

## Policy & Procedure

<b>SERVICE EXPIRATION POLICY</b>	Effective Date:	November 24, 2017
	Supersedes Date:	none
Parks and Recreation Department		963382V3
		<input checked="" type="checkbox"/> Parks and Recreation Department

### PURPOSE

The purpose of this policy is to provide a basis and rationale for the implementation of expiry dates associated to sales of Parks and Recreation services.

### AUTHORIZATION

This policy will be implemented by Parks and Recreation Department staff.

### INTERRELATED

The following policies relate or supersede this policy:

- [Consumer Protection BC Gift Card Legislation](#)
- [Business Practices and Consumer Protection Act](#)
- [Parks and Recreation Fees and Charges Bylaw Amendment](#)
- Parks and Recreation Refund Policy and Procedures (287443)
- Parks and Recreation Financial Assistance Policy and Procedures (288113)

### DEFINITIONS

In this policy:

**City** – means the Corporation of the City of New Westminster.

**Courtesy Pass** – means a free promotional single visit coupon, issued to an individual or family that is redeemable for any Department admission service within a defined term.

**Department** – means the City’s Parks and Recreation Department.

**Dedicated Gift Card** – means a prepaid purchase card that has a defined term and monetary value for a specific Department service.

**Loyalty Program Credits** – means customer credits that may be accrued through customer sales incentives or allocated to customers eligible for the Department’s Financial Assistance Program.

**Membership Punch Passes** – means the sale of a defined number of pre-paid visits to a specific Department drop-in service or bundle of services (i.e. 10 visits to Canada Games Pool or 20 visits to fitness services offered at Canada Games Pool, Centennial Community Centre and Queensborough Community Centre) and excludes memberships having a defined term (i.e. one month membership pass).

**Open Gift Card** – means a prepaid purchase card sold for an unspecified Department service with an open term.

## **POLICY**

The Department will allocate expiry dates on selected service sales to encourage the use of purchased services or free promotional incentives. The policy will become effective **February 2018**.

## **OBJECTIVES**

The objectives of this policy are to establish a framework for applying expiry dates to select Department service sales or free promotional offerings that:

1. serves customer and Department needs;
2. identifies services or situations where expiry dates are applied; and
3. is fair and transparent.

## **FEES**

All associated Department fees are identified in Parks and Recreation Fees Bylaw No. 6673, 2001.

## **REFUNDS**

Refund requests are dealt with under the Parks and Recreation Refund Policy.

## **SALES EXPIRATION**

Sales of services will expire as follows:

1. **Membership Punch Passes** – expiry will be **three** years, less a day, from the date of sale;
2. **Courtesy Passes** – expiry will be up to one-year from the date of issue except Christmas Courtesy Passes which expire approximately six weeks after issuance;
3. **Dedicated Gift Cards** – expiry will be three-years, less a day, from the date of sale, and Open Gift Cards will have no expiry date;
4. **Loyalty Program Credits** – expiry will be up to one-year, less a day, from the date of issue;
5. **Financial Assistance Policy and Procedures** – expiry will be up to one-year, less a day, from the date of issue;
6. **Space Rentals** – expiry will be defined for all rental sales in the rental agreement;
7. **Program Registrations** – expiry will be defined for all registrations and private lesson sales;
8. **Admissions** – all drop-in programs have a prescribed time allotment or expire when the service and/or facility closes on the date of purchase.

The Department software application will be configured to apply expiry dates with the sale of applicable services. In addition, service expiry, restrictions, terms or conditions will be communicated to the customer through:

- a) On receipts associated to the sales of membership and registered programs;
- b) On rental agreements;
- c) Online at [www.newwestcity.ca](http://www.newwestcity.ca) (About Parks and Recreation);
- d) Online sales; and
- e) Electronic reminders approximately six months prior to expiry.