

Cabinet – 4 December 2024**Leisure – Update and Proposed Fees and Charges 2025**

Purpose	For Decision
Classification	Public
Executive Summary	<p>This report</p> <ul style="list-style-type: none"> Provides the latest update regarding the Council's Leisure partner, Freedom Leisure, including proposals to the ongoing pricing structure. Seeks Council approval for changes to the pricing structure which required such approval in line with the terms of the contract with Freedom Leisure
Recommendation(s)	<p>Cabinet is asked to:</p> <ol style="list-style-type: none"> note the operational update from the Council's leisure partner recommend that Council approves the proposed increases in fees and charges as set out in Appendix 1.
Reasons for recommendation(s)	<p>To ensure greater understanding of the current position regarding delivery of the Council's leisure service.</p> <p>To comply with the contractual arrangements relating to price increases.</p>
Ward(s)	All
Portfolio Holder(s)	<p>Councillor Jeremy Heron - Finance & Corporate</p> <p>Councillor Dan Poole – Community Safety & Wellbeing</p>
Strategic Director(s)	Alan Bethune – Strategic Director Corporate Resources & Transformation (Section 151 Officer)
Officer Contact	<p>Paul Whittles</p> <p>Assistant Director - Finance</p> <p>02380 285766</p> <p>paul.whittles@nfdc.gov.uk</p>

Introduction and background

1. The Council entered into an agreement in July 2021 for Freedom Leisure to manage and operate the Council's five leisure facilities at Applemore, Lymington, New Milton, Ringwood, and Totton.
2. As part of this contract Freedom Leisure has the ability to make most operational and business decisions. However, there are a number of contractual clauses which require additional approval by the Council for specific changes.
3. Freedom Leisure's latest annual report as presented to the Housing & Communities overview and scrutiny panel in September can be found here [New Forest Leisure Partnership Annual Report](#).
4. Appendix 1 provided by Freedom Leisure sets out the case for their fee proposals and includes the schedule of proposed fees for consideration of the Cabinet and ultimately approval by Council.

Leisure Fees and Charges

5. The Council's Leisure partner, Freedom Leisure, sets fees in line with the contractual agreement. As part of this any increases greater than the Consumer Price Index (CPI) require Council approval.
6. Due to cost pressures particularly associated with pay and energy, an increase in fees greater than CPI has been proposed by Freedom Leisure as detailed in Appendix 1 and form part of this paper's recommendations. It is the responsibility of Freedom Leisure as the Council's operator to respond to external factors and set a pricing strategy that seeks to maximise their income, whilst continuing to support long-standing concessions previously offered by the Council.
7. This price increase will have a neutral impact on the Council's financial position, but by the Council supporting appropriate price increases to maintain a healthy viable business model, its Medium Term financial interests are protected.

Corporate plan priorities

8. Having high quality, well-funded, leisure services underpinned by strong, successful partnership working relationships supports the corporate objective of empowering residents to live healthy, connected and fulfilling lives.
9. Supporting the Council's partners' financial sustainability ensures the Council are being financially responsible by protecting the Council's Medium Term Financial Plan from any unplanned impact.

Options appraisal

10. The Council could choose to not to approve the proposed fee increases which would lead to a funding shortfall within the Freedom Leisure budget necessitating the need to potentially cut back services, staffing levels or opening hours to enable the business to operate within the constraints their funding allows.
11. In the worst-case scenario (albeit highly unlikely at this time), Freedom Leisure may need to withdraw from the contract altogether, effectively handing back leisure operations to the Council with all the financial and operational issues associated with it, including the additional costs and challenges currently being faced by the operator.

Consultation undertaken

12. Internal consultation between finance officers, budget holders, partners and the portfolio holder has informed the contents of the report.

Financial and resource implications

13. All financial and resource implications are contained within the body of the report.

Legal implications

14. Where Freedom Leisure seek to increase specific prices above CPI the contract provides that this first requires Council approval before such increases can be implemented. As the proposed price increases are above CPI, they need to be considered by the Council which has the decision as to whether to approve. These charges are the ones set out in Appendix 1.
15. In addition, some increases are limited by the contract to an increase in line with CPI and no further. These charges can be made without Council approval however consultation with the Council is required. These are the charges set out in Appendix 1 and although Council does not have the final decision on this element it is entitled to provide comments which should be taken into account by Freedom Leisure.

Risk assessment

16. None at this stage, although the options appraisal section highlights some risks that could crystallise, should the recommendation not be approved.

Environmental / Climate and nature implications

17. None at this stage, although it is worthy to note that the Council's Medium-Term Financial Planning will need to seek to support the delivery of the Council's Climate and Nature Action Plan.

Equalities implications

18. Considered as part of Appendix 1.

Crime and disorder implications

19. There are no direct implications regarding crime and disorder as a result of this report.

Data protection / Information governance / ICT implications

20. There are no direct implications regarding data protection, information governance or ICT as a result of this report.

Appendices

Appendix 1 – Freedom Leisure Fees and Charges Proposal

Background Papers:

[New Forest Leisure Partnership Annual Report](#)



Fees & Charges proposal

Pricing From:

Core pricing: Price Increase from February 2025 to 31st December 2025



Background

As we approach the end of 2024, we would like to begin preparations for the annual review of fees and charges, with all core pricing from February 2025.

Historically, our approach has been to review the contractual pricing terms and adjust fees based on the Consumer Price Index (CPI) percentage, as outlined in the agreement. However, in recent years, we have adopted a more flexible approach to pricing to better account for macroeconomic conditions, particularly the significant rise in energy and workforce costs.

We have been actively engaged in discussions with you to ensure that customer pricing reflects the inflationary pressures and market forces that are beyond our control. This departure from the traditional pricing model allows us to respond more effectively to changing circumstances.

To maintain this transparency, we will continue to highlight any exceptional macroeconomic pressures that may impact our operations and pricing.

Increased People Costs

We are a people-led organisation. Our purpose to improve lives through leisure is predicated on our colleagues supporting local communities to improve their physical, mental and social wellbeing. We invest heavily in our workforce, employing over 400 people; our people costs are our single biggest cost, representing over 55% of our cost base. Despite the current low CPI inflation rate of 1.7% in November, high wage growth continues above 5% (Fig. 1) and has been as high as 8% in the last year - which more accurately reflects our internal increased people costs we have absorbed. With a further projected 6.7% increase for over 21s, 16.3% for 18-20-year Olds and 18% for 16-17-year olds, in National Living Wage in April 2025 (Fig. 2), and a forecast 3% increase due to the recent budget announcement to increase National Insurance, we need to reflect our rising cost base in customer pricing.

Figure 1: Wage Growth Jan 2023 – July 2023 Source ONS

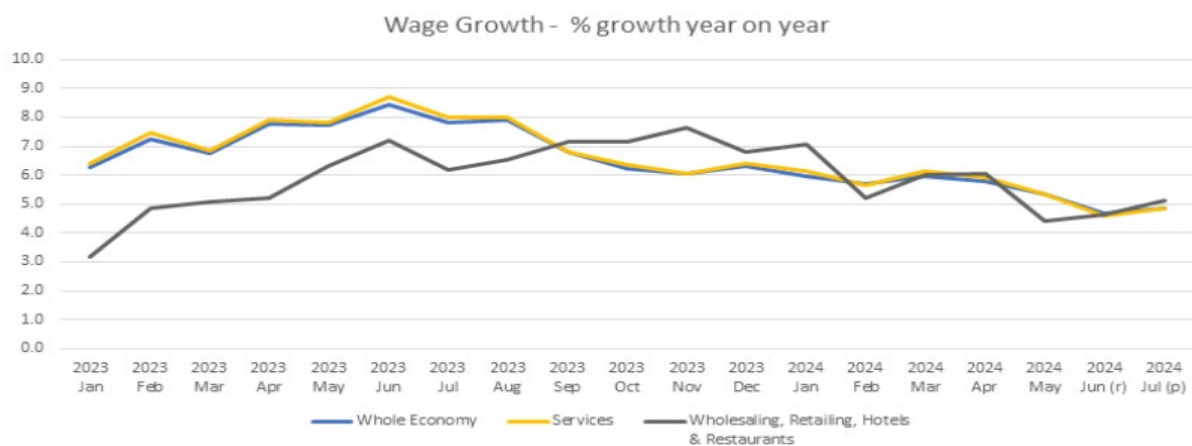
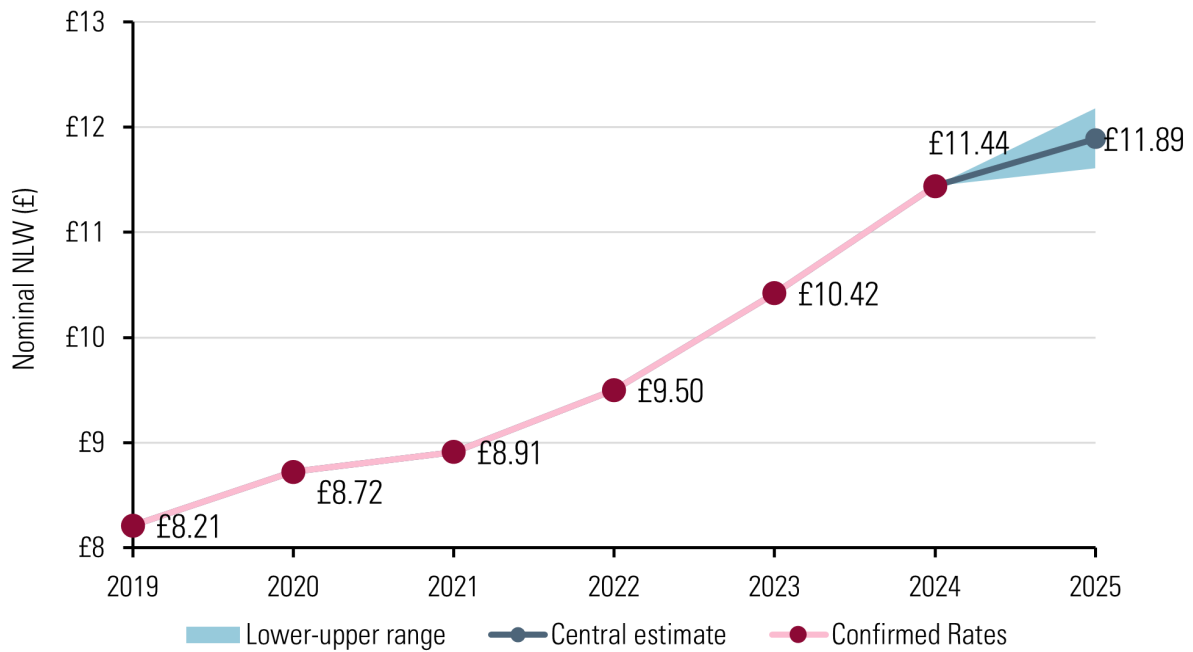


Figure 2: Actual and projected National Living Wage rates, 2019-2025



Increased Energy Costs

The second largest cost item we face are energy costs, and whilst we have worked hard in recent years to significantly reduce our energy consumption, we must continue to acknowledge that due to much higher market rates, our energy costs have more than doubled in recent years, with energy costs now representing nearly 15% of our overall cost base.

Pricing Approach

Based on the above factors, and in spite of continued efforts exploring new income streams and cost saving measures, the current contractual annual CPI% pricing approach will not mitigate against the cost pressures.

There is a strong case present for above-contractual increases due to the significant wage inflation pressures on our people-led services leading to a deterioration in current customer service and experience levels. Following will be a templated document that outlines our fees & charges increase proposal.

Equality Impact: We will offer a full concessionary program providing equality, diversity and cohesion.

We will continue to offer the current concessionary rates as set out below:

Leisure Centres	
Eligibility Criteria	<p><u>Advance 25 - up to 25 % reduction on fees and charges (Memberships and Pay as you go)</u></p> <p>Juniors (under 18), Individuals in receipt of State Pension, Full-Time Students.</p> <p>Teen Active and Senior Active.</p> <p>Senior Membership.</p> <p>Concessionary.</p> <p>Under 25's on the following: Modern Apprenticeships, NVQ Training Schemes and Life Skills Training.</p> <p>Corporate Membership.</p>
	<p><u>Advance 50 - up to 50 % reduction on fees and charges (Pay as you go only)</u></p> <p>Carer's Allowance, Child Tax Credit, Council Tax Benefit (not discount schemes), Employment & Support Allowance, Foster Carers and Children, Housing Benefit, Income Support, Jobseekers Allowance, Pension Guaranteed Credits, Working Tax Credit, kindship carers, care leavers, looked after children and independent looked after children.</p>

- Lymington Health & Leisure
- New Milton Health & Leisure
- Applemore Health & Leisure
- Ringwood Health & Leisure
- Totton Health & Leisure

The negative impacts if FL New Forest were unsuccessful with the price rises application

- Employment would be reduced causing an impact to the Teams social value
- Current customer service and experience levels
- Forward membership growth and retention plan
- Capital Projects and investment
- Joint projects with the partners (School)
- Retention plans to introduce reward schemes (creating more motivation around members staying with us)
- Reduced time table and programme across all sites in group exercise, swimming and LTS.
- Our Gym experience enhancement aimed
- Impact to social value and our delivery of Healthy Communities programs
- Environmental Net Zero strategy and current plans may not be delivered
- Repair and maintenance work not completed
- Our New Forest wider Brand reputation would be harmed moving forward
- Current recovery deficit - surplus
- Impact on the health and wellbeing of the New Forest population
- Impact on the organization's actions in the community and environment
- Impact on the health and wellbeing of the New Forest diverse population

Core Pricing – Increase effective February 2025

- Average % increase across all Direct Debit Memberships is 6.1%.
- The highest monthly % increase is student DD, which is an increase of £3.50.
- The lowest increase is the corporate membership 3.1%, which is an increase of £1.40.

Fitness Direct	Current Price	Proposed Price	Price Variance	Price Variance
	£	£	£	%
Single Peak DD	£56.00	£58.00	£2.00	3.6%
Senior DD	£44.00	£47.00	£3.00	6.8%
Off Peak DD NLS	£44.00	£45.00	£1.00	2.3%
Family Peak DD NLS	£117.40	£117.40	£0.00	0.0%
Student DD	£35.00	£38.50	£3.50	10.0%
Concessionary DD	£44.00	£47.00	£3.00	6.8%
Single Corporate DD	£45.00	£46.40	£1.40	3.1%
Single NFDC Corporate DD	£33.00	£35.00	£2.00	6.1%
Funded 3M Student	£105.00	£120.00	£15.00	14.3%
Swim Direct				
Swim DD	£37.00	£40.00	£3.00	8.1%
Swim DD 65yrs+	£30.00	£32.00	£2.00	6.7%
Gym Direct Ringwood				
Gym DD RHL NLS	£45.00	£47.00	£2.00	4.4%
Gym Direct Totton				
Gym DD THL NLS	£45.00	£47.00	£2.00	4.4%
Gym Direct				
Gym DD	£45.00	£48.00	£3.00	6.7%

Annual Membership

The below annual membership prices are the cost of 11 single payments of the above monthly direct debit membership price.

Fitness Direct	Current Price	Proposed Price	Price Variance	Price Variance
	£	£	£	%
Single Peak Annual	£616.00	£638.00	£22.00	3.6%
Senior Annual	£484.00	£517.00	£33.00	6.8%
Student Annual	£385.00	£423.50	£38.50	10.0%
Concessionary Annual	£484.00	£517.00	£33.00	6.8%
Single Corporate Annual	£495.00	£510.40	£15.40	3.1%
Single NFDC Corporate Annual	£363.00	£385.00	£22.00	6.1%
Swim Direct				
Swim Annual	£407.00	£440.00	£33.00	8.1%
Swim Annual 65yrs+	£330.00	£352.00	£22.00	6.7%
Gym Direct				
Gym Annual	£495.00	£528.00	£33.00	6.7%

Swimming Activities

- Average % increase across all Swimming Activities is 7.2%.
- The highest % increase is concessionary junior swim at 8.3%, which is an increase of £0.25.
- The lowest percentage increase is the member junior swim at 7.1% which is an increase of £0.25.

	Price Product	Current Price £	Proposed Price £	Price Variance £	Price Variance %
Public Swim	Senior Active	£4.00	£4.30	£0.30	7.5%
	Concessionary Adt	£4.00	£4.30	£0.30	7.5%
	Concessionary Jnr	£3.00	£3.25	£0.25	8.3%
	Member Adt	£7.00	£7.50	£0.50	7.1%
	Member Jnr	£3.50	£3.75	£0.25	7.1%
	N/member Adt	£7.00	£7.50	£0.50	7.1%
	N/member Jnr	£4.20	£4.50	£0.30	7.1%
	Special	£5.00	£5.40	£0.40	8.0%
	Standard	£7.00	£7.50	£0.50	7.1%
Public Swim 3-7yrs	Standard	£2.00	£2.00	£0.00	0.0%
Public Swim 65yrs+	Senior Active	£4.00	£4.30	£0.30	7.5%
	Concessionary Adt	£4.00	£4.30	£0.30	7.5%
	Member Adt	£5.00	£5.40	£0.40	8.0%
	N/member Adt	£5.00	£5.40	£0.40	8.0%
	Special	£5.00	£5.40	£0.40	8.0%
	Standard	£5.00	£5.40	£0.40	8.0%
Public Swim Family	Standard	£17.00	£18.35	£1.35	7.9%
Fun Swim	Senior Active	£7.00	£7.50	£0.50	7.1%
Holiday Fun Swim	Concessionary Adt	£7.00	£7.50	£0.50	7.1%
	Concessionary Jnr	£4.20	£4.50	£0.30	7.1%
	Member Adt	£7.00	£7.50	£0.50	7.1%
	Member Jnr	£4.20	£4.50	£0.30	7.1%
	N/member Adt	£6.00	£6.45	£0.45	7.5%
	N/member Jnr	£4.20	£4.50	£0.30	7.1%
	Special	£7.00	£7.50	£0.50	7.1%
	Standard	£7.00	£7.50	£0.50	7.1%
				£0.00	
Swim Training LHL	Standard	£9.70	£10.40	£0.70	7.2%
			£0.00		
Adult swim Lesson PAYG	Standard	£9.00	£9.65	£0.65	7.2%

Clubs & private hire

- Average % increase across all club and private hire in this section is 7.2%.
- Swimming lessons that are cancelled will be equal to the total membership base at the time of the event. The hirer will be charged to that value.
- The lifeguard hourly rate will be based on the national living wage as on costs, at the time of this event.

	Current Price £	Proposed Price £	Price Variance £	Price Variance %
Dance Studio-M	£22.40	£24.00	£1.60	7.14%
	£16.50	£17.75	£1.25	7.58%
GA Room-S	£17.50	£18.75	£1.25	7.14%
	£11.70	£12.51	£0.81	6.92%
Studio 2-S	£17.50	£18.75	£1.25	7.14%
	£11.70	£12.51	£0.81	6.92%
MBS-M	£22.40	£24.00	£1.60	7.14%
	£16.50	£17.75	£1.25	7.58%
Lymington				
Studio 1-L	£26.50	£28.40	£1.90	7.17%
	£18.50	£19.75	£1.25	6.76%
Studio 2-M	£22.40	£24.00	£1.60	7.14%
	£16.50	£17.75	£1.25	7.58%
New Milton				
Studio 1-L	£26.50	£28.40	£1.90	7.17%
	£18.50	£19.75	£1.25	6.76%
Studio 2-M	£22.40	£24.00	£1.60	7.14%
	£16.50	£17.75	£1.25	7.58%
Ringwood				
Studio -L	£26.50	£28.40	£1.90	7.17%
	£18.50	£19.75	£1.25	6.76%
Studio 2-S	£22.40	£24.00	£1.60	7.14%
	£16.50	£17.75	£1.25	7.58%

Unsupervised Activities (Badminton, Main hall, fitness suite etc)

- Average % increase across all Unsupervised Activities is 7.6%.
- The highest % increase is holiday courtx2 court hire 8.00%, which is an increase of £0.60.
- The lowest percentage increase is a Badminton Court 7.41%, which is an increase of £0.65.

	Price Product	Current Price £	Proposed Price £	Price Variance £	Price Variance %
Induction 60 mins	Member Adt	£17.50	£18.85	£1.35	7.71%
	N/member Adt	£17.50	£18.85	£1.35	7.71%
	N/member Jnr	£17.50	£18.85	£1.35	7.71%
	Standard	£17.50	£18.85	£1.35	7.71%
	All	£17.50	£18.85	£1.35	7.71%
Gym review 30 mins	Member Adt	£9.25	£9.95	£0.70	7.57%
	N/member Adt	£9.25	£9.95	£0.70	7.57%
	N/member Jnr	£4.75	£5.10	£0.35	7.37%
	Standard	£9.25	£9.95	£0.70	7.57%
Body stat	Senior Active	£11.00	£11.85	£0.85	7.73%
	Member Adt	£14.50	£15.60	£1.10	7.59%
	Member Jnr	£11.00	£11.85	£0.85	7.73%
	N/member Adt	£14.50	£15.60	£1.10	7.59%
	N/member Jnr	£14.50	£15.60	£1.10	7.59%
	Special	£14.50	£15.60	£1.10	7.59%
	Standard	£14.50	£15.60	£1.10	7.59%
Gym session	Senior Active	£4.40	£4.75	£0.35	7.95%
	Member Adt	£9.25	£9.95	£0.70	7.57%
	Member Jnr	£2.90	£3.10	£0.20	6.90%
	N/member Adt	£9.25	£9.95	£0.70	7.57%
	N/member Jnr	£5.00	£5.35	£0.35	7.00%
	Standard	£9.25	£9.95	£0.70	7.57%

	Current Price £	Proposed Price £	Price Variance £	Price Variance %
Badminton	£12.00	£12.90	£0.90	7.50%
	£8.80	£9.45	£0.65	7.41%
	£8.40	£9.05	£0.65	7.74%
	£6.50	£7.00	£0.50	7.69%
Holiday court	£4.25	£4.55	£0.30	7.06%
Basketball				
4 Courts AHL	£60.00	£64.50	£4.50	7.50%
	£36.50	£39.25	£2.75	7.53%
2 Courts AHL	£23.50	£25.25	£1.75	7.45%
	£17.50	£18.75	£1.25	7.14%
1 Court RHL	£12.00	£12.90	£0.90	7.50%
	£8.80	£9.45	£0.65	7.41%
	£8.40	£9.05	£0.65	7.74%
	£6.50	£7.00	£0.50	7.69%
Whole Hall RHL	£60.00	£64.50	£4.50	7.50%
	£36.50	£39.25	£2.75	7.53%
2 Courts RHL	£23.50	£25.25	£1.75	7.45%
	£17.50	£18.80	£1.30	7.43%
4 Courts THL	£60.00	£64.50	£4.50	7.50%
	£36.50	£39.25	£2.75	7.53%
2 Courts THL	£23.50	£25.25	£1.75	7.45%
	£17.50	£18.80	£1.30	7.43%
Holiday Courts x2	£7.50	£8.10	£0.60	8.00%

	Current Price £	Proposed Price £	Price Variance £	Price Variance %
5 a side Football				
4 Courts AHL	£60.00	£64.50	£4.50	7.50%
	£36.50	£39.25	£2.75	7.53%
2 Courts NMHL	£23.50	£25.25	£1.75	7.45%
	£17.50	£18.80	£1.30	7.43%
Whole Hall NMHL	£60.00	£64.50	£4.50	7.50%
	£36.50	£39.25	£2.75	7.53%
Whole Hall RHL	£60.00	£64.50	£4.50	7.50%
	£36.40	£39.25	£2.85	7.83%
Softplay Areas (RHL)				
U2yrs	£3.50	£3.75	£0.25	7.14%
2yrs+	£4.40	£4.75	£0.35	7.95%
Table Tennis	£7.00	£7.55	£0.55	7.86%
Tennis Court (Carvers) RHL-Unlit	£7.50	£8.10	£0.60	8.00%
	£7.00	£7.55	£0.55	7.86%
Tennis Court (Carvers) RHL-Lit	£9.70	£10.45	£0.75	7.73%
	£9.00	£9.70	£0.70	7.78%
Unclubbables AHL	£6.40	£6.90	£0.50	7.81%
	£7.00	£7.55	£0.55	7.86%
	£7.50	£8.05	£0.55	7.33%
Adult Open Badminton MNHL	£6.40	£6.90	£0.50	7.81%
	£7.40	£7.95	£0.55	7.43%
Holiday Mega/Bounce/Tramp/Gym	£4.20	£4.50	£0.30	7.14%

Supervised activities (includes Active Lifestyles request not above October CPI)

- Average % increase across all Supervised Activities is 7.6%.
- The highest % increase is 17.6 % Sauna Steam and Swim AHL (Member, None Member, Special and Standard)
- The lowest percentage increase is 1.51% Active Lifestyles activity morning, which is an **increase of £0.04**.

	Current Price £	Proposed Price £	Price Variance £	Price Variance %
PAYG Memberships				
Teen Active	£39.00	£45.00	£6.00	15.38%
Senior Active	£39.00	£45.00	£6.00	15.38%

Course Direct	Current Price £	Proposed Price £	Price Variance £	Price Variance %
Applemore				
Course DD 40-60min	£26.00	£28.00	£2.00	7.69%
Course Annual 40-60min	£260.00	£280.00	£20.00	7.69%
Lymington			£0.00	
Course DD 40-60min	£26.00	£28.00	£2.00	7.69%
Course Annual 40-60min	£260.00	£280.00	£20.00	7.69%
New Milton			£0.00	
Course DD 40-60min	£26.00	£28.00	£2.00	7.69%
Course Annual 40-60min	£260.00	£280.00	£20.00	7.69%
Course DD 75-90min	£32.00	£35.20	£3.20	10.00%
Course Annual 75-90min	£315.00	£346.00	£31.00	9.84%
Ringwood			£0.00	
Course DD 40-60min	£26.00	£28.00	£2.00	7.69%
Course Annual 40-60min	£260.00	£280.00	£20.00	7.69%
Totton			£0.00	
Course DD 40-60min	£26.00	£28.00	£2.00	7.69%
Course Annual 40-60min	£260.00	£280.00	£20.00	7.69%
Course DD 75-90min	£32.00	£35.20	£3.20	10.00%
Course Annual 75-90min	£315.00	£346.00	£31.00	9.84%

Group Fitness	Price Product	Current Price £	Proposed Price £	Price Variance £	Price Variance %
No show Charge		£3.00	£3.00	£0.00	0%
				£0.00	
30 minute class	Senior Active	£4.35	£4.80	£0.45	10.34%
	Concessionary Adt	£4.35	£4.80	£0.45	10.34%
	Concessionary Jnr	£2.70	£2.95	£0.25	9.26%
	Member Adt	£5.70	£6.25	£0.55	9.65%
	Member Jnr	£2.70	£2.95	£0.25	9.26%
	N/member Adt	£5.70	£6.25	£0.55	9.65%
	N/member Jnr	£5.70	£6.25	£0.55	9.65%
	Special	£4.40	£4.85	£0.45	10.23%
	Standard	£5.70	£6.25	£0.55	9.65%
				£0.00	
45 minute class	Senior Active	£4.35	£4.80	£0.45	10.34%
	Concessionary Adt	£4.35	£4.80	£0.45	10.34%
	Concessionary Jnr	£2.70	£2.95	£0.25	9.26%
	Member Adt	£6.90	£7.60	£0.70	10.14%
	Member Jnr	£2.70	£2.95	£0.25	9.26%
	N/member Adt	£6.90	£7.60	£0.70	10.14%
	N/member Jnr	£6.90	£7.60	£0.70	10.14%
	Special	£4.40	£4.85	£0.45	10.23%
	Standard	£6.90	£7.60	£0.70	10.14%
				£0.00	
60 Minute Class	Senior Active	£4.40	£4.85	£0.45	10.23%
	Concessionary Adt	£4.40	£4.85	£0.45	10.23%
	Concessionary Jnr	£2.70	£2.95	£0.25	9.26%
	Member Adt	£8.70	£9.60	£0.90	10.34%
	Member Jnr	£2.70	£2.95	£0.25	9.26%
	N/member Adt	£8.70	£9.60	£0.90	10.34%
	N/member Jnr	£8.70	£9.60	£0.90	10.34%
	Special	£4.40	£4.85	£0.45	10.23%
	Standard	£8.80	£9.70	£0.90	10.23%

Active Lifestyles	Current Price £	Proposed Price £	Price Variance £	Price Variance %
A/L Package 12 week Package	£85.00	£86.45	£1.45	1.71%
A/L Escape Pain 6 week Package	£42.50	£43.20	£0.70	1.65%
A/L First assesment	£11.90	£12.10	£0.20	1.68%
A/L Mid assesment				
A/L Final assesment				
A/L Programme				
A/L Gym Session	£4.25	£4.32	£0.07	1.65%
A/L Cadiac circuits				
A/L Review				
A/L Class	£9.00	£9.15	£0.15	1.67%
A/L activity morning	£2.65	£2.69	£0.04	1.51%
	£9.00	£9.15	£0.15	1.67%
	£4.80	£4.88	£0.08	1.67%
A/L Supervision	£4.25	£4.32	£0.07	1.65%
A/L Course	£3.70	£3.76	£0.06	1.62%
A/L Escape Pain Course	£42.50	£43.22	£0.72	1.69%
A/L Parkinson class				
A/L Steady & Strong class	£4.25	£4.32	£0.07	1.65%
A/L First Assesment Cardiac	£11.90	£12.10	£0.20	1.68%
A/L First Assesment COPD	£11.90	£12.10	£0.20	1.68%
A/L First Assessment Escape Pain	£11.90	£12.10	£0.20	1.68%
A/L Graduate Package (3 Months, Price per month)	£37.00	£37.63	£0.63	1.70%
A/L Group First Assessment	£4.80	£4.88	£0.08	1.67%

	Price Product	Current Price £	Proposed Price £	Price Variance £	Price Variance %
Sauna steam and swim AHL	Senior Active	£5.00	£5.50	£0.50	10.0%
Out Side Core Products	Concessionary Adt	£5.00	£5.50	£0.50	10.0%
	Member Adt	£8.50	£10.00	£1.50	17.6%
	N/member Adt	£8.50	£10.00	£1.50	17.6%
	Special	£8.50	£10.00	£1.50	17.6%
	Standard	£8.50	£10.00	£1.50	17.6%

Personal Training	Current Price £	Proposed Price £	Price Variance £	Price Variance %
PT 1:1 Session 60min	£42.50	£46.75	£4.25	10%
			£0.00	
PT 1:1 Six Session	£230.00	£247.00	£17.00	7%
			£0.00	
PT 2:1 Session 60min	£47.50	£52.25	£4.75	10%
			£0.00	
PT 1:2 Six Session	£250.00	£269.00	£19.00	8%
			£0.00	
PT 1:1 session 30min	£23.00	£24.75	£1.75	8%

Training	Current Price £	Proposed Price £	Price Variance £	Price Variance %
NPLQ full course	£299.00	£299.00	£0.00	0.00%
NPLQ Exam retest				
Swim Teaching Course	£480.00	£515.00	£35.00	7.29%
STA Pool Safety Award	£99.00	£106.25	£7.25	7.32%
First Aid at Work	£225.00	£242.00	£17.00	7.56%
FAW Renewal	£150.00	£161.00	£11.00	7.33%
Emergency First Aid (at work)	£95.00	£102.00	£7.00	7.37%
First Aid Bolt On	£59.00	£63.50	£4.50	7.63%

Children's parties

- Exclusive 1 Hour session.
- 60 Minute use of a studio for cake at an additional charge.
- Food is provided at an additional charge.

	Current Price £	Proposed Price £	Price Variance £	Price Variance %
Applemore				
Bounce and Play with catering	£259.00	£278.00	£19.00	7.34%
Fun Time Pool with catering	£259.00	£278.00	£19.00	7.34%
Soft Play with catering	£259.00	£278.00	£19.00	7.34%
Aqua run with catering	£259.00	£278.00	£19.00	7.34%
Lymington				
Bounce and Soft play	£119.00	£128.00	£9.00	7.56%
Learner pool Party	£99.00	£106.25	£7.25	7.32%
Fun Time Pool Party	£119.00	£128.00	£9.00	7.56%
BYO Party Room Hire	£30.00	£32.25	£2.25	7.51%
New Milton				
Bounce and Soft play	£119.00	£128.00	£9.00	7.56%
Fun Time Pool Party	£119.00	£128.00	£9.00	7.56%
BYO Party Room Hire	£30.00	£32.25	£2.25	7.50%
Aqua run			£0.00	
Ringwood				
Bounce and Play with catering	£259.00	£278.00	£19.00	7.34%
Fun Time Pool with catering	£259.00	£278.00	£19.00	7.34%
Soft Play with catering	£259.00	£278.00	£19.00	7.34%
Totton				
Bounce Party BYO	£119.00	£128.00	£9.00	7.56%
Bounce and play	£119.00	£128.00	£9.00	7.56%
Learner pool Party	£99.00	£106.25	£7.25	7.32%
Fun Time Pool Party	£119.00	£128.00	£9.00	7.56%
BYO Party Room Hire	£30.00	£32.25	£2.25	7.50%

All weather pitch (AWP)

- Average % increase across all AWP is 7.6%.
- The highest % individual court hire at 8.03%, which is an increase of £3.20.
- The lowest increase is court junior rate 6.38%, which is an increase of £1.50

Major Event Competitions will remain as negotiated between the operator and the hirer.

	Current Price £	Proposed Price £	Price Variance £	Price Variance %
ATP				
1/3 ATP	£39.80	£43.00	£3.20	8.03%
	£23.50	£25.25	£1.75	7.45%
Whole ATP	£92.75	£99.50	£6.75	7.28%
ATP Court RHL	£39.80	£43.00	£3.20	8.03%
	£23.50	£25.25	£1.75	7.45%
ATP Court JNR Special RHL	£23.50	£25.00	£1.50	6.38%
Holiday Court	£14.10	£15.15	£1.05	7.46%

Colleague Memberships

A colleague membership is available to all Freedom Leisure Employees, providing employees with access to our gyms, group exercise classes and swimming pools. Employees also benefit from discounts of 50% for swimming lessons which include family members.

Benefits	Colleague	Additional Person (16 yrs +)	Additional Child (Under 16 yrs)
	Gold Card	Silver Card	Bronze Card
Who Qualifies	Colleague	Partner / Family Member	Family Member*
Price	£5	£10	FREE
Gym	✓	✓	✓ **
Classes	✓	✓	✓ **
Swim	✓	✓	✓
Family Swimming / Soft Play	✓	✓	✓
Off-Peak Courts	✓	✓	✓
Swimming Lessons	50% off	50% off	50% off
Holiday Activities	50% off	50% off	50% off
Events	50% off	50% off	50% off
Access to F&B discounts	✓	N/A	N/A
Group Wide Access	✓	✓	✓
Bolt On: Class Booking Rights	Add £10 per month	Add £10 per month	N/A

Appendix A – Competitor Analysis

Memberships – Competitor Analysis

- **Pure Gym** - £23.99 first month then £31.99 a month plus £10 joining fee. Included in the membership – Gym and Classes with 14 days advance booking
- **The Gym Group** - £21.99 with a £5 join fee included in the membership – Gym & classes
- **Anytime Fitness** - £35.99 a month – Gym & Classes
- **David Lloyd** - £94.50 a month Included in the membership – Gym, Classes, Swimming and racket sports.
- **Gang Warily** (independent) - £45.00 a month included in the membership - Gym & Classes
- **Hills Gym** (independent) - £59.99 a month included in the membership – Gym and on demand home work out videos. Group fitness classes and personal training sessions extra.
- **Shorefield (Milford on Sea)** (independent) - £49.00 a month included in the membership – Gym, classes, swimming and multi court use.