

Time started 10:00am
Time ended 10.01am

Leisure, Culture and Tourism Cabinet Member Meeting 25 November 2019

Present: Councillor Wood

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

1/19 Apologies

There were no apologies for absence.

2/19 Late Items

There were no late items.

3/19 Declarations of Interest

There were no declarations of interest.

4/19 Leisure and Culture Pricing Schedule Proposals 2019/20

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 1.4 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:

- Track cycling prices had been frozen following benchmarking with other velodromes.
- Health and Fitness membership prices would 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 had been frozen to retain competitiveness in the market.
- Cricket pitch prices had been frozen based on benchmarking.
- Golf Green Fees had increased in response to competitor prices.
- Markeaton Park community room hire charges and space hire charges in all parks had been frozen to remain competitive.
- The price for the use of utilities had been capped across parks and open spaces.
- Prices for mini golf at the Mundy Play Centre had increased to reflect the quality of the offer.
- Birthday party prices had increased to reflect the range of the party offer.

Resolved:

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. To note that the specific price increases had been checked by the Finance team before being submitted for approval at the Cabinet Member Meeting.
3. To delegate 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 maximised income generation opportunities.

MINUTES END