

Report to

Scrutiny Co-ordination Committee
Cabinet Member (Culture, Leisure and Libraries)

21 February 2007
22 February 2007

Report of

Director of Community Services

Title

Charging Strategy

Ward

City-wide

1 Purpose of the Report

For Scrutiny Co-ordination Committee to consider the attached charging strategy as part of the Strategic Plan for Cabinet Member (Culture, Leisure and Libraries) and for the Cabinet Member (Culture, Leisure and Libraries) to approve the strategy.

2 Recommendations

Request that:

- 2.1 Scrutiny Co-ordination Committee consider the attached Charging Strategy as part of the Strategic Plan for the Cabinet Member (Culture, Leisure and Libraries) for 2006/07 – 2008/09.
- 2.2 The Cabinet Member (Culture, Leisure and Libraries), taking due account of the comments of the Scrutiny Co-ordination Committee, approve the attached Charging Strategy.

3 Information/Background

- 3.1 The Audit Commission publication "The Price is Right – Charging for Public Services" recommends that a more planned and strategy approach is taken to the setting of fees and charges. Leisure services are highlighted as a particular area where this can achieve significant opportunities for improving services.
- 3.2 The guidance recommends the following process when considering charges for discretionary services annually:
 - Current objectives of fees and charges in the service area
 - Net expenditure and income performance
 - Benchmarking (comparison of prices with other similar services)

- User/client information
- Current and proposed charges
- User and financial analysis
- Recommended charges for Members to consider

3.3 The guidance also recommends that any strategic approach is guided by the following principles:

- Targeting subsidy at top priorities – as recommended by the Audit Commission low priority services should be able to have a higher proportion of their costs recovered allowing the Council to target its subsidy at priority users.
- Improving Services – charging can be used to make service better, or increase and manage access
- Delivering Corporate Priorities – to support key strategies
- Generating Income – improved cost recovery can support services under budget pressures, while consideration of introducing charges for services currently free demonstrates a valid approach
- Managing Demand for Services – sensitive use of peak or premium pricing can support targeted access to services
- Communicating a Message – An image of quality or something of value can influence how people use a service, and the benefit they get from it

3.4 The table below shows the current overall income generated from fees and charges in culture, leisure and libraries:

	Participation (05/06)	Income (05/06)
Libraries	14,134,379	£267,000
Adult Education	Adult Community Learning (ACL) – 12,640 Further Education (FE) – 10,466	ACL – 106,683 FE – 52,318
Parks (sport in parks)	33,272	88,126
Arts and Heritage	91,936	40,622

4 **Charging Strategy for Coventry City Council**

4.1 The attached Charging Strategy develops a framework for the annual review and analysis of fees and charges across Culture, Leisure and Libraries services, and is compliant with the Audit Commission Guidance.

4.2 There are gaps in intelligence and user information. These are highlighted for action, in order to improve the process of setting charges.

4.3 The charging strategy also provides key grant supported partners with a framework to operate within.

4.4 The recommendations in the strategy are listed in section 11 of the strategy.

5 **Other specific implications**

	Implications (See below)	No Implications
Best Value		
Children and Young People		

	Implications (See below)	No Implications
Comparable Benchmark Data		
Corporate Parenting		
Coventry Community Plan		
Crime and Disorder		
Equal Opportunities		
Finance		
Health and Safety		
Human Resources		
Human Rights Act		
Impact on Partner Organisations		
Information and Communications Technology		
Legal Implications		
Neighbourhood Management		
Property Implications		
Race Equality Scheme		
Risk Management		
Sustainable Development		
Trade Union Consultation		
Voluntary Sector – The Coventry Compact		

5.1 Best Value

Charging strategies deliver the Council's duty of best value.

5.2 Comparable Benchmark Data

Pricing reviews will contain comparable benchmark data, and will use the analysis of this to set charges.

5.3 Community Plan

The charging strategy supports the delivery of the culture theme within the community plan.

5.4 Equal Opportunities

The use of targeted subsidy supports the delivery of equal opportunities.

5.5 Financial Implications

The strategic approach to charging supports efficiency and income targets. The strategic approach may result in more income being gained from fees and charges, allowing efficiency savings or improvements in service to be made. The potential financial impact of changes to fees and charges will be fully assessed as part of the pricing reviews.

5.6 Impact on Partner Organisations

Key grant supported organisations will use the strategic framework to guide their pricing reviews, this will be embedded within the agreed key performance indicators for each provider from April 2007.

5.7 Information & Communication Technology

There are long term implications for the management of services in order to progress to improved user and non-user data.

5.8 Voluntary Sector – The Coventry Compact

This delivers the Coventry Compact through establishing a strong framework for voluntary sector delivery partners.

6 Monitoring

The delivery of the strategy will be through annual reviews in each service area of fees and charges.

7 Timescale and expected outcomes

7.1 This charging strategy will be implemented for all pricing reviews from April 2007.

7.2 This charging strategy will be provided for guidance to all key grant supported partners from March 2007.

7.3 A report on the outcome of the fees and charges reviews will be taken to Cabinet in June 2007.

	Yes	No
Key Decision		
Scrutiny Consideration (if yes, which Scrutiny meeting and date)		
Council Consideration (if yes, date of Council meeting)		

List of background papers

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Papers open to Public Inspection

Description of paper	Location
None	

CHARGING STRATEGY 2007

Culture, Leisure, Libraries and Adult Education

February 2007

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COVENTRY CITY COUNCIL CHARGING STRATEGY 2007 CULTURE, LEISURE, LIBRARIES & ADULT EDUCATION

1 Introduction and Context

Like many other Local Authorities nationwide Coventry City Council – Culture, Leisure, Libraries and Adult Education has traditionally reviewed and agreed charges and prices for activities and services annually in line with inflation. There has been some fluctuation over the last four to five years, largely due to budget pressures.

Increasingly pressure has come upon non-statutory services to justify levels of subsidy and spend of the public pound in their service areas. Considerable national research has taken place over the last three or four years into the issue of user charges for Council services. Some of this has been prompted by the Value for Money Audits carried out by the Audit Commission in 1999.

This strategy seeks not to find whether the price is right for particular services but whether charges can be used to their full potential to help the service area to more closely meet overall Council objectives and priorities. A strategic approach to charging also aims to clarify both the decision-making process and criteria, reflecting information available.

There is a need to ensure that charges support the following:

- Targeting subsidy at top priorities – as recommended by the Audit Commission¹ low priority services should be able to have a higher proportion of their costs recovered allowing the Council to target its subsidy at priority users
- Improving Services – charging can be used to make service better, or increase and manage access
- Delivering Corporate Priorities – to support key strategies
- Generating Income – improved cost recovery can support services under budget pressures, while consideration of introducing charges for services currently free demonstrates a valid approach
- Managing Demand for Services – sensitive use of peak or premium pricing can support targeted access to services
- Communicating a Message – An image of quality or something of value can influence how people use a service, and the benefit they get from it

¹ The Price is Right Charges for Council Services 1999

2 Terms of Reference

In order to set out a strategic approach to charging for Coventry City Council, the following areas have been reviewed:

- Current fees and charges
- Previous fees and charges
- Current memberships and joining/induction requirements
- Other sector provision and charging
- Current subsidy levels
- Current concessions
- Usage levels – where known
- Contract specification for leisure
- Corporate objectives

This allows a reference base and framework for review to be established which will support the annual review of charging in these service areas.

This strategy will be reviewed every three years.

3 Council Vision, Objectives & Values

Coventry City Council Vision

The Council wants “Coventry to be a growing and accessible city, where people choose to live, work and be educated and businesses choose to invest”.

Culture, Leisure and Library Services

There is a mixed economy picture emerging within the city, with services outsourced to Trust organisations (not for profit organisations), and services directly delivered.

The Cultural Partnership aims to deliver the Community Plan within the Local Strategic Partnership – the Coventry Partnership. These aims are based around the principal of reducing the gap of inequality, in terms of access to and participation in cultural and leisure activities.

Key areas therefore, in terms of income generation and cost recovery levels, for consideration are:

- Sport and physical activity
- Arts performances
- Outreach activities in the community
- Community events

Sport & Physical Activity

Previously the focus for leisure sport and recreation provision within the Local Authority had been on the provision of sporting facilities and activities, both indoor and outdoor.

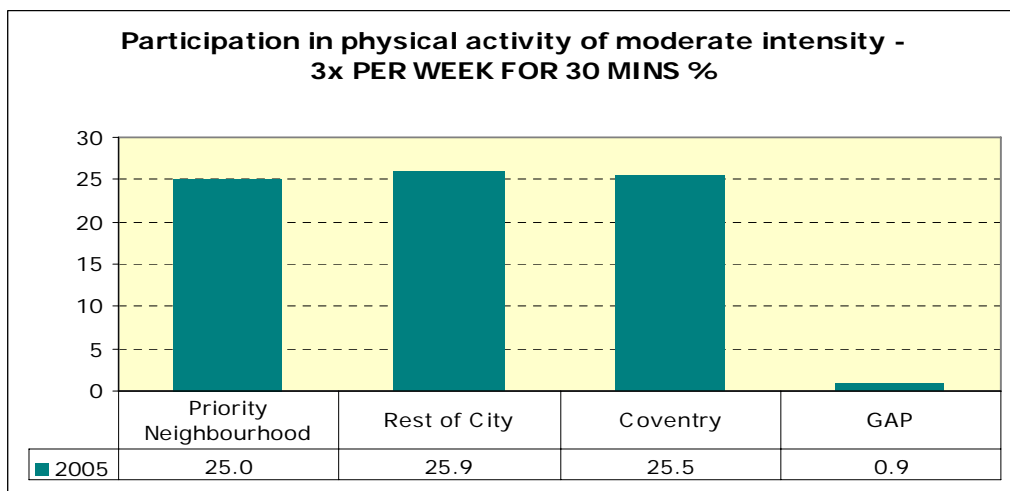
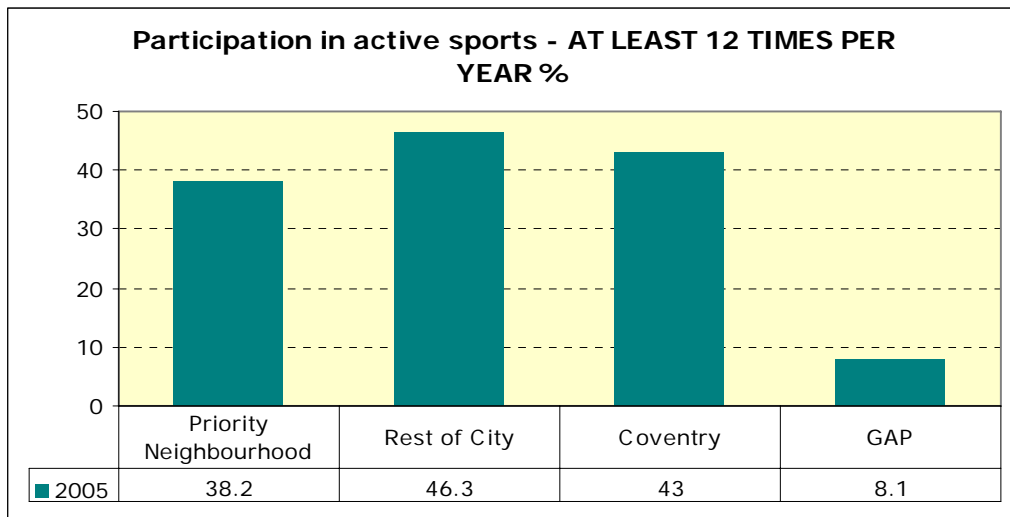
In the current climate of increasing health issues around obesity and physical activity interventions, the Local Authority is shifting its focus to the physical activity agenda, and specifically increasing levels of physical activity to reduce health inequalities at ward level.

This supports the drive for this strategy to review market forces, and pricing of sports and recreation opportunities, in light of the fact that sport and recreation are relatively small contributors to the overall picture of physical activity.

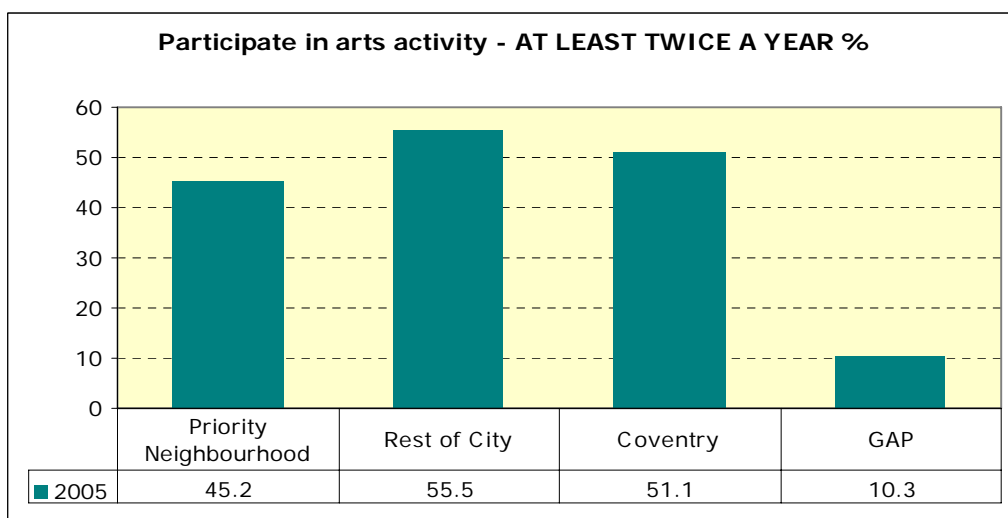
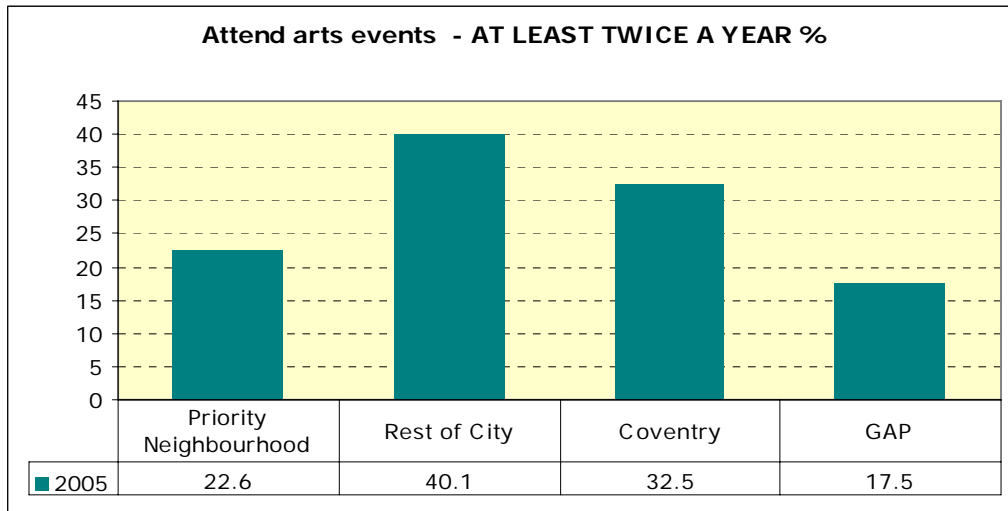
Coventry City Council scored a “good” rating in the most recent CPA assessment in 2006. The new Cultural Block² indicators assess Coventry to a 2* rating for culture in 2007.

Community Plan Targets – Reducing the Gap of Inequality

The charts below represent household survey findings in relation to the PSA targets for Culture.



² Subject to Audit Commission confirmation in February 2007 – note not all indicators are used due to some being too recently introduced to be valid until 2009



Arts performances have taken some steps to improve accessibility through removing the barrier of price. However this has been on an ad hoc basis in the city.

This charging strategy seeks to interpret Coventry's vision objectives and values through promoting a pricing structure and approach which will uphold in particular the priority of reducing inequalities and improving the quality of life.

4 The Mixed Cultural Economy

The services and facilities are managed under the following arrangements in Coventry, supported by grants or directly funded by the City Council. These grant supported organisations will be required to work within the guidelines of this charging strategy:

Organisation Name	Organisation Type	Facilities/Services
Coventry Sports Trust	Not for profit with charitable status	Coventry Sports Centre Foleshill Sports Centre Brandon Wood Golf Course Ricoh Fitness Centre Four School Sites
Coventry Sports Foundation	Not for profit with charitable status	Midland Sports Centre Centre AT7 Alan Higgs Centre ³
Belgrade Trust	Not for profit with charitable status	Belgrade Theatre Belgrade Events Belgrade Community Programme
Warwick University		Warwick Arts Centre Warwick Outreach Programme
Coventry City Council	Local Authority	Sports Development Programmes Sports in Parks Inclusion Programmes (including health promotion & crime reduction) Passport to Leisure and Learning Scheme
Coventry City Council ⁴	Local Authority	Herbert Art Gallery & Museum Lunt Roman Fort Priory Visitor Centre
CVOne	City Centre Company	Cultural Events

5 User & Non User Intelligence

Sport & Physical Activity

The current information technology systems for the delivery of sport through public leisure centres are not consistent across the city, leading to sketchy user intelligence. The systems do not currently allow sufficient information to be analysed easily or allow for efficient promotion to increase participation among certain groups.

³ Alan Higgs is not supported by a revenue grant from Coventry City Council

⁴ Due to transfer to Trust management during 2007/8

Parks

Detailed information is available in relation to the sports in parks service, including golf, football and other pitch hiring, circuses and fairs, tennis and bowls. However this has not previously been used to inform the setting of fees and charges.

Arts & Heritage

Detailed information is available from both the Belgrade Theatre and Warwick Arts Centre, in relation to users. Limited information is currently collated for the Herbert Art Gallery, Lunt Roman Fort or the Priory Visitor Centre

Libraries

High quality information is available to staff to develop services, however the majority of charges in libraries are associated with fines. Those for borrowing CDs and DVDs will comply with the strategic approach recommended here.

Adult Education

High quality information is available for this service and is provided regularly to the Learning and Skills Council. This information is used to both set fees and charges, and to develop services.

Overall Income (from fees and charges) and Participation

Section	Participation (05/06)	Income (05/06)
Libraries	14,134,379	267,544
Adult Education	ACL – 12,640 FE – 10,466	ACL – 106,683 FE – 52,318
Parks (sport in parks)	33,272	88,126
Arts and Heritage	91,936	40,622

Coventry Sports Trust and Foundation raise large incomes from fees and charges, which off-set subsidy levels.

6 Research

No specific research is yet in place to allow analysis of how sensitive service users are to price, or the reasons that non-users do not choose to participate. Marketing of special offers are not yet widely used across these services.

National research has shown that approximately 16% of councils regularly survey users to inform charges, and questions are rarely asked that can inform the setting of charges. Examples of this could include asking if users feel that services represent value for money, asking users to rank the importance of factors that affect their service use, including price. Frequently factors other than price, such as lack of time, cleanliness and staff attitude, are influencing service use.

Analysis of the CIPFA charges made by other like authorities needs to be completed on an annual basis, to allow Coventry to place its charges within the appropriate quartile. An analysis of Coventry's prices against other similar Metropolitan Authorities is included in Appendix 4.

The full current prices for arts and heritage, sport in parks, libraries and adult education are attached in Appendix 1.

A comprehensive research document has been produced to analyse the pricing structures and rates within other providers of similar services in the city.

A comparison of prices in private health clubs in the city and public health studios are attached in Appendix 2.

The current membership options for each of the public sports facilities are attached in Appendix 3.

7 Price Cycle

Designing the charge

Good information will allow our partners within the private and voluntary sectors to evaluate the impact of charges and develop a better understanding of users and markets. When setting the charge the following approach shows the points of the price cycle that help the charge to be designed. Annual reviews of charging will entail "the charging decision" – how the decision is made and what factors are taken into account; "an informed approach" – what market intelligence and other management data are used to inform the decision; and "designing the charge" – is proper account taken of market intelligence and management information?

- (1) ***Establish the principles*** – this is why there is a charge for a service, and if market rate would be charged, or if this is a priority service for subsidy, e.g. a charge for the hire of a football pitch is made as this is a service used out of choice by some residents, not everyone, it is not a service the Authority **has** to provide, but the charge does not recover the full cost of providing the pitch because the Council wants to support people to be physically active, and stay healthy.
- (2) ***Join up objectives with charging*** – match the reason for charging a market rate or subsidising activities with Council objectives, e.g. a charge for the hire of a football pitch delivers the Council's objective of promoting health.
- (3) ***Set targets for the charges*** – setting targets for the amount of the cost of a service to be recovered from a charge, e.g. if it costs the Council £60 per hour to provide a football pitch, a charge of £31.50 to aim to recover 50% of the true cost.

- (4) **Design the charges** – research what customers will pay, what they pay elsewhere, and set charges for members to agree, e.g. other local authorities charge up to £40 for a football pitch of high quality, with some charging as little as £25, Coventry recommends a charge of £31.
- (5) **Make the charging decision** – this charge is recommended to Councillors to agree any recommended changes.
- (6) **Monitor and evaluate** – participation in activities is monitored with satisfaction surveys and income levels against targets, to evaluate if the charge is working, e.g. football participation increases, and footballers respond that value for money is good, the charge is correct.
- (7) **Feedback to strategic principles following annual review** - if there is a need to improve facilities or services income from fees and charges can be used, if supported, e.g. football pitches need better drainage to stop matches being cancelled, clubs are surveyed to see if they will pay an additional £5 per hire to cover this work being done during the off-season. If this is supported this is agreed with Councillors and income generated to improve facilities, above and beyond the normal maintenance that is provided

At each point in charge design there needs to be established:

- **Clear objectives** – what the charge is expected to achieve
- **Clarity over objectives review** – provide a framework for reviews to understand why prices are subsidised or not
- **Joining up charges** – ensuring that there are not huge inconsistencies across the city
- **Exemptions and concession clarity and consistency** – ensuring that where services are free these have been considered, and that lower charges are targeted
- **Monitoring of the impact of charges** – checking that participation changes, or low usage are not due to prices, by conducting regular surveys of users and non-users

Market Intelligence

- Do we know the users? – Who is using the service and why, established through surveys, and who is not using services and why
- Are user and non-user reactions to charges and marketing assessed? – Understanding through research why customers start and stop using services, through regular surveys
- Are target groups identified and monitored? – Checking that services are used by the Council's priority groups from surveys or user information, and that this then influences programming and marketing

- Are competitors identified? – Do we regularly record pricing for other similar organisations?
- Is their behaviour monitored?

Within Charge Design

- Is the charge design used to its full potential?
- Are there missed opportunities?
- Is charge design based on good use of market intelligence?

Financial Context

- Are subsidy levels set?
- Which services provide the income?
- What are the trends for charges?
- What informs the decision?

8 Concessions and Target Groups

The Council and its partners aim to work together to agree subsidy levels, and priority groups for these.

9 Coventry City Key Issues

From the information provided above there are some key issues that emerge in relation to price, these are:

- Benchmarking is not embedded into services, and used to inform setting of fees and charges
- Research – There is a need to better understand the pricing structures of those providing alternative leisure opportunities both within the borough and cross boundary. This issue is partly resolved within private sector provision where prices are monitored but not in terms of key sports clubs and cross boundary provision. This research needs to inform the setting of fees and charges.
- Research – There is a need to improve data for participation in relation to users and non-users to allow good practice in terms of setting prices to be achieved
- Pricing review is generally based on inflationary and ad hoc increases.
- Recovery rates are not consistently established for activities
- Monitoring and evaluation is not consistently established where pricing is used as a promotional tool, to analyse the success or failure of promotions
- It is not possible to investigate the majority of prices for activities on the internet
- Key grant supported delivery partners in the city set charges in isolation and often without providing information to the City Council, leading to a lack of information for the public, and an inconsistent approach

10 Recovery Rates and Levels of Subsidy

Generally, recovery rates are not monitored across services. This has started to change with the introduction of key performance indicators for partners in 2006. There is further development required for this work.

Recovery rates are currently used in Association of Public Service Excellence (APSE) and will become available for all registered sports and leisure facilities.

It is recommended that as part of the strategy, recovery rates will be used as a key performance indicator across the service and will include amongst others, Adult Education, Inclusion Programmes, Belgrade Theatre and Warwick Arts Centre.

11 Strategy Recommendations

- R1** Annual fees and charges reports for the service area should follow the "designing the charge" approach within this strategy.
- R2** Prices should be set to charge market rates where possible, implement targeted subsidies through the Passport to Leisure and Learning scheme, and maximise recovery levels.
- R3** That a normal operating procedure be developed for setting charges and prices annually, as the base methodology for the annual agreement of charges, for both direct and indirectly managed services (including primary and secondary research supported and enabled by the marketing function in Culture, Leisure and Libraries).
- R3** Concessions and Target Groups – The Council needs to continue to work with partners to use price to encourage participation especially in priority groups.
- R4** Pricing Structure – Coventry City Council and its partners need to deploy a pricing structure which is simple at the point of sale.
- R6** That comprehensive Corporate memberships be introduced for sport and arts for both Coventry City Council Employees, Corporate partners, and the wider Corporate community.
- R7** That information be available through internet and intranet sites relating to city-wide services and facilities, including price and booking information.
- R8** That all opportunities be available to book on line over the coming 5 years through ICT improvements.
- R9** That recovery rates be used as a key performance indicator across the service.
- R10** That grant support agreements for partners need to incorporate adherence to this charging strategy, and information on prices be provided regularly within monitoring of those agreements.

12 Glossary

ASPE	Association of Public Service Excellence
CIPFA	Chartered Institute of Public Finance Accounting
SE	Sport England
ICT	Information and communication technology
KI	Key issue
R	Recommendation

13 Reference Documents

Audit Commission	The Price is Right – Charging for Local Authorities
Coventry Community Plan	2003 –2013
Loughborough University 1998	Leisure Pass National Study

Current Prices

SPORT IN PARKS	2006/7 £
Allesley Park Mini Golf	
Full Round	
Adult	4.50
Junior	2.10
Senior Citizen	2.60
Passport to Leisure and Learning holder	1.00
Part Round	
Adult	2.35
Junior	1.25
Senior Citizen	1.55
Passport to Leisure and Learning holder	1.00
Crazy Golf – due to re-open Easter 2007	
Memorial Park Pitch n Putt	
Full Round	
Adult	4.05
Junior	1.80
Senior Citizen	2.55
Passport to Leisure and Learning holder	1.00
Part Round	
Adult	2.05
Junior	1.05
Senior Citizen	1.35
Passport to Leisure and Learning	1.00
Memorial & Spencer Park Tennis	
Per court per hour	
Adult	1.95
Junior	1.30
Senior Citizen (weekdays only)	1.35
Passport to Leisure and Learning holder	1.00
Court Reservation Fee	0.75
Memorial and Spencer Park Bowls (Per 2 hours)	
Adult	2.00
Junior	0.95
Senior Citizen	1.40
Passport to Leisure and Learning holder	1.00

SPORT IN PARKS	2006/7 £
Football and Cricket Pitch – one off hire	
Adult Pitch and Changing Rooms	32.00
Junior Pitch only	10.50
Club Hire (block booking rate)	
Tennis per court per hour	7.65
Flat Green per rink per match	4.77
Crown Green per hour	4.61

ARTS AND HERITAGE	2006/7 £
Media Facilities Hire	
Recording Studio Dry Hire Daytime Standard Fee	10.00 per hour
Recording Studio Dry Hire Daytime concession Fee	7.50 per hour
Recording Studio Dry Hire Saturday Standard Fee	50.00 per day
Recording Studio Dry Hire Saturday concession Fee	20.00 per day
Recording studio Dry Hire standard fee Sunday	n/a
Recording studio Dry Hire standard concession fee Sunday	n/a
Recording Studio Wet Hire Daytime Standard Fee	15.00 per hour
Recording Studio Wet Hire Daytime concession Fee	10.00 per hour
Recording studio through the night hire standard Fee	50.00 per day
Recording studio through the night hire concession Fee	20.00 per night
Midi Workstation Hire Standard	5.00 per hour
Midi Workstation Hire concession	1.50 per hour
On- Site DJ Decks Standard	10.00 per hour
On- Site DJ Decks concession	1.50 per hour
Off Site DJ Decks Standard	30.00 per day
IT Suite Room Hire	150.00 per day
IT Booth Hire	5.00 per hour
Web Design	25.00 per hour
Final Cut Video Edit Suites daytime standard fee	120.00 per day
Final Cut Video Edit Suites daytime concession fee	40.00 per day
Final Cut Video Edit Suites weekend standard fee	90.00 per day
Final Cut Video Edit Suites weekend concession fee	30.00 per day
Final Cut Video Edit suites through the night hire Standard	90.00 per night
Final Cut Video Edit suites through the night hire concession	30.00 per night
Avid Video Edit Suites daytime standard fee	60.00 per day
Avid Video Edit Suites daytime concession fee	20.00 per day
Avid Video Edit Suites weekend standard fee	45.00 per day
Avid Video Edit Suites weekend concession fee	15.00 per day
Avid Video Edit suites through the night hire Standard	45.00 per night
Avid Video Edit suites through the night hire concession	20.00 per night
Sony Video Edit Suites daytime standard fee	60.00 per day
Sony Video Edit Suites daytime concession fee	20.00 per day

ARTS AND HERITAGE	2006/7 £
Production crew/ in house editor	25.00 per hour
In house Grading Equipment standard	9.00 per day
In house Grading Equipment concession	3.00 per day
Media Equipment Hire	Various
Room Hire	
Training Room Hire	15.00 per hour
Education Room Hire	15.00 per hour
Gallery One Hire	50.00 per hour
Café Hire	n/a
Room Hire Refreshments	1.00 per head
Exhibition Hall Hire	40.00 per week
Archives	
Consultancy Charges	50.00 per hour
Research Fees	15.00 per hour
Plan Copies	11.00
Reproduction Rights in publications	Negotiable
Curatorial Talks	25.00
Priory Visitors Centre	
Undercroft Tours	1.00
Lunt Roman Fort	
Public Admission Charges Adult	2.00
Public Admission Charges concession	1.00
Public Admission Charges family	5.00
LEA Group Admission Charges 1-10 in group	20.00
LEA Group Admission Charges 11-20 in group	20.00
LEA Group Admission Charges 21-35 in group	20.00
NON LEA Group Admission Charges 1-10 in group	26.00
NON LEA Group Admission Charges 11-20 in group	32.00
NON LEA Group Admission Charges 21-35 in group	41.00

LIBRARIES & INFORMATION SERVICES			2006/7 £
	Fees (Per Item)	Fines (Per Item, Per Day)	Max Fine (Per Item)
Adults (16 and over)			
Books	-	0.14	5.60
Talking Books	1.00	0.14	5.60
CDs	0.55	0.55	4.40
CDs (Double or More)	1.10	1.10	8.80
DVDs Premium (2 nights)	2.50	2.50	20.00
DVDs (1 week loan)	2.50	2.50	20.00
CD-ROMs (1 week loan)	2.00	2.00	16.00
Inter – Library Loans	1.20	0.14	5.60
Reservations	0.60		
Replacement tickets	1.50		
Passport to Leisure and Learning holders and 60+			
Books	-	0.07	2.80
Talking Books	-	0.07	2.80
CDs	0.25	0.25	2.00
CDs (Double or More)	0.50	0.50	4.00
DVDs Premium (2 nights)	1.25	1.25	10.00
DVDs (1 week loan)	1.25	1.25	10.00
CD-ROMs (1 week loan)	1.00	1.00	8.00
Inter – Library Loans	0.60		
Reservations	0.30		
Replacement tickets	1.50		
Children (Under 16)			
Books	-		
Talking Books	-		
CDs	0.25	0.25	2.00
CDs (Double or More)	0.50	0.50	4.00
Inter – Library Loans	0.60		
Reservations	-		
Replacement tickets	1.50		

ADULT EDUCATION		2006/7 £
Course Fees		
Accredited		1.40 Per Hour
Not Accredited		1.90 Per Hour
Not accredited 60+		1.35 Per hour
Not accredited Passport to Leisure and Learning holder		Free

Appendix 2

Comparison Data - Private Health Clubs in the City (2005/06)

Site	Facilities	Pay & Play Charge £	Weekly Charge £	Monthly Charge £	Annual Charge £
Apollo Weights & Fitness Centre	Fitness Suite	3.50	8.00	28.00	
Esporta/Warwickshire Health & Racket Centre	Fitness Suite, Tennis, Squash, Badminton, 25m Pool			65.00	
Effective Fitness	Fitness Suite	5.00		50 for teens 80 for adults (quarterly)	
Fitness for Women	Fitness Suite			24.95	
Spirit Health & Fitness	Fitness Suite, 15m x 7m Pool	Members Only		47.00	470.00
Village Hotel	Fitness Suite, 25m Pool	Members Only		50.00	
Fitness Factory	Fitness Suite	3.50	8.50	26.00	
Future Fitness	Fitness Suite	5.00		40.00	290.00
Motacise Armchair Exercise Centre	Fitness Suite	Members Only			430.00
Palm Springs Health & Beauty	Fitness Suite				
Windmill Village Hotel	Fitness Suite, 20m Pool	Members Only		35.00	
Women's League of Health and Beauty	Fitness Suite				
Red Corner	Fitness Suite	2.50	7.00	25.00	200.00
Royal Court Hotel	Fitness Suite, 19m Pool				
Pro Gym	Fitness Suite	3.00	7.00	25.00	250.00
Butterfly	Fitness Suite, Health	3.00	7.00	25.00	
Sports Connection	Fitness Suite, Health	7.25		24.00	

Comparison Data – Public Health Studios (2005/06)

Site	Pay & Play Charge £	Weekly Charge £
Centre AT7	4.90	22.00
Coventry Sports and Leisure Centre		
Alan Higgs Centre	4.90	
NDC Leisure Centre		25.00 15.00 concession for NDC area residents and Passport to Leisure and Learning holders
Mercia Park Leisure Centre		
Henley College		25.00 15.00 concession for NDC area residents and Passport to Leisure and Learning holders
Tile Hill College	2.50	
St Augustines	2.75	
Ernesford Grange School & Community College		
Foxford School & Community College	3.55	
Stoke Park School & Community College	2.00	
Ricoh Arena (CCFC)	10.00	
Sidney Stringer Community Technology College		
Woodlands School		
Midlands Sports Centre		
Foleshill Leisure Centre	2.65	

Appendix 3

Current Membership Options (2006/07)

Site	Membership Price (Monthly)
Alan Higgs	33.00 Peak 29.00 Off Peak
Foleshill Sport and Leisure Centre	32.00
Coventry Sport and Leisure Centre	32.00
Midlands Sport Centre	33.00 Peak 29.00 Off Peak
Centre AT7	33.00 Peak 29.00 Off Peak
Ricoh Arena	38.00
Fit N' Fifty concession card	3.00 (lasts for a year and gives discounts off-peak)

Appendix 4

Leisure Charges 2005/06 – CIPFA Comparisons

Leisure Centre	Charges for Coventry City Council				Group Comparators*		All Authorities	
	2003/04 £	2004/05 £	2005/06 £	Average % change per annum	(Median) 2005/06 £	Average % change per annum	(Median) 2005/06 £	Average % change per annum
Adult								
Membership/annum					26.00	92.6%	22.00	-0.5%
All inclusive membership/annum			310.00		310.00		341.00	
Membership/day					3.00	215.8%	1.00	
Junior								
Membership/annum					26.00		11.50	5.5%
All inclusive membership/annum			310.00		299.98		236.50	
Membership/day					0.75	66.7%	0.66	4.8%
Main hall hire / hour	80.00	90.00	95.00	5.6%	58.00	10.5%	40.35	8.8%
Small hall hire / hour	40.00	40.00	42.00	5.0%	22.50	2.3%	20.75	7.0%
Basketball Court / hour					32.00	1.6%	32.00	6.7%
Five-a-Side Court / hour	23.65	24.50	25.25	3.1%	31.85	3.7%	31.73	5.8%
Badminton Court / hour	5.35		5.80		6.75	-0.7%	6.95	3.7%
Squash Court / hour	4.10	5.60	6.53	16.6%	7.04	4.3%	7.20	4.3%
Cricket net / hour					21.13	-4.0%	22.50	3.2%
Weight training / hour					3.90	21.9%	4.10	
Aerobics / hour	4.00	4.20	4.35	3.6%	3.50	16.7%	3.70	4.2%
Yoga / hour	3.10	4.20	4.35	3.6%	3.50	12.9%	3.90	6.8%
Fitness Suite – charge / hour	4.40	4.60	4.80	4.3%	4.15	3.8%	4.50	4.4%
Fitness Suite – Annual Fee		300.00	310.00		310.00	3.3%	341.00	-0.9%

* Coventry's CIPFA Group Comparators include Bolton, Bradford, Bury, Dudley, Gateshead, Kirklees, Leeds, Newcastle Upon Tyne, Oldham, Rochdale, Rotherham, Salford, Sandwell, Sheffield, South Tyneside, St Helens, Tameside, Wakefield, Walsall and Wolverhampton

Swimming Pools	Charges for Coventry City Council				Group Comparators		All Authorities	
	2003/04 £	2004/05 £	2005/06 £	Average % change per annum	(Median) 2005/06 £	Average % change per annum	(Median) 2005/06 £	Average % change per annum
Indoor Pool (Weekday)								
Adult	2.80	3.00	3.10	3.3%	2.70	5.9%	2.70	3.8%
Junior	1.70	1.80	1.90	5.6%	1.43	5.6%	1.55	3.3%
Senior Citizen	2.45	2.55	2.65	3.9%	1.55	5.1%	1.60	3.2%
Club booking / hour					40.43	9.3%	49.34	7.4%
Leisure Pool (Weekday)								
Adult	2.80	3.00	3.10	3.3%	2.95	3.5%	3.00	5.3%
Junior	1.70	1.80	1.90	5.6%	1.83	1.4%	1.80	
Senior Citizen	2.45	2.55	2.65	3.9%	1.70	3.0%	1.80	
Club booking / hour					35.00		47.25	2.7%
Swimming Instruction								
Adult / hour	3.80	8.00	8.30	3.8%	5.00		5.65	4.6%
Junior / hour	2.50	5.20	5.36	3.1%	4.15	-17.6%	5.17	0.2%
Senior Citizen / hour	3.80	5.20	5.36	3.1%	4.05	-2.1%	5.20	4.0%
Sauna / session	4.40		4.80		4.40	2.3%	4.60	6.2%
Sun bed / session	3.40				4.00	14.3%	4.50	3.9%
Fast tan booth / session			5.00		2.85	-20.3%	4.50	3.4%

Outdoor Sports	Charges for Coventry City Council				Group Comparators		All Authorities	
	2003/04 £	2004/05 £	2005/06 £	Average % change per annum	(Median) 2005/06 £	Average % change per annum	(Median) 2005/06 £	Average % change per annum
Tennis (Hard Court)								
Adult / hour	1.80	1.90	3.80	100.0%	3.30	15.8%	4.50	8.4%
Junior / hour	1.20	0.90	2.50	177.8%	1.85	15.6%	2.50	8.7%
Senior Citizen / hour	1.35	1.35	2.60	92.6%	2.85	-20.3%	3.00	5.3%
Bowls								
Person / hour	1.60	0.78	0.73	-6.4%	1.75	6.1%	2.35	4.4%
Adult season ticket	42.00	42.00	42.00		29.40	-5.2%	50.00	12.0%
Senior citizen season ticket	42.00	42.00	42.00		16.70	24.6%	27.00	-3.6%
Football								
Saturday afternoon pitch with changing facilities		31.00	31.50	1.6%	41.00	7.9%	39.75	6.0%
Without changing facilities		20.50	21.00	2.4%	25.80	-6.2%	29.50	3.4%
Cricket								
Saturday afternoon pitch		31.00	31.50	1.6%	42.00	5.0%	43.50	8.8%
All Weather Pitch								
Floodlit / hour					44.30	13.6%	44.00	2.6%
Not floodlit / hour					36.70	7.6%	37.83	7.0%

Outdoor Sports	Charges for Coventry City Council				Group Comparators		All Authorities	
	2003/04 £	2004/05 £	2005/06 £	Average % change per annum	(Median) 2005/06 £	Average % change per annum	(Median) 2005/06 £	Average % change per annum
Golf								
Weekday Green fee	11.35	11.75	13.90	18.3%	11.35	5.6%	12.00	
Weekend Green fee	15.10	15.75	18.50	17.5%	13.00	1.6%	14.98	-0.7%
Annual 7 day season ticket	625.00	595.00	595.00		380.00	15.2%	435.00	10.0%
Annual 5 day season ticket	445.00	425.00	425.00		275.00	10.0%	327.00	10.1%
Pitch and Putt								
Adult	4.20	4.35	4.35		2.63	1.0%	2.80	
Junior	1.90	1.95	1.95		1.50	30.4%	1.84	2.2%
Senior Citizen	2.45	2.50	2.50		2.00	11.1%	2.00	