

# LONDON BOROUGH OF BRENT

**Executive - 12 April 2005**

## Report from the Director of Environment

For action	Wards affected:  All
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Report Title: **Review of Fees and Charges - Sport**

Forward Plan Ref: ES-04/05-306

### 1.0 Summary

- 1.1 This report sets out the main findings of a review of the pricing policy within Leisure Centres and for the Brent Leisure Card and makes recommendations for changes to the policy in order that it better helps meet objectives within the Strategy for Sport and Physical Activity.

### 2.0 Recommendations

That the Executive

- 2.1 Agree to the changes to the pricing policy for adult fees and charges at Leisure Centres as outlined in para 3.9
- 2.2 Agree to changes and additions to the junior pricing policy as outlined in paragraph 3.11
- 2.3 Agree to re-launch the Brent Leisure Card Scheme as outlined in paragraphs 3.19 and 3.20
- 2.4 Agree the core fees and charges for Vale Farm and Charteris Sports Centres as detailed in Appendix 3.
- 2.5 Agree to changes to the pricing policy for the Bridge Park Community Leisure Centre as set out in paragraph 3.29 and to fees and charges at the centre for 2005/06 as set out in Appendix 4.

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### 3.0 Detail

#### Background

- 3.1 During 2004 two key documents were adopted in Brent which have an important role in the future strategic provision of sport in the Borough; the Strategy for Sport and Physical Activity in Brent and the Report of the Best Value Review of the Sports Service. Both of these documents identified the need to review the charges at leisure centres to ensure they link into the achievement of wider aims and recommendations within the Sports Strategy. They also highlighted the need to review the Brent Leisure Card Scheme to ensure it encourages use by target groups and acts as a tool to achieve social objectives by minimising price as a barrier to participation in sports activities.
- 3.2 The Review of Bridge Park Report (Executive March 2004) also recommended that the pricing policy for the leisure centre be reviewed, including examining the potential to introduce the leisure card at Bridge Park.
- 3.3 In general most local authorities provide leisure centres for use by the local community and sports clubs, and the majority of these are subsidised i.e. the cost paid by the customer is less than the cost of actually providing the service. However, it is generally accepted that users are expected to pay some of the costs of using these facilities and the income collected is used to reduce the subsidy level. Recognising that cost can be a barrier to participation, the challenge is to be able to encourage participation by those on low income whilst at the same time maximising income to keep the subsidy to a minimum.
- 3.4 Whilst there is currently no clear written policy statement on the pricing levels set in Brent there has clearly been some policy decisions made in the past around charging for sports facilities and services. Setting a charging policy for sports activities and facilities within Brent is critical to ensuring use of services by all sections of the community and to ensuring that services are managed as cost-effectively as possible. A balance between this social objective and financial objective can be hard to find. It is often assumed that as cost is often cited as a barrier to participation, if prices are set at a low level it will encourage use by all sections of the community. However, simply setting prices at a low level may make no difference to participation rates by those people experiencing economic-disadvantage and may consequently mean that services are not run in the most cost-effective manner. Alternatively, setting high prices could result in the provision of a more cost-effective service (ie: a service that maximises cost recovery or even produces a 'profit') but may prevent discrete sections of the community from participating in sport. Given that Brent Council has 'Promoting quality of life and the green agenda' as a corporate priority and has a strong commitment to equality of opportunity, it is crucial to ensure that any sports pricing policy does not result in low participation by particular sections of the community (ie; certain groups are prevented from using

sports activities due to socio-economic reasons as the cost is too expensive).

- 3.5 It should be noted that traditionally prices at leisure centres in Brent have been set by considering historical pricing, adding inflation and then comparing the new charge with those set by neighbouring boroughs. Little consideration has been given to the council's wider objectives and how pricing may be used to help achieve these aims. This report therefore considers some of these wider aims and formalises how the Council sets prices to help achieve them. However, it should be remembered that we are not starting from a 'blank canvas' and that it can be counter-productive to significantly hike up prices in a single step as this could result in users simply stopping their use and so causing an overall drop in income levels.

### **Adults**

- 3.6 As outlined above pricing policies need to balance the need to maximise income (and hence reduce subsidy levels) and ensure social objectives are met in relation to encouraging participation by identified target groups. This latter issue is generally picked up through the Leisure Card and these issues are discussed in paragraphs 3.12 – 3.20 below.
- 3.7 In order to review the pricing policy and charging levels, Officers considered both levels of charges set by surrounding Authorities and used customer feedback on existing fees and charges at Brent's leisure centres. Considering the charges set by surrounding authorities is important in relation to ensuring we are not setting prices at too low a level, encouraging people to journey into Brent to use sports facilities and so allocating a large level of subsidy on non-residents. On the otherhand, we do not want to set prices so high so as to encourage people out of the Borough and reduce income at our own centres. In addition, there may be people who live in a surrounding borough and work in Brent. Encouraging these people to use our facilities provides additional income. Therefore, we should set prices that maximise use of our facilities by non-residents but which do not 'over subsidise' their use. It is recommended that adult prices are set at approximately the average of what surrounding boroughs are charging. Where this could result in a large single increase in a charge it is recommended that the increase is stepped over three years. A comparison with charges in other London Boroughs can be found in Appendix 1. (Please note these relate to a range of prices and not just Brent's core prices).
- 3.8 The customer surveys conducted at the three leisure centres asked users about satisfaction with prices and value for money with the following result:
- 13% of customers think current prices are too expensive and 85% think current prices are about right.
  - 67% of customers believe they receive good value for money

It could be argued that on the whole people are not going to say they think the prices are too low as they believe the Council will then 'hike' up the charge. There does appear to be a direct correlation between what people are willing to pay and the quality of service they believe they are receiving. Therefore, if the Council wishes to maximise income and hence reduce subsidy, there is a need to ensure that a good level of service is provided at all times to justify higher prices. It is believed that there is scope to increase some charges at a rate above the level of inflation which would help to off-set some of the introduction of new charges designed to achieve social objectives, as discussed within this report.

- 3.9 Therefore the following recommendations are made regarding adult pricing policies:
- Brent sets its prices at approximately the average of that charged by the surrounding authorities
  - Some adult prices are increased above the rate of inflation to off-set new charges designed to achieve social objectives.

### Young People

- 3.10 Supporting children and young people is a key priority within the council's corporate plan. This priority is reflected in the Sport and Physical Activity Strategy for Brent where 'increasing sports opportunities for young people' is identified as a key theme. Evidence shows that if foundation skills and an interest in sport are developed at an early age the individual is more likely to develop a lifelong interest in physical activity and lead a healthier lifestyle. There are also growing concerns about the increase in incidents of obesity and diabetes in young people, both of which can be linked to a low level of physical activity. However, this commitment to increasing participation in sport by young people in Brent is not reflected in the current pricing policy. In fact, concessionary charges as a way of increasing participation is focused mainly on adult participants.
- 3.11 To address this issue and encourage greater participation by young people the following changes to the pricing policy are recommended:
- **Juniors should be classified as 16 years and under** – currently where junior charges do apply (eg in the swimming pool or fitness rooms) it relates to young people under 16 years. This means that those young people in their final compulsory year of secondary school (Year 11) but who have already reached 16 years have to pay the full adult charge. Therefore it is recommended that the definition of junior be changed to 16 years and under.
  - **Free junior swimming during school holidays** – This has been introduced in many London boroughs as a way of increasing levels of physical activity by young people. It has been piloted in Brent during recent school holidays and has proved to be very successful. It is intended to negotiate with the existing

contractor that this becomes part of every school holiday and will be built into the new specification when it is tendered.

- **Free swimming for Under 5's** – Currently at Vale Farm Sports Centre swimming is free to children under the age of 3 years. However, when the free swimming for school children during the school holidays pilot was introduced this left an anomaly of those aged 4 and 5 years being the only young people having to pay to swim. In addition, the new Willesden Sports Centre PFI Contract provides free swimming for under 5's. Therefore, it is recommended that swimming is made free to all under 5's at all times.
- **New Junior Charge for Sports hall hire and synthetic pitch** – Currently there is no charge for junior teams wanting to hire these facilities for matches or training sessions. It is recommended that a junior rate is introduced at 75% of the adult rate. (This will apply only to constituted sports/clubs organisations hiring the facilities for junior teams and will not apply to adult coaches hiring the facility to run commercial activities for juniors).

### **Leisure Card**

- 3.12 One of the main mechanisms for addressing price as a barrier to use of sports facilities is the use of a concessionary pricing scheme. Rather than simply having concessionary prices which requires individuals to provide proof of eligibility each time they use a facility most local authorities operate a concessionary card scheme of some kind. This also allows for management information to be collated against which the success of a scheme can be evaluated.
- 3.13 In Brent, as in many other local authorities, the leisure card is available at two levels; a leisure card which provides discounts for all users to encourage repeat visits and a concessionary leisure card which is available to specific groups of people and is a mechanism for reducing costs for these people. The initial cost of the card and the amount of discount received depends on the type of card. A brief summary is provided in the paragraphs below:
- 3.14 The Brent Leisure Card is available to both residents and non-residents. Brent residents pay an initial lower purchase price (£27.50 compared with £51.00). Holders receive a 33% discount on prices and can book facilities seven days in advance.
- 3.15 The Brent Concessionary Card is also available to residents and non-residents, with a similar prices differential (£16.50 and £22.50 respectively). The card is available to groups recognised as being on 'low incomes' (the unwaged, people aged 60 years and over, and full time students aged over 16 years). It provides the same level of discount (33%) as does a standard Brent Leisure Card. Therefore, although the objective of this card is to encourage use by people on a

low income, the only benefit in addition to that available with a standard card is that the initial price is £11 lower.

- 3.16 There is a third category of leisure card; the Access to Leisure Card. This is available to registered disabled people and is managed via Social Services. The card differs to the other concessionary leisure card as it is free of charge and provides 50% discount on activity prices. This is in effect simply a different type of concessionary card and it is recommended that this card is incorporated as a category of the concessionary card scheme. This would result in the level of discount being reduced slightly and a charge being made for the card. It is recommended that this new charges is stepped over two years. It is also recommended that these cards should be available from leisure centres as well as from Social Services.
- 3.17 The take up of concessionary leisure cards and access to leisure cards is relatively small when compared to the number of people who are entitled to them. The recent Leisure centre surveys identified that 16% of users interviewed at Vale farm held a Leisure card, of which 10% held a concessionary card. At Charteris Sports Centre, 16.5% of users interviewed held a leisure card of which 8.5% held a concessionary card. However these figures appear relatively high when compared to the number of leisure cards sold over the last 12 months as shown in the table below. This may be due to the fact that as Leisure Card holders there is more incentive for them to visit the centre more frequently and therefore there would have been a greater chance that they would have been asked to complete a survey questionnaire.

<b>Leisure Card</b>	<b>Number of sales 2004/05</b>
Residents	468
Non residents	38
Concession -Resident	300
Concession - Non resident	26
Access to Leisure Card	15

- 3.18 At the current time non-user research has been commissioned amongst identified hard to reach groups, specifically around particular groups of young people. This may result in the need to add an additional concessionary card for disabled young people and looked after young people. A separate report will be produced at a later date.
- 3.19 The take up of non-resident concessionary cards is very small. A reciprocal card is not available in the majority of the surrounding boroughs. It is recommended that this category of card is removed and that only borough residents be eligible for concessionary cards.
- 3.20 The Leisure Card and concessionary leisure card is currently administered by the Contractor who retain 15% of the card sale price to cover administration costs. However, the contractor also provides their

own membership scheme and it is not really in their interest to proactively 'sell' the leisure card. Very little marketing of the Leisure Card has taken place over the life of the contract. The role of the leisure card, particularly the concessionary leisure card should be formalised within the leisure management contract and far greater marketing by the contractor should be required.

3.21 In summary, the following recommendations are made with respect to the Leisure Card scheme:

- A greater differential should be in place between the cost of a leisure card and a concessionary Leisure Card. The proposed purchase prices should be as set out in Appendix 2.
- A differential should be in place between the amount of discount received from a leisure card and a concessionary leisure card. The new discount should be 25% reduction on a leisure card and 40% reduction on a concessionary leisure card.
- Remove the non-resident concessionary leisure card
- The access to leisure card should be brought in line with the concessionary leisure card in terms of cost and discount received. The card should continue to provide free access for carers assisting a disabled person to take part in an activity.
- All types of cards should be renewed on a 12 month basis to ensure an up to date database of users is maintained.
- A photocard should be introduced to restrict abuse of the scheme, linked to IT requirements within the new Leisure Management specification.
- The Leisure Card Scheme should be built into the leisure management contract and should be marketed by the contractor.
- The Leisure Card scheme will be implemented at all four of the Borough's Leisure Centres, Vale Farm, Charteris, Bridge Park Community Leisure Centre and Willesden Sports Centre.

3.22 The above changes to the current leisure card scheme are fairly significant. Therefore, it is recommended that the existing scheme is re-branded and re-launched as a new scheme. Any new scheme will need to allow those with existing cards to receive the benefits gained under the current scheme until their existing card expires.

### **Willesden Sports Centre**

3.23 The construction of a new Willesden Sports Centre is currently underway as part of a PFI scheme. The charges for various sports facilities and activities have already been set as part of the contract negotiations. Therefore, charges for this facility are outside the scope

of this report. However, it should be noted that the prices at the new Willesden Sports Centre are roughly in accord with those being proposed in this report for Vale Farm and Charteris Sports Centres.

- 3.24 The PFI contract requires the operator, Leisure Connection, to implement the current Leisure Card scheme. Officers will therefore need to negotiate with Leisure Connection so that they implement the new scheme.

### **Vale Farm Sports Centre and Charteris Sports Centre**

- 3.25 Vale Farm Sports Centre and Charteris Sports Centre are currently managed under a deficit-guarantee contract with Leisure Connection. This contract is due to expire in May 2006 and is currently being re-tendered. Therefore the changes to the pricing policy discussed within this report relate to the introduction of the new contract specification from May 2006 onwards and this is discussed in more detail under a separate report relating to the retendering of the contract. However, rather than wait for over one year it is recommended that the new charges and policies be implemented from 1<sup>st</sup> January 2006. This will provide enough time for the contract tender process to be completed before the new prices are introduced.

- 3.26 In order to determine where the subsidy for leisure centre users is currently going it is necessary to consider the profile of users. This can be found from the recent customer surveys conducted across Vale Farm Sports Centre, Charteris Sports Centre and Bridge Park Community Leisure Centre. Some headline findings from these surveys, relevant to pricing policy, are:

- 59% of customers are male
- 52% of customers are aged between 20-34 years
- Only 10% of users of indoor facilities are aged over 50 years
- 66% of users work either full or part-time
- Only 4% of customers are unemployed
- Only 6% of users hold concessionary leisure cards

- 3.27 Therefore, in broad summary, it could be said that a majority of the Council's subsidy is going to young, employed males. This suggests therefore that the current pricing policy is not really helping to address the recommendations within the Sports and Physical Activity Strategy which focus on increasing sports participation amongst certain target groups and reducing cost as a barrier to participation by these groups. The changes to the leisure card scheme as outlined above will help to address this allocation of subsidy. In addition, it is recommended that some changes to the core prices (as explained below) should be introduced to better target the subsidy to low user groups. These are outlined in the separate below the line report on the leisure management contract.

- 3.28 The current contract specification divides prices into core prices and non-core prices. Core prices relate to those services over which the



Council wish to retain the ability to set the charge. This is to allow the Council to 'protect' certain key activities and to ensure access by individuals and clubs. Non-core prices refer to activities where the Council is happy to allow the 'market' to set the price. This gives the contractor the ability to set these prices as they believe the market will bear and so maximize income and reduce the contract price to the Council. It is recommended that this principle of core prices and non-core prices is retained within the new contract specification.

- 3.29 A list of proposed core prices for 2005/2006 is included at Appendix 3.
- 3.30 Income at the two centres is retained by the contractor, although there is a profit share arrangement if they over perform on their income levels. The Council 'chose' to allow the contractor to retain the income in order to reduce the level of subsidy on the contract. This approach is also seen as a mechanism to incentivise a contractor to perform and it is proposed that this is retained within the new leisure management contract.

### **Bridge Park Community Leisure Centre**

- 3.31 The review of Bridge Park Report agreed by the Executive in March 2004, highlighted a number of issues with respect to charging and subsidy levels at Bridge Park. It was agreed that a subsidy of £50K would be allocated to community organisations using the community rooms and £250K to subsidise sports use. No other discounts would be applied to use of the conference facilities, main function hall or tropics room. Prices have been set to reflect these agreed policies, although the do not always accord with prices charged at the other council-owned facilities. However, many people booking facilities require an additional level of service such as a late finish, use of IT equipment, use of kitchen facilities, or additional levels of staffing or security.
- 3.32 Despite providing sports activities the leisure card has never been applicable at Bridge Park. There are a number of sports activities available at Bridge Park to which the leisure card could apply.
- 3.33 To address the issues outlined above it is recommended that the following pricing policy changes be made at Bridge Park:
- The subsidy levels should continue to apply to sports activities and hire of the community rooms. All other rooms should be charged at the 'market rate'.
  - The use of the Leisure Card and Concessionary Leisure Card should apply to Bridge Park
  - Any additional hiring requirements are (where possible) incorporated into the proposed charges for 2005/06 as set out in Appendix 4.

### **Sports Facility Hire**

- 3.34 The current sports pricing bears little resemblance to the prices of nearby facilities. It is therefore proposed to move towards closer alignment with other facilities but recognising that too great an increase in prices as a 'one off' amount may result in a drop in use.

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- 3.35 **Sports Hall** - it is proposed to increase the hire fee for the sports hall by 33.3% but at the same time enable organisations that are making a 'block booking' and paying in advance, to hire the facility less VAT. This is the majority of sports hall hirers and therefore in real terms they would only be paying an additional 13%.
- 3.36 **Badminton court hire** - this is significantly lower than at other sites and it is therefore proposed to stagger the increase in cost of hiring a badminton court over the next few years.
- 3.37 **Dance Studio** – the hire charge for this facility was set too high (the same as the large sports hall) and this has resulted in limited bookings. It is therefore proposed to reduce the hire charge for this facility to encourage greater use.
- 3.38 **OAP's** – there is currently a charge to OAP's of £1.50 which enables OAP's to use the facilities within the centre at any time. It is proposed to do away with this fee when the new Leisure card policy comes into operation, encouraging OAP's to purchase a Concessionary Leisure Card and receive a 40% discount. To move towards this it is proposed to increase the current charge to OAP's to £2.00 but the centre will look to run sessions for OAP's where they could maintain a low fee.
- 3.39 **New Hire charges** – In line with the proposed new charges Bridge Park will implement the Junior pricing fee for the Sports Hall from May. There is currently minimal use by schools or junior clubs and this change may encourage greater use.

#### **Function / Event hire**

- 3.40 **Sports hall for functions events** – To encourage greater use of the facility it is proposed not to increase the hire fee, but introduce an increased fee for after midnight to cover the additional staffing costs.
- 3.41 **Syndicate and Conference Room** – It is propose to increase the hire fee for these rooms but make this fee inclusive of IT. At present users don't request IT and then ask for it on the day. It is therefore felt easier to incorporate it in the full fee. A new fee is proposed for organisations that wish to hire both rooms at the same time.
- 3.42 **Function Hall** – A small increase above inflation is proposed with the addition of a new fee if the booking is beyond midnight to cover the additional staffing costs.
- 3.43 **Tropics** – This is one of the most well booked rooms because of its low cost and therefore it is often booked when it isn't necessarily the most appropriate room. It is therefore proposed to alter the pricing so that there is a weekday daytime charge, a weekday evening and weekend charge, and an after midnight charge.
- 3.44 It is proposed to allow the centre to charge for additional security, licences etc subject to the nature of the booking.

#### **4.0 Financial Implications**

4.1 The financial implications of revising the pricing policy and introducing these new charges are discussed in a separate below the line appendix relating to the report regarding the re-tendering of the leisure management contract.

4.2 **Bridge Park** – Appendix 4 shows the proposed charges for 2005/06. There is much opportunity to increase usage (apart from peak time sport in the sports hall) and with additional marketing which is already planned, this should result in greater levels of use and therefore increased income. The new pricing, particularly for the ‘late finish’ to some bookings, will mean that the additional costs incurred by the centre will now be transferred to the hirer.

#### **5.0 Legal Implications**

5.1 Local authorities have wide ranging powers to provide sport and leisure facilities including powers to charge for these.

#### **6.0 Diversity Implications**

6.1 The Strategy for Sport and Physical Activity identifies that the Councils development work should focus on a number of target groups that are currently under represented in terms of participation in sport. These groups are: young people, people from black and minority ethnic groups, disabled people, older people plus women and girls. The strategy action plan identifies mechanisms to increase and encourage participation by these groups. The proposed new pricing policy will help achieve this aim by reducing price as a barrier to participation amongst target groups.

#### **7.0 Staffing/Accommodation Implications**

7.1 Non specific

#### **8.0 Environmental Implications**

8.1 Non specific

#### **Background Papers**

- A Strategy for Sport and Physical Activity in Brent 2004 – 2009
- Exec Report – 8<sup>th</sup> March 2004 – The Future of New Bridge Park Complex
- Exec Report 14<sup>th</sup> June 2004 - A Strategy for Sport and Physical Activity in Brent 2004 - 2009
- Exec Report 12<sup>th</sup> July 2004 – Findings of the Best Value Review of the Sports Service

#### **Contact Officers**

Any person wishing to inspect the above papers should contact Gerry Kiefer, Head of Sports Service, Brent House, 347 – 359 High Road, Wembley. Telephone: 020 8937 3710

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## COMPARATIVE PRICES FOR INDOOR SPORTS ACTIVITIES

		Brent 2004- 05	Ealing	Barnet	Harrow	Camden	RBKC	Westminster	H& F	Average charge of 7 neighbouring Borough's	Newham	Barking & Dagenham	Enfield
<b>Leisure Card</b>		Yes	Yes	Yes	Yes	Yes	No	Yes	Yes		Yes	Yes	Yes
<b>Swimming</b>													
	<b>Adult</b>	£2.85	£2.85	£3.10	£3.20	£3.20	£3.00	£3.05	£3.00	£3.06	£2.90	£2.80	£3.00
	<b>Junior</b>	£1.35	£1.45	£1.85	£1.70	£1.25	£0.95	£1.25	£1.55	£1.43	£1.45	£1.80	£1.30
	<b>OAP</b>				£3.20	£1.25	£0.95	£1.25	£1.55	£1.64	£0.75		£1.30
	<b>Lesson</b>												
	<b>Junior half hour</b>	£3.40	£3.95	£3.50	£4.20	£4.23	£3.20	£4.70	£5.67	£4.21	£3.10	£4.50	£3.50
	<b>Pool Hire</b>												
	<b>per hour</b>	£43.00	£58.00	£93.00	£38.70	£66.00	£85.20		£66.95	£67.98	£39.00	£44.00	£80.00
	<b>Gala Hire</b>												
	<b>per hour</b>	£43.00	£95.00		£125.80	£118.00	£85.20			£106.00	£39.00	£83.33	£130.00
<b>Gym</b>													
	<b>Induction Session</b>	£16.00	£11.25	£30.00	£20.00	£9.30	£18.00	£32.00	£35.00	£22.22	£9.10	£9.00	£30.00
	<b>Peak</b>	£5.50	£4.60	£5.40	£5.25	£5.90	£5.30	£7.55	£4.25	£5.46	£4.85	£4.50	£5.60
	<b>Off Peak</b>		n/a								£3.60	£3.70	
	<b>Monthly Annual</b>	£45.00	£37.00	£35.95	£39.00	£45.00	£41.20	£43.00	£37.95	£39.87	£37.30	£37.00	£36.00
				£360.00	£390.00	£350.00					£373.00	£407.00	£490.00
<b>Sports Hall</b>	<b>4 court</b>	£48.00	£29.00	£48.00	£34.40	£44.00	£44.00	£44.00		£40.57	£68.75	£41.00	£52.50
	<b>Badminton per hour</b>												
	<b>Peak</b>	£8.65	£8.10	£8.40	£8.60	£8.70	£8.60	£8.70		£8.52	£8.50	£8.60	£9.00
	<b>Indoor Football</b>	£48.00	£29.00	£48.00	£34.40	£52.50	£66.30	£49.85		£46.68		£41.00	£52.50
	<b>Squash 40 mins</b>	£6.67		n/a	£6.31	£6.30	£5.73	£7.65	£4.23	£6.05		£6.70	
	<b>Spectator</b>	£0.50	£0.60				Free	£0.65	£1.40	£0.88	£1.25		
	<b>Children's Activities</b>	£2.60			£1.60	£3.10	£4.30	£1.75		£2.69	£1.30		

## Proposed Leisure Card Prices and Discounts for 2006/2007

Type of Card	Cost of Card	Level of discount
Brent Leisure Card (resident)	£27.50	25%
Brent Leisure Card (non-resident)	£51.00	25%
Brent Concessionary Leisure Card (resident)	£5	40%
Brent Concessionary Leisure Card (non-resident)	Removed	Removed
Access to Leisure Card	£5.00 (This fee will be introduced over two years)	40%

Appendix 3

Proposed Maximum Leisure Contract Core Prices 2005/06

Activity	Time	Maximum Cost 04/05	Maximum Cost 05/06	% increase from 04/05 to 05/06
<b>EXISTING PRICES</b>				
Swimming - Adult	Peak	£ 2.85	£ 3.00	5%
Swimming - Adult	Off Peak	£ 2.00	£ 2.10	5%
Swimming - Junior	All times	£ 1.35	£ 1.35	0%
OAP	All times	Free	Free	0%
Disabled	All times	Free	Free	0%
Swim Lessons - Junior	All times	£ 3.40	£ 3.50	3%
Swimming Lessons - Adult	All Times	£ 3.85	£ 4.00	4%
Pool Hire - Club	Peak	£ 43.00	£ 44.00	2%
Pool Hire	Off Peak	£ 38.00	£ 39.00	3%
Pool Lane Hire	All Times	£ 22.00	£ 22.50	2%
Sports Hall Hire	Peak	£ 49.00	£ 51.00	4%
Sports hall Hire	Off Peak	£ 32.50	£ 34.00	5%
Spectator - Adult	All Times	£ 0.50	£ 0.50	0%
Spectator - Junior	All Times	£ 0.25	£ 0.25	0%
Creche	Peak	£ 2.60	£ 2.60	0%
Creche	Off Peak	£ 2.10	£ 2.15	2%

**Proposed Fees and Charges for Bridge Park Community Leisure Centre from  
May 2005**

**SPORTS**

<b>Activity</b>	<b>Time</b>	<b>Maximum Cost 04/05</b>	<b>Proposed Maximum Cost 05/06</b>	<b>% increase from 04/05 to 05/06</b>
<b>EXISTING PRICES - SPORTS (including VAT)</b>				
Sports Hall Hire	Peak	£ 30.00	£ 40.00	33.33%
Sports Hall Hire	Off Peak	£ 15.00	£ 20.00	33.33%
Dance Studio	Peak	£ 30.00	£ 25.00	-16.67%
Dance Studio	Off Peak	£ 30.00	£ 18.00	-40.00%
Badminton Court	Peak	£ 5.80	£ 7.00	37.93%
Badminton Court	Off Peak	£ 3.50	£ 4.00	14.29%
Table Tennis	Peak	£ 4.00	£ 4.50	12.50%
Table Tennis	Off Peak	£ 4.00	£ 3.50	-12.50%
Cricket Nets (x2)	Peak	£ 30.00	£ 40.00	33.33%
Cricket Nets (x2)	Off Peak	£ 30.00	£ 20.00	-33.33%
Gym Membership		£ 28.00	£ 30.00	7.14%
Gym Membership - couples		£ 48.00	£ 51.00	6.25%
Gym Membership - concessions		£ 25.00	£ 26.00	4.00%
Gym Induction - adults		£ 15.00	£ 15.00	0.00%
Gym Induction - children		£ 5.00	£ 5.00	0.00%
Gym casual use - adults		£ 4.00	£ 4.20	5.00%

<b>Activity</b>	<b>Time</b>	<b>Cost 04/05</b>	<b>Proposed Maximum Cost 05/06</b>	<b>% increase from 04/05 to 05/06</b>
Gym casual concession		£ 3.50	£ 3.60	2.86%
Gym casual use - juniors		£ 2.00	£ 2.10	5.00%
Sauna and Steam		£ 4.00	£ 4.20	5.00%
Sauna and Steam - concessions		£ 3.50	£ 3.60	2.86%
OAP – All activities		£ 1.50	£ 2.00	33.33%
Fitness Classes		£ 4.00	£ 4.50	12.50%
Fitness Classes - concessions		£ 3.50	£ 3.70	5.71%
<b>Activity</b>	<b>Time</b>	<b>Cost 04/05</b>	<b>Proposed Maximum Cost 05/06</b>	<b>% increase from 04/05 to 05/06</b>
<b><u>NEW PRICES</u></b>				
Sports Hall - (1 hr) junior club & schools	Peak	N/A	£30.00	N/A
Sports Hall - (1 hr) junior club & schools	Off Peak	N/A	£15.00	N/A
Holiday activities for young people			Variable subject to activity offered	



### Function Rooms

Room	Capacity	Cost 04/05 per hr	Proposed Maximum Cost 05/06	% Increase	Comment
<b>Board Room</b>	15	£ 17.70	£18.00	2%	
<b>Board room - community grps</b>	15	£ 7.50	Remove		
<b>Community Suite</b>	75	£ 30.00	£30.00	0%	
<b>Community Suite - community org</b>	75	£ 17.50	Remove		
<b>Sports Hall - functions/events</b>	900 Theatre style	£ 160.00	£160.00	0%	Per hour or part thereof Minm hire = 6 hrs & Deposit of £500
	650 Restaurant style	£ 160.00	£160.00	0%	Per hour or part thereof Minm hire = 6 hrs & Deposit of £500
	600 with dance area	£ 160.00	£160.00	0%	Per hour or part thereof Minm hire = 6 hrs & Deposit of £500
			New Price £200.00		Per hour or part thereof after midnight
			New Plus additional security / stewarding costs to be charged where necessary		
<b>Syndicate room</b>	20	£ 30.00	£35.00	16%	Includes use of IT
<b>Conference room</b>	40	£ 50.00	£55.00	10%	Includes use of IT
<b>Syndicate and Conference Room</b>	20 + 60		New Price £80.00		Includes use of IT
<b>Function Hall</b>	Up to 300 dependent on room layouts	£ 110.00	£115.00	4.5%	Minm hire = 6 hrs & Deposit of £500
			New Price £155.00		Per hour after midnight until 2.00am
			New		

			Plus additional security / stewarding costs to be charged where necessary		
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Room	Capacity	Cost 04/05 per hr	Proposed Maximum Cost 05/06	% Increase	Comment
<b>Tropics</b>	Up to 110 dependent on room layouts	£ 40.00	New Price £42.00 Mon to Fri until 5.00pm	5%	Minm hire 2 hrs (meetings)
			New Price £52.00 Mon to Fri after 5.00pm & weekends		Minm hire 4 hrs before midnight (parties etc) Deposit of £200
			New Price £84.00 Between midnight and 2.00am		Minm hire 4 hrs before midnight (parties etc) Deposit of £200
			New Plus additional security / stewarding costs to be charged where necessary		
<b>Hire of main Kitchen</b>		£ 400.00	£400.00		
<b>Hire of servery</b>		£ 250.00	£250.00		