

## REPORT TO THE COMMUNITIES COMMITTEE – 23 FEBRUARY 2017

### SPORT AND PHYSICAL ACTIVITY PRICING POLICY

#### 1 Recommendations

It is recommended that this committee:

- 1.1 Notes the positive impact of sport and physical activity on promoting health and reducing health inequalities;
- 1.2 Notes the recent significant investment in new sport & physical activity facilities, and the commitment within this report's proposals to maintain affordable prices for accessing those facilities
- 1.3 Agrees to maximise the positive impact of on health outcomes, by focussing concession prices on individuals and families who have low incomes, and increasing the discount rate to those users from 50% to 60%
- 1.4 Agree a universal discount rate of 30% for all young people who are 18 or under, and to people in full-time education who are 25 or under
- 1.5 Notes the commitment of the service to enhance marketing and outreach activities to support people who are not currently physically active (particularly from low income families) to take up a sport or activity
- 1.6 Note the proposed 'pay-monthly' charges are designed to maximise income and promote increased physical activity, whilst remaining below the Scottish average
- 1.7 Agree the proposed prices detailed in appendix four, with increases in most standard prices of 15- 40%
- 1.8 Agree to phase the majority of prices in over two years. However in some cases where groups or individuals will experience very significant price rises these will be phased in over 4 years.
- 1.9 Agree to streamline categories for room & facility hires detailed in appendix 3.
- 1.10 Agree to continue the existing policy whereby clubs that have obtained the 'ClubCap' award are entitled to a 25% facility hire discount during the 17/18 financial year – but discontinue this practise from April 1, 2018.

#### 2 Background

Strategic context

- 2.1 In February 2016, following an investigation by the Scrutiny & Audit Committee, Full Council agreed a council wide charging policy, to be phased in from April 2017 over three years. Education and Children's Services (ECS) was identified as being required to implement the new policy in the first year. Key implications of this new policy are;
- Prices should be based on a 'cost recovery' of service basis. Officers are expected to know what the cost recovery rate of the service is.
  - There should be a presumption of full cost recovery in the first instance, though this can be reduced based on a range of circumstances including the need to subsidise services to attain policy objectives and/or a recognition of market forces.
- 2.2 Recognising that the Sports & Physical Activity (SPA) section has one of the highest income targets in the service, ECS commissioned a review of fees and charges. The service commissioned the Association of Public Service Excellence (APSE) to undertake an analysis of the Aberdeenshire's current pricing policy and to review best practice from other local authorities, reflecting their detailed knowledge of practice across both Scotland and the UK. This review was supported by a cross-council short-life working group, including representatives from the Corporate Communications Team, Finance and the Area Management team.
- 2.3 In recent years national health bodies and the Scottish Government have presented widely accepted evidence of the scale of the negative impact of physical inactivity on the health of the nation, both in social and economic terms. Aberdeenshire Council has recognised this and, since 2012, SPA has had a strategic commitment to increase its positive impact on health and health inequality, particularly through increasing participation in sport or physical activity. Traditionally, price has been a key tool in that strategy, however increasingly it is clear that cultural and social factors are more important barriers to participation, and that outreach and sports development work are more effective at addressing this than price. The recognition of this has informed the review, along with the direction from Full Council and the Medium Term Financial Strategy objective of increasing income levels.
- 2.4 Over the past five years the Council has committed significant investment in developing state of the art sports facilities – in Fraserburgh Laurencekirk, Alford, Ellon and Macduff, with new facilities opening in Banff this Spring and in Banchory in December 2018, and with a clear commitment to further investment in Inverurie and Peterhead. These investments have included enhanced swimming pools, which recognises their value to health and leisure, as well as Aberdeenshire's historic strengths in club and professional swimming. Pools however are the most expensive sports facilities to run, which, along with rurality, makes Aberdeenshire sports facilities a relatively costly local authority portfolio, but also represents excellent value to users. The Council has to date supported a very cheap pricing policy, in many instances one of the cheapest in the country, and whilst these two factors have resulted in significant additional usage, much of this is from existing physically active residents benefitting from relatively high levels of subsidy.
- 2.5 As part of the budget consultation process in 2015 residents were clear that they supported increases in prices where the objective was to sustain

services. In seeking to best sustain the outreach and development work which experience suggests will have the greatest impact on improving health and health inequality, the review considers not only the level of overall financial support for sport and physical activity, but where best to target that support for maximum impact.

- 2.6 The pricing structure proposed establishes a range of monthly payment schemes, which brings down the headline costs of using facilities significantly. The framework seeks to reduce the point at which it becomes financially advantageous to users to move from buying individual tickets towards monthly memberships. This benefits the Council from having a more regular and dependable income stream, but also acts to increase the “nudge” effect on individuals to maintain regular participation in exercise.

#### Key outcomes of the review

- 2.7 Given the strategic context above, the review:
- Rewards regular participation in physical activity
  - Focuses public subsidy where it is most effective in delivering health benefits
  - Best protects the capacity for outreach and marketing which will further enhance the most beneficial increases in participation
  - Maintains a standard price which is affordable and attracts 40% financial support.
  - Many key prices remaining below the Scottish average
  - Phases changes over two years to support users’ continued participation
- 2.8 The key proposals of the review are outlined here and detailed further in the report.
- Increasing the level of discount offered in concession prices from 50% to 60%
  - Targeting financial support towards those people for whom price is relatively a higher barrier than average, by focussing concessions on family financial circumstances
  - Offering all young people a 30% discount, regardless of family financial circumstances
  - Increasing income net by £700k, with a recognition that the service enhances its commitment to marketing, cross and to outreach and development activities
  - Phasing increases in standard charges over two years
  - Achieving 60% full cost recovery, which is comparable with the national average, and designed to minimise user drop off – this is an uplift from the current 45% full cost recovery rate
  - Aligning concessions data from the Aberdeenshire Support and Advice Team (ASAT) to reduce administrative barriers to target demographics
- 2.9 Given the very high levels of financial support given to users across the range of income levels, Aberdeenshire has a very low base in terms of pricing. Bringing these prices more in line with national averages and market circumstances therefore results in some individual cases where the percentage increase looks very high. As well as proposing a phased approach to implementation to recognise the need for families and users to

make adjustment, it is worth highlighting the actual level of new prices, and recalling that the overall financial support for sports and physical activity under these proposals would be 40%.

- £5.36 – weekly equivalent cost for a family of four with low income to swim as often as they want
- £2 – the cost of a swim, if you go three times a week and buy a monthly ticket
- £13.38 – weekly equivalent cost of a family of four accessing all Aberdeenshire’s sporting facilities as often as they want
- £8 – weekly equivalent cost of accessing all Aberdeenshire’s sporting facilities as often as you want

### Overview of Sport and Physical Activity pricing

- 2.10 The analysis by APSE has identified clearly the full-cost of delivering SPA services (appendix 1). The current pricing policy returns 45% of costs. The proposed pricing policy recommends a 60% cost recovery rate. The consultant has identified this figure base on:
- Detailed intelligence gained from APSE benchmarking
  - Comparisons with other local authorities
  - The state of the current Sport and Physical activity market
  - Feedback from customer research.
- 2.11 The 60% figure, based on the above, will minimise the risk of customer drop-off whilst maximising income and as such is based on an assessment of what the Aberdeenshire market will reasonably bear. The report does not rule out the possibility of future increases to full cost recovery, but has indicated that setting a higher rate in the immediate future would carry a high risk of reducing usage and corresponding income reductions.
- 2.12 The consultant proposes that the service develops the customer offer in line with the increased charges, through programming and commercial approaches to service delivery. The report anticipates the benefit of a future review of this recovery rate, on the basis that these changes may provide a stronger customer base better able to absorb further increases.
- 2.13 Customer engagement was undertaken both as part of this exercise and more widely by the council’s corporate communications unit. In isolation there is a not unexpected resistance to paying higher prices. The more sophisticated question of whether residents would prefer to see higher prices to enable the Council to better sustain services shows clear support for higher prices. This local context was used alongside benchmarking with services across the country to provide some evidential insight in to what levels of increases the market is likely to support. Recent consultation on the wider budget processes (undertaken in November and December 2016) asked residents whether they would be willing to pay higher prices within sports facilities to maintain existing services. Of 784 responses given – the majority (66%) were in favour of higher prices. Residents were asked the same question as regards hire of facilities – of 792 responses the majority (77%) were again in favour.
- 2.14 In summary the recommendations will result in the following changes:

- (i) Increases in standard pricing of between 15% and 38%
- (ii) An increase from 50% to 60% discount for those eligible for concession rates.
- (iii) Concession eligibility will be focussed more narrowly, on individuals and families with low incomes.
- (iii) For all young people, who cannot directly evidence income levels, a discount rate of 30% will be applied. This rate will apply to young people under 18, and to students in full time further education aged 25 or under.

Summary of the impact on Standard Individual Activity Prices

2.15 Based on 60% cost recovery, a range of indicative standard prices would have increases of between 15 and 32%, as noted below:

Key price	Current Price (£)	Rec price (£)	Increase	Scottish Avg (15/16) (£)
Swim	3.80	5.00	32%	3.84
Fitness room usage / Fitness class	5.10	6.00	18%	4.98
Badminton Court	8.70	10.00	15%	9.38
Junior Swim Lesson	4.30	5.50	28%	3.97

Summary of the impact on Standard Pay-monthly Prices

- 2.16 Like most local authorities Aberdeenshire has a ‘pay monthly’ direct debit option known as Active Aberdeenshire. Evidence from across the UK has found that low cost membership schemes have been successful in improving usage and income. Aberdeenshire’s scheme is considered to be amongst the most affordable in Scotland, despite which, only 6% of the population are members. A number of benchmarked authorities have higher rates (Glasgow having 10% rates and Highland 33% rates) suggesting that Aberdeenshire may be able to increase take-up rates.
- 2.17 The table below highlights a sample of proposed ‘pay monthly’ rates, and includes two new products which would both encourage users to make a monthly commitment to membership and also offer an alternative affordable price to ‘on the door’ prices. Although the recommended prices are lower than the current Scottish average – the benchmarking undertaken as part of the overall report has highlighted that the low price / high usage model would appear to be the most financially efficient approach to maximising income in a local authority context. A number of local authorities with higher price memberships than the national average have indicated that they are considering reducing their price to maximise income in the future.

Key price	Current Price (£)	Proposed price (£)	% increase	Scottish Av (15/16) (£)
Active Abshire membership (adult)	24.10	31.00	29%	35
Active Abshire Family	42.00	58.00	38%	N/A
Jnr Swim lesson DD	16.00	18.00	13%	N/A

New Direct Debit products				
Active Swim membership	n/a	25.00	n/a	30
Active Gym membership**	n/a	25.00	n/a	n/a

\*\* - only available in facilities without a pool.

- 2.18 The prices picked in the tables above (3.5 and 3.7) have been chosen on the basis that these products account for over 90% of income taken in the SPA service.

#### Summary of the impact on Concession Prices

- 2.19 The APSE report notes that Aberdeenshire's current concession policy is complex, and extremely broad. Based on current census details – 57% of Aberdeenshire's population is eligible for a concession rate. It is proposed that the current range of concessions is simplified, with the criteria being low income groups. This focuses concessions on people who will benefit most and for whom price is a relatively greater barrier than more well off people.
- 2.20 The APSE report suggest a 30% reduction for such groups – however the Equality Impact Assessment conducted as part of the review highlights that this relatively low level of discount coupled with price increases will create a financial barrier to access in some cases that will not be possible to mitigate. As a result this report proposes a 60% discount rate – which will ensure low income groups will pay broadly similar rates to the current actual rates levied on such groups.
- 2.21 The APSE report suggested including young people with no independent income as concessions at a discount of 30% off the normal price. Officers are proposing retaining this level of discount for young people on the basis that this group cannot evidence income levels and are unlikely to be able to source significant employment. Where people are under 25 and in full time further education the same discount would apply for the same reason.
- 2.22 The table below shows the impact on some key prices of the proposed 60% discount being applied people and families with low incomes:

Key price	Current Concession Price (£)	Proposed price (£)	% increase
Swim	1.90	2.00	5
Fitness room / class	2.55	2.40	-6
Badminton Court	4.37	4.00	-8
Junior Swim Lesson (for a child from a family eligible for concession)	2.15	2.20	2
Active Aberdeenshire concession	12.05	12.40	3
Active Aberdeenshire – Family, concession price	21.00	23.20	10

New Active Swim product			
Active Swim low income concession	N/A (new product)	10.00	N/A

2.23 As noted above, the proposed framework reserves concessions for people who have low incomes and increases the discount rate to 60%. For young people, it is less desirable to use this specific characteristic, and therefore an exception is proposed of a 30% universal discount for all young people (18 or under, or 25 and under if in full-time education). The higher 60% discount will be available to young people where it is possible to use the low income characteristic.

	Current concession price	Proposed universal concession £	% increase	Proposed low income concession £	% increase
Swim	1.90	3.50	84	2.00	5
Badminton Court	4.37	7.00	60	4.00	-8
Active Aberdeenshire	12.05	21.70	80	12.40	3
Fitness room use	2.55	4.20	65	2.40	-6

2.24 The greatest percentage increase under this proposed framework is on senior citizens who are relatively well off, who under the current arrangements would benefit from a concession price, but who will be asked to pay the standard price under these proposals. The cost of a monthly membership will be £31.00. At a weekly equivalent of £7.16 this still represents reasonable value for money. Compared to the current concession rate of £12.05 the percentage increase is 157%. To mitigate the impact of this increase it is proposed to phase it over two years. For older people over 60 who have low

income would qualify for the 60% concession rate of £12.40 compared to the current £12.05.

- 2.25 Appendix 3 details those currently eligible for concessions and those who would be eligible under the new scheme. Current practise is that users claiming a low income concession have to evidence they are eligible supplying documentation once a year. Once this has been provided – users can elect to have their details registered on the till system in order that they do not continually have to bring in proof of concession for future visits out with of annual checks. The APSE review also highlighted the possibility of working with ASAT to send every household eligible for council tax reduction a card which could be used to claim the concession rate.

### Room Hires

- 2.26 In 2009 a review of regular lets agreed a number of categories for hire. It is proposed to reduce the number of categories, and refine the discount/premium rates as detailed in appendix 3.
- 2.27 It is accepted that there are some groups with open access memberships, who may claim eligibility for a concession or junior rate as a result of a perception that most of their members may qualify. In such instances the practice is to award a reduced rate if 75% of the group users would qualify for the reduced rate.
- 2.28 The 2009 harmonisation exercise also included a policy whereby room space was leased at common rates and reflected the size of space leased. It is not proposed to change this policy. However an additional scale of reductions based on an assessment of the building condition and/or whether it had staff on site has been identified as confusing for the customer and staff. As a result it is proposed to cease the practise of additional cost reductions in the future.
- 2.29 The Community Sport and Culture section allows groups and clubs that have obtained the Grampian region 'Clubcap' quality award a 25% discount off room hires. It is proposed to continue this practise during 2017/18 but phase out the discount from April 1, 2018. The service will review this discount during 2017/18 and may implement a reduced discount from that date.

### Special promotions

- 2.30 To date, delegated powers for officers to vary agreed charges have been limited, which has resulted in challenges when considering bespoke pricing for time limited initiatives or for new services. However the new scheme of governance (part 2b, section E4) gives the following delegated powers to the Head of Service for CSC in terms of pricing:

*4.4 Set charges for educational establishment lets, leisure facilities and cultural events.*

*4.5 Set charges for sports development coaching and other initiatives.*

It is anticipated that these delegated powers will be used to vary prices for reasons which will include:

- Promotion of new services
- Maximisation of income and usage at off peak times
- Time limited projects aimed at particular groups
- Promotion of partnership working with agencies involved with specialist health initiatives.

Phasing in changes

2.31 Whilst the proposed charges still represent value for money and compare favourably in many cases with the national average, the council recognises that significant price increases will cause pressures for some users, especially for clubs or organisations who may have already set membership fees for the coming year. It is therefore proposed to phase the increases so as to minimise the impact as far as practicable in the first year, 2017/18, giving clubs and individuals time to meet the changes. The proposed phasing is detailed below. The 2017/18 budget agreed by Council allocated resources to support development work in sports. This resource will include a focus on supporting clubs to adjust their business planning, in line with advice from many of the national sports bodies, to develop resilience by increasing membership and income wherever possible. Sports staff will also work with individuals to encourage use of the pay-monthly charges, which represent very good value for money, encouraging repeat use and increased physical activity.

Financial Year	Phased capping approach
2017/18	<ul style="list-style-type: none"> <li>• <b>ALL</b> price rises to be capped at <b>no more than an additional 20%</b> of 2016/17 prices.</li> <li>• No charges for 3- 5 year olds.</li> </ul>
2018 /19	<ul style="list-style-type: none"> <li>• <b>ALL</b> prices to be capped at <b>no more than an additional 50%</b> of 2016/17 prices.</li> <li>• A new ticket for an adult plus up to two 3-5 year old children is introduced – representing the adult charge and child charge.</li> </ul> <p>Impact – The majority of price rises will be fully implemented this year. However the cap will apply to groups who are losing eligibility for a concession rate (eg 60+ users who are not restricted income), or will experience a lower discount rate (eg young people who are not from families eligible for a concession).</p>
2019 / 20	<ul style="list-style-type: none"> <li>• <b>ALL</b> prices to be capped at <b>no more than an additional 80%</b> of 2016/17 prices.</li> </ul> <p>Impact – Almost all price rises would be implemented, however the 80% cap would operate for groups no longer eligible for a concession rate, primarily users who are 60+ but not income restricted.</p>
2020/21	<ul style="list-style-type: none"> <li>• <b>FULL</b> implementation of pricing policy.</li> </ul>

Wider impact

- 2.32 Currently, Education lets and Community Facilities lets (administered through property services) are 'harmonised' with the existing SPA pricing policy. Adoption of the proposals within this document will de-couple SPA and education prices.
- 2.33 The proposed pricing framework represents considerable change, one of the objectives of which was to enhance the ability to more easily negotiate common pricing and ticketing with partners in the independent sector, and within neighbouring authorities. This exploratory work will continue with a view to maximising the value of membership schemes to enhance sales, and of maximising the services available for residents.
- 2.34 The Head of Finance and Monitoring Officer within Business Services have been consulted in the preparation of this and their comments are incorporated within the report and are satisfied that the report complies with the Scheme of Governance and relevant legislation.

**3 Scheme of Governance**

- 3.1 The Committee is able to take a decision on this item in terms of Section E.1.1.D of Part 2A – List of Committee Powers, as it relates to lifelong learning and leisure matters.

**4 Equalities, Staffing and Financial Implications**

- 4.1 The Equality Impact Assessment undertaken by the consultant has highlighted a number of negative impacts on various protected groups – most specifically older people, younger people and gender groups (as an example approximately 65% of adult swimmers are female). Low income users within the protected groups may also be adversely impacted by these changes. Officer proposals to amend the consultant's report and implement a more generous approach to low income groups would enable the impact on low income users to be managed. The proposals being suggested in this document, although impacting on some protected groups, would ensure that the service is sustainable in the long term.
- 4.2 In the event of the Council electing to take the recommended approach which is:
- A 60% reduction to low income groups
  - A 30% reduction to all young people
  - Implementation of all other charges as suggested in the consultant's report

Sensitivity analysis undertaken as part of the APSE consultants review showed that an estimated £700,000 additional income could be generated within the sport and physical activity service, recognising that significant price changes will have some impact on customer behaviour. With the phasing proposed in 2.31 it is estimated that the additional income for 2017/18 will be £250,000, with the remaining £450,000 in 2018/19.

- 4.3 Adopting the consultants pricing policy- without any amendments does have the capacity to increase income further. However this extra amount is only estimated to be £32,000 as officers anticipate that a number of existing users would cease using or reduce usage of services as it would not be affordable to them.
- 4.4 In calculating the above, officers have considered both the additional income anticipated and the potential for change in customer behaviour as a result of increased prices.
- 4.5 The phasing approach proposed in this report would return the majority of the additional income projected within 2 financial years, however the full amount will not be realised until the 2020-21 financial year.
- 4.6 Clearly, the SPA service will endeavour to retain and develop customer usage, with a view to minimising and in some areas increasing visitor numbers. Success in this area will, as with all businesses, have a positive impact on additional income calculations detailed above.
- 4.7 There are no identified staffing implications as a result of this work. However it is noted that there will be significant work to be undertaken between agreement of this policy in February and implementation in terms of:
- Communicating price changes to customers
  - Adapting software to ensure it charges the new prices
  - Managing the phasing in process.

Report prepared by Tim Stephen

Appendix 1 – Full Cost recovery Price List  
Appendix 2 – Current and propose concession policy.  
Appendix 3 - Proposed new Regular lets / Room hire prices  
Appendix 4 – Detailed Sport and Physical Activity price list.  
Appendix 5 – Equality impact Assessment

**Appendix 1 – Full cost recovery rates of key prices (Sport and physical activity).****Information generated through APSE consultant report**

Price Category – key prices	100% full cost recovery new price
AA adult membership	£51.11
PAYG adult membership	£60.44
Adult swim	£8.00
Fitness class	£10.67
Junior swimming lesson	£9.11
Badminton court	£18.66
Full size all weather pitch w/out f/lights	£62.22

Appendix 2 - Current concession policy and proposed changes

Current Concession/Discount Category	Current Discount Rate off the full standard price	Proposed change to discount rate
<b>Age Related</b>		
Junior Rate 0 – 5	Free	Change to 0 – 2 Free
Junior Rate 5 - 18	50%	Junior Rate Age 3– 18 implement a new discount rate to 30% off the full adult price i.e. pay 70% of the adult price
Junior Concession	50 % of Junior Rate i.e. 75% of adult rate	REMOVE Junior concessionary discount rate and include as Junior Rate only.  Young people in low income households will qualify for a low income concession.
Age 60 or over	50% of adult rate	REMOVE the concessionary discount for ALL 60+ and link to receipt of income related, means tested benefits as listed below
Young Scot card holders (16 – 25 yr olds)	50% of adult rate	REMOVE
Students in Full Time education	50% of adult rate	REDUCE the concessionary discount to 30% off the full adult price i.e. pay 70% of the adult price. Only eligible to those under 25
<b>Status Related</b>		
Carer (in receipt of Carers Allowance)	50% of the usual rate( unless when accompanying their cared for person which is free)	INCREASE the discount to 60% off the full adult price i.e. pay 40% of the adult price.
Widowed Mother Allowances and Widows Pension	50% of the standard rate for adults and children in household	REMOVE
Severe Disability Allowance	50% of the adult or child rate for the recipient of the allowance only	INCREASE the discount to 60% off the full adult price for the recipient only i.e. pay 40% of the adult price. However to be eligible recipients must also be in receipt of council tax reduction
Industrial Injuries Disablement Allowance	50% of the adult or child rate for the recipient of the allowance only	INCREASE the discount to 60% off the full adult price for the recipient only i.e. pay 40% of the adult price. However to be eligible recipients must also be in receipt of council tax reduction
<b>Income Related</b>		
Families where at least one child is in receipt of free school meals	50% of the standard rate for adults and children in the household	REMOVE – this is covered by eligibility for other concessions elsewhere
People in receipt of Housing Benefit	50% of the usual rate for adults or children in the household	INCREASE the discount to 60% off the full adult price for the recipient only i.e. pay 40% of the adult price
Income Support	50% -In order to be eligible for a family membership at the concession price, both adults must be in receipt of the benefit	INCREASE the discount to 60% off the full adult price for the recipient only i.e. pay 40% of the adult price.
Working Tax Credit	50% of the standard rate for adults and children in the household	INCREASE the discount to 60% off the full adult price for the recipient only i.e. pay 40% of the adult price. However to be eligible recipients must also be in receipt of council tax reduction
Child tax Credit	50% of the standard rate for adults and children in the households	INCREASE the discount to 60% off the full adult price for the recipient only i.e. pay 40%

		of the adult price. However to be eligible recipients must also be in receipt of council tax reduction
Universal Credit	NEW	INCREASE the discount to 60% off the full adult price for the recipient only i.e. pay 40% of the adult price. However to be eligible recipients must also be in receipt of council tax reduction
Job Seekers Allowance/New Deal	50% -In order to be eligible for a family membership at the concession price, both adults must be in receipt of the benefit	REMOVE & REPLACE Job Seekers Income Based benefit – NOT CONTRIBUTION BASED BENEFIT
Job Seekers Income Based benefit	NEW	INCREASE the discount to 60% off the full adult price for the recipient only i.e. pay 40% of the adult price.
Employment and Support Allowance	50% of the adult or child rate for the recipient of the allowance only	INCREASE the discount to 60% off the full adult price for the recipient only i.e. pay 40% of the adult price.
Pension Credit – Guaranteed Credit only	NEW	INCREASE the discount to 60% off the full adult price for the recipient only i.e. pay 40% of the adult price.
Disability Living Allowance (PIP)	NEW	INCREASE the discount to 60% off the full adult price for the recipient only i.e. pay 40% of the adult price. However to be eligible recipients must also be in receipt of council tax reduction
<b>FREE USE</b>		
Looked After Children	Free Use	Free use
Carer (only when taking the charge into the pool)	Free access when the carer is swimming with the person they are assisting	Remain the same
0 – 5 year olds	Free access within the adult /child under 8's admission policy	Change to 0 -2 3 -5 included in Junior rate – 30% discount

**Appendix 3 – Proposed new Room Hire / Regular Let charging scheme**

Concessionary discount rates

Where regular lets provide services to groups primarily eligible for concessions, they would be eligible for the concession rate. It is not proposed to change this - however groups that previously were eligible for concessions and no longer qualify (for example people over 60) would not obtain this rate.

Standard rate

No changes are proposed for this rate other than a 30% reduction will be applied for groups that deliver services exclusively to young people (a junior standard rate)

Commercial rates.

There are currently three commercial rates designed to apply to a range of providers ranging from (as examples) sole traders delivering martial arts to groups booking rooms for commercial sales purposes. Whilst these do allow officers to differentiate between providers delivered a community benefit and outright commercial enterprises – feedback has been that the rates are confusing and subject to different interpretation.

It is therefore proposed to have one commercial rate – set at 100% of the standard rate. Where commercial groups deliver services exclusively to young people (for example martial arts schools) – they will be eligible for a 30% discount (Junior commercial rate). This junior discount rate is not available for users of swimming pools.

Development rate (and Development concession rate)

Development Rate (25% discount) and Development Concession rate (62.5% discount). These rates were offered for an initial period, usually towards individuals setting up new classes or clubs. It is proposed to withdraw these rates, but to offer local managers a development fund to promote more generally new classes and activities, adding professional support to the financial support with a view to providing a more sustainable package.

Reductions for condition of building and staffed status of building

It is proposed to cease the practise of offering reductions of between 5 and 20% depending on the building condition and staffing arrangements.

## List of room hire / facility charges

Grade of Facility	16/17	17/18 proposed	change	% increase		
A - Meeting rooms and classrooms	£6.50	£7.50	£1.00	15%		
B - Small halls (up to 145 Sq M)	£8.70	£10.00	£1.30	15%		
C- Medium Halls (146 - 290 Sq M) and pavilion hire	£17.40	£20.00	£2.60	15%		
D - Large Halls (291 - 435 Sq M) and Grass Pitches	£26.10	£30.00	£3.90	15%		
E - Very large Halls	£34.80	£40.00	£5.20	15%		
Notes:						
1. All above prices include VAT						
2. Concession rate is 60% of the standard rate						
3. Junior rate is 30% of the above						
4. AWP's moved out of scheme of charges						
5. All charges are per hour - except pitch and pavilion charges which are per session						
Grade of Facility	16/17	17/18 proposed (std)	17/18 proposed (std Jnr)	17/18 proposed (low income concession)	17/18 proposed (commercial)	17/18 proposed (commercial - junior)
A - Meeting rooms and classrooms	£6.50	£7.50	£5.25	£3.00	£13.00	£9.10
B - Small halls (up to 145 Sq M)	£8.70	£10.00	£7.00	£4.00	£17.40	£12.18
C- Medium Halls (146 - 290 Sq M)	£17.40	£20.00	£14.00	£8.00	£34.80	£24.36
D - Large Halls (291 - 435 Sq M) and small all weather pitches	£26.10	£30.00	£21.00	£12.00	£52.20	£36.54
E - Very large Halls	£34.80	£40.00	£28.00	£16.00	£69.60	£48.72

Appendix 4 – Detailed Sport and Physical activity Price list. Charges do not include phasing.

**Leisure Charges proposed**

Facilities / Activities	Current Price (16/17)	New price	Increase	% increase
<b>Individual Charges for Swimming Pools &amp; Leisure Centres</b>				
Casual Swim	£3.80	£5.00	£1.20	32%
Junior Swim (3 - 18)	£1.90	£3.50	£1.60	84%
Small family swim (1 adult /2 children)	£4.90	N/A	N/A	
Family Swim Ticket (eligible for up to two adults & 3 children)	£7.90	£13.50	£5.60	71%
Adult Swimming Lesson	£5.60	£8.00	£2.40	43%
Junior Swimming lesson	£4.30	£5.50	£1.20	28%
1:1 Swimming lesson (30 mins)	£13.30	£16.50	£3.20	24%
2:1 Swimming Lesson (30 mins)	£15.40	£18.00	£2.60	17%
Parent & Child Water Confidence Sessions	£4.40	£5.50	£1.10	25%
Shower Only	£1.75	£2.50	£0.75	43%
Fitness Room Usage	£5.10	£6.00	£0.90	18%
Fitness room 1;1	N/A			
Fitness Induction (includes free gym entry on another day)	£12.05	£16.00	£3.95	33%
Sauna/ Steam (includes Swim)	£5.00	£6.50	£1.50	30%
Sauna /Steam only	£3.25	£4.50	£1.25	38%
Exercise class & Swim	£5.90	£8.00	£2.10	36%
Fitness Room & Swim	£5.90	£8.00	£2.10	36%
Aquafit / Aerobics / Fitness Classes	£5.10	£6.00	£0.90	18%
Squash Court (per hour)	£6.75	£9.00	£2.25	33%
Badminton Court (per hour)	£8.70	£10.00	£1.30	15%
Climbing Wall (per person)	£4.20	£5.50	£1.30	31%
Climbing wall lessons	£5.80	£8.00	£2.20	38%
Provision of instructor to provide tuition for groups of up to 6. Note participants also pay the individual entry fee on top of price.	£17.50	TBA - instructor position currently being graded.		0%
Full Size All Weather Pitch without floodlights (per hour)	£35.00	£45.00	£10.00	29%
Full Size All Weather Pitch without floodlights (per hour) -	N/A	£15.00	N/A	

third of pitch				
All Weather track and facilities	N/A	£45.00	N/A	
All Weather track - just use of track	N/A	£25.00	N/A	
Full Size All Weather Pitch without floodlights (per hour) -half of pitch	£24.60	£22.50	-£2.10	-9%
Floodlights (Full size) or (All Weather Track)	£8.50	£10.00	£1.50	18%
standalone 7 or 5 Aside All Weather Pitch without floodlights (per hour)	£24.60	£22.50	-£2.10	-9%
Floodlights (small size) MUGA / tennis	£4.60	£5.00	£0.40	9%
Tennis Court without floodlights (per hour)	£8.70	£10.00	£1.30	15%
<b>Season Tickets</b>				
Annual Swim Season Ticket	£207.00	N/A defunct - part of new swim DD scheme		
6-Monthly Swim Season Ticket	£107.00	N/A defunct - part of new swim DD scheme		
12 – Timer Swim Ticket	£35.00	N/A - no longer on offer		
12 – Timer Fitness Room Ticket	£47.00	N/A - no longer on offer		
12 – Timer Exercise Class Ticket	£47.00	N/A - no longer on offer		
12 -Timer Sauna Ticket (includes swim)	£50.00	N/A - no longer on offer		
<b>Active Aberdeenshire -Direct Debit</b>				
Individual	£24.10	£31.00	£6.90	29%
Couple	£36.40	£47.00	£10.60	29%
Family	£42.00	£58.00	£16.00	38%
Single Adult Family	£31.00	N/A		
<b>Active Aberdeenshire - PAYG</b>				
Adult	£28.50	£37.00	£8.50	30%
Joint	£43.60	£56.00	£12.40	28%
Family	£49.80	£66.00	£16.20	33%
Single Adult Family	£37.00	N/A		
AA Day rate	£7.20	£8.50	£1.30	18%
New Product - Active Swim single adult	N/A	£25.00	N/A	N/A
New Product - Active Swim couple	N/A	£40.00	N/A	N/A
Jnr Swim Lesson -DD option	£16.00	£18.00	£2.00	13%

Jnr Swim Lesson -DD option (AA member)	£14.00	£16.00	£2.00	14%
<b>Swimming Pool Hire Charges (inc VAT)</b>	Please note, prices quoted below relate to both junior and adult hire – as the vast majority of club users are either under 18's or a mix of U18's and adults. There is no further concession for junior use. Low income groups would be eligible for a 60% discount on prices below. Commercial lets are charged at double the prices below.			
Early morning swimming training (per lane)	£5.85	N/A	N/A	N/A
One- off Swimming Pool lane hire Hire - Mon -Fri	£14.15	£18.00	£3.85	27%
Sat /Sun	£16.40	£21.00	£4.60	28%
Regular Club Swimming Pool Hire - per hour- Mon-Fri	£10.35	£13.20	£2.85	28%
Sat /Sun	£11.30	£14.00	£2.70	24%
Hire of small pools and Trainer pools (Ellon, Inverurie, F burgh as eg)	N/A	£28.30	N/A	N/A
Sat /Sun	N/A	£32.80	N/A	N/A
Hire of pools may be subject to a VAT free payment in certain circumstances.				
Pool inflatable / bouncy castle hire per hour	£27.60	£30.00	£2.40	9%
Additional Lifeguard / Leisure assistant per hour	£16.80	£20.00	£3.20	19%
Provision of Swimming Instructor per hour	£20.60	£25.00	£4.40	21%
<b>Miscellaneous Prices</b>				
Badminton single admission ( to session)	£2.90	£4.00	£1.10	38%
Canoe Adult	£3.70	£5.00	£1.30	35%
Canoe Junior	£2.90	£3.50	£0.60	21%
Active Early Years (Banchory) 0-3 yrs	£2.40	£2.75	£0.35	15%
Active Early Years (Banchory) 4-5 yrs	£3.25	£3.75	£0.50	15%
soft play equipment session (not Amazone)	N/A	£2.50	N/A	N/A
Holiday Camp sessions ( p week)				
Rookie Lifesavers	various	£5.50	N/A	N/A
Hire of tables and chairs (out with a host building) - per unit/day	£0.70	£0.85	£0.15	21%
Hire of staging, per section per day	£2.60	£2.90	£0.30	12%
Bouncy Castle hire (per hour) - not including staff	£16.50	£20.00	£3.50	21%
NPLQ	£228	£250.00	£22.00	10%
Personal Fitness Programmes	To be considered in			

	17/18			
<b>From Amazone play centre</b>				
child entry only	£3.00	£3.50	£0.50	17%
<b>Bowling - Deeside / Mearns</b>				
Bowling Adult, per session	£5.00	£5.50	£0.50	10%
Bowling Adult Annual	£71.00	£78.00	£7.00	10%
National Sports Squad Member Activity Charge	Half Adult Charge (International Level Sports Squad Members would pay quarter Adult Charge) rounded up to nearest 5 pence			
Personal Trainer -private business	Double normal entry fee for instructor, normal price for client. PT must evidence qualification and insurance.			
<b>Hire of facilities out with of normal opening hours</b>	Facilities can be leased out with of normal opening hours at the Full Commercial rate - no exceptions for any group.			

<b>Ski Centre prices</b>	Please note that Huntly Nordic may on occasions reduce the prices of some products by up to 25% to reflect the fact that there is no automatic tow.			
	current price	proposed price	change	% change
Adult Slope Session	£4.80	£5.50	£0.70	15%
Junior Slope Session	£2.40	£3.85	£1.45	60%
Ski Hire / Snowboard/ Snowblade Hire	£4.80	£5.00	£0.20	4%
Half Day Ski hire for Clashindarroch Forest (Huntly Nordic) Full day	£14.70	£16.00	£1.30	9%
Half Day Ski hire for Clashindarroch Forest (Huntly Nordic) half Day	£11.15	£11.50	£0.35	3%
Adult Tubing	£8.35	£10.00	£1.65	20%
Junior Tubing	£6.50	£7.00	£0.50	8%
Slope Hire first hour	£63.00	£90.00	£27.00	
Slope Hire each additional hour	£63.00	£60.00	-£3.00	-5%
Tubing Party (includes 1 hour tubing & use of lounge)	£110.50	£150.00	£39.50	36%
Ski Slope staff if required (per hour)	new price	£20.00	N/A	N/A
Please note - the private ski instruction tariff below is levied on adults and juniors.				
Private Ski Tuition (up to 2 skiers) per hour	£47.50	£35.00	-£12.50	-26%
Private Ski Tuition (up to 3 skiers)	£50.00	£50.00	£0.00	0%
Private Ski Tuition (up to 4 skiers) per hour	£80.00	£65.00	-£15.00	-19%
Private Ski Tuition (up to 5 skiers) per hour	£80.50	£80.00	-£0.50	-1%

Private Ski Tuition (up to 6 skiers) per hour	£95.00	£95.00	£0.00	0%
Private ski tuition Half hour ski lesson for juniors (up to age 6) up to two skiers/boarders.	N/A	£25.00	N/A	N/A
Private ski tuition Half hour ski lesson for juniors (up to age 6) up to three skiers/boarders.	N/A	£35.00	N/A	N/A
Private ski tuition Half hour ski lesson for juniors (up to age 6) up to four skiers/boarders.	N/A	£45.00	N/A	N/A
Private ski tuition Half hour ski lesson for juniors (up to age 6) up to five skiers/boarders.	N/A	£55.00	N/A	N/A
Private ski tuition Half hour ski lesson for juniors (up to age 6) up to six skiers/boarders.	N/A	£65.00	N/A	N/A
Junior Lessons (per lesson)	N/A	£12.00	N/A	N/A
Adult Lessons (per lesson)	N/A	£16.00	N/A	N/A
Active School's block of 5 sessions	N/A	£25.00	N/A	N/A
Junior ski /snowboard Lessons (minimum of 3 per group, maximum of 8/group block of 6 1 hour lessons	N/A	£66.00	N/A	N/A
Junior coaching (1.5 hour session) minimum of 4 per group, maximum 10 per group.	N/A	£10.00	N/A	N/A
Adult Coaching (1.5 hour session) minimum of 4/session maximum of 10/group. Per session	N/A	£14.30	N/A	N/A
School/Community Groups (minimum of 4 per group) price per person	N/A	£8.50	N/A	N/A
Private Groups (minimum of 4 per group) price per person	N/A	£9.50	N/A	N/A
Ski or Snowboard Camp 5 days of 3 hours per day (minimum of 5 per group)	N/A	£90.00	N/A	N/A
Ski or Snowboard Single Half Day Camp (3 hours) (minimum of 5 per group)	N/A	£25.00	N/A	N/A
Ski or Snowboard Single Full Day Camp (5 hours) (minimum of 5 per group)	N/A	£40.00	N/A	N/A
Ski or Snowboard Camp 5 days of 1.5 hours per day (minimum of 5 per group)	N/A	£50.00	N/A	N/A
Ski or Snowboard Camp 5 days of 2 hours per day (minimum of 5 per group)	N/A	£60.00	N/A	N/A
Classic Ski, Skate Ski & Telemark Day Course minimum of 4/session maximum of 10/group. Huntly Nordic Only	£67.50	£70.00	£2.50	4%

Classic Ski Weekend Course minimum of 4/session maximum of 10/group. Huntly Nordic only.	£124.00	£130.00	£6.00	5%
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## Leisurelend prices

Facilities / Activities	Current Price (16/17)	New price	Increase	% increase
<b>Events Equipment (eg instant shelters, PA systems, race signs, event caravan)</b>				
small item per day	£5.00	£7.50	£2.50	50
medium item per day	£10.00	£15.00	£5.00	50
large item per day	£15.00	£25.00	£10.00	67
premium item per hour	£20.00	£30.00	£10.00	50
<b>Events Attractions (climbing wall, bike track, zorbs)</b>				
Staff costs per person per hour - off peak	£15.00	£15.00	£0.00	0
Staff costs per person per hour - peak	£15.00	£20.00	£5.00	33
Mobilisation fee (driver plus van) - off peak	£45.00	£55.00	£10.00	22
Mobilisation fee (driver plus van) - peak	£45.00	£65.00	£20.00	44
Additional staff travelling per person - off peak	£25.00	£30.00	£5.00	20
Additional staff travelling per person - peak	£25.00	£35.00	£10.00	40
Hire of event attraction equipment per hour - off peak	£20.00	£20.00	£0.00	0
Hire of event attraction equipment per hour - peak	£20.00	£30.00	£10.00	50
Training course for volunteers from hirer organisation to assist with delivery (per group of up to 10) - at Leisurelend		£100.00		

Training course for volunteers from hirer organisation to assist with delivery (per group of up to 10) - at other venue		£150.00		
Holiday Programmes Drop in sessions per person	£2.60	£3.00	£0.40	15
<b>Race Entry fees*</b>				
Triathlon Sprint	£35.00	£38.00	£3.00	9
Triathlon Novice	£30.00	£33.00	£3.00	10
Triathlon Standard	£30.00	£36.00	£6.00	20
U18's Novice and Sprint	£21.00	£24.00	£3.00	14
Duathlon Adults	£20.00	£22.00	£2.00	10
Duathlon U16's	£8.00	£10.00	£2.00	25
Aquathon	£8.00	£10.00	£2.00	25
Great Inverurie Bike Ride Suie Classic	£23.00	£30.00	£7.00	30
Great Inverurie Bike Ride 25 mile route	£6.50	£10.00	£3.50	54
Great Inverurie Bike Ride family route - per family	£13.00	£20.00	£7.00	54
Portsoy 10K	£18.50	£20.00	£1.50	8
Portsoy Children's Fun Run	£6.00	£7.00	£1.00	17
* with discounts for Active Aberdeenshire members and Scottish Athletics members of 15%				

### Active Schools prices

There are no set prices for Active Schools activities, as the majority of the programme is funded through sportscotland – with a focus on using volunteers and encouraging young people to transition from programmes to clubs.

The length of programmes and costs can also vary, in some cases benefitting from other external funds obtained to minimise costs to participants.

Officers will set Active Schools prices for each programme after an assessment of costs involved and the degree of external funding toward that programme – with a view to recovering all reasonable costs whilst ensuring that pricing is in line with our agreement with sportscotland.

### Holiday Activity Camp Prices.

To date this service has only been run on a pilot basis. It is the services intention to offer a range of sports camps and activities over varying periods of time during summer 2017. These courses will be priced at a level that ensures full cost recovery for the programme, whilst offering 60% concession rates to families that qualify for a concession.



**Appendix 5 – Equality Impact assessment.**

**Equality Impact Assessment**

Stage 1: Title and aims of the activity ('activity' is an umbrella term covering policies, procedures, guidance and decisions).	
Service	Education and Childrens services.
Section	Community Sport and Culture.
Title of the activity etc.	Pricing review
Aims of the activity	To update and simplify the current prices and charges for the service whilst maximising income
Author(s) & Title(s)	Sue Finnigan (APSE External contractor) / Tim Stephen

Stage 2: List the evidence that has been used in this assessment.	
Internal data (customer satisfaction surveys; equality monitoring data; customer complaints).	Council Budget process public engagement Equality monitoring data Voluntary sector contacts and data Support and Advice Service data Feedback from multi agency consultation and neighbourhood groups
Internal consultation with staff and other services affected.	Sport and Physical Activity Staff workshops Councillor Workshops CLD staff Corporate Business Service Support officers Gypsy and Travellers officer Housing Benefit officers Community Engagement Officers Corporate Communications

External consultation (partner organisations, community groups, and councils).	Aberdeenshire Sports Council NHS Grampian Gypsy and traveller groups Voluntary providers of sports services (e.g Ellon Meadows) Dedicated public consultation on charges – in excess of 700 responses. General Council consultation with residents.
External data (census, available statistics).	APSE Benchmarking data – UK wide Scottish Benchmarking data Census data National Records of Scotland Sport Scotland Data
Other (general information as appropriate).	Key minority groups were identified at the beginning of the process and incorporated into the consultation and communications plan.

Stage 3: Evidence Gaps.

Are there any gaps in the information you currently hold?	No
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Stage 4: Measures to fill the evidence gaps.

What measures will be taken to fill the information gaps before the activity is implemented? These should be included in the action plan at the back of this form.	Measures:	Timescale:
	Further targeted consultation with key groups	

Stage 5: Are there potential impacts on protected groups? Please complete for each protected group by inserting “yes” in the applicable box/boxes below.

	Positive	Negative	Neutral	Unknown
Age – Younger		Yes		
Age – Older		Yes		

Disability			Yes	
Race – (includes Gypsy Travellers)			Yes	
Religion or Belief			Yes	
Gender – male/female		Yes		
Pregnancy and maternity		Yes		
Sexual orientation – (includes Lesbian/ Gay/Bisexual)			Yes	
Gender reassignment – (includes Transgender)			Yes	
Marriage and Civil Partnership			Yes	

Stage 6: What are the positive and negative impacts?

Impacts.	Positive (describe the impact for each of the protected characteristics affected)	Negative (describe the impact for each of the protected characteristics affected)
Please detail the potential positive and/or negative impacts on those with protected characteristics you have highlighted above. Detail the impacts and describe those affected.		Young People. Introduction of concessionary charges for 3-5 year olds balanced by retaining means tested concessions and introduction of additional free access to learning opportunities for 3-5 year olds by Learning Services.
		Older People. Removal of automatic age concessionary discount. The concessionary discount will now be means tested and so this will only affect those NOT in receipt of benefits

	All other protected groups will be affected equally. In addition there will be no negative impacts experienced because of protected characteristics	All other protected groups will be affected equally. In addition there will be no negative impacts experienced because of protected characteristics
		Gender / Pregnancy and maternity. A number of services within CSC are used disproportionately by gender groups (as an example nationally between 65 – 70% of adult swimming pool users are women). Price increases for specific services may therefore have a disproportionate impact on these groups.

Stage 7: Have any of the affected groups been consulted?	
If yes, please give details of how this was done and what the results were. If no, how have you ensured that you can make an informed decision about mitigating steps?	Yes via electronic questionnaires, targeted one to one and group consultation.

Stage 8: What mitigating steps will be taken to remove or reduce negative impacts?		
These should be included in any action plan at the back of this form.	Mitigating Steps	Timescale
	New membership regular payment packages will be introduced which will mitigate some of the increase	Commencing 1 <sup>st</sup> April 2017
	Taster sessions and promotional sessions will also be held to encourage people to access the activities and facilities.	Commencing 1 <sup>st</sup> April 2017

Stage 9: What steps can be taken to promote good relations between various groups?	
These should be included in the action plan.	Publicise improvements to services and changes in packages which provide for fair access to all. Communicate changes clearly and engage with users on a regular basis responding to their concerns.