
Leisure Centre Fees and Charges 2019 – 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 2018 West Berkshire Council agreed an average increase in Fees of Charges of 3.1%
- 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 2019 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 with the ability to purchase the benefits at leisure centres available to non-residents. Card holders initially received a 10% discount against standard charges at leisure centres.
- 2.4 To date over 50,000 cards have been activated in leisure centres with over 25,000 currently regarded as being active in 2018.
- 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 2019 the contractor is not proposing any changes to the discounts applied to West Berkshire card Holders.
- 2.7 Following a question at Full Council in December 2017 the contractor was asked if they would review the definition of a junior. The contractor identified some financial risks if a blanket change was introduced but have been working with officers and Public Health colleagues to develop a range of activity targeting 14 to 18 year olds at special rates

3. Options for Consideration

- 3.1 Within their business plans for each centre 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.

4. Proposals

- 4.1 For 2019 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 2.9%, against the RPI rate of 3.4% for June 2018 – the benchmark position at 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 D

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: Leisure Centre Customer Survey carried out in the autumn of 2017 and involving 1,600 people.

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	<input type="checkbox"/>
Delays in implementation could compromise the Council's position	<input type="checkbox"/>
Considered or reviewed by Overview and Scrutiny Management Commission or associated Task Groups within preceding six months	<input type="checkbox"/>
Item is Urgent Key Decision	<input type="checkbox"/>
Report is to note only	<input type="checkbox"/>

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**

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Appendix D

Proposed Maximum Core Charges for Leisure Centre Users 2019

	2018			2019		
	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	£3.80	£4.80		£3.90	£4.90	
Junior	£2.50	£3.00		£2.60	£3.10	
Over 60's (non-concessionary times)	£2.50	£3.50		£2.60	£3.60	
Early Morning Swim						
Adult	£3.00	£4.00		£3.10	£4.10	
Junior	£1.75	£2.25		£1.80	£2.30	
Over 60's	£1.75	£2.75		£1.80	£2.80	
Gym and Fitness						
Casual User	£7.55	£8.55		£7.80	£8.80	
Casual User Induction	£15.50	£16.50		£16.00	£17.00	
Classes (1 hour duration)	£5.90	£6.90		£6.10	£7.10	
Activity for Health – GP Referral	£3.30	£4.30		£3.40	£4.40	
Hall Hire/Sports						
Full Sports Hall (4 courts) - adult	£44.50	£49.50		£46.00	£51.00	
Full Sports Hall (4 courts) - junior	£23.30	£28.30		£24.00	£29.00	
Badminton Court – adult (55 mins)	£9.30	£10.30		£9.50	£10.50	
Badminton - junior	£5.80	£6.30		£6.00	£6.50	
Squash Court - adult	£10.85	£11.85		£11.00	£12.00	
Squash Court - junior	£4.00	£4.50		£4.10	£4.60	
Membership - Flexi (monthly)	£38.00	£41.00		£39.00	£44.00	
Membership - Fixed (monthly)	£34.00	£37.00		£35.00	£38.00	
Concession						
Gym	£3.60			£3.70		During concessionary periods
Swimming/Badminton/Squash/Table Tennis (as available)	£1.95			£2.00		During concessionary periods