

Briefing notes on issues included in the Forward Plan Issue 2004/05

SERVICE AREA: SPORTS (Environment)

Report ref	Report Title
	Review of Fees & Charges – Sports Service
<p>Summary:</p> <p>In 2004, three key documents were adopted that will play a strategic role in the provision of opportunities for sport and physical activity in Brent. These are:</p> <ul style="list-style-type: none">▪ Strategy for Sport and Physical Activity in Brent 2004 – 09▪ Brent Playing pitch strategy▪ Best Value Review of the Sports Service. <p>All three action plans from these documents identified a need to review the charges at the borough's leisure centres and sports pitches so as to create a balance between social, corporate and strategic objectives and financial objectives. In addition the sports strategy and sports BVR identified the need to review the Leisure card to,</p> <p><i>“ensure the Leisure Card contributes to minimising cost as a barrier to participation and provides concessions in line with other service areas and to target groups”</i></p> <p>It is intended that the report will consider:</p> <ol style="list-style-type: none">1. Brent's current indoor and outdoor sports charges compared to neighbouring and 'good practice' London Borough's and make proposals for future pricing.2. An analysis and review of the concessionary pricing schemes for sports facilities and activities of neighbouring and 'good practice' Borough's and proposals for Brent that will help achieve corporate priorities and the key themes within the strategy for sport and physical activity..3. A review of the concessionary pricing schemes currently offered through the Council's other cultural services e.g. libraries and museums etc and potential proposals for a 'Leisure and Culture' concessionary pricing scheme4. Proposals for a sports pricing policy that creates an effective balance between achieving corporate and strategy objectives and minimising subsidy.	
<p>Nature of Decision to be taken / intended outcome: That the Executive agrees the recommendations in relation to the pricing of sports facilities and activities, agrees the recommended pricing policy and agrees the recommendations in relation to a concessionary pricing scheme.</p>	
<p>Timescale for Decision: Executive 12th April</p>	
<p>Contact details: Gerry Kiefer, Head of Sports Service, ext 3710</p>	