
Leisure Centre Fees and Charges 2018 – 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 2017 West Berkshire Council agreed an average increase in Fees of Charges of 1.6%
- 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 2018 the contractor has reviewed their business plans for the West Berkshire contract and benchmarking of 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 48,000 cards have been activated in leisure centres with over 25,000 currently regarded as being active in 2017.
- 2.5 Following a proposal from the contractor to simplify the discounts applied for card holders it was agreed in December 2015 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 2018 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 level of income received.

4. Proposals

- 4.1 For 2018 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 3.1%, against the RPI rate of 3.5% for June 2017 – 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

The proposals contained in this report will help to achieve the above Council Strategy aim and priority by encouraging residents to participate in Physical Activity and the associated benefits of such participation.

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Appendix C

Proposed Core Charges for Leisure Centre Users 2018

	2017		2018		
	WB Card price	Standard (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	£3.70	£4.70	£3.80	£4.80	
Junior	£2.40	£2.90	£2.50	£3.00	
Over 60's	£2.40	£3.40	£2.50	£3.50	
Early Morning Swim					
Adult	£2.90	£3.90	£3.00	£4.00	
Junior	£1.70	£2.20	£1.75	£2.25	
Over 60's	£1.70	£2.70	£1.75	£2.75	
Gym and Fitness					
Casual User	£7.30	£8.30	£7.55	£8.55	
Casual User Induction	£15.00	£16.00	£15.50	£16.50	
Classes	£5.70	£6.70	£5.90	£6.90	
Activity for Health – GP Referral	£3.20	£4.20	£3.30	£4.30	
Hall Hire/Sports					
Full Sports Hall (4 courts) - adult	£43.00	£48.00	£44.50	£49.50	
Full Sports Hall (4 courts) - junior	£22.50	£27.50	£23.30	£28.30	
Badminton Court - adult	£9.00	£10.00	£9.30	£10.30	
Badminton - junior	£5.60	£6.10	£5.80	£6.30	
Squash Court - adult	£10.50	£11.50	£10.85	£11.85	
Squash Court - junior	£3.90	£4.40	£4.00	£4.50	
Membership					
Membership - Flexi (monthly)	£38.00	£41.00	£38.00	£41.00	
Membership - Fixed (monthly)	£34.00	£37.00	£34.00	£37.00	
Concession					
Gym	£3.50		£3.60		During concessionary periods
Swimming/Badminton/Squash/Table Tennis	£1.90		£1.95		During concessionary periods