

<b>Report on</b>	Leisure Pricing 2021/22
<b>Date of Meeting</b>	11 <sup>th</sup> February 2021
<b>Reporting Officer</b>	Kieran Gordon, Head of Leisure
<b>Contact Officer</b>	Chris Busby, Leisure and Business Development Manager

<b>Is this report restricted for confidential business?</b>  If 'Yes', confirm below the exempt information category relied upon	Yes	
	No	X

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To provide information to Members on the proposed April 2021 – March 2022 Leisure pricing and to seek approval to implement from 1 <sup>st</sup> April 2021.
<b>2.0</b>	<b>Background</b>
2.1	Previously in March 2018, Members approved the leisure services pricing policy. This built upon the approach that was previously approved in January 2015 for the harmonised fees, charges and concession prices for leisure for the commencement of the new Mid Ulster District Council in April 2015.
2.2	Also in January 2015, Members approved the leisure approach to groupings that would be eligible for concession pricing (50% discount) along with the mechanism for promotional pricing: <ul style="list-style-type: none"> <li>• <i>“Management have the discretion (agreed by the Director) to apply discounted pricing packages, varied times and activities in order to market less attractive facilities, low usage periods and to promote Sports Development and Health and Wellbeing initiatives.”</i></li> </ul>
2.3	Previously in March 2018, it was noted that prices across the Council's leisure facilities were broadly aligned, with the exception of Greenvale Leisure Centre which has subsequently reverted to the Council's direct management. It was agreed in March 2018 that for certain historical and legacy Council pricing products (significantly higher or lower) that there would be incremental price rises/decreases over a number of financial years until such point as all those relevant pricing products were the same for all leisure facilities.
2.4	Additionally, in December 2019, Members approved a consistent approach for membership packages across the District to include new household, student and corporate membership packages along with aligned approach to administration – ie. monthly direct debit along with 3 month, 6 month or 12 month paid in advance options.

<b>3.0</b>	<b>Main Report</b>
3.1	This report seeks to consolidate all previous Council approvals as outlined in section 2 of this report and all price points that are available within leisure are detailed in appendix A.
3.2	With the exception of a few areas (outlined below), it is proposed to have a price freeze and not to apply any additional inflationary annual price increase to any charges for the period April 2020 – March 2021. Members should note that all pricing points detailed within Appendix A are reflective of what was approved previously as set out in section 2 of this report and the previously approved annual incremental price rise/decrease approach will have reconciled for the incoming financial year commencing on 1 <sup>st</sup> April 2021.
3.3	Covid 19 has drastically impacted on income from all leisure facilities and activities within the Council. Users had very limited ability to participate in sporting and recreational activity at the facilities and it is highly likely that these restrictions will continue to impact into 2021/22
3.4	<p><b>Points for consideration:</b></p> <ul style="list-style-type: none"> <li>• Commercial rates – currently there is an inconsistent approach to the percentage pricing uplift for commercial rates for certain pricing products and this can vary between 42% to 328% additional compared to non-commercial rates: <ul style="list-style-type: none"> <li>➢ Proposal to adopt a consistent 50% uplift on non-commercial pricing for all price products. Classification on how to be eligible for non-commercial pricing is detailed within Appendix A.</li> </ul> </li> <li>• Birthday parties: <ul style="list-style-type: none"> <li>➢ Proposal to adopt consistent approach across all facilities and for pricing to exclude food and will be priced separately based on party requirements. Where there is no on-site catering provision, it is permissible for groups to bring in food subject to relevant standards being met. Proposal for alignment of all activity and facility pricing detailed within appendix A.</li> </ul> </li> <li>• Swim Lessons (Rookie/Survive and Save): <ul style="list-style-type: none"> <li>➢ Proposal for the implementation of an amended course for 45 minute duration and £6.40 per lesson (standard 30 minute child swim lesson is £6.25).</li> </ul> </li> <li>• Adult Swim Lessons: <ul style="list-style-type: none"> <li>➢ Proposal for the implementation of an amended session duration (45 minutes) and £9.50 per lesson (standard 30 minute child swim lesson is £6.25)</li> </ul> </li> <li>• Pool Hire: <ul style="list-style-type: none"> <li>➢ Proposal for the implementation of a standard “per lane” price that is consistent across all facilities and pro-rata up/down were necessary</li> </ul> </li> <li>• Additional child discounts – for a small selection of pricing products, (soft play, gymnastics, golf) there has been a reduction in fees if more than one child was enrolled. These legacy Council arrangements are not consistent with the approach agreed in January 2015 (outlined in section 2.2 of this report) and also this approach is not applied for other actives such as swimming lessons, dance etc: <ul style="list-style-type: none"> <li>➢ Proposal to remove additional child discounts and apply principles of January 2015 approved concessionary discounts consistently</li> </ul> </li> <li>• Corporate Memberships – Previously in December 2019, Members approved a new Corporate Membership package for employers who have five or more employees</li> </ul>

3.5	<p>enrolled in the scheme and this was priced at £27 per month. Uptake has been poor and upon review and benchmarking with others, it is proposed to amend the price and terms of the scheme.</p> <ul style="list-style-type: none"> <li>➤ Amended price of £22.50 per month (25% discount from standard adult rate) for employers who have ten or more employees that agree to be enrolled in the scheme.</li> </ul> <p><b>Future Analysis is still required on the following:</b></p> <ul style="list-style-type: none"> <li>• 1:1 Swimming lessons, gymnastics, dance, Tobermore Golf Centre memberships and personal training within fitness suites: <ul style="list-style-type: none"> <li>➤ Decision deferred pending wider consideration of delivery methods; pricing and options to be brought back to a future Development Committee meeting.</li> </ul> </li> </ul>
4.0	<b>Other Considerations</b>
4.1	<p><b>Financial, Human Resources &amp; Risk Implications</b></p> <p>Financial: The 2021/2022 budget setting approach for income has been based on the pricing approach outlined in Appendix A – ongoing risk associated with achievement of 2020/21 annual income targets based on the ongoing covid 19 pandemic. The proposed pricing structure for 2021/2022 seeks to balance affordability with cost of providing the service</p> <p>Human: Officer time – to make staff aware of pricing and to update and configure literature and computerised till systems</p> <p>Risk Management: In line with Council policies and procedures and will continue to ensure a more robust and standardised approach to pricing across Leisure services and facilities.</p>
4.2	<p><b>Screening &amp; Impact Assessments</b></p> <p>Equality &amp; Good Relations Implications: It is not anticipated that the proposal will have an adverse impact upon equality of opportunity and good relations.</p> <p>Rural Needs Implications: The proposal and recommendations tabled for consideration do not fall within an activity subject to Section 1 (1) of the Rural Needs Act (NI) 2016.</p>
5.0	<b>Recommendation(s)</b>
5.1	<p>To note the contents of this report and approve:</p> <ul style="list-style-type: none"> <li>• Appendix A: Leisure Pricing April 2021 – March 2022</li> <li>• The adoption of the proposals outlined in section 3.4 for commercial rates, birthday parties, swim lessons, pool hire, additional child discounts and corporate memberships</li> <li>• Discretionary pricing flexibility to continue to be considered as and when required under the Scheme of Delegation to allow scope for sales promotions, official Council supported events, member service issues, site specific usage trends, etc</li> </ul>
6.0	<b>Documents Attached &amp; References</b>
	Appendix A: Leisure Pricing April 2021 – March 2022

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