

Committee:	Date:
West Ham Park Committee	04 Dec 2017
Subject:	Public
West Ham Park Sports Fees and Charges review 2018/19	
Report of:	For Decision
Director of Open Spaces	
<p style="text-align: center;">Summary</p> <p>Within the City of London 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 in 2018/19.</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 3) for sports facilities in West Ham Park for the 2018/19 financial year. 	

Main Report

Background

- Charges for the wide range of recreation and sporting facilities that are provided in all the City Corporation's Open Spaces are reviewed annually. In 2017 a 40% discount to concessionary prices was introduced, to bring West Ham Park charges in line with charging structures at other City Open Spaces sites.

Current Position

- Table 1 summarises the sports income for West Ham Park annually from 2014 and this financial year up to the end of September. Overall the park is expected to meet expected income targets and has increased bookings and participation.

Table 1: Sports income, West Ham Park

	2014/15	2015/16	2016/17	2017-18 to date
Cricket Nets	£ 2,869	£ 3,021	£ 1,055	£ 842
Cricket General	£ 6,038	£ 3,812	£ 4,001	£ 5,235
Football Pitches	£ 550	£ 1,380	£ 2,474	£ 1,984
Tennis Courts	£ 7,709	£ 7,738	£ 11,153	£ 10,033
School Sports	£ 444	£ 2,618	£ 1,091	£ 1,425
Holding account				
Total Income	£ 17,610	£ 18,569	£ 19,774	£ 19,519

Proposals

3. A benchmarking exercise to compare West Ham Park's sporting facilities with other local providers has been carried out (see Appendix 1). It is proposed that the majority of charges for 2018/19 be increased by 2.6% in line with Consumer Price Index (CPI) 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.
4. Since the opening of the new tennis courts in 2016, usage has continued to rise. Between 1st April and 30th September, 2,303 hours of adult tennis were played on court with 1,027 concessionary hours. The courts are busy during the evening and weekends but are still quiet during week daytimes (Monday to Friday 10am to 3pm). It is proposed that off peak rates are introduced from the 1st January 2018 to encourage play during these times. A similar pricing structure is already operating in the nearby Lee Valley and Olympic Park sites.
5. 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 HMRC conditions being met).

Corporate & Strategic Implications

6. 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 been benchmarked against local providers and other City Open Spaces.
7. The provision of sports facilities supports the City's Corporate Plan 2015-19 'To provide valued services, such as education, employment,
8. culture and leisure, to London and the nation'. Linked to this is the associated Open Spaces Strategic Aim: 'Promote opportunities to value and enjoy the outdoors for recreation, learning and healthy living' and the Departmental Objective to 'Improve the health and wellbeing of community through access to green space for recreation'.

Implications

9. 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.
10. 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.

11. Fees and charges in this report have been set by benchmarking fees with other facilities in the local area. The costs recovered from these charges are marginal. For 2015/16 it has been estimated that it cost the City £139k to provide the sports and associated facilities at West Ham Park (this includes staff time, a proportion of the machinery and equipment costs associated with laying out pitches and building maintenance and running costs). The total income for this period was £19k therefore the subsidy provided was £120k. The net cost of providing sport across the open spaces department during the same period was £1.7m. Steps have been taken at West Ham Park to reduce this subsidy whilst minimising the increases that are passed on to the local teams (by only marking one football pitch and increasing the use of the tennis courts for example). If prices were increased to recover the full cost, it is expected that local individuals and teams would be unable to afford to pay them and/or would choose to use cheaper neighbouring facilities.

Conclusion

12. 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: Key achievements against the outcomes of the Open Spaces Sports and Physical Activity Framework.
- Appendix 2: Benchmarking of West Ham Park sports charges
- Appendix 3: Summary of West Ham Park proposed charges for 2018

Background Papers:

- Fees and Charges 2018/19: Report to Hampstead Heath, Highgate Wood and Queen's Park Committee (for decision), November 2017.
- [Fees and Charges 2017/18: West Ham Park Committee \(for decision\), December 2016.](#)

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- Appendix 1: Key achievements against the outcomes of the Open Spaces Sports Framework.



Open
Spaces

Sport & Physical Activity Framework

Our vision for sport

We aspire to: Encourage participation in formal and informal recreation to enable healthy and active lifestyles.			
By encourage participation we mean			
Awareness	Welcoming	Communities	Partnership
Increase awareness of opportunities for people to lead an active lifestyle.	Our open spaces and facilities welcome people into sport & physical activity.	Provide accessible and appropriate facilities for our local communities.	Work in partnership to provide a range of opportunities for sport & physical activity.

Outcomes Framework

Code	Outcome	Achievements at West Ham Park
	Awareness	
A1	More people will take part in formal and informal recreation in the City of London Open Spaces.	Use of tennis courts has increase by 65% since renovation works in 2016 meeting planned targets. The parks tennis coaches secured Pay Tennis funding from the Lawn Tennis Association (LTA) to deliver sessions for 12-15 year olds over an 8 week period between May and June.
A2	People will be more aware of opportunities for physical activity in our Open Spaces.	Capital Kids Cricket (CKC) launched 'All Stars' a new programme from the English Cricket Board aimed at getting more children playing cricket, West Ham Park has seen one of the highest numbers of children registering in East London with 30 signed up. CKC also started a female training group in 2017 with good take up.

	Welcoming	
W1	Our users will be more satisfied with the sport offer at our Open Spaces.	Positive feedback has been received from users regarding new Gym outdoor gym equipment and tennis courts. First full year of on-line booking for tennis being active. Sports survey planned for the spring to capture further feedback
W2	The customer journey to our sports will be a positive and safe one.	
	Communities	
C1	Our users will be representative of our local communities.	Base line data is being collected for future analysis.
C2	Increase user diversity of our facilities.	
	Partnerships	
P1	Clubs will be supported / encouraged to provide opportunities across the sports development continuum from foundation to excellence.	Through the Newham Cricket Development Group the park supports cricket development in the borough. Festivals and summer camps provide informal ways for local children to engage with cricket. West Ham CC junior team continues this path way into the more formal game. Tennis coaches work with Local Tennis Leagues and the Lawn Tennis Association to promote and develop tennis in the park. Heroes 2020 (football coaching group) trains children from 5 to 15 years old, with on average 40 children attending weekly since it started in the park in 2014
P2	Our partnership arrangements will provide our customers with the best possible service.	

- Appendix 2: Benchmarking of West Ham Park sports charges

Cricket		Flanders Field (Bonny Downs)	NLOS: Proposed	WHP 17-18 current	WHP 18-19 Proposed	Notes
Adult	7 games, plus free use of 1 practice net, 1 evening per week & free use of dressing rooms	£892.50 (15% discount for 6+ matches)	N/A	£640.00	£714.00	Increase charges to bring prices closer to that charged at Flanders Field, and offer 15% Discount for block booking
	Single match - day	£150.00	£93 - 102	£108.00	£120.00	
	Single match - 4 hours (artificial)	£100.00	N/A	£54.00	£60.00	
	Nets - per hour	£15.00	£8.00	£9.00	£9.00	Review 2018 after refurbishment
Concession	7 games, plus free use of 1 practice net, 1 evening per week & free use of dressing rooms	£357.00 (15% discount for 6+ matches)	N/A	£384.00	£428.00	40% discount on adult price offered to encourage youth participation
	Single Match - day	£70.00	£56.00	£64.00	£72.00	
	Single Match - 4 hours	£50.00		£32.00	£36.00	
	Nets	£10.00		£5.00	£5.00	Review 2018 after refurbishment

Tennis Courts		Lee Valley & Olympic Park	NLOS: Proposed	WHP 17-18 current	WHP 18-19 Proposed	Notes
Adults	per hour	Peak £10, Off peak £8	£9.00	£7.00	Peak £7 Off Peak £5	Off peak price introduced to encourage play at quieter times
	Coaching: Various levels (per hr)	£10.50	£11.30	£10.00	£10.00	Maximum price per hour, free lessons, taster sessions etc also offered throughout the year
	Classes: Tennis Tuesdays/Cardio tennis	£8.00		£6.00	£10.00	
	Membership	Not comparable		£15.00	£20.00	As per Tennis Development plan
Concession	per hour	Peak £10, Off peak £6	£5.50	£4.00	Peak £4 Off Peak £2.50	Off peak price introduced to encourage play at quieter times
	Coaching - Red/Orange/Green session	£6.50	£8.80	£6.00	£7.00	Maximum price per hour, free lessons, taster sessions etc also offered
	Classes: Over 50's [5 weeks]	N/A		£6.00	£7.00	
	Membership	Not comparable		£7.00	£10.00	As per Tennis Development plan

Marking out charges		Hampstead Heath	WHP 17-18 current	WHP 18-19 Proposed	Notes
Adult	Rounder's - per pitch	£54.00	£53.00	£54.50	Increase by inflation at 2.6%
Concession	Rounder's - per pitch		£21.00	£21.50	
Concession	Running track per day (400m)		£55.00	£56.00	
Concession	Running track per day (100m)		£20.00	£21.00	
Concession	School Sports day <100 attendees	Athletics track - full day £150 half day £75	£81.00	£83.00	
Concession	School Sports day <500 attendees		£111.00	£114.00	Prices calculated based on staff support required at larger sports days
Concession	School Sports day >500 attendees		On request		
Adult	Running track: prices available on request.		On request		

Football		Flanders Playing field	Wanstead Flats	NLOS: Proposed 2018	WHP 17-18 current	WHP 18-19 Proposed	Notes
Adult	Saturdays: 15 games plus free use of dressing rooms	£950.00	£600.00		£455.00	£467.00	Increased by inflation at 2.6%
	Sundays: 15 games plus free use of		£855.00		£670.00	£687.00	
	Single match - Mon-Fri	£90.00	N/A	£88.00	£52.00	£53.00	
	Single match - Sat		£70.00		£62.00	£64.00	
	Single match - Sun		£85.00		£76.00	£78.00	
Concessions	Saturdays: 15 games plus free use of dressing rooms	£450.00	£270.00		£200.00	£205.00	
	Sundays: 15 games plus free use of		£345.00		£300.00	£308.00	
	Single match - Mon-Fri	£60.00		£53.00	£31.00	£32.00	
	Single match - Sat & Sun		£40/£42		£35.00	£36.00	

Use of changing rooms		LB Newham		NLOS: Proposed 2018	WHP 17-18 current	WHP 18-19 Proposed	Notes
All	Changing room fee for single match	N/A		£45.00	£50.00	£51.00	Increased by inflation

- Appendix 3: Summary of West Ham Park proposed charges for 2018

	2018/19	
Cricket	Adult	Concess
7 games, plus free use of 1 practice net, 1 evening per week & free use of dressing rooms	£ 714.00	£ 428.00
Single match - day	£ 120.00	£ 72.00
Single match - 4 hours	£ 60.00	£ 36.00
Nets - per hour	£ 9.00	£ 5.00
Changing room fee for single match	£ 51.00	
Tennis Courts		
Per hour - Peak*	£ 7.00	£ 4.00
Per hour - Off-Peak**	£ 5.00	£ 2.50
Coaching - Various levels	£ 10.00	£ 7.00
Classes: Tennis Tuesdays, Cardio tennis, Over 50's	£ 7.00	N/A
Membership	£ 20.00	£ 10.00
Marking out charges		
Rounders - per pitch	£ 54.50	£ 21.50
Running track per day (400m)	On request	£ 56.00
Running track per day (100m)		£ 21.00
School Sports day <100 attendees		£ 83.00
School Sports day <500 attendees		£ 114.00
School Sports day >500 attendees - price on request		On request
Football		
Saturdays: 15 games plus free use of dressing rooms	£ 467.00	£ 205.00
Sundays: 15 games plus free use of dressing rooms	£ 687.00	£ 308.00
Single match - Mon-Fri	£ 53.00	£ 32.00
Single match - Sat	£ 64.00	£ 36.00
Single match - Sun	£ 78.00	
5 Aside	On request	
Changing rooms		
Changing room fee for single match	£ 51.00	

Notes:

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