

ACTIVE SENIORS IN UBAE

Social Management and seniors programs



UBAE AND SPORTS FOR ALL

Whatever the age, whatever the social and economic condition, whatever the purpose,....

We offer physical activity in an healthy way.



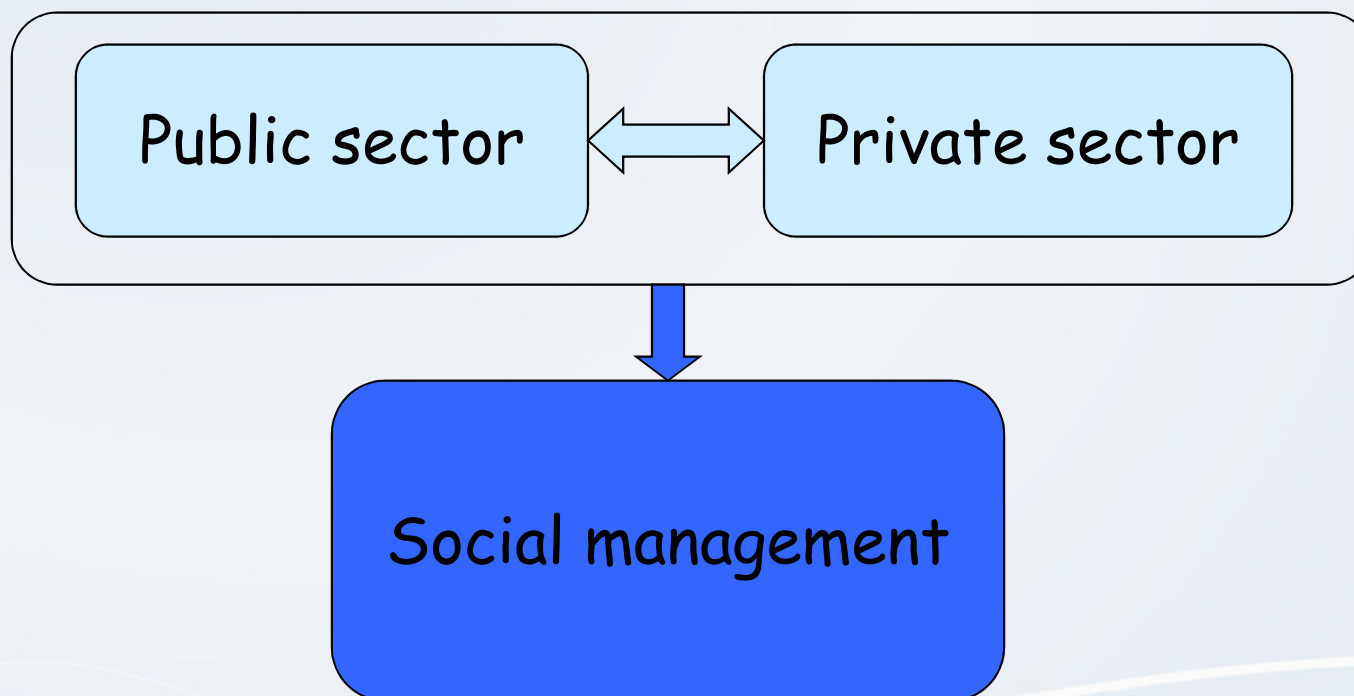
SPORTS FOR ALL ...

AND FOR THEM ...



WHAT IS UBAE ?

An original concept in sports management.



SOCIAL MANAGEMENT

- Social objective
- Business management
- Associative structure

1. Social Objective

- Reduced fee for active senior: - 40% compared to the normal fee, with special access conditions.
- Specials activity programs:
 - Personalized
 - Supervised
- Social link.

2. Business management

- Management of humans resources :
selection, formation, monitoring
- Quality process ISO 9001:2000

3. Associative structure

- Profitability serving social causes
- Support to local entities

WHAT OFFERS UBAE?

- Personal advice

entrenament
Personalitzat





Special aquatics...

and fitness programs

- adapted to seniors
- Designed by a product department
- Programmed during the year.



Social link:



WHO ARE THE PARTNERS?

City Council

price

Locals entities

distribution

SENIORS

Clinics

promotion

UBAE

product

THE ACTIVE SENIORS IN UBAE?

- An average of 8% of our members benefit of the reduced fee.
- Between 12 and 14% are more than 65 years old.
- 25% of our timetable are activities designed for seniors

CONCLUSIONS

- Loyalty of seniors in our facilities higher than others members
- An average of 10 uses/month for the seniors, while the global is average about 6 uses/month.

HOW CAN WE PREPARE THE FUTURE?

- The seniors are changing.
- Developing Partnership between all the actors of the sector of health and sports.