

<b>Committee(s):</b>	<b>Date(s):</b>
West Ham Park Committee	24 April 2015
<b>Subject:</b> West Ham Park Sports Charges 2015/16	<b>Public</b>
<b>Report of:</b> Director of Open Spaces	<b>For Decision</b>
<p><b>Summary</b></p> <p>Within the City Corporation's Open Spaces, charges for sports activities are reviewed annually. This report sets out the proposed fees and charges for sports facilities provided at West Ham Park for 2015/16.</p> <p><b>Recommendation</b></p> <p>Members are asked to:</p> <ul style="list-style-type: none"> <li>• Approve the proposed schedule of charges (attached at Appendix 2) for sports facilities in West Ham Park for the 2015/16 financial year.</li> </ul>	

## Main Report

### **Background**

1. A wide range of sporting facilities are provided throughout the City Corporation's Open Spaces and the charges for these are reviewed annually. The current charges for West Ham Park were approved by the Open Spaces, City Gardens and West Ham Park Committee in February 2014.

### **Current Position**

2. Sports charges were increased across all disciplines in 2014/15 in line with inflation rates. Income generated during 2013/14 totalled £17,674 (see table 1) an increase of 18% since 2012/13. This will in part be due to the relatively sunny summer months of June and July experienced in comparison to 2013 (Met Office, Jan 2015). The park continues to be a hub for tennis and cricket due to its popularity with local residents as well as the quality and quantity of courts, nets and pitches that are available.

Table 1: West Ham Park Sports Income

	2011/2012	2012/2013	2013/14
<b>Cricket Nets</b>	£ 4,668	£ 3,521	£ 3,316
<b>Cricket General</b>	£ 2,322	£ 2,395	£ 3,255
<b>Football Pitches*</b>	£ 1,828	£ 597	£ 601
<b>Tennis Courts</b>	£ 10,458	£ 6,624	£ 7,863
<b>School Sports</b>	£ 3,973	£ 1,839	£ 2,639
<b>Total Income</b>	<b>£ 23,249</b>	<b>£ 14,976</b>	<b>£ 17,674</b>

*Football Pitches\* The provision of these facilities are charged as block bookings and are not subject to VAT*

3. The delivery of sports across the Open Spaces department is being examined as part of the service based review and will require the Superintendent to look at alternative ways of delivering activities that are not part of our core obligations. This will involve exploring the possibility of using third party providers for sports facilities, attracting sponsorship for sports and increasing income generation from these activities.
4. Officers continue to consult with local users and the London Borough of Newham about their local sports strategies to ensure that the objectives for sports provision in West Ham Park is in line with local needs. London Borough of Newham have identified six priority sports for the borough; cricket, football, rugby, tennis, athletics and basketball. West Ham Park is seen as a key provider of both cricket and tennis facilities. The park has been invited to attend the Newham Cricket Development Group in order to support the development of local cricket from grassroots level upward, following the publication of Newham Cricket Facilities Strategy which identified that there was significant unmet demand for cricket in the borough and highlighted the shortfall in available facilities to support the continued growth of the game. Discussions are also continuing with the Lawn Tennis Association in regards to part funding the renovation of 9 courts in the park and future coaching arrangements.

## Proposals

5. The current inflation rate faced by households has fallen to its lowest level on record with the Consumer Price index being unchanged in the year to February 2015 (Office for National Statistics, 2015). However the cost of many goods and services continues to rise. This is recognised by the Office for National Statistics, which states that the low inflation rate is due to volatile price movements in motor fuel and food. The core inflation rate represents the long term trend in price levels and showed an increase of 1.2 % in February.
6. It is proposed that charges for 2015/16 are increased by the core inflation rate of 1.2% where appropriate with consideration given to fees charged at other City of London Open Spaces and the London Borough of Newham. While charges strive to maximise income, a blended approach has been adopted to

promote some activities, while also remaining competitive. Rounding up or down has been applied to ease cash handling. It is proposed that separate fees for schools be removed and the concession rate applied to simplify booking and billing. It is also suggested that we no longer charge for play by the half-hour as this is difficult and costly to manage on site and is not offered by others. Appendix 1 details the benchmarking exercise that was carried out and comments on the reasons for each price change. Appendix 2 summarises the proposed charges for West Ham Park in 2015/16.

7. The charges stated are inclusive of VAT, apart from for block booking of football as more than ten games are booked each season (subject to HMRC conditions being met).

### **Corporate & Strategic Implications**

8. The proposed sports charges are consistent with Objective 8 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 assessed against other local providers and City Open Spaces.
9. The provision of sports facilities supports the City Together Strategy them 'A World Class City which is vibrant and culturally rich'. Linked to this is the associated Open Spaces Strategic Aim: 'Promote opportunities to value and enjoy the outdoors for recreation, learning and healthy living'.
10. Starting in 2015, further works are proposed to review all the charges for facilities and services to ensure that income is maximised. This will be undertaken through the work of the Sports Programme Board. A number of themed Programme Boards have been established to oversee the delivery of £2.2m savings identified across the Open Spaces Department as part of the City of London Service Based Review. The generation of additional income forms a critical contribution towards delivering the required level of savings with a view to avoiding the loss of facilities and services.

### **Implications**

11. 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.
12. Any shortfall in income, from the budgeted level, would need to be met by offsetting reductions elsewhere in the Chief Officers' 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.

13. The majority of the increases in fees and charges proposed in this report have been set in line with inflation and should produce additional income in line with the City's budget management policy.

## **Conclusion**

14. 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 1.1 – Benchmarking of cricket charges and proposed rates
- Appendix 1.2 – Benchmarking of football charges and proposed rates
- Appendix 1.3 – Benchmarking and proposed rates for tennis, rounders and marking out of running tracks/grids.
- Appendix 1.4 – Benchmarking of schools charges and proposed rates
- Appendix 2: Summary of West Ham Park proposed charges for 2015/16

### **Lucy Murphy**

West Ham Park Manager

T: 020 8475 7104 (internal ext. 6534)

E: [lucy.murphy@cityoflondon.gov.uk](mailto:lucy.murphy@cityoflondon.gov.uk)

## Appendix 1.1: Benchmarking of cricket charges and proposed rates

	Current charges 2014/15	Increase by 1.2%	Proposed Charges 2015/16	NLOS Charges 2015/16	Newham Cricket Club £ 125.94	Comment
<b>Cricket</b>						
7 games, plus free use of 1 practice net, 1 evening per week & free use of dressing rooms	£ 511.00	£ 517.13	<b>£ 517.00</b>			Price increased by 1.2%
Single match	£ 75.00	£ 75.90	<b>£ 76.00</b>	£ 77.00	Whole day - £150, 4 hours - £100	
				£ 95.00		Charged at Parliament Hill Fields, Hampstead Heath
Youth 7 games, plus free use of 1 practice net, 1 evening per week & free use of dressing rooms	£ 345.00	£ 349.14	<b>£ 349.00</b>			Price increased by 1.2%
Youth single match	£ 51.00	£ 51.61	<b>£ 51.00</b>	£ 46.00		Price held at 2013/14 rate
Cricket Nets - per hour	£ 9.00	£ 9.11	<b>£ 9.00</b>	£ 7.00	£15 per day	
Cricket Nets concessionary rate - per hour	£ 4.60	£ 4.66	<b>£ 4.60</b>	N/A		
Cricket Nets - per half hour	£ 4.60	£ 4.66	<b>Remove</b>	N/A		Charge removed to simplify booking/payment
Cricket Nets concessionary rate- per half hour	£ 2.60	£ 2.63		N/A		
Changing room fee			<b>£ 40.00</b>	£ 43.00		New fee introduced to allow these booking a single match to use the changing room facilities

NLOS refers to North London Open Spaces – i.e. Hampstead Heath, Highgate Wood and Queen’s Park.

Proposed West Ham Park Concession – Young people under 17, students, people aged 60 or over and the unemployed.

## Appendix 1.2: Benchmarking of football charges and proposed rates

	Current charges		Proposed Charges	NLOS Charges	Epping Forest Charges			London Borough of Newham 2015/16		Comment
	2014/15	Increase by 1.2%			2015/16	2015/16	Mon - Fri	Sat	Sun	
<b>Football</b>										
Saturdays: (16 games plus free use of dressing rooms and exempt from VAT due to block booking)	£ 440.00	£ 445.28	£ 445.00			£ 500.00		£ 554.31	£ 652.15	Price increased by 1.2%
Sundays: (16 games plus free use of dressing rooms and exempt from VAT due to block booking)	£ 626.00	£ 633.51	£ 650.00				£ 770.00	£ 554.31	£ 652.15	Price rounded up to £650 to be more comparable with Epping Forest
Saturdays - concession rate: (16 games plus free use of dressing rooms and exempt from VAT due to block booking)	Not previously available		£ 175.00			£280*/£175**		£ 272.16	£ 328.64	Concession charges introduced to encourage youth teams to use the park - charges set in line with Epping Forest Child rates**
Sundays - concession rate: (16 games plus free use of dressing rooms and exempt from VAT due to block booking)	Not previously available		£ 300.00				£555*/£300**	£ 272.16	£ 328.64	
Single Match	£ 76.00	£ 76.91	<b>Stagger prices as per Epping Forest</b>	£ 72.00	£ 50.00	£ 60.00	£ 72.00	£ 76.00	£ 88.32	Reduce prices within the park to encourage local teams to use facilities. Introduce different price per day at the same rate as Epping Forest.
Single Match - concession rate	Not previously available		<b>Stagger prices as per Epping**</b>	£ 41.00	£40*/£30**	£56*/£45**	£56*/£45**	£ 38.00	£ 45.19	
<b>5-aside Football</b>	£ 47.00	£ 47.56	£ 48.00							Price increased by 1.2%
Changing room fee			£ 40.00	£ 43.00						New fee introduced to allow these booking a single match to use the changing room facilities

Epping Forest Football concessions - \* Youth Aged 17 – 18, \*\* Child under 16

### Appendix 1.3: Benchmarking and proposed rates for tennis, rounder's and marking out of running tracks/grids

	Current charges 2014/15	Increase by 1.2%	Proposed Charges 2015/16	NLOS Charges* 2015/16	London Borough of Newham 2015/16	Comment
<b>Tennis Courts</b>						
Per hour	£ 4.60	£ 4.66	£ <b>4.70</b>	£ 7.00	Free to play	Increase price by 1.2%
Concessionary rate – per hour	£ 3.60	£ 3.64	£ <b>3.60</b>	£ 4.00		
Per half hour	£ 3.60	£ 3.64	<b>Remove</b>	N/A		Remove charge to simplify management /payment
Concessionary rate – per half hour	£ 2.00	£ 2.02	<b>Remove</b>	N/A		
<b>Rounder's / Soft Ball</b>						
Rounder's / Soft Ball – per pitch	£ 41.00	£ 41.49	£ <b>41.50</b>	£ 52.00	N/A	Increase price by 1.2%
Rounder's / Soft Ball concessionary rate – per pitch	Not previously available		£ <b>20.00</b>	£ 52.00	N/A	Concession rate introduced to encourage more youths to play
<b>Marking out charges</b>						
Running Track 400m – per week	£ 25.00	£ 25.30	£ <b>25.00</b>	N/A	£55 Athletics track	Increase price by 1.2%
Running Track 100m – per week	£ 18.50	£ 18.72	£ <b>19.00</b>	N/A		
Practice Grid – per session	£ 25.00	£ 25.30	£ <b>25.00</b>	N/A	N/A	Price held at 2013/14 rate

NLOS Charges \* Players pay an additional £15 annual registration fee to allow them to book in advance.

#### Appendix 1.4: Benchmarking of schools charges and proposed changes.

	Current	Current	1.2%	Proposed	NLOS	Epping Forest Charges		Comment
	2013/14	2014/15	increase	2015/16	2015/16	Mon - Fri	Sat	
<b>Fees for Schools</b>								
Cricket – Single Match	33.89	35	£ 35.42	<b>Charge at concession rate</b>	Charged at concession rate	N/A	N/A	Abolish separate pricing structure for schools and charge at concession rate.
Cricket Nets – per hour	4.11	4.2	£ 4.25			N/A	N/A	
Football per game	33.89	35	£ 35.42			Charged at concession rate		
5-a-side per pitch	17.53	18	£ 18.22			N/A	N/A	
Rounder's – per game	15.18	15.5	£ 15.69			N/A	N/A	
Tennis courts – per hour	3.24	3.5	£ 3.54			N/A	N/A	

## Appendix 2: Summary of West Ham Park proposed charges for 2015/16

<b>Cricket</b>		<b>2015-16</b>
Adult	7 games, plus free use of 1 practice net, 1 evening per week & free use of dressing rooms	£517.00
	Single match	£76.00
	Nets - per hour	£9.00
Concession	7 games, plus free use of 1 practice net, 1 evening per week & free use of dressing rooms	£349.00
	Single Match	£51.00
	Nets	£4.60
All	Changing room fee for single match	£40.00
<b>Football</b>		
Adult	<b>Saturdays:</b> 16 games plus free use of dressing rooms	£445.00
	<b>Sundays:</b> 16 games plus free use of dressing rooms	£650.00
	Single match - Mon-Fri	£50.00
	Single match - Sat	£60.00
	Single match - Sun	£72.00
Concessions	<b>Saturdays:</b> 16 games plus free use of dressing rooms	£175.00
	<b>Sundays:</b> 16 games plus free use of dressing rooms	£300.00
	Single match - Mon-Fri	£30.00
	Single match - Sat & Sun	£45.00
<b>5-side Football</b>		
All	Per game	£48.00
All	Changing room fee for single match	£40.00
<b>Tennis Courts</b>		
Adult	Per hour	£4.70
Concession	Per hour	£3.60
<b>Rounder's / Soft ball</b>		
Adult	Per pitch	£41.50
Concession	Per pitch	£20.00
<b>Marking out charges</b>		
Concession	Practice grid per session	£25.00
Concession	Running track per week (400m)	£25.00
Concession	Running track per week (100m)	£19.00
Adult	Prices available on request.	TBC

### Notes:

- Concessions are youngsters under 17, schools, students; people aged 60 or over and the unemployed
- VAT is included for all bookings, apart from football block bookings which are exempt