

Report sponsor: Director of City Sustainability  
Report author: Parks and Greenspaces  
Manager

## **Parks and Outdoor Events Pricing Schedule Proposals 2024**

### **Purpose**

- 1.1 To provide an update on the 2024 pricing proposals for Parks and Outdoor Events.
- 1.2 To seek approval to implement the proposals.

### **Recommendations**

- 2.1 To approve the principles of the changes proposed to the Parks and Outdoor Events pricing structure and charges to be implemented from 1 April 2024.
- 2.2 To delegate authority to the Strategic Director for Place, in consultation with the Cabinet Member for Communities and Streetpride, to agree further changes to fees and charges if appropriate during 2024 to ensure the service maximises income generation opportunities and can be responsive to other implications for the business.

### **Reason**

To maximise the income potential for the Council, whilst still maintaining value for money for the residents of and visitors to Derby.

### **Supporting information**

- 4.1 The Climate and Environment Service (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, considering comparator rates for these services in the sector, ensure that inflationary cost increases are considered and to enable budget income targets to be achieved.

- 4.2 Taking the above into account during the analysis of the pricing review, the general approach in most cases has been to consider an inflationary increase of between 3% and 6% on the fees and charges for the activities listed in paragraph 4.4, although there are variations from this for some activities. Where appropriate, prices have been rounded to assist customers and staff and to aid marketing.
- 4.3 Significant variations are listed below at 4.5 and are also found in Appendix 1. 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.
- 4.4 The annual inflationary increase to fees and charges will be applied to the following activities across Parks:
- Markeaton Park car parking
  - Individual Mundy Play Centre activities at Markeaton Park
  - Tennis
  - Allotments
  - Hire of Parks and open spaces for events and activities
  - Mobile event catering
  - Equipment hire for parks events
  - Hire of parks community rooms.
- 4.5 The following are examples of where there has been a variance from the inflationary increase to fees and charges:
- Markeaton Park Pitch and Putt and Footgolf – no increase to encourage more usage.
  - Mundy Play Centre book of ten tickets – slight increase above inflation due to staffing costs.
  - Artificial Cricket Wicket bookings – increase above inflation to contribute to increased maintenance and repair costs.
  - Grass pitch football - increase above inflation to contribute to increased maintenance and repair costs.
  - Five a side football – synthetic surface pay as you play – significant reduction in price to encourage more use and in recognition that most of these facilities are located in more deprived areas of the city.
  - A new pricing category for partnership events with less than 50 people has been created at a free of charge rate to support community events on parks run by partner organisations.

The proposed 2024/25 prices are outlined in Appendix 1. The specific prices have been checked by the finance team before being submitted for approval at the Cabinet Member Meeting.

## **Public/stakeholder engagement**

- 5.1 Existing block booking customers be given up to four weeks' notice of price changes.

- 5.2 Information on price changes will be displayed within facilities up to four weeks prior to the changes being implemented.

## Other options

- 6.1 There are options to reduce or increase the 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.

## Financial and value for money issues

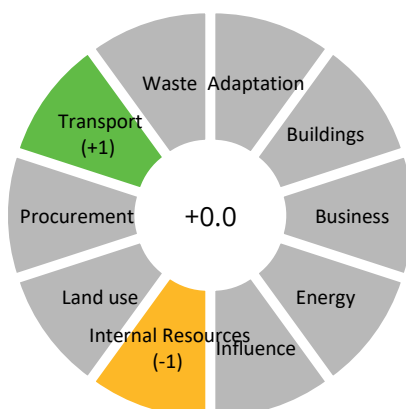
- 7.1 The pricing schedule is informed by benchmarking exercises with other local authorities as well as with other service and facility providers and represents value for money for Derby residents.

## Legal implications

- 8.1 An Equality Impact Assessment has been completed and attached at Appendix 2 of this report.

## Climate implications

- 9.1 A climate impact assessment has been completed as shown below.



The internal resources segment shows a negative impact from a climate change perspective. This is due to the need to print and post price change letters to direct debit customers. Customer price change posters are printed and displayed at relevant sites. Again, to reduce this as far as possible, price information will be displayed on the Derby Active website and App.

The transport segment shows a slight positive impact from a climate impact perspective. This is due to the work to change prices being undertaken by colleagues during their normal working hours. The work concerned will take approximately two colleagues one day to conduct, with the work being able to be undertaken in their normal place of work or working from home.

## Socio-Economic implications

- 10.1 The Climate and Environment service is aware of the importance that regular exercise can have on an individual's physical and mental health wellbeing and as such it looks to use its pricing policy to reduce inequality in access to sport, physical and health activities caused by socio-economic disadvantages.

## Other significant implications

- 11.1 None arising from this report

This report has been approved by the following people:

Role	Name	Date of sign-off
<b>Legal Finance Service Director/ Report sponsor</b>	Olu Idowu, Head of Legal Services	15/01/2024
	Janice Hadfield, Head of Finance	16/01/2024
	Verna Bayliss, Director of Sustainability	18/01/2024
<b>Other(s)</b>	Ann Webster, Lead on Equality and Diversity	16/01/2024
	Duncan Cowie, Head of Climate and Environment	16/01/2024

Background papers:  
List of appendices:  
Appendix 1 - Parks Pricing  
Schedule  
Appendix 2 - Equality Impact  
Assessment