

COMMUNITY POLICY DEVELOPMENT GROUP

30TH JANUARY 2018

LEISURE PRICING 2018/19

Cabinet Member(s): Cllr Colin Slade
Responsible Officer: Lee Chester – Leisure Manager

Reason for Report: To review current concessionary pricing within the leisure service.

RECOMMENDATION: To be agreed by Community PDG following debate.

Relationship to Corporate Plan: Aim 3 – Promote physical activity, health and wellbeing. Ensure the financial sustainability of our leisure centres

Financial Implications: A review of policy to manage peak-time capacity across leisure is designed to ensure capacity to attract latent demand. Currently members paying a concessionary reduced rate can access the facilities at any time

Legal Implications: All decisions of the Council are subject to the Public Sector Equality Duty. The Council must consider how their policies or decision affect people who are protected under the Equality Act – age, disability, race, sex, religion or belief, sexual orientation, pregnancy and maternity, marriage and civil partnership and gender reassignment, In summary, this requires the Council to have due regard to the need to:

- Eliminate discrimination, harassment and victimisation
- Advance equality of opportunity
- Foster good relations between those who are protected under the Equality Act and those who are not

Risk Assessment: The facilities at peak time have high participation rates and this impacts capacity. Currently members paying a concessionary rate can access the facilities at any time. The risk is that new full fee paying members may be disinclined to take a membership due to capacity limitations at peak-time.

Equality Impact Assessment: No equality impacts identified.

1.0 Introduction & Background Information

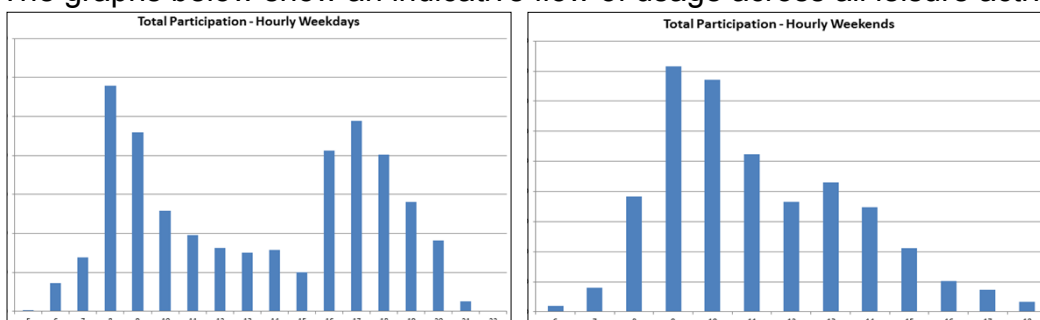
1.1 Concessionary discounts (as shown in **Annex A**) are currently available to the following customers,:

- Those in receipt of disability allowances
- Students in full time education
- Those in receipt of a means tested benefits as shown in **Annex B**

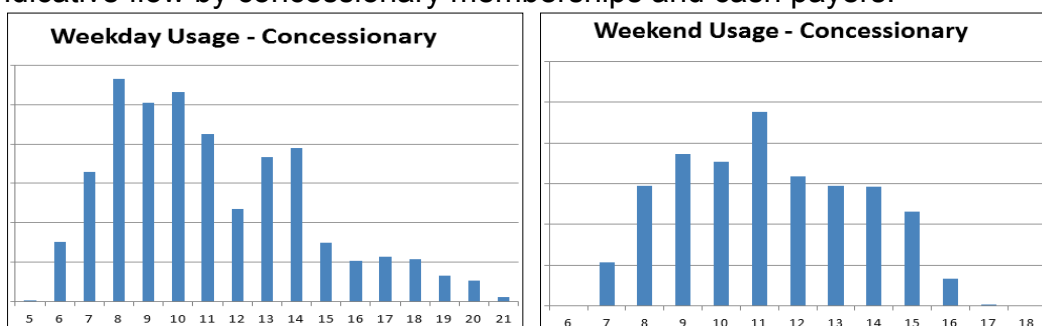
Times of access to facilities are not restricted or subject to an additional fee at peak times. Concessions are available for memberships paid monthly in cash or direct debit, and for registration cards that offer a discount for 'pay as you go' visits. Currently, 20% of direct debit income is from concessionary

memberships and activity where the user is in receipt of a concessionary discount. For 18% of registration card sales the user is in receipt of a concessionary discount.

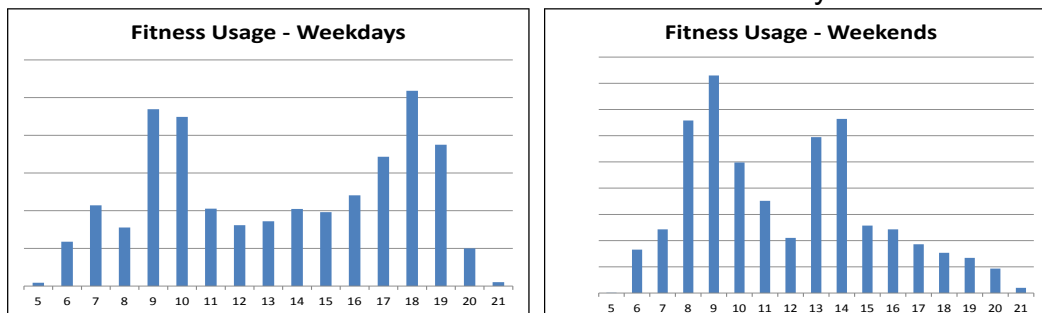
1.2 . The graphs below show an indicative flow of usage across all leisure activity:



Indicative flow by concessionary memberships and cash payers:



Indicative flow of the commercial Health and Fitness activity:



1.3 Local benchmarking. Below is a table that shows a comparison of other providers of multipurpose facilities;

- **Fusion**, a registered charity, have multiple sites nationally and more locally in West Devon, South Hams, Somerset and Mendip
- **Leisure East Devon**, a charitable trust, has 19 sites within the East Devon and South Somerset areas
- **Better**, a not-for-profit Charitable Social Enterprise, formally Tone Leisure, have multiple sites nationally, with sites locally in Taunton and North Somerset
- **Legacy**, a not for profit charitable organisation, have multiple sites nationally and more locally in Exeter, North Devon and South Devon
- **SNAPFitness** provide only Health and Fitness facilities and are a franchise organisation, has sites nationally and more locally in Taunton and Exeter.

<u>Provider</u>	<u>Concessionary Discount (%)</u>	<u>Concessionary Restriction (Time)</u>
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Mid Devon Leisure	38%	No restriction
Fusion	None	N/A
Leisure East Devon	25%	No Restriction
Better	40%	Restricted to 1000 to 1600 hrs
Legacy	*60%	Usage restricted to 0900 to 1200hrs and 1400 to-1600hrs Monday to Friday, after 1200 weekends
SNAP Fitness	None	N/A

*Only available to eligible residents in the Exeter area that purchase an 'Ex Card' from Exeter City Council, and provides a discount on cash payments only

2.0 Concessionary Discounts - Discussion

- 2.1 Does the Community Policy Development Group support the continuation of concessionary rates?
- 2.2 If concessionary rates, in whatever form, are supported and agreed, does the Community Policy Development Group support the re-introduction of time restrictions for concessionary users in order to protect capacity at peak periods?
- 2.3 The proposal would be to protect peak times; specifically 0800 to 1000hrs, and 1630 to 1930hrs throughout the week for full fee paying customers.. This proposal will not affect Teen Gym session, NHS referrals, the Swimming Lesson programme or other Public Health initiatives

Contact for more Information:

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Circulation of the Report: Leadership team, Cabinet member, Leisure management team

List of Background Papers: