

**CABINET MEMBER FOR COMMUNITIES, CAMPUS, AREA BOARDS, LIBRARIES,
LEISURE AND FLOODING - CLLR JONATHON SEED**

COMMUNITIES, LIBRARIES, HERITAGE AND ARTS

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REFERENCE: CCALLF-001-14

HARMONISATION OF FEES AND CHARGES FOR LEISURE SERVICES 2014/15

Purpose of Report

To seek formal approval for the harmonisation of fees and charges across the in-house managed leisure centres, to be implemented on 1 April 2014.

Consultation

Wiltshire Council has been working towards the harmonisation of fees and charges across the Council managed facilities since 2009, whilst integrating the management of charges with the delivery of certain objectives:

- Working towards ensuring that there is consistency across the county for similar activities.
- Where possible, set prices at a level that allows everyone to make positive choices about healthy activity without cost being a significant barrier.
- Ensuring that prices remain competitive and are seen to offer good value for money for, and by, the community and include the flexibility to target subsidy at a particular group or service.

Leisure Services undertake a biannual customer satisfaction survey. With regard to fees and Charges; the results of the 2012 survey completed by 583 people concluded the following:

What three factors are most important to you when you visit the centre?

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|----------------|-----|-----------------------|-----|-----------------|-----|
| Parking: | 10% | Cleanliness: | 19% | Pricing: | 18% |
| Welcoming: | 18% | Activities Available: | 11% | Activity Range: | 9% |
| Helpful Staff: | 11% | Catering: | 1% | Other: | 12% |

The leisure centre and memberships provide a good variety and value for money:

67% agreed 22% neutral 11% negative

In conclusion pricing and value for money are important to customers.

Options Considered

Three options have been considered:

- (i) Do nothing and continue operating the fees and charges as at present.
- (ii) Harmonise all remaining fees and charges in April 2014.
- (iii) Phase the harmonisation of fees and charges over the next three years to be completed by April 2016.

Reason for Decision

Wiltshire Council has been working towards the harmonisation of fees and charges across the Council managed facilities since 2009. Memberships and sports hall hire/block bookings have already been harmonised. Whilst the remaining fees and charges were originally intended to be gradually aligned over a three year period, it is now proposed that harmonisation takes place in one year with effect from 1 April 2014. This enables the Council to set in place a consistent pricing structure in advance of the Campus Transformation programme.

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| <p><u>DECISION MADE</u></p> <p>I approve that the proposed harmonisation of fees and charges be implemented on 1 April 2014.</p> <p>This decision was published on 18 March 2014 and will come into force on 26 March 2014.</p> |
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The following supporting documents are attached:

- CCALLF-01-14 - Report
- CCALLF-01-14 - Appendix 1 - Harmonised Fees and Charges – Leisure 2014-15
- CCALLF-01-14 - Appendix 2 - Equalities Impact Assessment for Leisure Fees and Charges

Date: ...17 March 2014...

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Cllr Jonathon Seed
Cabinet Member for Communities, Campus,
Area Boards, Libraries, Leisure and Flooding