

NATIONAL ASSOCIATION OF RETIRED POLICE OFFICERS

NARPO House, 38 Bond Street, Wakefield, West Yorkshire, WF1 2QP

Tel : 01924.362166 Fax: 01924 372088

Vat Reg No: 656.2938.04

BRANCH CIRCULAR 30/10

To: All Branch Secretaries
NEC Members

13th July 2010

Dear Colleague,

LEALTA MEMBER BENEFIT CARD

At the NEC meeting in July the Committee approved a new member benefit card provided by Lealta Benefits, who offer a membership discount programme providing discounts at all different types of retail outlets throughout the Country. The current number of discounts available is approx 21,500.

The benefits available via the programme range from over 300 National brands, including 4% discount at ASDA and 8% discount at B and Q via pre loaded cards, with a minimum £50 load value, to over 21,000 local discounts of 10% or more at shops, restaurants, services and much more.

The service does not include any Insurance or Financial Services so there is no potential for it to conflict with our current main member service providers and allows us the opportunity to exclude any other particular areas that we may so wish e.g. car purchasing which would conflict with NARPO Drive.

The discounts are accessed by a central web portal which brands the discounts with our logo and adapts the content dependant on the services we require [as above]. This is supported by a helpdesk which is available all year round, as well as launch literature provided with the card which clearly outlines how each offer works.

Lealta generate their income by selling the cards to their clients at a price dependant on the number of participants. In our case we have been given an assurance that the cards, which are valid for two years at a time, would be priced at £3 per annum each irrespective of the number of participants.

Lealta currently have amongst their clients UNISON who endorse the card nationally and Lealta representatives then visit either local or regional UNISON Branches to promote the scheme and invite the Branch to take up the offer as a member benefit for their Branch members.

Lealta will market the NARPO scheme in a similar way to that by contacting and visiting local branches and promoting the scheme to them. Presentations of the scheme can be made by Lealta either locally, by force area or regionally.

Under NARPO Fund rules Branches would be permitted to purchase the cards and then have the option of providing it as a benefit / gift or passing all or some of the charge on to individual members.

We believe this card is an excellent opportunity for branches to offer some real benefits for its existing members and is an ideal incentive to encourage prospective members to join, whether the branch pick up the cost or not.

Current clients of the scheme include:

UNISON

NORTHERN FOODS

MORGAN MOTORS

Lealta have taken an exhibition stand at NARPO conference where those interested will be provided with a 'trial card' to use for a short period to 'test drive' its value and the benefits offered with a view to Lealta making a presentation of the product to either the local Branch or on a Force or Regional basis.

In the meantime a representative of Lealta may contact your branch prior to Conference with a view to achieving early interest in the scheme.

The Lealta representatives dedicated to the NARPO scheme are:

James Smith Tel: 07887 524014 james.smith@lealtabenefits.com

Claire Barratt Tel: 07825 428550 claire.barratt@lealtabenefits.com

Should Branches have any internal queries please contact Steve Edwards Deputy CEO at the Wakefield office on 01924 331 251.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Steve Edwards', written in a cursive style.

Steve Edwards
Deputy Chief Executive Officer