

Pricing Rationale

Note 1: It is proposed that the discount level on all concessionary pricing streams is reduced from a blanket 50% reduction to a blanket 25% reduction. Research has indicated that Redditch is the only council that officers bench mark

Note 2: In Jan 2010 VAT will revert back to 17.5%. This has the potential to affect all prices if the council choose to pass the increase onto customers. The coached activities (highlighted in yellow) are VAT exempt and will not be effected by the Jan VAT increase.

Rationale	Reference Number
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14 This is a historic promotional activity adjusted to reflect 10 adult swim charges. The promotion gives an additional 2 free swims to encourage participation.

15 The activity is a Education Key Stage requirement for all schools (key stage 2 - every child must be able to swim 25m) and all schools in Worcestershire are funded by the WCC to achieve this. The Boroughs additional provision is an addition to the WCC provision and the proposed fee still places the council at the most competitive end of the market

16 The activity has the potential to shared by groups of individuals and is a luxury addition to public swimming sessions

17 The proposed fee reflects the market research that indicates that the existing fees are at the lowest end of the local competition.

18 This is the cost of the staff resource plus on cost for the staff.

19 Activities are generally high in comparison to local competition and the lower than standard non Reddicard price is to entice the nomadic golfers back to the facility

20 The condensed market for tennis is extremely short and the price reflects the recent investment in facility improvements

21 The proposed activity cost and high demand is on a par with the local completion and the is shared across a large group of participants

	Standard Prices		2009/10 Proposed % increase	Non Reddicard Price has a 50% Blanket Increase on the Standard Reddicard Price		2008/09 Concession Fee @ 50%	2009/10 Proposed 25% Reduction in the Concession Fee	Full Year Usage 2007 to 2008	Rationale Reference Number
	2008/09 with R/card	2009/10 Prop with R/card		2008/09 without R/card	2009/10 Prop without R/card				
Indoor -Hire of Full Hall - Abbey Stadium/Kingsley									
- Peak	33.60	38.65	15%	50.40	58.00	16.80	30.00	16080	1
- Off Peak	22.85	26.25	15%	34.25	39.40	11.50	19.70		
Arrow Vale									
- Peak	27.15	32.35	19%	42.15	48.55	13.60	24.25	15210	1
- Off Peak	17.55	20.2	15%	26.25	30.30	8.80	15.15		
Hire Of Gymnasium (40 Minutes)									
Arrow Vale/Kingsley	15.55	17.9	14%	23.30	26.85	7.80	13.45	9045	2
- Commercial	STN								

Other Room Hire									
Conference Room Hire	STN							6280	2
Kingsley									
- Small Gym Hire	15.54	17.9	14%	23.30	26.85	7.75	13.45	14140	2
Movement Of Dance Area (40 Minutes)									
Arrow Vale	15.55	17.9	14%	23.30	26.85	7.80	13.45	5016	2
- Commercial Hire									
Badminton (Per Court 40 Minutes)									
Peak	5.95	6.25	5%	8.95	9.40	3.00	4.70	41928	6
Off Peak	4.04	4.25	5%	6.10	6.40	2.00	3.20		
Squash (Per Court 40 Minutes)									
Peak	5.10	5.35	5%	7.80	8.05	2.55	4.00	8630	6
Off Peak	4.10	4.30	5%	6.20	6.45	2.05	3.25		
Abbey Stadium Trampoline (previously 6 week courses)									
10 week Beginners course*	16.6 (27.70 pro rata)	37.00	33.5% (pro rata)	24.85	55.50	8.30	27.75	6609	3
10 week Intermediate course*	20.52 (34.20 pro rata)	37.00	8% (pro rata)	30.80	55.50	10.25	27.75		
10 week Elite course*	25.5 (42.50 pro rata)	37.00	minus 13% (pro rata)	38.15	55.50	12.75	27.75		
Arrow Vale Trampoline Club									

10 weeks	35.20	37.00	5%	52.80	55.50	17.60	27.75		
Session	3.52	3.70	5%	5.30	5.55	1.75	2.75		
Gymnastics Abbey Stadium (previously 6 week courses)									
10 week course*	16.45 (27.42 pro rata)	37.00	34.7% (pro rata)	24.64	55.50	8.25	27.75	5945	3
Arrow Vale Gymnastics Club									
10 weeks	29.50	37.00	25%	44.00	55.50	14.75	27.75	2570	3
Session	2.95	3.70	25%	4.40	5.55	1.50	2.80		
Creche									
Child	1.70	5.00	194%	2.55	7.50	0.85	3.75	797	4
Yoga									
Ash Tanga Yoga (Arrow Vale)	3.15	4.50	43%	4.73	6.75	1.60	3.40	1400	5
Yoga (Kingsley – 10 weeks)	31.40	33.00	5%	47.05	49.50	15.70	24.75	1545	6
Spinning (Arrow Vale)	4.50	4.50	0%	6.85	6.75	2.25	3.40	471	7
Lifestyles Gym									
Induction (VAT exempt)	18.50	19.40	5%	27.70	29.10	9.25	14.55	65413	8
Session	4.95	5.20	5%	7.40	7.80	2.50	3.90		
Single per month – Direct Debit includes	24.45	26.00	6%	N/A		N/A	N/A		
Joint per month – Direct Debit includes FREE	42.10	44.00	5%	N/A		N/A	N/A		
Student per month – Direct Debit includes	16.65	18.00	8%	N/A		N/A	N/A		
Parties									
Soccer Parties	51.40	60.00	17%	77.10	90.00	25.70	45.00	10001	0

Bouncy Castle Parties	51.40	80.00	56%	77.10	120.00	25.70	60.00	1000	9
Other Hall Activities									
Aerobics/Keep Fit	2.75	3.50	27%	4.07	5.25	1.40	2.65	5804	
Netball (Kingsley)									
Improvers	1.85	3.00	62%	2.75	4.50	0.95	2.25	1008	10
Intermediate	2.25	3.00	33%	3.41	4.50	1.15	2.25		
Advanced	2.40	3.00	25%	3.60	4.50	1.20	2.25		
Swimming									
Adult	2.10	2.30	10%	3.20	3.45	1.05	1.75	51091	12
Junior	1.20	FOC	-120%	1.80	FOC	0.60	N/A	16659	11
Under 5's	FOC	FOC	0%	FOC	FOC	N/A	N/A	2385	
Students Swim	1.10	2.30	109%	1.65	3.45	0.55	1.75	5601	13
Senior Citizen	1.20	FOC	-120%	1.80	FOC	0.60	N/A		11
Adult Discount Card	21.60	23.00	6%	31.75	34.50	10.80	17.25	Included into adult swim	14
Aquafit Swim – Hewell Road	3.90	4.50	15%	5.90	6.75	1.95	3.40	2342	1
Mr Js Water Aerobics - Kingsley	3.41	3.60	6%	5.10	5.40	1.71	2.70	1338	
Parent & Baby	2.10	2.30	10%	3.20	3.45	1.05	1.75	840	12
Ladies Night	2.10	2.30	10%	3.20	3.45	1.05	1.75	1191	
Pool Hire - Weekday	43.40	45.55	5%	65.05	68.35	21.70	34.15	3480 (see note a)	1
Pool Hire - Weekend	54.85	57.60	5%	82.37	86.40	27.43	43.20	2500 (see note a)	
Junior Swimming Lessons	27.90	30.65	10%	41.80	45.95	13.95	23.00	42174	15
Half Hour Lane Hire	6.30	7.00	11%	9.50	10.50	3.15	5.25	485	16
One hour lane Hire	10.00	11.00	10%	15.00	16.50	5.00	8.25		
Hewell Road									

Adult Swimming Lessons									
– 30 mins	39.00	42.90	10%	58.45	64.35	19.50	32.20		17
– 45 mins	48.90	53.80	10%	73.35	80.70	24.45	40.35	4500	
Hire of Lifeguard	N/a	N/a	N/a	11.45		N/a	N/a	N/A	18
Hire of Instructor	N/a	N/a	N/a	14.20		N/a	N/a	N/A	
Kingsley Adult Swimming Lessons									
– 30 mins	37.20	40.95	34%	55.80	61.45	18.60	30.70	included in HR adult lessons	17
Hire of Lifeguard	N/a	N/a	N/a	11.45		N/a	N/a	N/A	18
Hire of Instructor	N/a	N/a	N/a	14.20		N/a	N/a	N/A	
Golf									
18 hole Adult	8.80	9.25	5%	13.70	13.90	4.40	6.95	1291	19
18 hole Junior	5.90	6.20	5%	7.85	9.30	2.95	4.65	138	
9 hole Adult	6.85	7.20	5%	9.80	10.80	3.45	5.40	9504	
9 hole Junior	3.90	4.10	5%	5.85	6.15	1.95	3.10	1198	
Tennis (Per Court 1 Hour)									
Adult	4.75	4.95	4%	7.15	7.45	2.40	3.70	1695	20
Junior (before 5.00 p.m.)	1.70	3.50	106%	2.53	5.25	0.85	2.65		
Floodlit Area Abbey Stadium									
– ½ Pitch per hour	27.10	31.15	15%	40.64	46.75	13.55	23.35	580	21
– with Changing Rooms per 90 mins	59.10	68.00	17%	88.67	102.00	29.55	51.00		
Netball									
Netball (individual)	12.45	20.00	61%	18.70	30.00	6.25	15.00	7920	21

Athletics									
Adult - individual charge	2.05	3.50	71%	3.10	5.25	1.05	2.65	160	
Junior - individual charge	0.80	1.50	87%	1.15	2.25	0.40	1.15	0	
Bromsgrove & Redditch Athletics Club Events	2100.00	3000.00	43%	N/A		N/A	N/A	20012	
Football - Adult (Inc. Changing Facilities)									
Abbey Stadium/Ipsley/Old Forge	42.50	44.60	5%	63.80	66.90	21.25	33.45	19682	6
Greenland's	38.95	40.90	5%	58.50	61.35	19.50	30.70		
- Junior (Inc. Changing Facilities)									
Abbey Stadium/Morton Stanley Park/Ipsley/Old Forge	21.84	22.95	5%	32.75	34.35	10.95	17.20	Included in	6
Abbey Stadium/Morton Stanley Park/Ipsley/Old Forge/Greenland's (without changing facilities)	8.20	15.00	83%	12.35	22.50	4.10	11.25	figures	
Kingsley	21.85	22.95	5%	32.75	34.45	10.95	17.20	3127	
Small Sided Football	5.00	7.50	50%	11.25	11.25	2.50	5.65		
- Arrow Vale Atp Pitch Hire									
One third pitch hire per hour	24.75	28.50	15%	37.20	42.75	12.40	21.40	45672	21
Full pitch per hour	61.95	71.20	15%	92.90	106.80	40.00	53.40		
Equipment									

Ball Hire	FOC	FOC	FOC	1.85		FOC	FOC		
Racket Hire	FOC	FOC	FOC	1.85		FOC	FOC		
Racket Deposit	FOC	FOC	FOC	10.50		FOC	FOC		
Bowls Deposit	FOC	FOC	FOC	10.50		FOC	FOC		
Football Hire	FOC	FOC	FOC	10.50		FOC	FOC		
Football Deposit	FOC	FOC	FOC	10.50		FOC	FOC		
Football Corner Flags	FOC	FOC	FOC	10.50		FOC	FOC		