



**LEISURE, CULTURE AND TOURISM  
CABINET MEMBER MEETING  
Thursday 26<sup>th</sup> November 2020**

**ITEM 05**

Report sponsor: Claire Davenport, Director of Leisure, Culture and Tourism  
Report author: Adam Spencer, Sales and Systems Manager

**Leisure, Culture and Tourism Department Pricing Schedule  
Proposals 2021/22**

**Purpose**

- 1.1 To provide an update on the 2021/22 pricing proposal for Leisure Centres, Parks and Open Spaces, non-regulatory Events and Council Run Libraries.

**Recommendations**

- 2.1 To approve the principles of the changes proposed to the leisure pricing structure and charges to be implemented from 4 January 2021 and for seasonal activities from 1 April 2021.
- 2.2 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 memberships, fees and charges during 2021, to ensure Leisure, Culture and Tourism maximise income generation opportunities and to consider any implications from Covid-19.

**Reason**

- 3.1 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 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.
- 4.2 Taking the above into account during the analysis of the pricing review, the approach has been to consider an inflationary increase of between 3 and 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 are listed below at 4.4 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.

4.3 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 sports activities
- Learn to Swim and Education swimming
- 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

4.4 Examples of where there has been a significant variance from the 3 to 5% increase include:

- 90 Minute Yoga classes – Price increased to bring in line with other providers
- Learn to Swim – Increased by 6% this is based on benchmarking against other service providers
- Markeaton park activities and car parking - Frozen at last year's price
- Education Swimming – Frozen at last year's price
- Health and Fitness Membership and Group Exercise classes (1 hour) – Frozen at last year's price
- Accredited rider sessions - Frozen at last year's price
- Over 75's activities– Frozen at last year's price

4.5 The proposed 2021/22 inflationary price increases 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 holders of any relevant memberships will be given 4 weeks' notice of price changes in line with standard terms and conditions of membership.

### **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 specific price increases have been checked by the Finance team before being submitted for approval at the Cabinet Member Meeting.

- 7.2 The pricing schedule is informed by 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.
- 7.3 The proposals ensure that the facilities are affordable to everyone including those on low incomes and the most financially disadvantaged in the city.

### Legal implications

- 8.1 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.

### Climate implications

- 9.1 None arising from this report.

### Other significant implications

- 10.1 None arising from this report

This report has been approved by the following people:

Role	Name	Date of sign-off
<b>Legal</b>	Emily Feenan, Director of Legal, Procurement and Democratic Services and Monitoring Officer	11 November 2020
<b>Finance</b>	Amanda Fletcher, Head of Finance	12 November 2020
<b>Service Director(s)</b>		
<b>Report sponsor</b>	Claire Davenport, Director of Leisure, Culture and Tourism	17 November 2020
<b>Other(s)</b>	Ben Clawson-Chan, Head of Leisure and Business Development	9 November 2020
	Duncan Cowie, Head of Parks and Active Living	9 November 2020
	Ed Green, Marketing and Business Development Manager	9 November 2020
	Mark Elliott, Library Services Manager	9 November 2020

<b>Background papers:</b>	
<b>List of appendices:</b>	Appendix 1 Leisure, Culture and Tourism Department Pricing Schedule 2021-22