

Committee:	Date:
West Ham Park Committee	9 December 2019
Subject: West Ham Park Fees and Charges review 2020-21	Public
Report of: Director of Open Spaces	For Decision
<p style="text-align: center;">Summary</p> <p>Within the City of London Open Spaces, charges for sports activities are reviewed annually. This report summarises sports activity in the Park throughout 2019 and sets out the proposed fees and charges for sports facilities provided at West Ham Park in 2020/21</p> <p>Recommendation</p> <p>Members are asked to:</p> <ul style="list-style-type: none"> • Approve the proposed schedule of charges (attached at Appendix 1) for sports facilities in West Ham Park for the 2020/21 financial year. • Delegate authority to the Superintendent to finalise details of the Tennis Annual Membership package with Newham Council prior to the start of the tennis season. 	

Main Report

Background

1. West Ham Park is situated in the London Borough of Newham which has one of the highest obesity and inactivity levels in London. Newham Council heavily subsidises sports provision across the borough to encourage local people to be more active and help address these issues. Until last year it was free to play tennis at council owned park facilities. In 2018 investment from the Lawn Tennis Association (LTA) in partnership with the council saw facilities at several key strategic sites upgraded (including Stratford Park less than 1mile away from West Ham Park). Modest charging was then introduced along with an annual Family Membership pass. This impacted usage at West Ham Park and so an annual pass was introduced in 2019 for tennis and for use of the newly refurbished cricket nets.
2. Charges for the wide range of recreation and sporting facilities that are provided in all the City Corporation's Open Spaces are reviewed annually. The proposed fees and charges include concessionary rates, offering a 40% discount on the standard adult charge, except where indicated.
3. Sports fees and charges are not based on full cost recovery and are significantly subsidised by the City of London Corporation to promote participation in formal and informal recreation and to support health and well-being.

Current Position

4. Table 1 summarises the sports income for West Ham Park annually from 2016/17, and for this financial year up to the end of September. Income targets have steadily increased year on year since 2017/18, to help offset budget reductions implemented across the City of London. The International Cricket World Cup T20 and milder summer temperatures saw an increase in usage of sports facilities across the Park, in most areas exceeding our annual target. Although we have seen a small shortfall in the tennis income in 2019, income from other areas (e.g. events and licencing) has gone some way towards making up the shortfall.

Table 1: Sports income, West Ham Park

	2016/17	2017/18	2018/19	2019-20 to October	Target Income
Cricket Nets	£ 1,055.00	£ 1,428.00	£ 844.00	£ 1,549.00	£ 1,000.00
Cricket General	£ 4,001.00	£ 5,410.00	£ 5,712.00	£ 6,248.25	£ 6,000.00
Football Pitches	£ 2,474.00	£ 1,217.00	£ 1,456.00	£ 2,107.00	£ 2,000.00
Tennis Courts	£ 11,153.00	£ 17,580.00	£ 24,377.14	£ 17,256.00	£ 23,000.00
School Sports	£ 1,091.00	£ 2,624.00	£ 1,854.00	£ 2,340.00	£ 3,000.00
Total Income	£ 19,774.00	£ 28,259.00	£ 34,243.14	£ 29,500.25	£ 35,000.00

5. Football: The Park lost one of its long standing teams in 2019 due to a change in their circumstances which saw the team dissolve, however the remaining teams continue to return to the Park. Positive comments were received regarding the quality of the pitches, which is encouraging following investment in pitch reparation works. As a trial this winter the Park marked two 9-a-side junior training pitches in order to help manage increasing regular 'informal' use. This has seen new junior teams using the Park and one school making a regular booking for the season. Staff are currently looking at options to promote increased usage of Park facilities, to help maximise participation and future income.
6. Tennis: Usage of our courts almost doubled from September 2018 to September 2019: 12,449 court hours, compared to the same period 2017 to 2018 that saw 6,249 court hours. This is a direct result of the introduction of The Annual Tennis Household pass, which allows a family of 4 to play for two hours a day every day for £30 per annum. The pass was introduced to mirror that brought in by Newham Council the previous year, but the increased participation has been offset by a drop in income of 7% on the previous year (see Table 1). Tennis is a popular sport with local users, but factors such as socio-economic background and deprivation within the Borough do have an impact, as the team tries to find the balance between affordability and generating maximum income.
7. Fed Cup project: Tennis Come True – The Park's licensed coaches continue to grow their profile and coaching portfolio. The Fed cup was held at the Copper Box area in the Olympic Park in the spring of 2019. The LTA brought together the Olympic Boroughs of Hackney, Waltham Forest, Tower Hamlets and Newham to run a Legacy project aiming to inspire children in East London

to play tennis. The Park's coaches approached 16 local primary schools, and visited 6 of them, coaching 57 classes – a total of 1620 children who were then invited to a 'Nature Valley Big Tennis Weekend' held at the Park which attracted 213 attendees. With 31 children then signing up for further tennis coaching at the Park. We continue to work in partnership with the LTA and the Park coaches, as well as considering other models of service delivery to improve use of our courts during the quieter booking periods.

8. Cricket: All of the regular cricket teams returned this season, some of whom have a long history with the Park dating back to the 1970s. One of the teams, Amez Cricket Club, reached the League final, narrowly missing out on victory with a defeat in their final game. Four new benches were installed around the cricket area along with a new scoreboard as a direct response to the requirements of the teams. Further additional equipment is required such as side screens and covers for the ground to comply with Essex County League regulations in which the adult teams play. The team is working with the clubs to identify source of funding for this.
9. Capital Kids Cricket, a youth cricket organisation, returned for another successful season of activities. They run West Ham and Stratford Cricket Club based at the Park, which started the season with an impressive 90 participants as they had 16 new members join in 2018. They once again hosted their annual cricket festivals at the Park and monopolised on success of the ICC T20 Cricket World Cup. Training sessions were attended on average by 25 children in the winter and 40 children and young adults in the summer. The young adults' team are now competing in The National Cricket League's third division. This year saw the start-up of their new Women and Girl's Cricket Programme, funded through the City's 'Enjoying Green Spaces' grant that was very successful – see Appendix 3 for a full report.
10. Schools Sports days: Over 7,000 children participated in approximately 100 hours of School Sports Days that are run from mid-June to mid-July due to the schools activity calendar. Schools tend to book their Sports days only if their preferred dates are available. Where possible the Park's support team ensure as many schools as possible can enjoy the use of the facilities, although income is limited to what schools can afford. The introduction of a half day option has helped to accommodate more schools and fit within their budgets.

Proposals

11. A benchmarking exercise was undertaken to compare West Ham Park's sporting facilities with the Park's local competitors and other City sites (see Appendix 1). It is proposed that most charges for 2020/21 be increased by 2.6% in line with Retail Price Index (CPI) as at August 2019 with rounding to aid cash handling. Consequently, this may represent marginally higher or lower percentage uplifts. The proposed fees and charges include concessionary rates, offering a 40% discount on the standard adult charge.
12. Tennis Annual Household pass: Due to the impact on budget, the Park manager has spoken with the LTA and Newham council about changing the charging structure for the annual pass in 2020. The suggestion is to introduce a family pass for a higher fee that would allow 2 hours of play per day and have an individual pass that would allow 1 hour of play per day within a set

fee. Pass holders would then be eligible for discounts on any further courts booked. This proposal and the fees associated with it are currently being negotiated and it is requested that delegated authority be given to the Superintendent to agree these charges before the start of the season in March 2020.

13. The charges stated are inclusive of VAT, other than for block booking of football where more than ten games are booked each season (subject to meeting the conditions as set out by the HMRC).

Corporate & Strategic Implications

14. The proposed sports charges are consistent with Objective 2 of the West Ham Park Management Plan 'a healthy and active park'. The proposals set out in this report contain a range of charges with concessionary rates that have been benchmarked against local providers and other City Open Spaces.
15. The provision of sports facilities supports the **Department of Open Spaces 2019/20 Business Plan:**
 - i. **Spaces enrich people's lives:** People enjoy good health and wellbeing and People feel welcome and included
 - ii. **Business practices are responsible and sustainable:** Our practices are financially and socially and environmentally sustainable
16. The provision of sports facilities contributes to the following **Corporate Plan 2018-23** aims and outcomes:

Contribute to a flourishing society

- i. People enjoy good health and wellbeing
- ii. People have equal opportunities to enrich their lives and reach their full potential
- iii. Communities are cohesive and have the facilities they need

Shape outstanding environments

- i. Our spaces are secure, resilient and well-maintained

Implications

17. The City's Financial Regulations require all departments to recover full costs when setting charges to persons or external organisations or submit reasons to the appropriate service Committee when that objective is not met. It is therefore at the discretion of individual spending Committees to determine the actual level of fees and charges relative to the services they provide, after taking into account local considerations and priorities.
18. Any shortfall in income, from the budgeted level, would need to be met by offsetting reductions elsewhere in the Chief Officer's local risk budgets or from new income sources. In light of the current financial situation, it is desirable that, where appropriate, income generated from fees and charges should be maximised, where this can be achieved within individual Committees' pricing policies.

Fees and charges in this report have been set by benchmarking and comparing fees with other facilities in the local area and across London through data gathered by the London Parks Benchmarking group.

Conclusion

19. The City seeks to maximise the use of the sporting activities in its Open Spaces and encourage active participation from all sections of the community. The approach to charging for sports facilities in West Ham Park will continue to be reviewed annually, in the light of market conditions, user requirements and the implementation of local sports strategies.

Appendices

- Appendix 1: Benchmarking of West Ham Park sports charges
- Appendix 2: Summary of West Ham Park proposed charges for 2020
- Appendix 3: Capital Kids Cricket: Enjoying Green Spaces - End of project report

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- Appendix 1: Benchmarking of West Ham Park sports charges

Cricket		Flanders Field (Bonny Downs)	NLOS: Proposed	WHP 19-20 current	Inflation 2.6%	Proposed change	WHP 20-21 Proposed	Notes
Adult	7 games, plus free use of 1 practice net, 1 evening per week & free use of dressing rooms	£765 (6 and over) £127.50 per extra match		£730.00	£748.98	See notes	£740.00	Increase by inflation at 2.6% but round down to stay competitive with local team
	Single match - day	£150.00	£96.00	£124.00	£127.22	x 2 artificial	£126.00	
	Single match - 4 hours (artificial)	£100.00		£62.00	£63.61	Inflation	£63.00	
	Nets - per hour	£10.00	£8.00	£9.00	£9.23	Hold	£9.00	Membership pass continued. Hourly rate held at previous to encourage play
	Nets - Annual pass			£20.00	£20.52	Hold	£20.00	
Concession	7 games, plus free use of 1 practice net, 1 evening per week & free use of dressing rooms	£459 (6 and over) £76.50 per extra match		£438.00	£449.39	40% discount	£444.00	40% discount on adult price offered to encourage youth participation
	Single Match - day	£90.00		£74.00	£75.92	40% discount	£75.00	
	Single Match - 4 hours	£65.00	£63.00	£37.00	£37.96	40% discount	£37.00	
	Nets - per hour	£10.00	£8.00	£6.00	£6.16	Hold	£6.00	

Tennis Courts		Lee Valley & Olympic Park	NLOS: Proposed	WHP 19-20 current	2.60%	Proposed change	WHP 20-21 Proposed	Notes
Adults	per hour	Peak £10 Off Peak £8	£9.25	£7 peak £5 off peak	£7.15peak £5.15 off peak	Hold	Peak £7 Off Peak £5	Hold prices
	Coaching: Various levels (per hr)	£8, £12	£59.50; £89.25; £119	£10.00	£10.26	Benchmark	£59-£90	9 sessions
Concession	per hour	Peak £8.00 Off Peak £6	£5.55	£4.00	£4.10	Hold	Peak £4 Off Peak £2.50	Hold prices
	Coaching - Red/Orange/Green session	£48/ 7week;	£47.50	£2.50	£2.57	Benchmark	£49.50	9 sessions
Household	Membership	Not comparable		£30.00	£30.78	TBC	£30.00	Household pass

Marking out charges		Hampstead Heath	WHP 19-20 current	2.60%	Proposed change	WHP 20-21 Proposed	Notes
Adult	Rounder's - per pitch	£56.50	£56.00	£57.46	Inflation	£57.00	Increase by inflation at 2.6%
Concession	Rounder's - per pitch		£22.00	£22.57	Discount	£23.00	
Concession	Running track per day (400m)	£263.50	£58.00	£59.51	Inflation	£60.00	
Concession	Running track per day (100m)		£22.00	£22.57	Inflation	£23.00	
Concession	School Sports day <100 attendees	£158.00	£85.00	£87.21	Inflation	£87.00	
Concession	School Sports day <500 attendees		£117.00	£120.04	Inflation	£120.00	Prices calculated based on staff support required at larger sports days
Concession	School Sports day >500 attendees		On request		On request	On request	
Adult	Running track: prices available on request.	£4.50	On request		On request		

Football		Flanders Playing	Wanstead Flats	Hampstead	WHP 19-20	2.60%	Proposed	WHP 20-21	Notes
Adult	Saturdays: 15 games plus free use of	12 matches £950	£658.00	N/A	£480.00	£492.48	Inflation	£492.00	Increased by inflation
	Sundays: 15 games plus free use of		£937.00	N/A	£706.00	£724.36	Inflation	£724.00	
	Single match - Mon-Fri	£90.00		£90.00	£54.00	£55.40	Inflation	£55.00	
	Single match - Sat		£47.00		£66.00	£67.72	Inflation	£68.00	
	Single match - Sun		£67.00		£80.00	£82.08	Inflation	£82.00	
Concessions	Saturdays: 15 games plus free use of	12 matches £450	£296.00	N/A	£211.00	£216.49	Inflation	£216.00	
	Sundays: 15 games plus free use of		£378.00	N/A	£316.00	£324.22	Inflation	£324.00	
	Single match - Mon-Fri	£60.00	N/A	£54.00	£33.00	£33.86	Inflation	£34.00	
	Single match - Sat & Sun		N/A		£37.00	£37.96	Inflation	£38.00	

Use of changing rooms		LB Newham	WHP 19-20 current	2.60%	Proposed change	WHP 20-21 Proposed	Notes
All	Changing room fee for single match	N/A	£52.00	£53.35	Inflation (2.6%)	£53.00	Increased by inflation

Appendix 2: Summary of West Ham Park proposed charges

	2020/21	
Cricket	Adult	Concession
7 games, plus free use of 1 practice net, 1 evening per week & free use of dressing rooms	£ 740.00	£ 444.00
Single match - day	£ 126.00	£ 75.00
Single match - 4 hours	£ 63.00	£ 37.00
Nets - per hour	£ 9.00	£ 6.00
Nets - Annual pass	£ 20.00	
Tennis Courts		
Per hour - Peak*	£ 7.00	£ 4.00
Per hour - Off-Peak**	£ 5.00	£ 2.50
Coaching - Various levels (9 sessions on average)	£59 to £90	£ 49.50
Membership	TBC	
Marking out charges		
Rounders - per pitch	£ 57.00	£ 23.00
Running track per day (400m)	On request	£ 60.00
Running track per day (100m)		£ 23.00
School Sports day <100 attendees		£ 87.00
School Sports day <500 attendees		£ 120.00
School Sports day >500 attendees - price on request		On request
Football		
Saturdays: 15 games plus free use of dressing rooms	£ 492.00	£ 216.00
Sundays: 15 games plus free use of dressing rooms	£ 724.00	£ 324.00
Single match - Mon-Fri	£ 55.00	£ 34.00
Single match - Sat	£ 68.00	£ 38.00
Single match - Sun	£ 82.00	
5 Aside	On request	
Changing rooms		
Changing room fee for single match	£ 53.00	
All charges are inclusive of VAT		

Notes:

- Concession – A concession rate is available for under 16s, OAPs, students, unemployed people and disabled people
- Tennis peak* Monday to Friday 8am to 10am and 3pm till closing, Saturday and Sunday – 8am till closing
- Tennis off peak** Monday to Friday 10am to 3pm
- Annual pass per household introduced for cricket nets and tennis – maximum booking of one lane/court for two hours per day (in line with LB Newham terms and conditions)
- Tennis Membership TBC due to negotiations with LB Newham in regard to pricing structure.