example above, the customer has chosen to pay using £29.81 worth of accrued loyalty points and the balance of £30.39 in cash. Equally, they could opt to pay part cash, part credit card.

Credit card payments may be processed using a fully integrated routine that is triggered by selecting the Debit / Credit card button on Scuba's payment entry screen.

The customer present routine is driven entirely by the customer who will respond to the prompts on the pin pad, whilst Scuba will display the necessary prompts for your staff to make sure the transaction is processed as it should be.
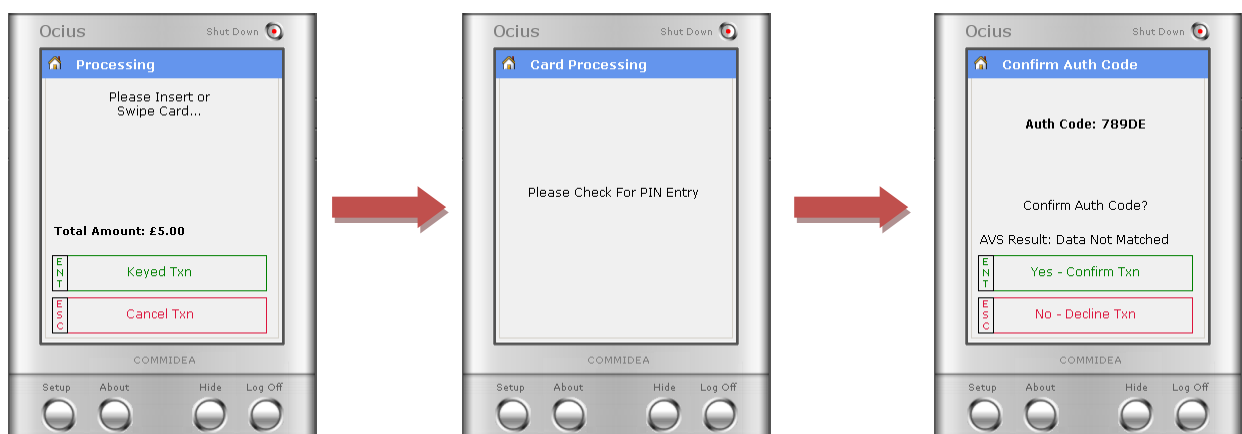
Authorization is done on-line, in real time and the income is collated in Scuba's Banking reports.

Speculate – Prospecting and CRM

The ability to Convert, Retain and Manage your customers is an important part of leisure provision and Scuba's Speculate module will allow you to:

- add potential users to the Scuba database
- set contact milestones
- allocate personal trainers
- send letters, e-mails or SMS
- convert potential members easily
- retain full correspondence history
- schedule periodic follow-up calls

Scuba will allow you to set up any number of prospective membership categories and these will allow you to offer 'taster' memberships for limited periods with, perhaps, reduced booking rights, to users that may be interested in joining the Centre but need an incentive.


Each Prospective membership category can also be assigned any number of pre and post conversion follow up milestones. These can take the form of letters, telephone calls, e-mails or SMS.

These contact milestones can be altered 'on the fly' by your staff so that if a customer cannot be managed using your standard model, changes can be easily made, calls re scheduled and the process altered to suit the individual client.
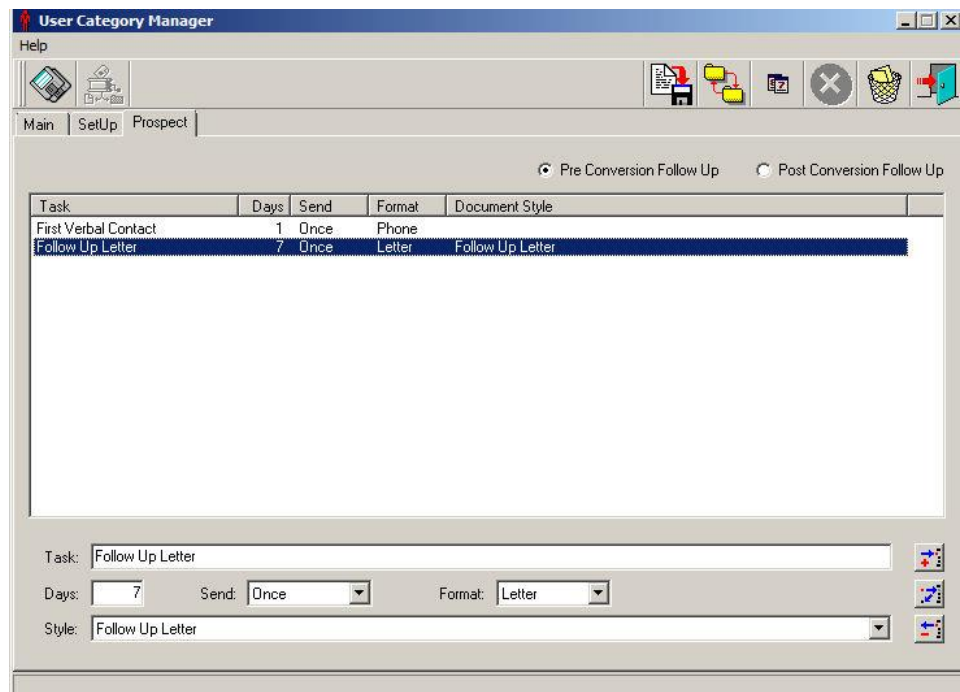
Users that express an interest in joining the centre, can be added to the database in Membership Sales
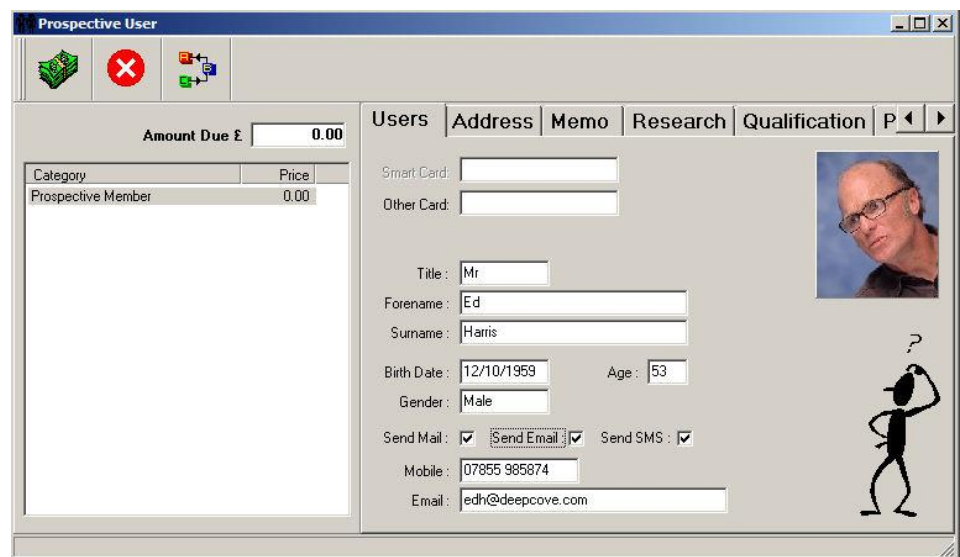
The name and all contact details would be put into the system with, perhaps, the user photograph. It would also be possible to print and encode a temporary membership card as part of the registration process if required.

Potential members will then be assigned to a Personal Trainer / Team Leader / Sales Advisor and the system would then allow you to record the type of membership that the user is interested in.
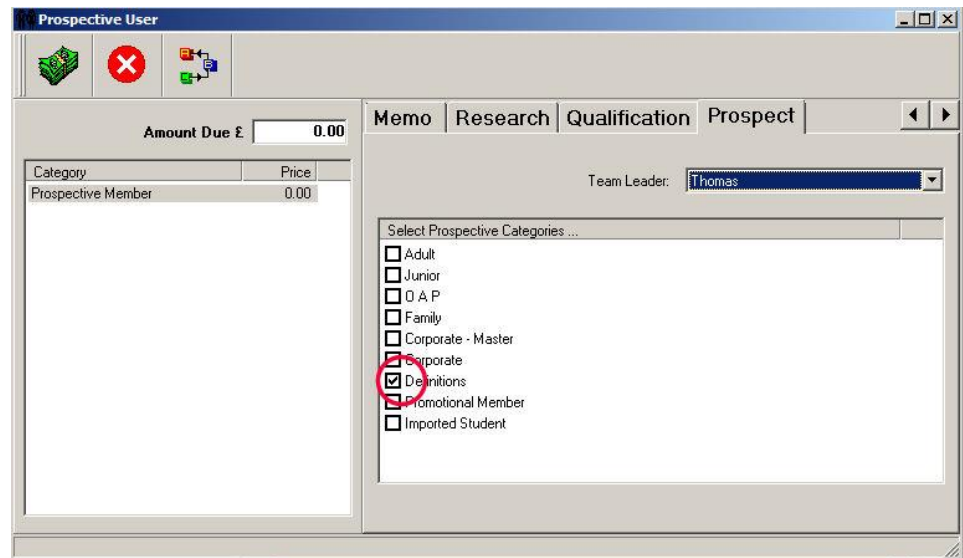
Once this process is complete, the system automatically triggers the pre-set milestones set against this user category and the relevant tasks appear in the Contact Manager of each of your personal trainers.
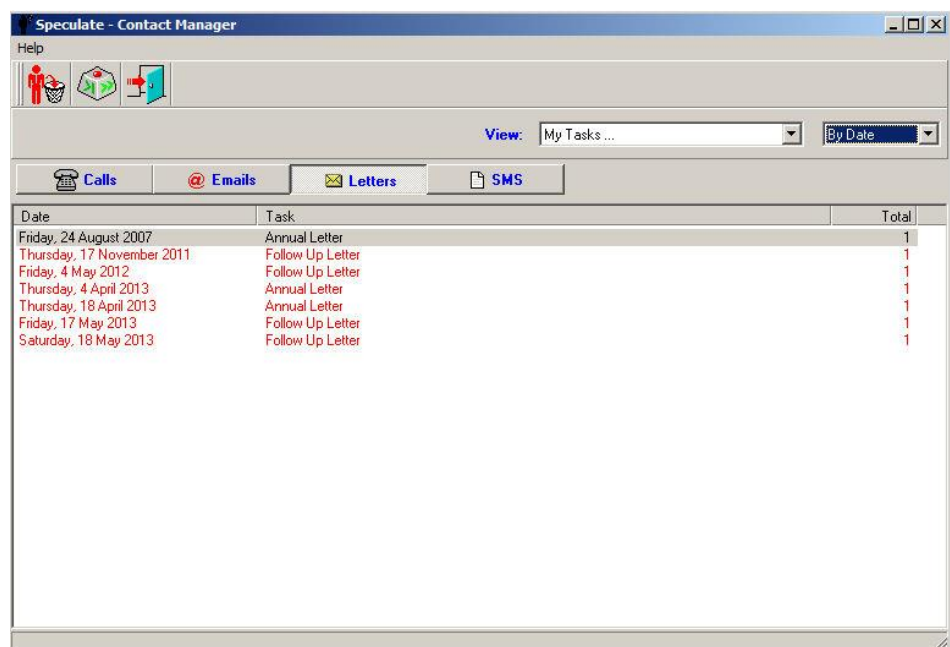
The Contact Manager will allow you to record the content of all telephone conversations, send e-mails and texts and create mail shots using an automated link to the Mail Magician.

The Contact Manager will also allow you to re allocate tasks between members of staff to cover absence, holidays or re distribution of workload.

All contact made with each user is automatically recorded and is stored against that user in the database.
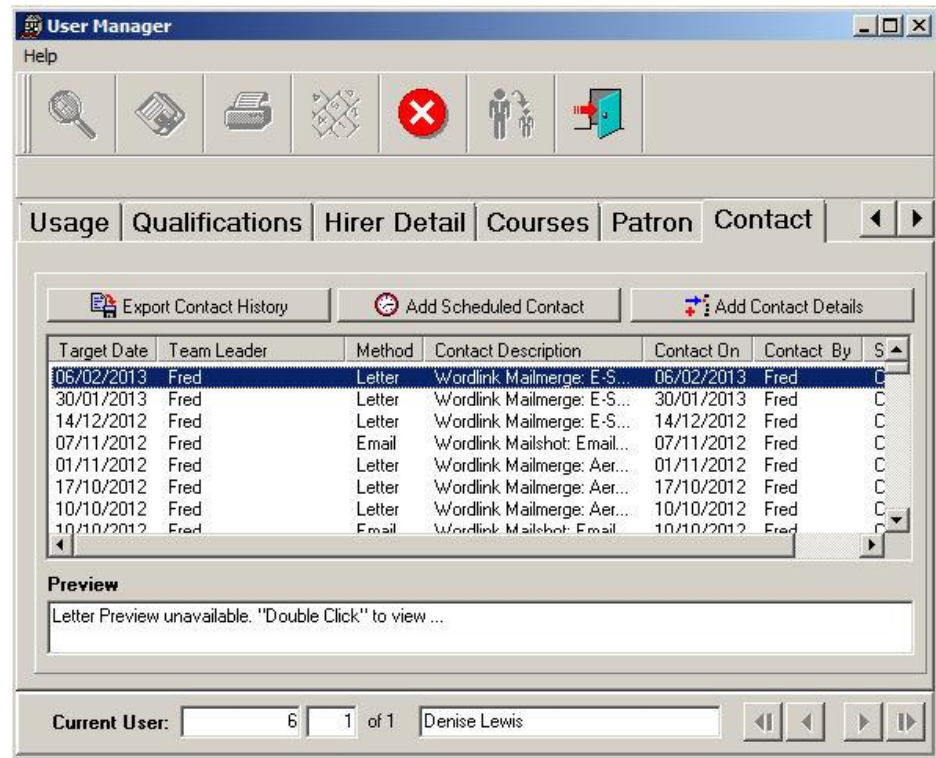
At the point of a successful conversion, Scuba simply allows you to process a Membership upgrade by changing the membership type.
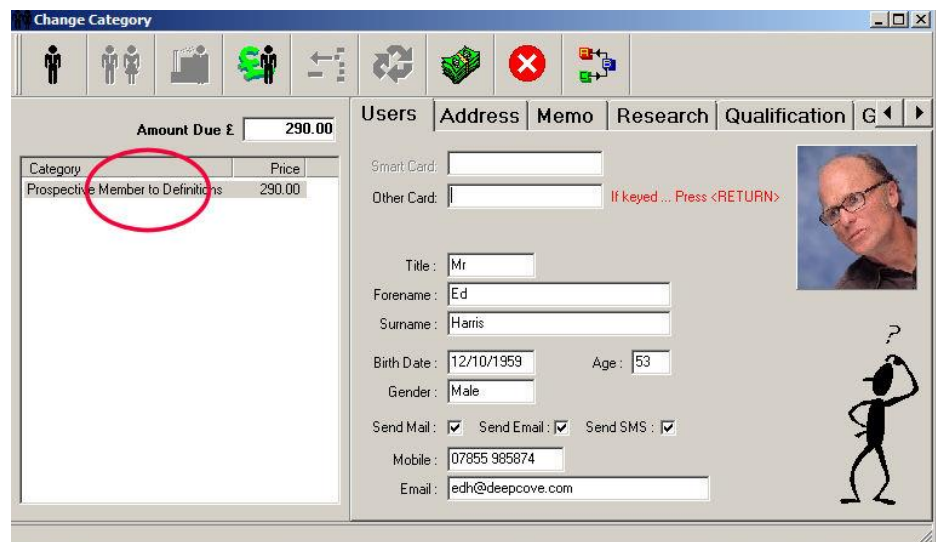
This this retains all previous information, including the valuable usage and correspondence history. Scuba will also select the appropriate price for the chosen package, align the renewal dates and allow you to set up the DD information if applicable.

Membership Sales

This module allows your staff to process membership applications quickly at the point of sale.

The routine is designed to be flexible so that, during busy times, your staff can enter the minimum of information (perhaps just the name), check the application form and take payment in about 20 seconds at the most.

Alternatively, the routines will allow you to set enter contact details, DOB, address, capture the image (and so on) at the time. During this process, you can also 'attach' the pre-encoded membership card.

The membership input routines include postcode lookup using a variety of proprietary packages, including QAS, AFD, Forth Valley GIS and NLPG lookup table.

At any stage in the process, you can take the shortcut to the payment screen to complete the transaction.
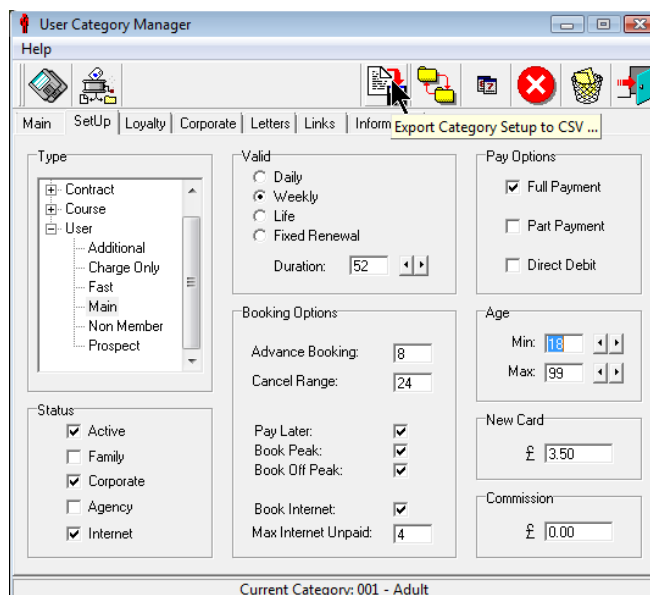
User Manager

There is no limit to the number of membership types that Scuba can accommodate. Typically, our users will manage a standard 'Membership' scheme (where users pay an annual fee for an on-going discount), an all-inclusive package(s) (like regular gym users) paid on an on-going basis by Direct Debit, a Passport to Leisure scheme (where the users simply register for a discount scheme – dictated by circumstance), an Authorised User scheme (for qualified non-members of the gym) and casual users (or non-members). Scuba can accommodate all these types of user.

The Membership configuration routines will allow your System Administrator to set the type, cost, duration and characteristics if each 'user' type. This will include such things as whether they can book over the phone, book in peak time, pay by DD, book on-line (most of our users do not permit juniors to book on-line for example).

This setup routine also allows you to set up and schedule the automated renewal reminder letters that will be generated 'x' days before expiry, cost for replacement cards and minimum / maximum ages of each category (as appropriate).

They key feature of the membership database is that ALL users are stored in the same place on the same file and each user only has ONE record. Thus, a DD member who regularly uses the gym and attends spinning classes, and is the Chairman of the local football club, plus she attends the occasional course, will have all this information stored against ONE user record.

Market Research information is all under your control and there is no limit to the details that you can store in here.

A memo field allows you to pass messages on to your end users and a Usage tab keeps track of what they do.

For those users that are members of a concessionary user scheme, Scuba will allow you to set these up as an annual, cycle billed user so that either a renewal fee or a re-proof of qualification can be managed. Scuba can also store the 'qualification' reason (disabled, job seeker etc) as a discreet Market Research code and this may be used to analyse centre usage / attendance by 'qualification' reason.

Regular users may be set up as DD payers and the Scuba system is fully iBACS compliant. Scuba will manage the setting up of the Membership, create the AUDDIS report for the electronic mandate, process the ARUDD return automatically and create ADDACS reports as necessary.

Each time a user swipes in, a digital image of the user appears and the membership status is checked. Users with outstanding booking arrears will be stopped until the debt has been paid, concessionary users who have expired will be stopped and prompted for renewal / re proof of qualification and regular users who's DD has not been paid will also be disabled. If a DD has not been paid, there is a routine built in the Booking System to take an ad-hoc DD payment by Credit Card and this re instates the membership immediately and updates the BACS Manager accordingly.

Scuba also stores family members on the same record and this has several advantages. The family members are tied together to save input effort and transposition errors and the marketing package can very effectively stop duplicate mail shots going to the same house, if several members of the family are interested in the same activity.

Scuba supports magnetic strip, bar code, Mi Fare RF contact-less and Contact Smart cards.

DD Manager

The Direct Debit Manager outputs a Direct Debit file which can then be sent to BACS (Banker's Automated Clearing Service) using accredited software such as iBACS (one of several BACS accredited products that can send a BACS submission file directly to BACS) or alternatively the file can be sent to BACS via your Finance Department (so that they can send it as part of the Council or company monthly BACS run).

Direct Debits provide a payment service to members and extract an agreed monthly amount directly from their personal bank accounts. This capital is then transferred to the Club/Facility's account by BACS.

Using Direct Debit Manager and iBACS means that all Direct Debits can be controlled by the Club/Facility, without having to pay a third party to administer them independently – and without having to pay for the privilege.

Within your membership system different membership categories can be set up to allow payments to be made by Direct Debit. Direct Debits can be run on one or more days per month depending on your policy. If you have multiple runs per month this choice would be offered to the customer during the Membership Sales process. Once the sale of the membership has been completed the date is fixed (although it can be altered on request) and attached to their membership record.

A BACS transmission file is created before each DD Run Date (1st or 15th etc).

This file can then be sent to BACS using accredited software such as iBACS (one of several BACS accredited products that can send a BACS submission file directly to BACS) or alternatively the file can be sent to BACS via your Finance Department (so that they can send it as part of the Council or company monthly BACS run). BACS then transfers the funds between accounts and finally sends you a Returns Report (via the internet with BACSTEL-IP).

The Direct Debit Manager module creates the Transmission File in a compatible format, ready to be sent to BACS.

If you wish to use AUDDIS (Automated Direct Debit Instruction Service) there will be an option during the Create BACS Transmission File save routine (once the BACS file has been saved) to save the AUDDIS file as well.

The AUDDIS file can either be created once a month during the creation of the BACS file or as frequently as required.

Both files are then submitted.

When the ARUDD (Automated Return of Unpaid Direct Debit) report comes back, Scuba can process this automatically using the pre-set BACS Return Codes configured in Scuba. This automatic processing will:

- renew all paid members for another month
- suspend the ones that haven't paid
- cancel the ones that have cancelled
- apportion the 'virtual' income from the BACS run to Scuba's financial reports
- add memo's to all non-payers so that reception knows why they are suspended and what to do when they turn up at the centre (see below)
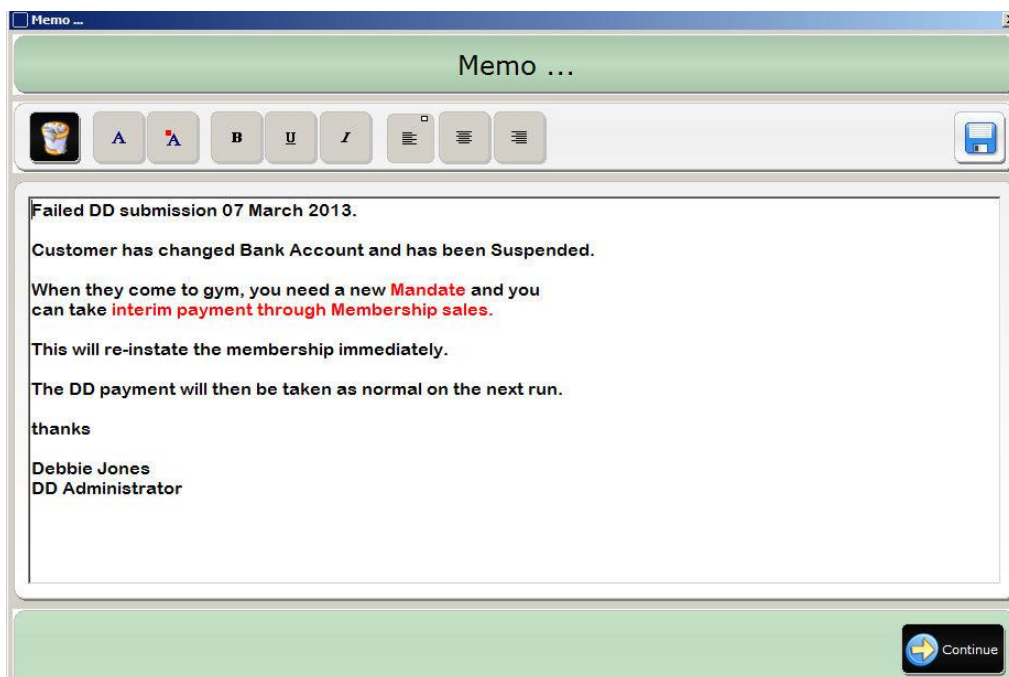
The reception staff can then deal with the 'problem' at the point of sale.

Wordlink

Marketing functionality is of vital importance and Scuba includes search engine called Wordlink. Wordlink allows you to selectively extract users from the database that match certain criteria and either send letters, e-mails, texts or a combination of the three.

Example searches could be 'All Ladies who live in Tewkesbury that like Aerobics' or 'All children who were on last half term's Soccer skills course(s) and haven't enrolled for next half term' or 'Authorised gym users who have used the gym more than ten times last month' – to perhaps suggest an upgrade to a Silver or Gold membership?
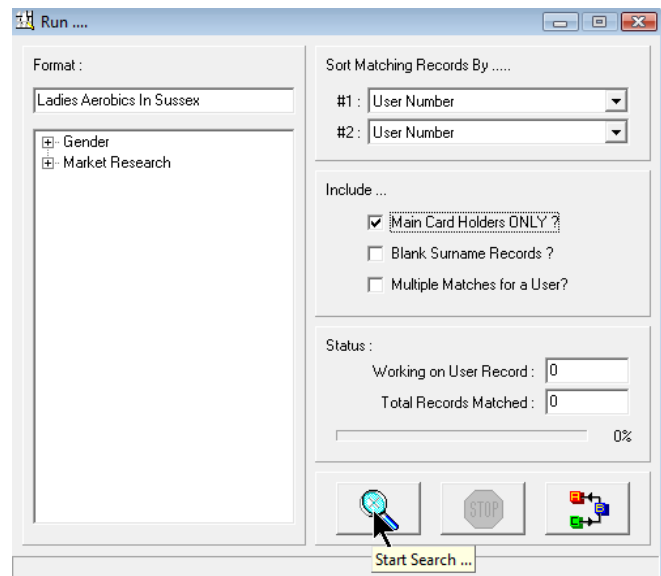
Wordlink may also be used to pull out children who have birthdays in certain months to advertise children's parties.

Wordlink will allow you to search on any of the criteria stored in the user database, much of which is user configurable and under your control.

Scuba includes a Market Research section where you can make a note of those things that the user tells you they like to do. Anyone who expresses an interest in a certain thing can be extracted easily and added to a mail-merge.

The codes on the left are the ones that you would set up and the ones on the right are those that apply to that user.
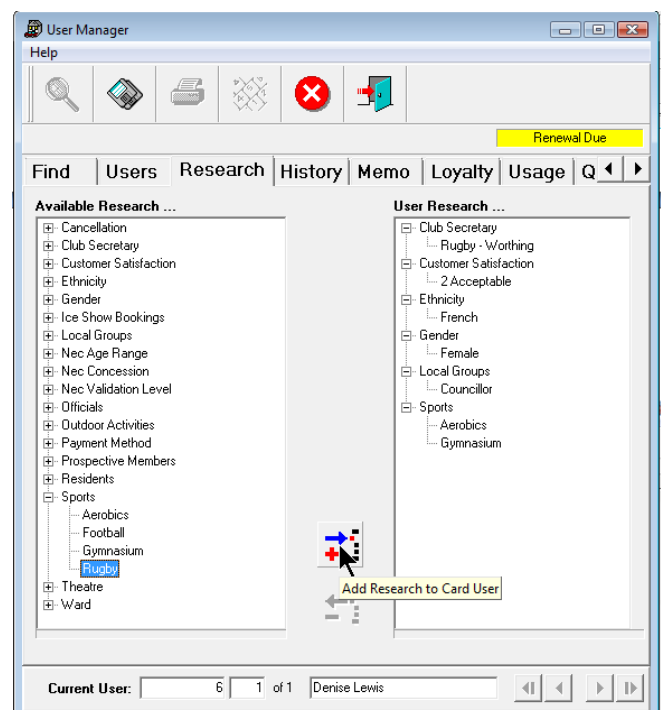
Mail Magician

The Mail Magician is wizard built into Scuba that guides you through the process of putting together a mail merge letter using Microsoft Word.

Word requires a form letter, a data file and a header in order to perform this function but Scuba simplifies this process by creating the header automatically.

The Datasource is created in Scuba and populated with the available fields from a drop down list. This list complies with the BS7666 addressing format.

As more users opt out of paper correspondence and mobile computing becomes the norm, the popularity of mail merge is declining rapidly. The Mail Magician also includes the option to create files containing either the mobile numbers – to facilitate SMS, or the e-mail addresses – to send e mails. The latter can be managed through a third party, or you could do this automatically through your locally installed Outlook client.

E-Mail Client

SQL server, the database engine that Scuba uses, also has the ability to send e-mails using SMTP and so Scuba includes the E-Mail client and this allows you to create your own HTML or RTF e-mails and send these directly.
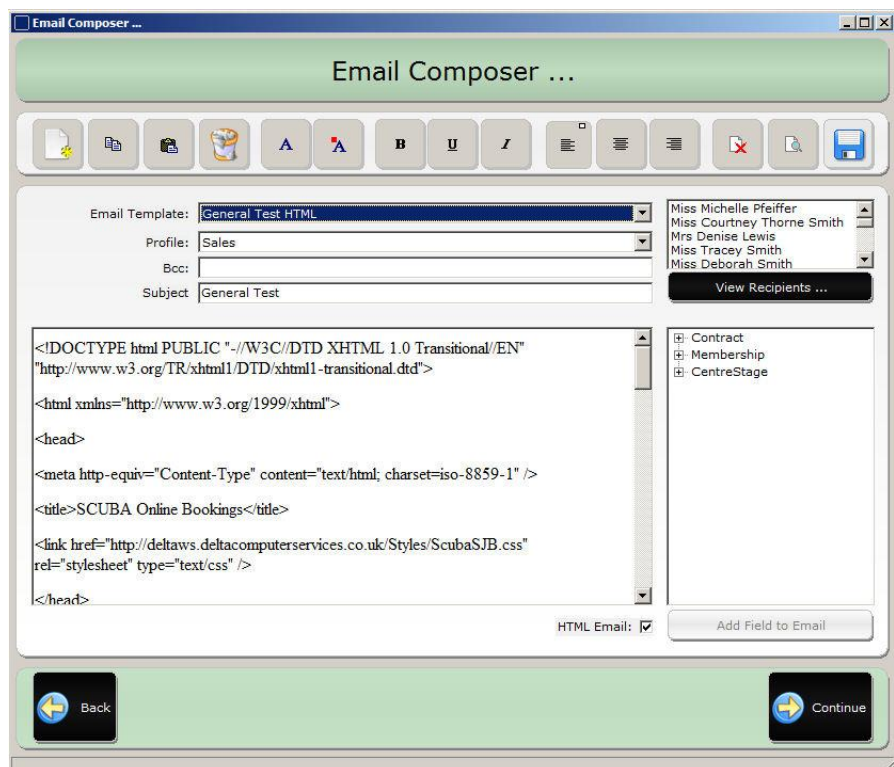
The routine includes a recipient list (populated by the last search in Wordlink) and the option to preview the mail to make sure it appears elegantly.

Conditional Mailshot

Once the E-mail is put together and, possibly, a word document created as a 'backstop' the Conditional Mailshot takes over the process.

In the example at right, we have set our preferred method of correspondence as 'Email' and selected the template accordingly. As an alternative for those who DO NOT have an e-mail address on the system, Scuba will automatically merge a letter in Word (E-Shot Aerobics) and this is set to option 2.

There are several options available in here. The choices are direct e-mail via the E-Mail Client, direct e-mail via local Outlook client, E-Mail file or SMS file and you can set the preferences each time to suit your requirements.

The check box to 'Ignore User Mail Preferences' allows you to by-pass the 'opt out' settings if appropriate – for example when the Pool has to close at short notice due to a plant failure you may wish to e-mail ALL users who have been swimming this year.
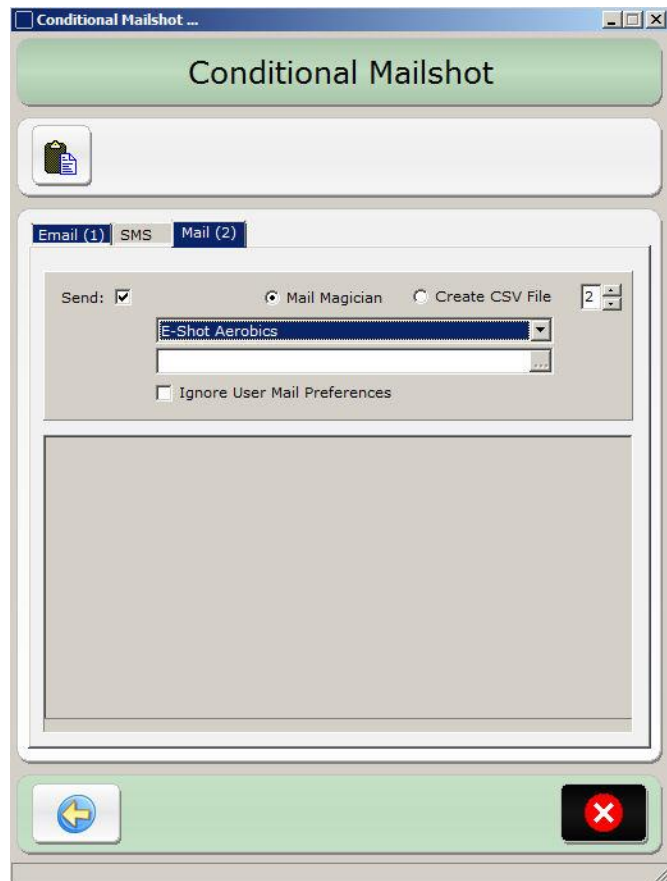
Finally, at the end of each mail-out and irrespective of the medium used (E-mail, letter or SMS), Scuba appends the correspondence history for each user with the details of the message.

Old messages may be interrogated and correspondence history may be exported to a file.

Old merged letters can be re-displayed by double clicking the entry on the log.
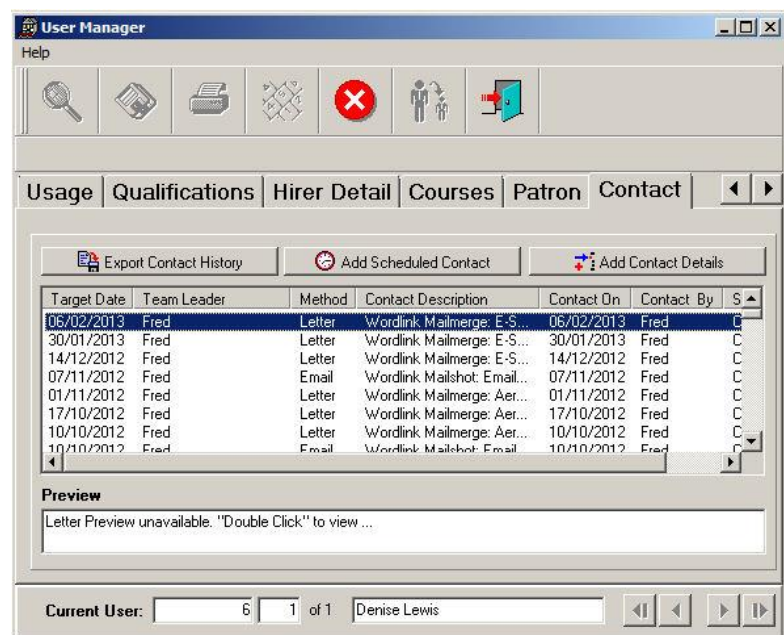
Diary / Block Bookings

Our Contracts system deals with more complicated future bookings, such as special events, block bookings, corporate bookings, and birthday parties. There is no limit to how far ahead these can be booked but this process often takes much longer, involves multiple pricing policies based on the type of organisation making the hire, may be VAT, VAT inclusive, non VAT. There will also be setup considerations, potential clashes with other activities, staffing issues and pitch condition considerations.

The Planner allows you to book multiple areas in a single operation and set the status of each booking to help with event management. The 'booking status' configuration is unde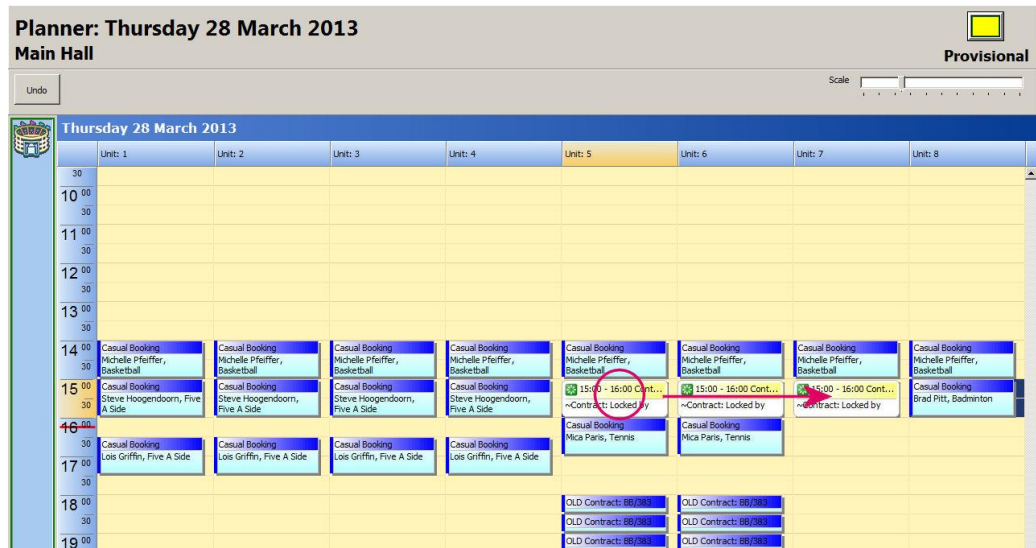r your control and you could use a simple 'Enquiry' (RED), Provisional (YELLOW) and Confirmed (GREEN) system as depicted in the examples contained here.

You load the date required and click / drag the times required, then use the 'autobook' feature to grab all courts as required. To swap between areas to select the required space, you access the pane at the left of the screen.
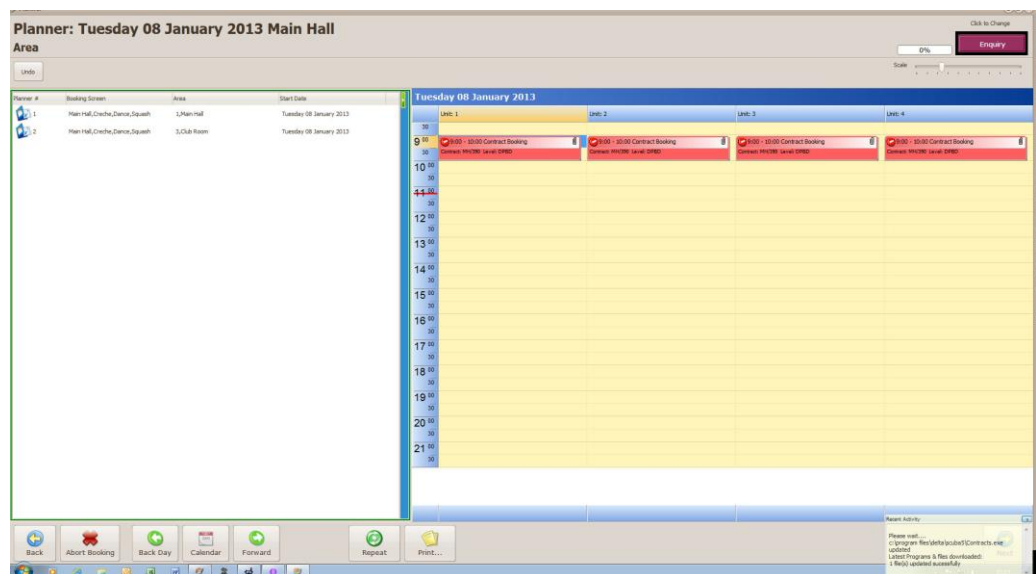
At this stage, Scuba has locked the chosen cells for that day and this prevents double bookings.

If the booking is required over a range of dates, the 'repeat' feature may be used to set end dates, occurrences, frequency, day(s) of the week (for all selected areas) etc.
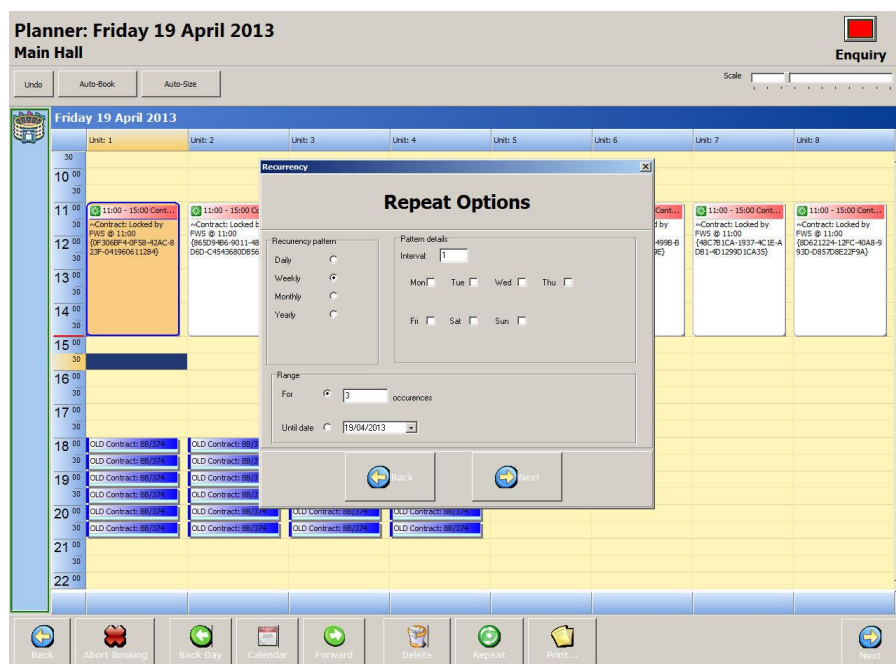
Bookings are linked to the Hirer record stored in User Manager. This saves repeat transposition of information and allows you to link all bookings over an unlimited period to this user.

The User Manager in Scuba, should contain the details of each contact person for your Clubs and Organisations and this allows you to store extra information.

Often with the local clubs, the billing will be sent to the home address of the Secretary but provision is made on the 'Hirer' tab for a second billing address if required.

Free form notes about the hirer / club may be posted here by your staff too.
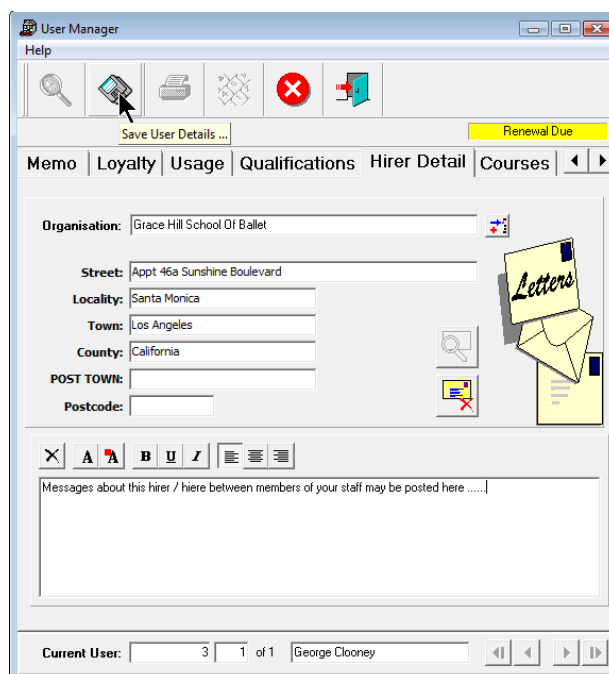
NOTE : George is also a member of the centre and the 'membership due' flag has also been triggered. His membership can expire and he may not renew it, in that case he can remain on the system as a 'Hirer' only.

The booking process then allows selection of a specific activity or function type and then allows you to enter notes about the booking. These notes may be typed or pasted in or selected from a list of standard 'setup' notes (at right below) and modified.

The notes section also allows you to file documents on your network and hyperlink them to this screen. This is particularly useful when Hirer's are sending in copies of coach qualifications, public liability insurance and risk assessments as these can be attached to the setup sheet and viewed from the booking sheets at main reception along with the remainder of the booking information.

The Contract system also allows you to create the accounting details …

There is no limit to the number of accounting codes that Scuba can accommodate. The system can cater for VAT, VAT exempt, 0.oo rated VAT et al.

Any subsequent changes to the accounting information are recorded in a log file with details of the authorising member of staff.

Part Payment schedules may also be created and Scuba can do this automatically if required.

Block bookings that run over several months can be paid 'on the night' as some clubs do. Scuba can automatically divide the total amount by the dates booked and insert the schedule for you.

Monthly payments may be automated too, with Scuba either setting the payment date to the first time that club visits in that month, or setting an arbitrary date at the start of each month, by which time ALL block bookings should have paid for the forthcoming month.

For bookings such as special events, most of our uses will take a deposit quite early on to secure the booking and the balance several weeks before the event and, in this case, the dates may be entered 'manually' to suit your requirements.

Birthday parties may be slightly different again, with the parent paying a deposit to cover the room hire and, perhaps, the balance would be due on arrival when the numbers of children attending have been confirmed. The Contracts system will allow you to specify menu choices and extras - such as Party Bags.

Finally, confirmation of hire letters / Invoices may be produced by the system but multiple choices of document layout are available. Often the type of confirmation sent to your regular block bookers would be quite different to the correspondence you may send out to confirm a child's birthday party.

The Viewer allows you to see what space is available quickly on any given day.

The Contract Reporter allows you to setup your Invoices, Confirmation of Hire Letters and Diary Lists. The Reporter creates a PDF file when run that allows the Print and Export features of Adobe Acrobat Reader to be used.

Course Management

Scuba includes a full courses system that is subject to continuous review and development as a result of feedback from our current user group. The Courses system will facilitate the management of any type of course - wet / dry / half term or summer scheme / adult education.

Each course is allocated a unique course reference number and often this is retained because the change of term and year will allow you to differentiate between them easily.

Term start / end dates, exclusion dates (half terms or public holidays) are all automatically allocated to each course. Class times may be set for one session per week (swim school) or session(s) per day (half term crash course) and courses may be set up and left dormant until the 'No enrolments before ...' date arrives. At this point the registers appear on the system at the point of sale to allow bookings.

Scuba will also allow you to store Qualifications against each course and this ensures that students can only enrol on appropriate courses.

Prices may be setup for each individual course or as 'group' prices i.e. 'Members rate for Minnows.

A full tutor database is also included and this allows you to allocate the Swim teachers to the individual classes. This prevents double booking of staff, will allow you to allocate salary codes and, in conjunction with the record of class contact hours, will calculate teaching costs and feed them straight into the course reporting module for analysis.

Scuba also allows you to 'copy course(s) from term to term' and most of our customers use this feature to manage Swim School. This means that once the 'template' is set up for the first term, on-going administration is kept to an absolute minimum.

The course copy function will also allow you to selectively copy courses, in case some courses are not running next term and it will also allow you to copy prices, either individually or by group.

Access to all aspects of Swim School management may be password protected and this may be configured by you.

Student Database – The details for each student are kept on the User Database. Scuba only has ONE database and this ensures that all information about each user is stored in the same place. Children on swim school may be stored as children on a family membership or as individual students. Students can be members or non-members and can change / upgrade at any time without compromising the course attendance / performance history.

The price selection for each course is automatic based on the type of user stored in the student database.

As soon as a user has enrolled on a class, Scuba starts to automatically collate attendance history and this is available on the 'Courses' tab.

The Student information also includes details of the Parent / Guardian, including contact information in case of problems. Medical issues are also stored, as are details of which school they attend, current level and achievements.

You can choose to look at all courses, current courses or old courses as appropriate and this information can be retained indefinitely.
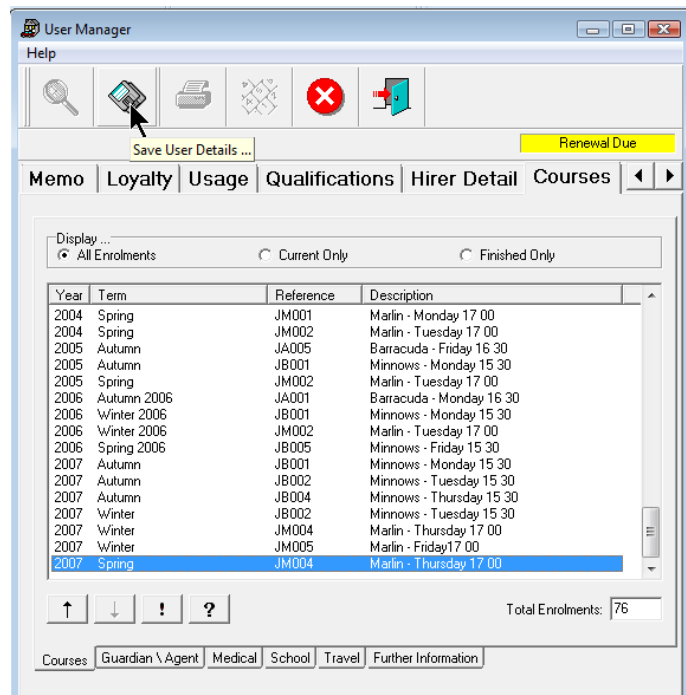
Each course enrolment may be interrogated and this will allow you to look at the full course details and payment history.

The 'Query Payment' option will link to the Payment List and trace the original ticket from the historical data.
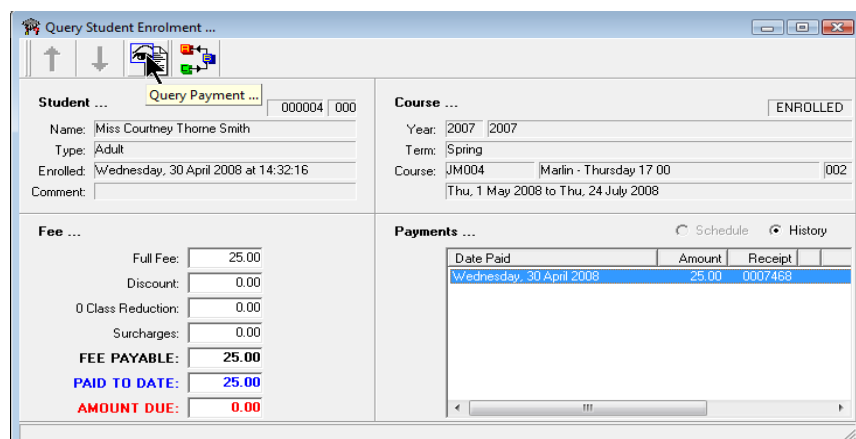
Details of all the Teachers may also be stored in this same User Database. In this case, a Tutor tab will appear and this allows you to record teacher specific information, such as availability, qualifications, National Insurance details et al.

Course may be achieved in various different ways, each variant being appropriate for particular types of course.

What we call 'manual' enrolment would be appropriate for the first time a student attends a course, or for courses such as those run at half term, where there isn't a 'progression' through various grades or levels.

This will allow you to enrol one student on several courses, several students on the same course or several students on several courses. Price selection is automatic and the system calculates course fees 'real time', so that if a student is enrolling after the first week, an appropriate 'sessions left' reduction will be made automatically.

Enrolments can be made and paid now or later, although the ability to pay later may be switched off if required.

On an on-going basis, a more appropriate enrolment method for Swim School would be to use the Student Upgrade Wizard.

This allows your staff to open up the registers for the current batch of courses and upgrade each student to the appropriate place next term. If this work takes more than one session to achieve (and it may do dependent upon the size of your Swim School), Scuba remembers where you were and you can 'resume from last save'.

On completion of this process, Scuba will automatically mail-merge a confirmation letter or E-mail via the Mail Magician to all the students on Swim School if required.

Most of our users include a 'pay by date' in the letter, by which time all payments for the forthcoming term must be received. Thereafter, they would run a routine to automatically remove unpaid enrolments and either merge students from the waiting list or open up the places to non- members.

Registers are available in multiple formats.
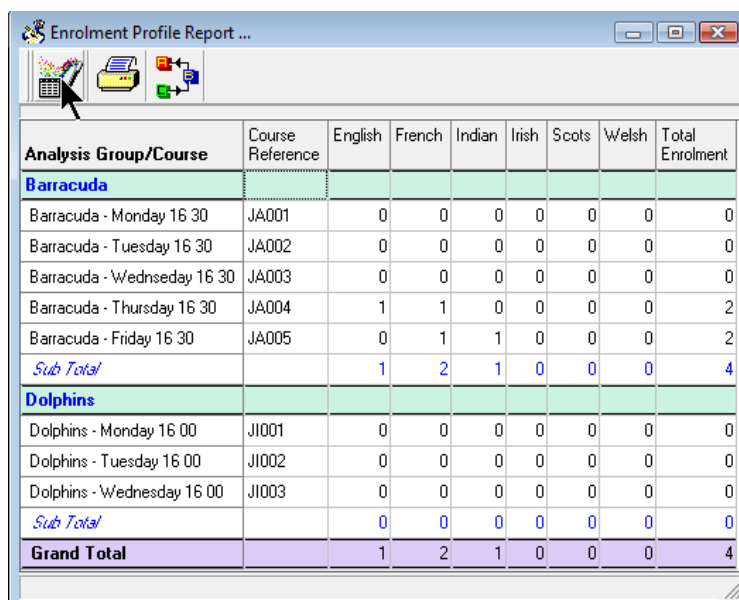
In our 'Standard Registers' programme we have a fixed 'take it or leave it' register style that suits swim school applications. This is fixed to A4 size so that it can be accommodated in a waterproof cover and contains the usual fields - Course Details at the top, plus Name, Comments box, Contact Details, Attendance boxes etc.

In the 'Advanced Registers' programme, you can design your own bespoke registers and can drag and drop any of the fields from the student database onto the finished register. Scuba's Courses module includes BOTH options.

Certificates may be printed direct from Scuba using the Mail Magician which will merge the student details from selected courses with a Word template.
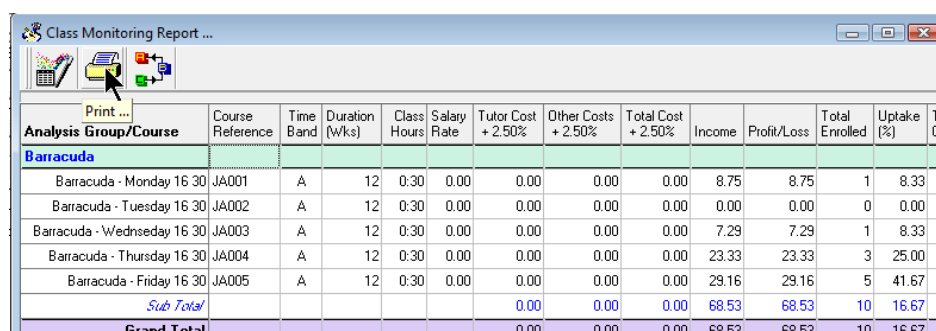
Reporting is available and all the course reports are included as STANDARD with the courses module.

Various discreet reports are available, such as the 'Enrolment Profile Report'. This allows you to access the take of classes compared to 'Market Research Codes'. Market Research is user configurable and allows you to create and attach indicators to your users, perhaps indicating ethnic origin or concessionary user type, and then analyse course take up using those discreet codes.

Class monitoring will report on the % take up and profitability of your Swim School.

All the reports may be printed or the information sent to .CSV file for export.

Reporting

All Income taken at the Point of Sale is automatically coded to the correct income code on a minimum of three levels. The least detailed level would be the codes you use for your Finance System, the most detailed would be what we call the Internal codes – and this splits the income down into individual activities, types of user and / or times of day. The third level allows you to 'count' the numbers of each type of ticket sold. The way these codes are setup allows you to factor in multiples too, so for a game of badminton you can assume 3 players and five-a-side would be 10. These factors are reflected in the statistics.

Furthermore, if the Sentinel access control module is installed and your pre-paid users by-pass reception, Scuba automatically adds these to the attendance figures too.

The Banking reports may be sent to screen, printer or to a .CSV file and we already have an automated update to finance systems in several local authorities and so this will be provided as a matter of course.

The Banking reports are derived from the Payment List ...

The payment list is simply a record of ALL historical transactions and this can be accessed in its complete form or by selections of ... date, date range, time, time range, day of the week, individual cashier, payment type et al. At the end of the list, all transactions are summarised by cashier (s) and method of payment.

Banking is also available either 'inclusive' or 'exclusive' of DD income or as a specific report containing ONLY DD Income and is also available in two flavours – 'Income by date paid' or 'Income by date played'. For example, if I pay for my child's swimming lessons today, the money is collected and processed, goes off to the bank and is allocated to 'today' - If you run the Banking report for 'Income by date paid'. However, if you run the Banking report for 'date played' that income will have been split up and allocated to the actual dates that my child attends the course.

Banking is also available using a drill down feature called 'Selected Banking' and this allows you to put together bespoke reports containing just the income you need, such as 'Pool Income'. Banking Selections may also be used to display Income (or Admissions) by hour and this will identify peak usage or dead spots easily. There is no limit to the number of Banking Selections stored on the system.
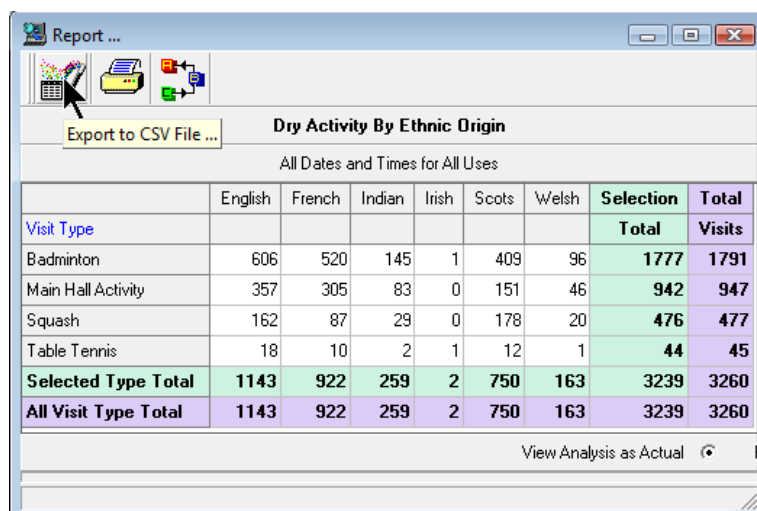
We mentioned that Banking usually comprises of three levels of code, but Scuba can accommodate more if needed. For example, some of our users offer subsidized activities for disadvantaged groups but want to keep track of the 'lost' revenue so that they can recharge the Council.

Membership analysis is wide ranging and may be linked to any of the fields stored in the database. This means that analysis by age range, gender and ethnicity is all straightforward. However, these requirements change and the need to develop the system is mandatory if you are to keep pace with current requirements. For example, thirty years ago when we at Delta started with leisure, the last age group on any Membership Application form was 45+, these days those 45+ users probably represent a reasonable proportion of your regular users and more detailed analysis is appropriate. Scuba's CRM Toolbox will allow you to re define your age bands and re classify users into the new age band (based on the DOB) and then re-run analysis as appropriate. The same programme may be used to search for users by postcode and insert the relevant 'Ward' into the database. This is a very useful feature.

Best Value reporting is available via our Scrutinize module.

This allows you to analyse usage by discreet research code (ethic origin or concessionary user type for example).

These reports may be expressed as an actual total or as a percentage. Output is available to a .CSV file for export.

Report ...

Export to CSV File ...

Dry Activity By Ethnic Origin

All Dates and Times for All Uses

Visit Type	English	French	Indian	Irish	Scots	Welsh	Selection Total	Total Visits
Badminton	606	520	145	1	409	96	1777	1791
Main Hall Activity	357	305	83	0	151	46	942	947
Squash	162	87	29	0	178	20	476	477
Table Tennis	18	10	2	1	12	1	44	45
Selected Type Total	**1143**	**922**	**259**	**2**	**750**	**163**	**3239**	**3260**
All Visit Type Total	**1143**	**922**	**259**	**2**	**750**	**163**	**3239**	**3260**

View Analysis as Actual ⊙

This routine is also very useful for KPI's or Analysis required for any of the Sporting bodies that may provide funding for certain initiatives.
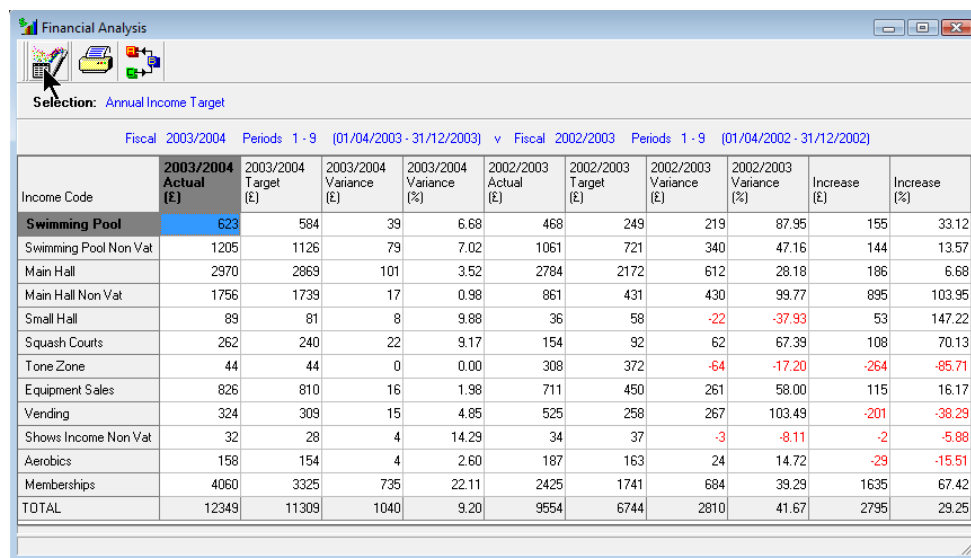
If, for example, if the FA provide funds to promote women's football, they will want some analysis in return. Perhaps you will need to provide the percentage of women, by age band, that attended the summer soccer camp. Scuba will do this.

If, for example, the LTA provide funds for a similar initiative but with different age band analysis, Scuba can accommodate specific age bands by activity and if Josie Smith attends both the soccer and the tennis camps, she will appear in the appropriate age band for each report.

Advanced Income Analysis is available, allowing you to set the Income targets (by code) for each fiscal year and then Scuba will tell you how you are performing, cumulative to date, against target with a comparison to the same period last year.

This can be done by site, region or contract.

Financial Analysis

Selection: Annual Income Target

Fiscal 2003/2004 Periods 1 - 9 (01/04/2003 - 31/12/2003) v Fiscal 2002/2003 Periods 1 - 9 (01/04/2002 - 31/12/2002)

Income Code	2003/2004 Actual (£)	2003/2004 Target (£)	2003/2004 Variance (£)	2003/2004 Variance (%)	2002/2003 Actual (£)	2002/2003 Target (£)	2002/2003 Variance (£)	2002/2003 Variance (%)	Increase (£)	Increase (%)
Swimming Pool	623	584	39	6.68	468	249	219	87.95	155	33.12
Swimming Pool Non Vat	1205	1126	79	7.02	1061	721	340	47.16	144	13.57
Main Hall	2970	2869	101	3.52	2784	2172	612	28.18	186	6.68
Main Hall Non Vat	1756	1739	17	0.98	861	431	430	99.77	895	103.95
Small Hall	89	81	8	9.88	36	58	-22	-37.93	53	147.22
Squash Courts	262	240	22	9.17	154	92	62	67.39	108	70.13
Tone Zone	44	44	0	0.00	308	372	-64	-17.20	-264	-85.71
Equipment Sales	826	810	16	1.98	711	450	261	58.00	115	16.17
Vending	324	309	15	4.85	525	258	267	103.49	-201	-38.29
Shows Income Non Vat	32	28	4	14.29	34	37	-3	-8.11	-2	-5.88
Aerobics	158	154	4	2.60	187	163	24	14.72	-29	-15.51
Memberships	4060	3325	735	22.11	2425	1741	684	39.29	1635	67.42
TOTAL	12349	11309	1040	9.20	9554	6744	2810	41.67	2795	29.25

We can also provide further information if you chose to integrate with the National Land & Property Gazetteer. In this case, Scuba will also store the Unique Property Reference Number against each user. This is available as an output field and so the demographic analysis to be sent to your GIS people in a format they can use.

Finally, all the reports are available as an output file and this means that we can easily combine reports or make adjustments to the standard output to match your requirements.

Web Bookings

Scuba is available on-line, through our Stellar module.

Stellar will enable you to deliver the following functions on line:

- Membership Sales
- Membership Renewals
- Booking Courts
- Booking Classes
- Booking Courses
- Direct debit mandate setup
- Payments

Stellar can be supplied in a 'raw' format to allow your web people to overlay your look and feel over our bland pages and link this to your web site or we can do this work for you, the choice is yours.

The functionality of the site may also be altered easily too. Some of our users, who do not want to take on-line payments are forced to pre-register the users in order to allow them to book on-line and pay later.

Other users enable the routine to join as a member (or booking card) on-line, then make a booking and accept a payment through their preferred payment portal.

(You can also restrict access times to the web site. Some of our users do this so that web bookings are only allowed whilst public access terminals (like the TIC) are available)

There are also several choices for login protocol too. Some of our users employ Card Number, e-mail address and passcode, but others chose to use the e-mail address and a random three digits from the passcode – which is a more user friendly and 'standard' login method.

Once logged in, the user has access to their home page (at right), where they can change personal details including address, contact information and password.

The home page also lets the user check on their bookings, pay for outstanding bookings (if the payment portal is activated), renew the membership and perhaps cancel bookings too.

Stellar also provides certain 'family friendly features too.

In the capture above, the change user feature is activated. This allows Mr Smith to make bookings for Mrs Smith if they want to. In order to use this feature, they will both use the same passcode and share the e-mail address to which all booking confirmations are sent. If they chose to use different criteria, they will not be able to transact for each other.

Stellar also has a Friends & Family feature and this allows a 'trusted adult' transact on behalf of multiple children. This is particularly useful when a parent is booking course for (all) their children because the bookings can all be done at the same time and paid for in a single transaction.

Any bookings made on line may be paid for at the time if required, although you could allow certain types of user to pay later if necessary. This being the case, the website will automatically control this feature.

Scuba can then link to your preferred payment portal to process the Credit Card payment.

The way Stellar is styled will be dictated by the look and feel of your existing web site and this work will be done by either ourselves or your IT people prior to being published.

The web site functionality will depend on the modules you buy.

The web content - what activities are available on it, whether certain users have to pay, how far ahead people can book – is controlled by you. Settings accessible in the terrestrial system dictate how the web site looks and operates and so you do not need Delta or your IT department to make these on-going operational changes.

The HTML5 version of Stellar will be available shortly and this will include the functionality to render the on-line experience automatically for mobile devices. This will be available as a FOC upgrade for our users.

Sentinel - Access Control

Sentinel is the software module that can control access through multiple entry points mounted on either door, turnstiles or a combination of the two. It can utilise any type of card reader – magnetic strip, bar code, MiFare or DesFire.

Access may be controlled by User Category, time of day, gender, pre-payment or 'qualification'.

Access can be controlled in several different ways dependent upon the type of session. In the scenario of the gym, where there may be a swipe controlled locking mechanism fitted to the door, all the checks will happen at access time. As the user swipes Scuba displays the picture of that user to help you ensure that the card has not been lost or stolen and, at the same time, checks to make sure that user can use the gym using the following criteria.

- Gold Card Holder paying by DD (anytime use) - Scuba checks to make sure they have paid their DD and that they are qualified to use the gym.

- Silver Card Holder paying by DD (off peak use) - Scuba checks to make sure they have paid their DD, checks that it is off peak time and that they are qualified to use the gym.

- Silver Card in peak time – Scuba checks that they are qualified and that they have paid for a peak session in the gym during the last 'x' minutes. (you decide what 'x' is set to)

- Normal member or Authorised user - Scuba checks that they are qualified and that they have paid for an off peak / peak session in the gym during the last 'x' minutes. (you decide what 'x' is set to)

If the checks are positive, the door opens and the visit is recorded. If any of the checks are negative, the user is told to 'Go to Reception'

If access is controlled by turnstile at reception, often there is a members fast track entry that simply checks they are a current member, let's them in and records the visit. Some of our customers have the gym fast-track at reception in the form of a turnstile.

If you want to use turnstiles to control pool access, you may have to consider using bar-codes throughout your operation. Your members can swipe through the turnstile as normal using their bar-coded membership card and casual swimmer can be issued a 'use once' ticket at the point of sale with the bar coded printed on it and this will allow access through the necessary turnstile.

Speedticket - Kiosk

Speedticket is a touch-screen driven, self-service module that will allow your pre-paid users to collect their (£0.00) tickets for class places, book the same class for next week and / or clock themselves in to have a £0.00 priced session such as swim or gym (the gym option may not be needed if Sentinel is installed to control gym access). This collection of £0.00 priced tickets by DD payers is an absolute necessity in the Sports Centre because it stops your DD members booking classes and not turning up. If £0.00 priced tickets are not collected, Scuba automatically generates an arrear for that user and if it is not paid after a certain amount of time, they are suspended – just like any other user would be.

This routine would work very well at a lot of centres, because many book the majority of classes in advance in order to ensure that members with DD packages (including classes and unlimited gym) can get a space. Often this type of membership includes free swims too. Each site would need to assess whether this would work at your facility based on the packages on offer and whether the classes are pre-booked.

Longer term, we aim to integrate card payments – Commidea have a pre-accredited solution for unattended payment terminals (UPT); we have already been through the process to 'accredit' our solution with their attended Chip and PIN solution. This will allow us to add the functionality to take payments for bookings in the future too.

We are advocating the use of a 'functional' kiosk which is floor mounted. Each device needs power and a network point.

The kiosk includes a membership card reader and this is the only method of accessing the system. This feature stops users picking up each other's tickets and by-passing the arrears process by keying in another members' number. (The only exception to this is picking up family members' tickets and this is configurable by your System Administrator).

The software allows configuration (from within the database) and this allows you to customise the welcome screen, the greetings, messages and so on. The pages have all been designed so that your logos and artwork can be accommodated in order to 'brand' the solution.

Loyalty Scheme - Stockpile

Scuba includes certain functionality to allow you to provide a superior customer experience.

Included in the basic system is the ability to manage vouchers and discounts at the point of sale for promotional events. There is also an optional module called Stockpile and this allows each user to be rewarded based on their 'spend' at the point of sale.

You can set a 'points' value for either sales or purchases and this controls how much a user is rewarded and what that reward is worth should they opt to trade it in. The key feature with Stockpile is that the end users are rewarded with a residual value and they chose what it is to be spent on. Regular attendance of Spinning Classes may result in the accrual of 1100 points and this may be used to gain £11 discount for a child's swim course, for example.

Stockpile allows you to set 'Start Date', 'End Date and 'Value' and this flexibility will allow you to run 'double points' months or special deals to get people using the gym after Christmas for example.

You can set loyalty by price type and this will allow you to incentivise certain activities and you may also allocate loyalty by user type and this will allow you to add benefit to taking out a membership, for example.

Other useful features will allow you set the points accrual by family unit (all family members' reward is collected in a single 'pot'), and to protect the points by means of a pin number (to stop the children using it).

The redemption of accrued loyalty is done in the payment entry screen. If Stockpile is switched on, Loyalty Points will appear as valid methods of payment and the user's loyalty point balance will be shown.

The User PIN is entered as appropriate.

Once the 'Pay' icon is pressed, the Points value is deducted from the Amount and the remainder can be paid for in Cash, Cheque, Credit card .. as per normal.

NOTE - Loyalty points are always displayed as their value in £ throughout Scuba. This is especially useful at the point of sale where the only unit of measure the cashiers are interested in is 'value'.

Loyalty points may also be redeemed on line as part of whole payment for bookings through Stellar.

Installation Methodology

Project Management

Delta's years of experience in the Leisure industry enables us to help you make valid judgements on the way your system is configured to give you the management information you need. This process begins with an on-site meeting between leisure centre staff and one of our Customer Support Team.

Step 1 Pre-Installation Consultancy

Once the order has been placed the next step is to arrange to meet to discuss the finer points of the installation and go over the Scuba 'Information Handbook' which ensures all the manual information can be collected and deciphered allowing it to be converted into the framework of your new Scuba system.

During the initial meeting we will meet the 'key' staff, familiarise ourselves with your mode of operation and finalise the Scuba Installation Schedule.

Step 2 System Design and Build

Delta's expertise in Project Management and Consultation, coupled with a FREE Advice Service, allows you to effectively execute income generating marketing and make informed business decisions from the wealth of data available.

The results of the Pre-Installation Consultancy will be translated into a solution that satisfies the operational requirements of the facility, ensuring all reporting needs are satisfied and tailored specifically to each customer's needs.

All information will be collected to allow us to "design" the system to your specification – manual booking sheets, reporting structure, membership category structure, prices, subscription and arrears letter templates, invoices & confirmation of hire letters templates etc. At this stage we also ensure that we ask the right questions so your reporting requirements will be met. The data can then be inserted by either you or Delta depending on the deadlines you have for system Go Live.

If necessary Delta can convert your existing user\member database to Scuba as, depending on the source of the data, our conversion programmes can often be used to speed up the manual entry of user's details.
If you wish, your Scuba Solution can be delivered pre-configured and ready for use from day one. This results in reducing the initial setup work for you and less of a drain on the facilities' human resources.

Step 3 System Administration Training

Once all the data has been collated and the system built we arrange for a three day System Administration Training Workshop, normally at our offices to make sure you are not interrupted, to thoroughly go over all the modules that you have purchased to ensure you will be able to administer your system when you return to site. From creating new users to scheduling the BACS transmissions, the daily maintenance of all your purchased software modules is covered.

Step 4   Hardware Implementation and Commissioning
          Installation, configuration, network cabling, testing and commissioning can all be provided, where necessary, in conjunction with other "installation partners" with Delta co-ordinating the project and all the milestones outlined in the Scuba Installation schedule.

          Delta are experienced in working in partnership with in-house IT departments providing you with a seamless operational solution.

Step 5   System Procurement and Supply
          Delta will work within established IT strategies, and wherever possible will provide the solution using existing hardware platforms and networks, offering advice as necessary. Some specialised peripheral hardware and software will be required, all of which will be specified in our literature, and this can either be procured and supplied by Delta, or by your own in House IT Team.

          On the date agreed in the Scuba Installation Schedule one of our Customer Support Team can be on site to install the Scuba software on each highlighted PC and install the database on the server. We will liaise directly with the IT section to ensure that no security is breached.

Step 6   Point of Sale Training
          Point of Sale Training takes place on site on a training copy of your system and normally lasts for three days. Each Point of Sale operative requires to attend a one and a half hour session per day. Sessions begin with logging on to the Scuba software and by the end of day three Receptionists will have gained enough confidence to use the many features of Scuba's Bookings, Memberships, Contracts and Courses modules, applied to your specific operational procedures.

Step 7   Go Live (On Site Support)
          On the agreed Go Live date Scuba becomes fully operational. Your "front desk" staff arrive for duty to find computers positioned where the tills used to be and if you wish, members of Delta's Customer Support Team on hand to help smooth out any operational difficulties. If you wish, Delta will remain on site from before your facility opens until after it closes, during the transition period to partner you and your staff through the first few nervous days of operation.

          Daily banking will be reconciled, discrepancies investigated and the necessary reports produced. We work with you to establish daily routines and produce backup documentation for reference.

Training can be tailored specifically to individual needs.

Telephone Support

The experienced Customer Support Team support Scuba via telephone, e-mail and remote access (PC Anywhere or equivalent). Our Level 1 maintenance package provides software support Monday to Friday during office hours. Higher Level software maintenance packages are also available for evening/weekend cover and this is manned via a radio pager system – not an answering machine.

Software Updates

Scuba is constantly being improved and updated and all customers receive the latest release of software (approximately two to three times per year) under the terms of their software support contract. We strive to ensure that we cause the minimum amount of disruption to our customers when loading the updates and provide the maximum amount of information regarding these updates – in the form of Software update notes and updated on-line Help files.

Remote Access

In case you encounter any problems with the software, wish us to check something on the system, and allow us to send you the latest release of the software we recommend you install some form of remote access on the Client PC. Remote support can be best achieved via the Internet using an ADSL connection. Once this connection is in place Terminal Services can be used to remote control the server and Remote Desktop for the terminals.

User Group

There is currently no formal user group. This is partly because we are here for our customers rather than the other way round and partly because we offer an alternative forum that achieves the same thing.

Seminars & Conferences

Customer requirements and industry trends are identified by analysing our calls database and this information is used to put together training workshops to cover (in depth) aspects of the system that users are unfamiliar with or don't utilise enough / properly.

These workshops are held periodically around the country and customers are invited to attend. The cost is minimal (just enough to focus the mind on turning up) and the venue is normally provided by one of our customers free of charge. They are an invaluable opportunity for our customers to meet each other and for us to find out what you all need. The groups are organised sympathetically, that is to say we would have a workshop for our Local Authorities users and a different one for our Universities.

Management Visits

We also visit each of our users once a year. So, rather than send you the updates and do the work over the wire, we would come on site to meet you, put names to faces, drink coffee and chat to the end users.

Any enhancements made to the system as the result of user feedback, either from the workshops, calls database analysis or site visits, are passed on to all our users as part of the maintenance contract.

Finally, we try and introduce fresh ideas for the User Group each year to maintain interest and to add value to the event.

2011 – we ran events in Haywards Heath, Sevenoaks, Sunderland, Bury, Gloucester and Northampton.

2012 – we ran SEVEN free workshops in Coventry, Whitby, Ormskirk, Swindon, Burgess Hill, Dulwich and Glasgow.

2013 – we ran a single National Conference in Manchester.

2014- we have three events planned in Dumfries, Liverpool and Oxford.

The Complete and Integrated Leisure Management Solution

Scuba is one element of a fully integrated Leisure Management System and we are committed to sympathetic development of the software, a sensible approach to keeping the software up to date and, having done so, we want to offer you a workable and hassle-free upgrade path.

We don't want to charge you for modifications for the modules you have already bought, that is why you pay us maintenance – to ensure your system doesn't go out of date.

We will try and look after you. We will visit you regularly and we will make ourselves available if you have a problem. You do not need a specific 'account manager' because any of us are able and willing to help you when you have a problem.

We will ensure that modifications made to the system will improve the way you work and not make things more difficult. There is no point adding badly integrated functionality that looks good but causes day-to-day issues.

The system is scalable. You can add 'users' easily and we will provide any number of licences because there is no need to buy five or ten, for example. You can start small with a couple of modules, such as admissions and memberships, and this will enable you to replace the till and get the benefits of all the financial analysis; then add bookings and other modules later.

We have two main products, Scuba (Leisure) and CentreStage (Theatre) and it will come as no surprise that these modules are also fully integrated and use the same database structure, the same user database and the same reporting. One of your customers can go to reception, buy a swim ticket, book squash for next week, get two tickets for a show in three months' time and pay for everything together and the tickets will automatically print of two different devices.