## **Pricing Rationale**

Note 1: It is proposed that the discount level on <u>all</u> 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.

The price increase is due to supply and demand. Activities have little scope to move to other venues as capacity in the town and are generally activities that have little or no sports development pathways.  The hires in these facilities are either group bookings where the cost is spread evenly across the whole are commercial lets  These activities were previously run for 6 week consecutive weeks and we are now proposing to run the blocks in line with local alternatives to allow for a more realistic comparison. Also the cost of providing is extremely high and the new price reflects the actual costs of the provision.	
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3 blocks in line with local alternatives to allow for a more realistic comparison. Also the cost of providing is extremely high and the new price reflects the actual costs of the provision.	, group, or they
The high increase in this activity is due to the requirement for the crèche to be Ofsted registered and th reflects the high staffing costs required to meet Ofsteds requirements	ne proposed fee
This activity requires a highly specialised staff resource and the proposed fee reflects the cost. Could s	stand price
increase as evidenced competitor analysis.  A proposed increase of a standard 5% the fee is set at the market rate, any further increase would signi take up of the activity	ificantly affect the
The activity is at the highest end of the market, any increase in the standard fee would have a negative up of the activity	affect on the take
All increases in this range are restricted to contractual agreement with our partner provider and it shou the council only receive a % of the additional income raised from any increase	ıld be noted that
The proposed fee reflects the market research that indicates that the existing fees are at the lowest end competition. There is no sport development pathways and are for general recreation.	d of the local
The proposed fee structure is to standardise the charges and to reflect the staff and facility costs for its align the charge with other junior coaching activities	s provision and to
11 The removal of a hire charge is due to members policy decision	
12 Market research has shown that the proposed fee is more in line with completion	
13 The proposed fee structure is to standardise the charges and to reflect the staff and facility costs for its	

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
16	addition to the WCC provision and the proposed fee still places the council at the most competitive end of the market 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

	group or part								
			2009/10	Non Reddica	rd Price has	20008/09	2009/10	Full Year	Rationale
	Standar	Standard Prices		a 50% Blanket Increase			Proposed		
	Stariuai			on the S	tandard		25%	Usage	
				% Reddicard Price		Concession	Reduction in		Reference
	2008/09 with R/card with R/card		2008/09	2009/10		the	2007 to		
				without	Prop		Concession		
			increase	R/card	without R/card	Fee @ 50%	Fee	2008	Number
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	10000	•
Arrow Vale									
- Peak	27.15	32.35	19%	42.15	48.55	13.60	24.25	15010	4
- Off Peak	17.55	20.2	15%	26.25	30.30	8.80	15.15	15210	1
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							9045	2

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						<u> </u>			
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	41920	O
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	8030	0
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		
10 week Intermediate course*	20.52 (34.20 pro rata)	37.00	8% (pro rata)	30.80	55.50	10.25	27.75	6609	3
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		34.7% (pro						
	pro rata)	37.00	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	. = -		10.107						T -
Child	1.70	5.00	194%	2.55	7.50	0.85	3.75	797	4
w.									
Yoga		ı				1	ı		
Ash Tanga Yoga (Arrow Vale)	3.15	4.50	43%	4.73	6.75	1.60	3.40	1400	5
Yoga (Kingsley – 10	0.10	1100	10 70		517 5		00		
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
cpg (care reals)									
Lifestyles Gym									
Induction (VAT exempt)	18.50	19.40	5%	27.70	29.10	9.25	14.55		
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	65413	8
Joint per month – Direct								05415	"
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	= 4 - 5 !		4=0/	l == -a1		1	4 - 6 - 1		ı
Soccer Parties	51.40	60.00	17%	77.10	90.00	25.70	45.00	10001	ا م

Bouncy Castle Parties	51.40	80.00	56%	77.10	120.00	25.70	60.00	10001	J
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		<b>62</b> %	2.75	4.50	0.95	2.25		
Intermediate	2.25		33%	3.41	4.50	1.15	2.25	1008	10
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	11
Students Swim	1.10	2.30	109%	1.65	3.45	0.55	1.75		13
Senior Citizen	1.20	FOC	-120%	1.80	FOC	0.60	N/A	5601	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	12
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	400	10
Hewell Road									

39.00	42.90	10%	58.45	64.35	19.50	32.20		17
48.90			73.35	80.70	24.45		4500	17
	N/a	N/a	11.45		N/a	N/a	N/A	18
N/a	N/a	N/a	14.20		N/a	N/a	N/A	10
37.20			55.80	61.45	18.60	30.70	included in HR adult lessons	17
								18
N/a	N/a	N/a	14.20		N/a	N/a	N/A	
								,
								19
3.90	4.10	5%	5.85	6.15	1.95	3.10	1198	
	105	101		= 1.		2.70		
4.75	4.95	4%	7.15	7.45	2.40	3.70		'
1.70	3.50	106%	2.53	5.25	0.85	2.65	1695	20
27.10	31.15	15%	40.64	46.75	13.55	23.35		
			<u> </u>				1	21
59.10	68.00	17%	88.67	102.00	29.55	51.00	580	<u> </u>
12.45	20.00	61%	18.70	30.00	6.25	15.00	7920	21
	48.90 N/a N/a 37.20 N/a N/a 8.80 5.90 6.85 3.90 4.75 1.70 27.10 59.10	48.90 53.80 N/a N/a N/a N/a  37.20 40.95 N/a N/a N/a N/a  8.80 9.25 5.90 6.20 6.85 7.20 3.90 4.10  4.75 4.95 1.70 3.50	48.90     53.80     10%       N/a     N/a     N/a       N/a     N/a     N/a       N/a     N/a     N/a       N/a     N/a     N/a       8.80     9.25     5%       5.90     6.20     5%       6.85     7.20     5%       3.90     4.10     5%       4.75     4.95     4%       1.70     3.50     106%       27.10     31.15     15%       59.10     68.00     17%	48.90       53.80       10%       73.35         N/a       N/a       11.45         N/a       N/a       14.20         37.20       40.95       34%       55.80         N/a       N/a       11.45         N/a       N/a       11.45         N/a       N/a       14.20         8.80       9.25       5%       13.70         5.90       6.20       5%       7.85         6.85       7.20       5%       9.80         3.90       4.10       5%       5.85         4.75       4.95       4%       7.15         1.70       3.50       106%       2.53         27.10       31.15       15%       40.64         59.10       68.00       17%       88.67	48.90       53.80       10%       73.35       80.70         N/a       N/a       11.45         N/a       N/a       14.20         37.20       40.95       34%       55.80       61.45         N/a       N/a       11.45         N/a       N/a       14.20         8.80       9.25       5%       13.70       13.90         5.90       6.20       5%       7.85       9.30         6.85       7.20       5%       9.80       10.80         3.90       4.10       5%       5.85       6.15         4.75       4.95       4%       7.15       7.45         1.70       3.50       106%       2.53       5.25         27.10       31.15       15%       40.64       46.75         59.10       68.00       17%       88.67       102.00	48.90         53.80         10%         73.35         80.70         24.45           N/a         N/a         11.45         N/a           N/a         N/a         11.45         N/a           N/a         N/a         14.20         N/a           N/a         N/a         11.45         N/a           N/a         N/a         11.45         N/a           N/a         N/a         14.20         N/a           8.80         9.25         5%         13.70         13.90         4.40           5.90         6.20         5%         7.85         9.30         2.95           6.85         7.20         5%         9.80         10.80         3.45           3.90         4.10         5%         5.85         6.15         1.95           4.75         4.95         4%         7.15         7.45         2.40           1.70         3.50         106%         2.53         5.25         0.85           27.10         31.15         15%         40.64         46.75         13.55           59.10         68.00         17%         88.67         102.00         29.55	10%   10%	

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/lpsley/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	13002	· ·
- Junior (Inc. Changing Facilities)									
Abbey Stadium/Morton Stanley Park/lpsley/Old								Included in	
Forge Abbey Stadium/Morton	21.84	22.95	5%	32.75	34.35	10.95	17.20	adult	
Stanley Park/Ipsley/Old Forge/Greenland's								football	6
(without changing facilities)	8.20	15.00	83%	12.35	22.50	4.10	11.25	figures	ļ
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	3121	21
- 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	