



Derby City Council

**LEISURE, CULTURE AND TOURISM
CABINET MEMBER MEETING
25 November 2019**

ITEM 4

Claire Davenport: Director of Leisure, Culture and Tourism

Adam Spencer: Sales and System Manager

Leisure Pricing Schedule Proposals 2020/21

Purpose

- 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 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 1.4 and are also found in Appendix 1 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 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

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

- Track cycling prices have been frozen following benchmarking with other velodromes
- Health and Fitness membership prices will initially be frozen with the potential to increase at some point during the year, reacting to changes in the fast moving, dynamic local market.
- Full court sports hall sporting activity prices have been frozen to retain competitiveness in the market.
- Cricket pitch prices have been frozen based on benchmarking.
- Golf Green Fees have increased in response to competitor prices.
- Markeaton Park community room hire charges and space hire charges in all parks have been frozen to remain competitive.
- The price for the use of utilities has been capped across parks and open spaces.
- Prices for mini golf at the Mundy Play Centre have increased to reflect the quality of the offer.
- Birthday party prices have increased to reflect the range of the party offer.

Recommendations

- 2.1 To approve the principles of the changes proposed to the leisure pricing structure and charges to be implemented from 2 January 2020 and for seasonal activities from 1 April 2020.
- 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.
- 2.3 To approve delegating responsibility to the Strategic Director for Communities and Place following consultation with the Cabinet Member for Leisure, Culture and Tourism to agree further changes to fees and charges during 2020, to ensure Leisure, Culture and Tourism maximise income generation opportunities.

Reason

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

Supporting information

- 4.1 The proposed 2020/21 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 N/A

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 citizens 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 local, regional and national service and facility providers and represents value for money for Derby citizens.

Legal implications

8.1 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.

Other significant implications

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

9.2 The proposals link into the Council Plan Themes of a city of health and happiness and a council focussed on the things that matter.

This report has been approved by the following people:

| Role | Name | Date of sign-off |
|------------------------------------|---|------------------|
| Legal | Emily Feenan, Director of Legal, Procurement and Democratic Services and Monitoring Officer | 14/11/2019 |
| Finance Service Director(s) | | |
| Report sponsor | | |
| Other(s) | Ben Clawson-Chan, Head of Leisure and Business Development | 14/11/2019 |
| | Duncan Cowie, Head of Parks and Active Living | 13/11/2019 |
| | Ed Green, Marketing and Business Development Manager | 13/11/2019 |
| | Mark Elliott, Assistant Head of Libraries | 13/11/2019 |

Background papers:

List of appendices:

Appendix 1 Leisure Pricing 2020/21 schedules