

CABINET MEMBER FOR LEISURE, LIBRARIES, GOVERNANCE, FACILITIES MANAGEMENT AND OPERATIONAL ASSETS

Cllr Ian Blair-Pilling

COMMUNITIES AND NEIGHBOURHOOD SERVICES - LEISURE

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REFERENCE: LLGFMOA-01-21

ALIGNMENT OF FEES, CHARGES AND MEMBERSHIPS

Purpose of Report

To agree the commencement of the alignment of fees, charges and memberships as a result of Cabinet's decision on 1 December 2020 to insource the 10 Leisure Centres managed on behalf of the council by Places Leisure. Alignment is proposed to commence from 1 October 2021.

Consultation

Fees and Charges are normally set annually at Full Council following review and development between the service and finance and before being signed off by CLT and socialisation with the Cabinet Member for Leisure. The approach does not require public consultation.

Any amendments to Fees and Charges during the year requires either an officer decision, or a single Member decision. In this instance it has been determined that a single member decision is appropriate. Thorough analysis of Places Leisure and Wiltshire Council's principles, products and processes has been undertaken including market assessment.

Clear communication of changes will be made to all Places Leisure and Wiltshire Council Leisure Members and Leisure users as part of the insourcing process.

Options Considered

Through the development of these proposals the service has considered three options; the impact of not undertaking any alignment of fees, charges and memberships on 1 October 2021; the impact of phasing the alignment from 1 October 2021; and the impact of implementing alignment in full from 1 October 2021.

Not undertaking any alignment will maintain the status quo of 10 centres operating in one way, 10 in another. This will cause confusion to staff who could be operating at different sites, customers using facilities, marketing of products, communication to customers regarding changes and impact to the development the leisure bookings system.

In the timescales available for insourcing full alignment from 1 October would not be possible and some customers would be impacted by potentially significant increases to prices.

The proposal seeks a phased approach that provides a broader offer of membership types and price points including a wider concessions policy that will benefit existing Places Leisure customers and new customers. Phasing and maximum thresholds for any increases will minimise impact and any reductions in pricing will be implemented in full on 1 October. This approach mitigates impact, supports and encourages residents to be active and allows for a full review of leisure once all sites are in-house.

Reason for Decision

In order to implement the insourcing successfully from 1 October 2021, the process of alignment across a range of services and provision is required. Fees, Charges and Memberships is one aspect to this alignment process. To ensure clarity and equity for both customers and staff, plus enable vital ICT systems to be built in time, this process needs to commence from 1 October 2021.

<p><u>DECISION MADE</u></p> <p>Following consultation I give notice that I have made the decision set out in the attached report.</p> <p>This decision was published on 3 August 2021 and will come into force on 11 August 2021.</p>
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The following report and appendices are attached:
Report

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Cllr Ian Blair-Pilling
Cabinet Member for Leisure, Libraries, Governance, Facilities Management and Operational Assets

Date:....3 August 2021.....