
Leisure Centre Fees and Charges 2017 – Supporting Information

1. Introduction/Background

- 1.1 The leisure centre fees and charges are reviewed annually for implementation on the 1st 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 2016 West Berkshire Council agreed an average increase in Fees of Charges of 1.0%
- 1.4 Within the terms of the Leisure Contract, the contractor retains all income raised. An income share arrangement is specified within the contract should end of year surpluses be above a certain threshold.

2. Supporting Information

- 2.1 In drawing up their proposed fees and charges for 2017 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 The West Berkshire card is 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 initially received a 10% discount against standard charges at leisure centres.
- 2.4 To date over 47,000 cards have been activated in leisure centres with over 24,300 currently regarded as being active in 2016.
- 2.5 Following a proposal from the contractor to simplify the discounts applied for card holders it was agreed that the 10% discount would be replaced with a flat rate as follows:
 - (a) £1 per for adult activity
 - (b) £0.50p for junior activity

- (c) £5.00 for team sports

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

- 2.6 For 2017 the contractor is not proposing any changes to the discounts applied to West Berkshire card Holders.

3. Options for Consideration

- 3.1 The contractor has considered a range of fees and charges which ensure the leisure centres remain competitive with other facilities within the district and those within neighbouring authorities also.
- 3.2 The contractor was invited to consider an increase in fees and charges above the rate of inflation however it was considered this would make the centres uncompetitive and increase the potential for a fall in the income received.

4. Proposals

- 4.1 For 2017 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 both within the district and from those in neighbouring authorities. To accommodate this, Legacy Leisure are looking at flexible charges to respond to local markets with an average rise across the contract of 1.6%, against the RPI rate of 1.6% for June 2016 – the end of the previous contract year.
- 4.2 The proposed maximum 'Core' activity charges for the leisure centres would be as set out in Appendix C.

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

Delays in implementation could have serious financial implications for the Council

Delays in implementation could compromise the Council's position

Considered or reviewed by Overview and Scrutiny Management Commission or associated Task Groups within preceding six months

Item is Urgent Key Decision

Report is to note only

Wards affected:

The leisure centres draw customers from across the district therefore all wards are affected.

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

Officer details:

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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.

Name of policy, strategy or function:	Leisure Centre Fees and Charges 2017
Version and release date of item (if applicable):	
Owner of item being assessed:	Jim Sweeting
Name of assessor:	Jim Sweeting
Date of assessment:	16-09-2016

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?	
Aims:	To consider the fees and charges proposed by the leisure contractor for 2016
Objectives:	To agree the core fees and charges with the leisure contractor for 2016
Outcomes:	Fees and Charges agreed and published prior to coming into effect on January 1 st
Benefits:	Consistent charging policy across facilities in West Berkshire.

<p>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.</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>
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Group Affected	What might be the effect?	Information to support this
Further Comments relating to the item:		
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 during off peak times. Bespoke schemes have also been commissioned by Public Health and the Communities directive to provide further support towards programmes.		

3. Result	
Are there any aspects of the policy, strategy, function or service, including how it is delivered or accessed, that could contribute to inequality?	No
<p>Please provide an explanation for your answer:</p> <p>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.</p>	
Will the policy, strategy, function or service have an adverse impact upon the lives of people, including employees and service users?	No
<p>Please provide an explanation for your answer:</p> <p>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.</p>	

If your answers to question 2 have identified potential adverse impacts and you have answered ‘yes’ to either of the sections at question 3, or you are unsure about the impact, then you should carry out a Stage 2 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.

4. Identify next steps as appropriate:	
Stage Two required	No
Owner of Stage Two assessment:	
Timescale for Stage Two assessment:	
Stage Two not required:	

Name: Jim Sweeting

Date: 16-09-2016

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

	2016		2017		
	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	£3.60	£4.60	£3.70	£4.70	
Junior	£2.30	£2.80	£2.40	£2.90	
Early Morning Swim					
Adult	£2.80	£3.80	£2.90	£3.90	
Junior	£1.65	£2.15	£1.70	£2.20	
Gym					
Casual User	£7.20	£8.20	£7.30	£8.30	
Casual User Induction	£15.00	£16.00	£15.00	£16.00	
Classes	£5.60	£6.60	£5.70	£6.70	
Activity for Health – GP Referral	£3.10	£4.10	£3.20	£4.20	
Hall Hire/Sports					
Full Sports Hall (4 courts) - adult	£42.00	£47.00	£43.00	£48.00	
Full Sports Hall (4 courts) - junior	£22.00	£27.00	£22.50	£27.50	
Badminton Court - adult	£8.80	£9.80	£9.00	£10.00	
Badminton - junior	£5.50	£6.00	£5.60	£6.10	
Squash Court - adult	£10.30	£11.30	£10.50	£11.50	
Squash Court - junior	£3.80	£4.30	£3.90	£4.40	
Monthly Direct Debit	£36.00	£39.00	£36.00	£39.00	
Concession					
Gym	£3.40		£3.50		During concessionary periods
Swimming/Badminton/Squash/Table Tennis	£1.85		£1.90		During concessionary periods