



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

9 January 2008
17 January 2008

Report of
Director of Community Services

Title
Charging Review 2007 Culture, Leisure and Libraries Reconsideration

Ward
City-wide

1 Purpose of the Report

To seek Cabinet Member (Culture, Leisure and Libraries) confirmation for changes to the proposed fees and charges for Culture, Leisure and Libraries that were originally submitted to Cabinet on 11 September 2007, following feedback from a subsequent call in to Scrutiny.

2 Recommendations

Scrutiny Co-ordination Committee to:

2.1 Consider the report and forward any comments to the Cabinet Member.

The Cabinet Member (Culture, Leisure and Libraries) is recommended to:

2.2 Confirm the approval of the charges for football pitch hire, and the Lunt Roman Fort as outlined in section 4.

3 Information/Background

3.1 The Audit Commission publication "The Price is Right – Charging for Public Services" recommends that a planned and strategic approach be taken to the setting of fees and charges. Culture, Leisure and Libraries has already interpreted this guidance into a charging strategy for the service area. This was approved by Cabinet Member (Culture, Leisure and Libraries) on 22 February 2007.

3.2 A consistent approach has been adopted through the charging strategy to the review of charges, and approach to setting revised fees and charges for services across the service area and a report was brought to Cabinet on 11 September 2007.

3.3 Following the call in of the fees and charges review 2007, the Cabinet Member (Culture, Leisure and Libraries) was asked to reconsider the charges for two areas – football pitches and Lunt Fort. This paper represents that reconsideration, and the outcome in relation to charges to be implemented.

4 Proposal and Other Options to be Considered

4.1 Football Pitch Hire Charges

The review demonstrated that the CIPFA comparison for charges is not available in relation to charges made for junior pitches. The rationale is for charging towards the median quartile for adult pitch hire with junior reductions at 50% and below. This is valid as the pitch quality in Coventry prevents upper quartile pricing. Comparisons with four local authorities demonstrate that, in general, authorities are charging half the adult rate for junior pitches, with no additional reduction for the under 11 age group. It is therefore recommended that the charges proposed be implemented, based on charging below 50% of the adult charge for juniors aged 12 to 16 years, and just over 25% for under 11s.

Recommended charges to be implemented

Charge	2006/07	From January 2008 ¹	From March 2008	From March 2009	% increase each year
Football and Cricket Pitches					
Adult pitch and changing rooms	32.00	37.00	40.00	40.00	16, 8, 0
Junior (12 to 16 years)	10.50	14.00	16.00	16.00	33, 15, 0
Mini Soccer (under 11's)	10.00	10.50	11.00	11.55	5, 5, 5

4.2 Lunt Roman Fort

The review demonstrated that the charges at the Lunt have not been increased for seven years. The five year income trend has therefore remained static, against increasing costs. The benchmark average and median support the charges proposed for the facility and services. The survey results demonstrate that the rating for value is 100% satisfaction, and the experience compares favourably with 80% of respondents. The benchmarking analysis demonstrates that the Lunt is undercharging considerably. For some when there are low numbers within school groups the charges made by the Lunt are high. However this is not recommended to change as it is more efficient to encourage higher numbers in visiting groups or joint school visits.

However, on reconsideration, it is suggested that the concession price be altered from £1.50 in 2007/8 to £1.25, to maintain it at 50% of the full charge. In addition it is recommended that the charges for groups remain and that a further satisfaction survey be conducted to review satisfaction and perception of value for money on implementation.

Benchmarking Analysis

Fees and Charges	Lunt Roman Fort	Arbeia	Segedunum	Roman Army	Birdoswald
Attraction Admission Prices Public Adults	£2.50	£1.50	£3.95	£3.95	£3.80
Attraction Admission Prices Public Concessions	£1.50	£1.00	Free	£2.50	£1.90
Attraction Admission Prices Groups	1-10 in group £40	£10.00	£43.00	£22.50	£20.00
	11-20 in group £45	£20.00	£61.00	£45.00	£40.00
	21-35 in group £50	£35.00	£88.00	£78.75	£70.00

¹ To be implemented in line with block booking dates, giving appropriate notice for booking organisations

Fees and Charges	Lunt Roman Fort	Benchmark Mean	Benchmark Median
Attraction Admission Prices Public Adults	£2.50	£3.30	£3.87
Attraction Admission Prices Public Concessions	£1.50	£1.35	£1.45
Attraction Admission Prices Groups	1-10 in group £40	£24.00	£21.25
	11-20 in group £45	£41.00	£42.50
	21-35 in group £50	£68.00	£74.75

Proposed charges to be implemented:

Admission Type	2006/07 Current Charge	2007/08 Proposed Charge	2007/08 % increase	2011/2012*
Full admission	£2.00	£2.50	25%	£2.75
Concessions	£1.00	£1.25	25%	£1.38
Family Ticket	£5.00	£7.00	40%	£7.70
Coventry LEA schools	£20 per group	1-10 in group: £40 per group**	100%	£44.15
		11-20 in group: £45 per group	125%	£49.65
		21-35 in group: £50 per group	150%	£55.20
Other schools and all other groups	£20 per group plus £0.60p per child	1-10 in group: £40 per group	54%	£44.15
		11-20 in group: £45 per group	41%	£49.65
		21-35 in group: £50 per group	22%	£55.20

5 Other specific implications

	Implications (See below)	No Implications
Best Value	✓	
Children and Young People		<input checked="" type="checkbox"/>
Climate Change and Sustainable Development		<input checked="" type="checkbox"/>
Comparable Benchmark Data	✓	
Corporate Parenting		<input checked="" type="checkbox"/>
Coventry Community Plan	✓	
Crime and Disorder		<input checked="" type="checkbox"/>
Equal Opportunities	✓	
Finance	✓	
Health and Safety		<input checked="" type="checkbox"/>
Human Resources		<input checked="" type="checkbox"/>
Human Rights Act		<input checked="" type="checkbox"/>
Impact on Partner Organisations	✓	

	Implications (See below)	No Implications
Information and Communications Technology		<input checked="" type="checkbox"/>
Legal Implications		<input checked="" type="checkbox"/>
Neighbourhood Management		<input checked="" type="checkbox"/>
Property Implications		<input checked="" type="checkbox"/>
Race Equality Scheme		<input checked="" type="checkbox"/>
Risk Management		<input checked="" type="checkbox"/>
Trade Union Consultation		<input checked="" type="checkbox"/>
Voluntary Sector – The Coventry Compact		<input checked="" type="checkbox"/>

5.1 **Best Value**

Charging reviews deliver the City Council's duty of best value.

5.2 **Comparable Benchmark Data**

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

5.3 **Community Plan**

The charging review 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.

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 2008.

6 **Monitoring**

6.1 The delivery of the review will be through annual appraisals in each service area.

7 **Timescale and expected outcomes**

That charges be implemented in line with this report and previous report in September 2007.

	Yes	No
Key Decision		X
Scrutiny Consideration (if yes, which Scrutiny meeting and date)	16/1/08	
Council Consideration (if yes, date of Council meeting)		X

List of background papers

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Papers open to Public Inspection

Description of paper

Charging Strategy

Location

2nd Floor, West Orchard House