

---

# Leisure Centre Fees and Charges 2016 – Supporting Information

---

## 1. Introduction/Background

- 1.1 The leisure centre fees and charges are reviewed annually for implementation on the 1<sup>st</sup> January each year.
- 1.2 The Council's contractor is Parkwood Leisure Ltd with the management of the centres delivered by their charitable arm Legacy Leisure. The current contract runs through to the end of June 2022. The contractor sets the charges for each year based on its business plan and then submits them to West Berkshire Council as part of their business plan for the year.
- 1.3 For 2015 West Berkshire Council agreed an average increase in Fees of Charges of 1.5%
- 1.4 In considering prices for 2015 Members requested that an approach be made to the contractor requesting they give consideration to reviewing the classification of those aged 16 and 17 in line with changes to the school leaving age.

## 2. Supporting Information

- 2.1 In drawing up their proposed fees and charges for 2016 the contractor has reviewed their business plan for the West Berkshire contract and benchmarking the proposed fees and charges against Local Authority owned leisure facilities for the surrounding area demonstrates that the proposed Fees and Charges represent good value for money for West Berkshire residents.
- 2.2 The West Berkshire Card was introduced in 2009 in response to an Audit Commission inspection of Cultural Services which recommended that a methodology should be adopted to ensure that service providers knew who their customers were.
- 2.3 To encourage participation in the West Berkshire card the card was provided free of charge to West Berkshire residents and the ability to purchase the benefits at leisure centres was made available to non residents. Card holders also received a 10% discount against charges at leisure centre.
- 2.4 To date over 43,000 cards have been activated in leisure centres with over 24,000 currently regarded as being active in 2015.
- 2.5 The contractor has proposed introducing a more simple range of discounts for West Berkshire Council replacing the 10% discount with a flat rate as follows:
  - (a) £1 per for adult activity
  - (b) £0.50p for junior activity

- (c) £5.00 for adult team sports
- (d) £2.50 for junior team sports

With a minimum discount of 10% applied to ensure any future price increases maintain the level of discount outlined.

From the proposed 2016 fees and charges examples of the impact of the proposed change in discount can be seen as follows:

| Activity         | Standard rate (Non Card Holder) | Proposed West Berkshire Card Holder Price | Non Card Holder price if 10% discount applied |
|------------------|---------------------------------|---|---|
| Adult Swimming   | £4.60                           | £3.60                                     | £4.00   |
| Adult Casual Gym | £8.20                           | £7.20                                     | £7.95   |
| Sports Hall Hire | £47.00                          | £42.00                                    | £46.50  |

- 2.6 Benchmarking against neighbouring authorities shows the proposed discounts are in line with that which is applied elsewhere.
- 2.7 The proposed change in the discount applied to West Berkshire card holders offers an improved rate which will be supported by a drive to encourage more people to sign up for the card.
- 2.8 In responding to the question raised about the charges levied for 16 to 17 year olds the contractor has reviewed any potential change against the risk of loss of income. The contract allows that any action by the Council that might cause a loss of income, the contractor may claim compensation.
- 2.9 A full change for 16 and 17 year olds to juniors would only apply to certain activities, for example there are no junior admissions charges to fitness classes.
- 2.10 The contractor, on their own initiative, has developed a number of bespoke programmes linked to schools and a student membership – it is proposed to continue and further develop these options as an interim measure to better understand the impact on usage and membership levels and keep the proposal under review.
- 2.11 Feedback from neighbouring Local Authorities suggests that none are currently considering a change to the current up to 16 years of age as a definition.

### 3. Options for Consideration

- 3.1 The options presented by the Contractor for consideration are outlined in the proposals below.

## 4. Proposals

- 4.1 For 2016 the contractor is looking at Flexible competitive charges across the contract which particularly factor in the competition and market rates for West Berkshire Leisure centres in the East of the district within an easy travel time of Reading facilities. To accommodate this, Legacy Leisure are looking at flexible charges to respond to local markets with an average rise across the contract of 1%, against the RPI rate of 1.0% for June 2015 – the end of the previous contract year.
- 4.2 For 2016 contractor has proposed to change the discount offered for West Berkshire card holder from a basic 10% to fixed rates applied as follows:
- (a) £1 per for adult activity
  - (b) £0.50p for junior activity
  - (c) £5.00 for adult team sports
  - (d) £2.50 for junior team sports

With a minimum discount of 10% applied to ensure any future price increases maintain the level of discount outlined.

- 4.3 The proposed average 'Core' activity charges for the leisure centres would be as set out in Appendix C.
- 4.4 The contractor will continue to operate and develop bespoke schemes for those aged 16 and 17 years of age giving a greater opportunity for discounted rates – those from low income families will continue to be able to access the concessionary rates for designated activities.

## 5. Conclusion

- 5.1 When the proposed fees and charges are benchmarked against surrounding Local Authority owned facilities it is seen that charges in West Berkshire are at the lower end of the comparison thus representing good value for money to West Berkshire residents.

## 6. Consultation and Engagement

- 6.1 The proposed fees and charges are being considered during the current round of leisure centre Joint Advisory Committee meetings involving representatives from schools, Parish/Town Councils, contractor. In addition the most recent customer survey has informed the report.

---

### Background Papers:

Minutes from Joint Advisory Committees for the Leisure centres

### Subject to Call-In:

Yes:  No:

The item is due to be referred to Council for final approval



### Wards affected:

All

---

**Strategic Aims and Priorities Supported:**

The proposals will help achieve the following Council Strategy aim:

**HQL – Maintain a high quality of life within our communities**

The proposals contained in this report will help to achieve the following Council Strategy priority:

**HQL1 – Support communities to do more to help themselves**

The proposals contained in this report will help to achieve the above Council Strategy aims and priorities by offering affordable opportunities to local people to partake in a range of Physical Activities thus improving the health of residents and engagement by communities.

---

**Officer details:**

Name: Jim Sweeting  
Job Title: Sport and Leisure Manager  
Tel No: 01635 519251  
E-mail Address: [jsweeting@westberks.gov.uk](mailto:jsweeting@westberks.gov.uk)

---

## Appendix B

### Equality Impact Assessment - Stage One

We need to ensure that our strategies, policies, functions and services, current and proposed have given due regard to equality and diversity.

Please complete the following questions to determine whether a Stage Two, Equality Impact Assessment is required.

|  |                                 |
|--|---------------------------------|
| <b>Name of policy, strategy or function:</b>             | Leisure Centre Fees and Charges |
| <b>Version and release date of item (if applicable):</b> |                                 |
| <b>Owner of item being assessed:</b>                     | Jim Sweeting                    |
| <b>Name of assessor:</b>                                 | Jim Sweeting                    |
| <b>Date of assessment:</b>                               | 15-10-2015                      |

| Is this a: |      | Is this:                             |     |
|------------|------|--------------------------------------|-----|
| Policy     | No   | New or proposed                      | No  |
| Strategy   | No   | Already exists and is being reviewed | Yes |
| Function   | No   | Is changing                          | Yes |
| Service    | YES/ |                                      |     |

| 1. What are the main aims, objectives and intended outcomes of the policy, strategy function or service and who is likely to benefit from it? |  |
|---|--|
| <b>Aims:</b>  | To consider the fees and charges proposed by the leisure contractor for 2016.                  |
| <b>Objectives:</b>  | To agree the core fees and charges with the leisure contractor for 2016                        |
| <b>Outcomes:</b>  | Fees and Charges agreed and published prior to coming into effect on January 1 <sup>st</sup> . |
| <b>Benefits:</b>  | Consistent charging policy across facilities in West Berkshire.                                |

|  |
|--|
| <p><b>2. Note which groups may be affected by the policy, strategy, function or service. Consider how they may be affected, whether it is positively or negatively and what sources of information have been used to determine this.</b></p> <p>(Please demonstrate consideration of all strands – Age, Disability, Gender Reassignment, Marriage and Civil Partnership, Pregnancy and Maternity, Race, Religion or Belief, Sex and Sexual Orientation.)</p> |
|--|

| Group Affected   | What might be the effect? | Information to support this |
|--|---------------------------|-----------------------------|
|  |                           |                             |
|  |                           |                             |
| <b>Further Comments relating to the item:</b>  |                           |                             |
| None of the listed groups are affected more positively or negatively than others by the proposed changes. For those on low incomes in which ever group access to a concessionary programme is available which provides reduced admission at certain times. Bespoke schemes have also been commissioned by Public Help and the Communities directive to provide further support towards programmes. |                           |                             |

| <b>3. Result</b>  |           |
|---|-----------|
| <b>Are there any aspects of the policy, strategy, function or service, including how it is delivered or accessed, that could contribute to inequality?</b>  | <b>No</b> |
| <b>Please provide an explanation for your answer:</b><br>Benchmarking suggests that the charges levied at West Berkshire’s leisure centres compare very favourably with other similar types of facilities in the area. Access is by both pay and play and membership so participants can access the facility on a pay as you go basis rather than having to commit to a monthly membership or contract. |           |
| <b>Will the policy, strategy, function or service have an adverse impact upon the lives of people, including employees and service users?</b>   | <b>No</b> |
| <b>Please provide an explanation for your answer:</b><br>Benchmarking suggests that the charges levied at West Berkshire’s leisure centres compare very favourably with other similar types of facilities in the area. Access is by both pay and play and membership so participants can access the facility on a pay as you go basis rather than having to commit to a monthly membership or contract. |           |

**If your answers to question 2 have identified potential adverse impacts and you have answered ‘yes’ to either of the sections at question 3, then you should carry out a Stage Two Equality Impact Assessment.**

**If a Stage Two Equality Impact Assessment is required, before proceeding you should discuss the scope of the Assessment with service managers in your area. You will also need to refer to the Equality Impact Assessment guidance and Stage Two template.**

| <b>4. Identify next steps as appropriate:</b> |              |
|---|--------------|
| <b>Stage Two required</b>                     |              |
| <b>Owner of Stage Two assessment:</b>         |              |
| <b>Timescale for Stage Two assessment:</b>    |              |
| <b>Stage Two not required:</b>                | Not required |

**Name: Jim Sweeting**

**Date: 15-10-2015**

---

**Please now forward this completed form to Rachel Craggs, the Principal Policy Officer (Equality and Diversity) for publication on the WBC website.**

## Appendix C

## Proposed Core Charges for Leisure Centre Users

|  | 2015          |                   | 2016          |                              |                              |
|--|---------------|-------------------|---------------|------------------------------|------------------------------|
|  | WB Card price | Non WB Card price | WB Card price | Standard (Non WB Card price) |                              |
| West Berkshire Card Resident           | Free          |                   | Free          |                              |                              |
| West Berkshire Card - non resident     | £20.00        |                   | £20.00        |                              |                              |
| Swimming                               |               |                   |               |                              |                              |
| Adult                                  | £3.55         | £4.00             | £3.60         | £4.60                        |                              |
| Junior                                 | £2.25         | £2.50             | £2.30         | £2.80                        |                              |
| Early Morning Swim                     |               |                   |               |                              |                              |
| Adult                                  | £2.75         | £3.00             | £2.80         | £3.80                        |                              |
| Junior                                 | £1.60         | £1.75             | £1.65         | £2.15                        |                              |
| Gym                                    |               |                   |               |                              |                              |
| Casual User                            | £7.10         | £7.80             | £7.20         | £8.20                        |                              |
| Casual User Induction                  | £15.00        | £20.00            | £15.00        | £20.00                       |                              |
| Classes                                | £5.50         | £6.20             | £5.60         | £6.60                        |                              |
| Activity for Health – GP Referral      | £3.05         | £3.30             | £3.10         | £4.10                        |                              |
| Hall Hire/Sports                       |               |                   |               |                              |                              |
| Full Sports Hall (4 courts) - adult    | £41.50        | £46.00            | £42.00        | £47.00                       |                              |
| Full Sports Hall (4 courts) - junior   | £21.80        | £24.50            | £22.00        | £27.00                       |                              |
| Badminton Court - adult                | £8.60         | £9.70             | £8.80         | £9.80                        |                              |
| Badminton - junior                     | £5.40         | £6.00             | £5.50         | £6.00                        |                              |
| Squash Court - adult                   | £10.20        | £11.10            | £10.30        | £11.30                       |                              |
| Squash Court - junior                  | £3.70         | £4.00             | £3.80         | £4.30                        |                              |
| Monthly Direct Debit                   | £36.00        | £39.00            | £36.00        | £39.00                       |                              |
| Concession                             |               |                   |               |                              |                              |
| Gym                                    | £3.35         |                   | £3.40         |                              | During concessionary periods |
| Swimming/Badminton/Squash/Table Tennis | £1.80         |                   | £1.85         |                              | During concessionary periods |