

Time started 10:00am
Time ended 10.08am

Leisure, Culture and Tourism Cabinet Member Meeting 26 November 2020

Present: Councillor Wood

In Attendance: Councillor Repton
Ben Clawson-Chan - Head of Leisure and Business
Development
Duncan Cowie – Head of Parks and Active Living
Adam Spencer – Sales and System Manager
Mark Elliott – Library Services Manager

01/20 Apologies

There were no apologies for absence.

02/20 Late Items

There were no late items.

03/20 Declarations of Interest

There were no declarations of interest.

04/20 Minutes of the meeting held on 25 November 2019

The minutes of the meeting held on 25 November 2019 were agreed as an accurate record.

05/20 Leisure and Culture Pricing Schedule Proposals 2020/21

The Cabinet Member considered a report which stated that the Communities and Place Directorate annually reviewed its fees and charges across a range of services. This was to ensure that the fees and charges where applicable reflected the cost of delivering services, taking into account comparator rates for these services in the sector, ensured that inflationary cost increases were taken into account and that budget income targets were achieved.

Taking the above into account during the analysis of the pricing review, the approach had been to consider an inflationary increase of between 3 and 5% on the fees and charges for the activities listed in paragraph 1.3 of the report. Where appropriate, prices had been rounded to assist customers and staff and to aid marketing. Significant variations were listed in paragraph 4.4 of the report and were also found in Appendix 1 the pricing schedules. Typical reasons for variances may include that there was 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.

The annual inflationary increase to fees and charges would 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

Examples of where there had been a significant variance from the 3 to 5% increase included:

- 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

A councillor asked to be provided with a list of services that had seen an inflationary price rise. The Head of Leisure and Business Development agreed to provide the councillor with this list.

A councillor questioned whether any ongoing loss of income due to COVID-19 had been accounted for. The Head of Leisure and Business Development confirmed that this is being considered as a part of the MTFP process.

Resolved:

- 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. 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.**

MINUTES END