

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No.

meeting date: 24 JULY 2012
title: POOL PRICE CHANGES
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES
principal author: COLIN WINTERBOTTOM, LEISURE & SPORTS DEVELOPMENT OFFICER

1 PURPOSE

1.1 To request that consideration be given to the introduction of additional fees and charges to those currently approved for implementation at Ribblesdale Pool for 2012/13.

1.2 Relevance to the Council's ambitions and priorities:

- **Community Objectives**

In contributing to making people's lives safer and healthier through;

- Improving the health of people living and working in our area.
- Improving the opportunity for young people to participate in recreation and sporting activity.

- **Corporate Priorities** - To help make lives safer and healthier through;

- Improving opportunities for people to access sporting activity.
- To ensure a well-managed Council, providing efficient services through identifying customer need;
- It is believed that appropriate pricing is relevant to increasing use of council facilities.

- Other Considerations - None

2 BACKGROUND

2.1 The fees and charges for 2012/13 relating to activities at Ribblesdale Pool were approved by Committee on 8 November 2011.

2.2 Certain other activity charges have since emerged and are identified along with supporting information, to help Committee decide if it wishes to implement them.

3 ISSUES

3.1 Pre-swim

There has been considerable interest and uptake from children or juniors who attend swimming lessons at the pool for a swim prior to their 30 minute swimming lesson. So, in addition to paying for their lesson (priced £4.40), they are charged a pre-swim admission which generally is for an average of 15-20 minutes duration for £1.30 (£1 less than the normal junior admission fee). Whilst they are unlikely to pay the full current junior fee, this is believed to be an appropriate charge, and encourages them to practice prior to their lesson.

As parents are required to enter the pool to accompany children who are aged 8 years or under, this has meant that some adults would have to swim for the duration of their child's pre-swim, though they may also stay in the water for the duration of their child's lesson. The likely uptake has been tested during 2011/2012, and the pre-lesson swims were recorded as:

Juniors – 791
Adults – 2047

Members are asked to consider whether to charge to set the adult fee of £3.60, or consider a reduced price of the Junior swim £2.30 for 2012/13.

The same practice occurs before programmed 'Aquatone' and 'Aquazumba' sessions and adults who wish to have a swim before paying their £4.10 for the session, are currently admitted a little earlier for a pre-swim, and it is proposed that this also be available at the price of £2.30.

3.2 Roefield – Junior placed scheme group admissions for fun swims

There have been a number of arrangements as part of service level agreements, that offer facilities to Roefield at reduced rates. They currently include:

- Reduced swimming charges for children as part of Roefield's summer play schemes (currently £1.30 as opposed to the full price of £2.30).
- Reduced adult swimming charges which are incorporated into Roefield's gym membership package.
- Full use of the artificial pitches during the summer holiday period, subject to availability.

Whilst these are not specifically mentioned in the most recent agreement, there is a clause which outlines a mechanism for setting concessionary prices, which include those that Roefield offer to the Council for its Healthy Lifestyles programme. It is therefore recommended that all concessionary pricing should be dealt with at the same time, which would mean proposals being presented to Committee in January of each year.

3.3 Mums – Parent Toddler Sessions

These sessions have been recently introduced and represent a slightly different situation than a regular junior swimming lesson, as parents are required to accompany them for safety and motivational reasons in the pool. It is proposed that these sessions be priced at £5 (a slight increase to the normal junior swimming lesson price of £4.50). The cost of the activity is believed to be prohibitive, if it was based upon the cost of the current lesson and an Adult Casual Swimming admission.

3.4 Admission for Shower/Changing only

There is an occasional request from members of the public to use the changing rooms to shower only. (This is sometimes related to the operators of the visiting fair which is set up on the Edisford car park during holiday periods. It is proposed that the normal swimming admission price be levied for either adults or juniors, which relate to this type of admission.)

3.5 Lane Swim Hire

There is currently a fixed hire charge of £25 per hour. It is proposed to introduce junior lane hire charge of £20 per hour to reflect the occasional need for a junior (subject to the lane being available through pre-booking with the pool). Lane availability is restricted and would need to be booked in advance.

3.6 Edisford Pavilion - Upstairs Meeting / Training Room

The upstairs room in the Pavilion is hired by a Modern Pentathlon group for practicing the shooting discipline of their event and also presents potential for hiring as a meeting room for clubs and groups. The hire fee has not been included in the list of fees and charges, though an amount of £15.00 has been charged during 2011/12. It is proposed that the fee be set at £15.50 for 2012/13.

3.7 Photocopying

There is an occasional use of the pool office photocopier by the indoor tennis centre, and it is proposed to charge them 5p per copy. The pool does not pay any rental or maintenance charges relating to this equipment, and costs are in paper/electricity supply only. It is proposed that this charge only be available for tennis centre staff.

4 RISK ASSESSMENT

The approval of this report may have the following implications:

- **Resources** – The approval of the fees and charges identified is believed to benefit the Pool by enhancing participation levels and increasing income.
- **Technical, Environmental and Legal** – No implications identified.
- **Political** – No implications identified.
- **Reputation** – The reputation of the Pool may be affected favourably through introduction of pricing directed towards encouraging additional swimming in conjunction with lessons/ instruction classes, though less favourably in terms of the introduction of consistent pricing with regards to Roefield Leisure Centre.
- **Equality & Diversity** – The introduction of the fees and charges will contribute to equality of access with regards to Pool and Artificial Pitch facilities.

5 RECOMMENDED THAT COMMITTEE

- 5.1 Considers the information attached to the proposed fees and charges.
- 5.2 Agrees to the recommendation that they be introduced to apply within this financial year.
- 5.3 Agree to adopt the mechanism outlined in 3.2 for charges associated with Roefield.

COLIN WINTERBOTTOM
LEISURE AND SPORTS DEVELOPMENT MANAGER

JOHN C HEAP
DIRECTOR OF COMMUNITY SERVICES

For further information, please ask for Colin Winterbottom 01200 414588
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