

PLACES LEISURE EASTLEIGH CONSULTATIVE GROUP

4 October 2022

PROPOSED FEES AND CHARGES

Report of the Leisure Services Manager

RECOMMENDATION

It is recommended that the Group considers the proposed fees and charges and makes comments, where appropriate, which will be considered at the Places Leisure Eastleigh Consultative meeting.

Summary

Proposals for charges at Places Leisure Eastleigh are presented to the Group for consideration. They reflect the Cabinet's projected budget guidelines. The prices also take a number of other factors into account such as usage trends, operational costs, competitors' pricing policies and the customer's ability to pay.

Statutory Powers

5111n and 5151 Local Government Act 1972

Introduction

Places Leisure Eastleigh, is a state of the art facility which opened to the public on Tuesday 28 November 2017. The new fees and charges will be implemented from January 2023.

1. In accordance with the Cabinet's projected budget guidelines, and the Council's commitment to consult with the Consultative Group on prices for Places Leisure Eastleigh, the proposed charges are presented in Appendix A for consideration.
2. Following on from a challenging period through 2020 and early 2021, where the centre was forced to close on three separate occasions, PLE has been operational since 12 April 2021. The Covid 19 pandemic has significantly impacted the leisure sector which has taken a big hit in terms of workforce as well as seeing a reduction in customer confidence. The sector is still in a period of recovery which means that the number of residents using the centre has yet to return to pre-covid levels.

3. Group members will be aware of the current economic conditions triggered by Covid 19, increases in energy costs and rises in inflation all contributing towards the current cost of living crisis. It is recognised that this current economic situation has significantly impacted on the level of disposable income and has left customers with some difficult financial choices when considering access to leisure facilities. Equally Places Leisure have incurred large costs due to a loss of revenue and increase in utility costs and we await the details of any Central Government support packages to aid the leisure sector.

Proposed Charges

4. The charges set out in appendix A are the result of joint discussions between Council officers and Places Leisure Eastleigh's management and therefore represent a joint proposal.
5. The overall target yield for increases is set by the Council and this year the figure was an additional 10.1%. The state of the art facilities on offer have been considered, and decisions have also been made taking into account other factors such as usage trends, operational costs, significant investment in the new facility, competitors' pricing policies, and customer's ability to pay.
6. Places for People have invested significantly into the new facility and the Council is under a contractual obligation to be flexible when considering charges in order to meet the needs of the business plan.
7. The proposals of particular note are:-
 - Adult Swimming which we have benchmarked against local facilities. The proposed price for Places Leisure Eastleigh is £5.85. This represents an increase less than the 10.1% yield and recognises the need to keep this activity accessible. Comparable prices at Wildern Leisure Centre are £4.90 and Romsey Rapids £5.50.
 - Likewise, the proposed price for a casual gym session at Places Leisure Eastleigh is £8.50. This is a 0% change to the 2022 price. Comparable prices at Everyone Active Holly Hill are £9.10 and Everyone Active Winchester is £9.80.
 - A small number of the proposals may seem high or low in percentage terms but the actual rise in money should also be taken into account and also there is a "rounding up" effect to ease problems with change for customers and reception staff.
8. It is recognised that the overall target yield of 10.1% is higher than in previous years and is reflective of the current economic conditions. However, considerations have been made to promote accessibility where possible and to enable affordable use of the centre whilst meeting the needs of the business plan.

Conclusion

9. The proposed charges are presented to the Consultative Group for consideration and comment.

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Appendices Attached:	1
CR305	

LOCAL GOVERNMENT ACT 1972 – SECTION 100D

The following documents disclose facts or matters on which this report or an important part of it is based and have been relied upon to a material extent in the preparation of this report:

Appendix A – Proposed Fees and Charges

		FINAL 2022	Proposed 2023	2022 Actual %
	Hire of Equipment			
	Hire charge	£2.95	£3.10	5.1%
	Centre - Wide Membership			
	Joining	£31.55	£35	10.9%
	Family	£945.55	£1,000	5.8%
	Single	£473	£520	9.9%
	Gym			
	Casual Gym	£8.50	£8.50	0%
	Group Ex & Les Mills			
	Step Reebok - off peak	£6.70	£7.40	10.4%
	Step Reebok - peak	£7.35	£7.80	6.1%
	Aerobics-off peak	£6.70	£7.40	10.4%
	Aerobics- peak	£7.35	£7.80	6.1%
	Aquatherapy	£4.50	N/A	N/A
	Aquacise-peak	£7.35	£7.80	6.1%
	Badminton - per hour			
	Peak	£13.25	£14.00	5.7%
	Off Peak Adult	£8.60	£9.50	10.5%
	Off Peak Junior	£3.90	£4.30	10.3%
	Squash per 40 minutes			
	Peak	£8.60	£9.45	9.9%
	Off Peak Adult	£6.50	£7.15	10%
	Off Peak Junior	£2.85	£3.15	10.5%
	Squash Club	£8	£8.50	6.3%
	Table Tennis - p/h			
	Adult	£4.85	£5.35	10.3%
	Junior	£2.35	£2.60	10.6%
	Main Hall 5 courts			

	Adult - peak	£72.50	£76.85	6%
	Adult - off peak	£55.00	£60.00	9%
	Off peak Junior	£28.40	£31.25	10%
	Special Activities			
	Studio per hour	£54.65	£58.00	6.1%
	Forever Active	£5.15	£5.25	1.9%
	Forever Active Additional Gym	£1.80	£2.00	11.1%
	Creche - per 1/2 hour	N/A	N/A	N/A
	Fit n Mix (Tues & Thurs)	N/A	N/A	N/A
	Active Play and Bounce Parent + 1	£4.00	£4.40	10%
	Active Play and Bounce Additional Child	£1.45	£2.00	37.9%
	Artificial Turf Full Pitch - p/h			
Outdoor Bookings	Peak Adult	£86.15	£91.50	6.2%
	Peak Junior	£51.50	£56.50	9.7%
	Off Peak Adult	£44.15	£48.60	10.1%
	Off Peak Junior	£28.40	£31.30	10.2%
	All Weather Pitch - p/h			
	Peak Adult	£47.40	£50.00	5.5%
	Peak Junior	£24.20	£26.50	9.5%
	Peak Junior (FA Charter)	£20.50	£22.60	10.2%
	Off Peak Adult	£32.60	£36.00	10.4%
	Off Peak Junior	£14.70	£16.50	12.2%
	Friday Night Football	£0.00	£0.00	0%
	Tennis (Outdoor per court- p/h)			

	Peak Adult	Premier Tennis	N/A	N/A
	Peak Junior	Premier Tennis	N/A	N/A
	Off Peak Adult	Premier Tennis	N/A	N/A
	Off Peak Junior	Premier Tennis	N/A	N/A
	Netball (Outdoor per court per hour)			
	Peak Adult	£22.80	£25.00	9.6%
	Peak Junior	£8	£8.80	10%
	Off Peak Adult	£9	£9.90	10%
	Off Peak Junior	£3.70	£4.10	10.8%
	Football			
	Pitch - Adults (90 min game)	£80.00	£88.00	10%
	Pitch - Juniors (Under 18- 90 min game)	£34.70	£38.00	9.5%
	Mini soccer pitch (40 min game)	£13.00	£14.30	10%
	Bowls			
	Singles, pairs, triples or rinks per hour	£5.90	£6.50	10.2%
	Woods - per hour or part hour	£1.65	£1.80	9.1%
	Season ticket (May-Sept)	£143	£152	6.3%
	Season ticket (Oct-Apr) Scapagreen	£74.60	£82.00	9.9%
	Season ticket (May - Sept) OAP	£72.50	£79.80	10.1%
	Season ticket (Oct-Apr) Scapagreen	£37.80	£41.60	10.1%

	Junior rink per hour per person	£3.15	£3.50	11.1%
	Season ticket junior	£34.70	£38.00	9.5%
	Swimming			
Swimming	Adult	£5.50	£5.85	6.4%
	Junior	£2.75	£3.00	9.1%
	Family Swim 2 Ad + 3 Jun	£13.15	£14.50	10.3%
	Pool Hire			
	Both Pools	£148	£163	10.1%
	Main Pool	£102	£112	9.8%
	Teaching Pool	£56.00	£61.50	9.8%
	1 lane	£20.00	£22.00	10%