

HEALTH AND LEISURE FEES AND CHARGES JANUARY 2020

1. INTRODUCTION

- 1.1 This report identifies the proposed charges for the Health and Leisure service to be effective from January 2nd 2020. Council policy is to maximise income unless a conscious decision is made not to do so.

2. BACKGROUND

- 2.1 The last year has been challenging with an increase in 'competition', particularly within the Gym sector but it is not felt that any significant changes should be implemented for 2020, however some changes will keep us abreast of the market and support the Service's financial objectives

3. ISSUES FOR CONSIDERATION

- 3.1 The market has changed in the last 5 years with the rise in popularity of the low-cost Gym, and more recently the 'boutique' market. The increase in competition and the proliferation of low-cost 24-hour gyms has had the effect of reducing the average price in the market and NFDC is now at the very top end of the price market with most 'competitors' charging in the region of £40 per month for an all-inclusive leisure membership (NFDC comparison £47).
- 3.2 However, NFDC offers a broader package than many of the new entrées to the market, so it is proposed to hold membership prices at current levels for a further year
- 3.3 Swimming has remained relatively strong in the last 12 months, but for a number of years, we have offered free swimming to under 8's, as a legacy of the free-swimming initiative of the 1990's. We also offer free swimming for all young people on the academy which will represent a large percentage of our regular swimmers.

It is now felt that as this policy benefits visitors more than residents, we should now introduce a nominal charge for 3-7 year olds of £1 per swim, with babies and very small children under 3 continuing to swim free.

We will continue to offer free swimming for all children and young people enrolled on our swim academies.

- 3.4 Demand for Pool time continues to increase and a policy of offering discounts for off peak pool time was introduced in 2016 to incentivise hirers to consider a 'mix' of pool times for training. It is proposed that we protect the off -peak price but increase peak pool hire by £5 an hour from £90 to £95.
- 3.5 Although the play area needs updating, it is felt that the current price of £3.00 is low in comparison to the market. There is some budget for 19/20 to update and rebrand the area next year but it is proposed to increase the cost from £3.00 to £3.50 in January 2020. A review of play sites in and around Hampshire shows an average price of approx. £5 although some play sites have lower prices for under 2's.
- 3.6 Active Lifestyles activity charges are kept in line with the concessionary price for activities, currently £3.60 and this is in line with other providers. However, it is

proposed to increase the Assessment charge to £10 as this is below the Industry rate and does need, as a minimum, to cover the Instructor's time.

4. CONCLUSIONS

- 4.1 It is concluded that given the above considerations, the increases in Health and Leisure fees and charges detailed in appendix 1 will ensure the Service continues to optimise income in a very strong market.

5. FINANCIAL IMPLICATIONS

- 5.1 The proposed increase will support the Service in meeting the financial objectives for the forthcoming year.

6. CRIME & DISORDER IMPLICATIONS, ENVIRONMENTAL IMPLICATIONS & EQUALITY & DIVERSITY IMPLICATIONS

- 6.1 There are none.

9. RECOMMENDATIONS

- 9.1 It is recommended that the fees and charges for health and leisure detailed in appendix 1, be approved and implemented from 2 January 2020.

10. PORTFOLIO HOLDER ENDORSEMENT

I have agreed to the recommendation of this report.

Sign: Cllr Mark Steele

Date: 14 November 2019

For further information contact:

Joanne Bailey
Service manager – health and leisure
02380 285000
Joanne.bailey@nfdc.gov.uk

Background Papers:

NONE

Date on which notice given of this Decision – 14 November 2019
Last date for call-in – 21 November 2019