



Derby City Council

**Leisure, Culture and Tourism Cabinet
Member Meeting
15 November 2017**

ITEM 4

Report of the Strategic Director of Communities
and Place

Leisure and Culture Pricing Schedule Proposals 2018/19

SUMMARY

- 1.1 The Communities and Place Directorate annually reviews its fees and charges across a range of services. This is to ensure that the fees and charges where applicable reflect the cost of delivering services, taking into account comparator rates for these services in the sector, ensure that inflationary cost increases are taken into account and that budget income targets are achieved.
- 1.2 Taking the above into account during the analysis of the pricing review, the approach has been to consider an inflationary increase of 5% on the fees and charges for the activities listed in paragraph 1.3. Where appropriate, prices have been rounded to assist customers and staff and to aid marketing. Significant variations to the 5% are listed below at 1.4 and are also highlighted in Appendix 2 the pricing schedules. Typical reasons for variances may include that there is the case for the proposed charge to better reflect market conditions, the quality of the offer and/or to optimise access and usage, as well as the potential to increase gross income whilst maintaining good value for money
- 1.3 The annual inflationary increase to fees and charges will be applied to the following activities across Leisure Centres, Libraries, Parks and non-regulatory Events;
 - Pay as you play activities
 - Sports Centre space hire and block bookings
 - Coaching courses
 - Leisure cards
 - Track cycling
 - Events
 - Car Parking
 - Mundy Play Centre
 - Sports Pitch hire and bookings
 - Library Charges

1.4 Examples of where there has been a significant variance from the 5% include:

- Cricket and Football pitch bookings will only increase by 2.5% as charges are approaching the maximum level of market tolerance.
- Green fees at Allestree Park have been reviewed and revised to reflect the offer and to be in line with other municipal courses in the region.
- The price increases for all health and fitness memberships will apply to all new joiners. Existing member's price will initially be frozen at 2017/18 prices with the potential to bring them in line with new member prices at some point during the year, reacting to changes in the fast moving, dynamic local market.
- Education swimming and learn to swim is increased by only 3% whilst a review is being undertaken.
- Synthetic pitch hire prices will increase by between 3% and 7% in response to competitor prices in the local market.
- Commercial event hire rates at Derby Arena have been held at 2017/18 prices to retain competitiveness in the market.
- Research rates for the public at the Local Studies Library have been reduced to align with the Derbyshire Records Office.

RECOMMENDATION

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| <p>2.1 To approve the principles of the changes proposed to the leisure pricing structure and charges to be implemented from 2 January 2018 and for seasonal activities from 1 April 2018</p> <p>2.2 To note that the specific price increases have been checked by the Finance team before being submitted for approval at the Cabinet Member Meeting.</p> <p>2.3 To approve delegating responsibility to the Strategic Director for Communities and Place in consultation with the Cabinet Member for Leisure, Culture and Tourism to agree further changes to fees and charges during 2018, to ensure Leisure Culture and Tourism maximise income generation opportunities.</p> |
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REASONS FOR RECOMMENDATION

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| <p>3.1 To maximise the income potential for the Council</p> <p>3.2 To implement a schedule that still retains a concessionary pricing structure which targets people on low income and the most financially disadvantaged people living in the city, ensuring that the facilities are accessible and affordable to everyone.</p> |
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SUPPORTING INFORMATION

- 4.1 The proposed 2018/19 inflationary price increases are outlined in Appendix 2. The specific prices have been checked by the Finance team before being submitted for approval at the Cabinet Member Meeting.
- 4.2 Explanations for the variations to the 5% inflationary increase are outlined in the Appendix 2.

OTHER OPTIONS CONSIDERED

- 5.1 There are options to reduce or increase the 5% inflationary increase, however the pricing structure and charges proposals have been developed to provide value for money to Derby residents and an attractive offer to people living outside the city.

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Estates/Property officer	Mandy Fletcher, Head of Finance, Organisation and Governance
Service Director(s) Other(s)	Claire Davenport, Director of Leisure, Culture and Tourism Ben Clawson-Chan, Head of Leisure, Duncan Cowie, Parks Development Manager Peter Ireson, Head of Culture and Business Development Ed Green, Marketing and Business Development Manager Mark Elliot, Assistant Head of Libraries
For more information contact: Background papers: List of appendices:	Adam Spencer 01332 255446 adam.spencer@derby.gov.uk None Appendix 1 – Implications Appendix 2 Leisure Pricing 2018/19 schedules

IMPLICATIONS

Financial and Value for Money

- 1.1 The pricing schedule is informed by some desktop benchmarking exercises with other local authorities as well as with other local, regional and national service and facility providers and represents value for money for Derby residents.

Legal

- 2.1 Existing holders of any relevant memberships will be given 4 weeks' notice of price changes in line with standard terms and conditions of membership. Depending on the nature of the information known and held in relation to patronage of facilities by persons from any known equality strands, consideration of the need to undertake an equality impact assessment is advised.

Personnel

- 3.1 None arising from this report.

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- 4.1 None arising from this report.

Equalities Impact

- 5.1 The proposals ensure that the facilities are affordable to everyone including those on low incomes and the most financially disadvantaged in the city.

Health and Safety

- 6.1 None arising from this report.

Environmental Sustainability

- 7.1 None arising from this report.

Property and Asset Management

- 8.1 None arising from this report.

Risk Management and Safeguarding

- 9.1 None arising from this report.

Corporate objectives and priorities for change

- 10.1 The proposals link into the Council Plan Priorities of promoting health and wellbeing, making the most of our assets and being more commercial.