
Leisure Centre Fees and Charges 2020 – 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 2019 West Berkshire Council agreed an average increase in Fees and Charges of 2.9%
- 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 2020 the contractor has reviewed their business plans for the West Berkshire Contract and bench marking of 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 receive a discount of £1 per activity (adult); 50p per activity (child) and £5.00 per activity (team sports).
- 2.4 To date over 60,000 cards have been activated in leisure centres with almost 25,000 regarded as being active during 2019.

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 2020 the contractor is looking at flexible competitive charges across the contract which particularly factor on the competition and market rates for West Berkshire Leisure Centres both against facilities within the district and 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 2.6% against the RPI rate of 2.9% for June 2019 – 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 Customer importance and satisfaction at prices charged forms part of the biennial user survey across leisure centres (in 2017 over 1,600 responses) where over 90% of respondents were satisfied with the charging regime deployed by the leisure contractor. (Since 2007 no above inflation increase has been employed at the leisure centres.)

Background Papers: Leisure Centre customer survey carried out in the autumn of 2017. (Note the 2019 is in place currently – results to be reported early in 2020).

Subject to Call-In:

Yes: No:

Delays in implementation could compromise the Council’s position



Wards affected: Data shows that users come from All Wards.

Strategic Priorities Supported:

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

- PC1: Ensure our vulnerable children and adults achieve better outcomes**
 PC2: Support everyone to reach their full potential

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Appendix D

Proposed Maximum Core Charges for Leisure Centre Users 2020

	2019		2020		
	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	£3.90	£4.90	£4.00	£5.00	
Junior	£2.60	£3.10	£2.70	£3.20	
Over 60's (non-concessionary times)	£2.60	£3.60	£2.70	£3.70	
Early Morning Swim					
Adult	£3.10	£4.10	£3.20	£4.20	
Junior	£1.80	£2.30	£1.90	£2.40	
Over 60's	£1.80	£2.80	£1.90	£2.90	
Gym and Fitness					
Casual User	£7.80	£8.80	£8.00	£9.00	
Casual User Induction	£16.00	£17.00	£16.00	£17.00	
Classes (1 hour duration)	£6.10	£7.10	£6.30	£7.30	
Activity for Health – GP Referral	£3.40	£4.40	£3.50	£4.50	
Hall Hire/Sports					
Full Sports Hall (4 courts) - adult	£46.00	£51.00	£47.00	£52.00	
Full Sports Hall (4 courts) - junior	£24.00	£29.00	£25.00	£30.00	
Badminton Court – adult (55 mins)	£9.50	£10.50	£9.70	£10.70	
Badminton - junior	£6.00	£6.50	£6.20	£6.70	
Squash Court - adult	£11.00	£12.00	£11.30	£12.30	
Squash Court - junior	£4.10	£4.60	£4.20	£4.70	
Membership					
Membership - Flexi (monthly)	£39.00	£44.00	£39.00	£44.00	
Membership - Fixed (monthly)	£35.00	£38.00	£35.00	£38.00	
Concession					
Gym	£3.70		£3.80		During concessionary periods
Swimming/Badminton/Squash/Table Tennis (as available)	£2.00		£2.00		During concessionary periods