

<b>Committee(s)</b>	<b>Dated:</b>
West Ham Park Management Committee	12 February 2021
<b>Subject:</b> Fees and charges review	<b>Public</b>
<b>Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?</b>	<b>4,5,12</b>
<b>Does this proposal require extra revenue and/or capital spending?</b>	<b>No</b>
<b>If so, how much?</b>	
<b>What is the source of Funding?</b>	
<b>Has this Funding Source been agreed with the Chamberlain's Department?</b>	
<b>Report of:</b> Director of Open Spaces	<b>For Decision</b>
<b>Report author:</b> Lucy Stowell-Smith	

### Summary

Within the City of London Open Spaces, charges for sports activities are reviewed annually. This report summarises sports activity in West Ham Park throughout 2020 and sets out the proposed fees and charges for sports facilities for 2021/22.

Proposals are presented for a price increase of 1.3% in line RPI November 2020. Increases in prices are in line with benchmarking and a review of market competition as well as reflecting the cost to the charity for the provision of the activity. Additional generation of income will also help to offset the 12% budget reduction that is to be achieved in 2021/22

### Recommendation(s)

Members are asked to:

- Approve the proposed schedule of charges (attached at Appendix 2) for sports facilities in West Ham Park for the 2021/22 financial year.

### 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 get more active and reduce these issues.
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 West Ham Park Charity to promote participation in formal and informal recreation to support health and well-being.

### Current Position

4. The Coronavirus pandemic has significantly impacted sports throughout 2020. Access to facilities has been restricted in line with government guidance. Only half of the cricket season was played, none of the normal football season has gone ahead to date. Tennis has been restricted at times, but numbers have surged when courts have been opened. Access to the green gym has also been restricted throughout lockdown phases and other informal recreation such as Thai chi was stopped.
5. Table 1 summarises the sports income for West Ham Park annually from 2017/18 and this financial year up to the end of December. Income targets have steadily increased year on year since 2017/18, to help offset budget reductions implemented across the City of London. Income for football, schools sports and cricket has been significantly impacted by COVID restrictions. Tennis court income and that from Cricket nets has been impacted less due to a high number of people still buying annual passes.

**Table 1: Sports income and targets, West Ham Park**

	2017/18	2018/19	2019/20	Dec 2020	Target Income
Cricket Nets	£ 1,428.00	£ 844.00	£ 1,549.00	£ 783	£ 1,000.
Cricket General	£ 5,410.00	£ 5,712.00	£ 6,248.25	£ 2,549	£ 6,000.
Football Pitches	£ 1,217.00	£ 1,456.00	£ 2,107.00	£ 250	£ 2,000.
Tennis Courts	£ 17,580.00	£ 24,377.14	£ 17,256.00	£ 22,927	£ 23,000.
School Sports	£ 2,624.00	£ 1,854.00	£ 2,340.00	£ 0	£ 3,000.
<b>Total Income</b>	<b>£ 28,259.00</b>	<b>£ 34,243.14</b>	<b>£ 29,500.25</b>	<b>£ 26,732</b>	<b>£ 35,000.</b>

6. Football: Interest has steadily grown in the WHP football facilities. Two junior teams use the grounds as their home pitch taking advantage of the newer 9-aside now available. The impacts of COVID19 meant increased restrictions around the changing rooms and an extra requirement of a Risk assessment from each team. When benchmarking charges against Newham's ground at Flanders field and the pitches at Wanstead flats, it is apparent that the park's charges are significantly less, therefore a gradual increase over the next 3 years is proposed in order to better align our fees.
7. Tennis: Whilst the impacts of the COVID-19 saw closure of the facilities for approximately 6 months throughout the year, we have still seen an increase in court usage. The court's usage for September 2018 - September 2019 was 12,449 hours and, for the same period 2019 – 20, 14,157 hours demonstrating a slight increase, which is very encouraging given the reduced opportunity to play.

8. The Annual Tennis Household pass has been successful for a second year with the number of annual family membership passes increasing despite the pandemic and reduced access to courts. Income generated in April – Dec 2019 was approx. £7,800 (260 memberships sold) and increased to £8,130 for the same period in 2020 (271 passes sold). There have been issues with users booking courts and then failing to turn up to play, as they have paid a one off annual membership fee there is no charge for each time they use the courts and no loss to them if they fail to attend. After advice and recommendations from the LTA and local partners we are proposing to revise the annual pass which currently allows a family of 4 to play for two hours a day, every day for £30 per annum. It is proposed that a £30 pass for individuals to play (for 1 hour, 3 times a week) be introduced along with a family pass for £40 (for a family of 4 to play for 1 hour 4 times per week) in order for our offer to be brought in line with that of other local operators. It is also proposed to simplify pay and play charges to a flat rate of £6 per court per hour.
9. *Tennis Come True*, the park's licensed coaches, have continued to coach on court whenever government restrictions have allowed. During the non-lockdown periods 571 individual players attended coaching sessions on a regular basis compared to 515 in 2019; 452 in 2018; and 325 in 2017. In their 'Work with Schools' project they managed to continue working with 3 schools in the local area providing breakfast, lunch and afterschool clubs as well as delivering some P.E. lessons. Despite all the closures and COVID-19 risk assessments at local levels, 225 pupils were involved in tennis lessons.
10. In conjunction with the LTA, the tennis coaches had several planned initiatives which unfortunately had to be cancelled. This included a Down's Syndrome Association project that would have provided free tennis lessons to individuals with the condition and that was due to be delivered in early spring. They had also planned to run two Big Tennis Weekends in May and September, however due to national restrictions they were unable to proceed. They did manage to deliver some official tournaments that were LTA Grade 5 and 6 and saw a total of 203 attendees. However, 19 tournaments had to be cancelled. Whilst the unfortunate events of 2020 have curtailed the potential of tennis uptake, we will continue to work with the coaches who continue to grow their membership with now over 1000 members this year.
11. Cricket: We welcomed the return of our regular cricket teams, however they could only play for half of the season, with numerous games being rained off. Capital Kids Cricket, our Youth cricket organisation, returned for part of the session of activities. During the height of the restrictions they managed to implement online sessions providing a range of activities which was an important lifeline for some of their young members. In partnership with COL, the Essex Cricket Board and Local Authority, they were able to secure some funding that will help towards grounds maintenance for the pitch in the park. We look forward to continuing working with the Capital Kids Cricket Team, to supporting the growth of their ventures and sustaining the incredible achievements that have seen successful and high output activities in the park in the future.

12. Schools Sports days: The impacts of the lockdown meant that none of our local schools were able to host their annual sports day this year. We have had an increased interest for use in 2021. Some schools are considering new PE initiatives embedded into their curriculum and plan for the park to be an integral part of that. This is heavily dependent on the schools' approach to COVID19 at a local level and any further national measures.
13. Events: No events have been permitted in the park throughout 2020 apart from small scale food bank collections that were organised by the Friends of West Ham Park. It is therefore proposed that the local events policy for West Ham Park and the fees and charges agreed in July 2019 are continued for another year to help support and encourage events being held in the park when restrictions allow.
14. Bringing Communities Together event and trial May fairground: Neither of these events went ahead in 2020 due to COVID restrictions which did not allow people to gather in large groups. If restrictions ease in 2021 it is proposed that these go ahead as planned on the following prospective dates:
  - a. Trial May fairground: 30<sup>th</sup> April to 3<sup>rd</sup> May (Fee: £4,300 + VAT)
  - b. Bringing Communities together event: 16<sup>th</sup> – 18<sup>th</sup> July (Fee £3,600 + VAT)
15. Again, it is not proposed to increase these fees in order to help to support the operators, who will most likely have to make amendments to their operating practices in order to be COVID safe.

## **Proposals**

16. A benchmarking exercise took place in December 2020 to compare West Ham Park's sporting facilities with local competitors and other City sites (see Appendix 1). It is proposed that charges for 2021/22 be increased by 1.3% in line with November 2020 RPI increase rate as detailed unless benchmarking showed that the Parks rates were significantly above or below neighbouring facilities. It is proposed that these come into effect from the 1<sup>st</sup> April 2021. The proposed fees and charges include concessionary rates, offering a 40% discount on the standard adult charge.
17. Tennis Annual Household pass: change from £30 for a family ticket (2 hours of play per day, 7 days a week) to an Individual pass for £30 permitting a singles game for 1 hour, 3 times a week and a new Family pass for £40 (for a family of 4 to play for 1 hour 4 times per week).
18. It is proposed that event prices be held at the July 2019 report levels and honour the fees agreed last year for the trial fairground in May and the Bringing Communities together event in July.
19. 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**

20. These charges support the Corporate Plan Policy aims and priorities
- Contribute to a flourishing society
  - Support a thriving economy
  - Shape outstanding environments

## **Financial**

21. City Corporation Financial regulations provide that ‘When determining fees and charges to persons or external organisations, all departments should recover full costs, or submit reasons to the appropriate service Committee when that objective is not met.’ Full cost recovery on sports facilities provided by the Park cannot be achieved while Newham Council and other neighbouring boroughs continue to subsidise the provision elsewhere.

## **Legal implications:**

22. The objects of the West Ham Park charity are to for ever maintain and preserve the park in a proper and ornamental condition as open public grounds and gardens for the resort and recreation of adults and as a playground for children and youth.
23. Under section 76 of the Public Health Acts Amendment Act 1907 (as amended by section 56 of the Public Health Act 1925 and applied to West Ham Park by section 4 of the City of London (Various Powers) Act 1933) the City of London Corporation may expressly also:
- Set apart any part of West Ham Park for the purpose of any game or recreation, charge reasonable sums for its use and exclude the public from the part set apart while it is in actual use for that purpose;
  - Provide any apparatus for games and recreations, and charge for their use, or let the right of providing any such apparatus to any person;
  - Provide and maintain pavilions or other buildings and conveniences and charge for admission

## **Charity**

24. West Ham Park is a registered charity (number 206948). Charity Law obliges Members to ensure that the decisions they take in relation to the Charity must be taken in the best interests of the Charity.

## **Resource implications**

25. Fees and charges are subsidised, and a full cost recovery model is not achieved in order to encourage physical activity. Charges are benchmarked locally with others to ensure we are competitive. Events prices reflect the whole cost to the charity and seek, as a minimum, whole cost recovery.

## **Equalities implications**

26. Charitable and not for profit organisations receive a 40% discount on most fees and charges. This allows smaller and large charitable organisations and community groups to use the Park at a lower cost whilst still meeting the core costs to the West am Park charity from the impact of that activity.

### **Security and Risk implications**

27. Licences and terms and conditions of using sports facilities ensure that activities held on and in West Ham Park comply with all health, safety and other relevant legislation and enables basic due diligence to be undertaken on the licensee or team or club.

### **Conclusion**

28. 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 activities and events in West Ham Park will continue to be reviewed annually, in the light of market conditions, user requirements and the implementation of local strategies.

### **Appendices**

- **Appendix 1:** Benchmarking of West Ham Park sports charges
- **Appendix 2:** Summary of West Ham Park proposed charges for 2021/2022

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## Appendix 1: Benchmarking of West Ham Park sports charges

Cricket		Flanders Field (Bonny Downs)	WHP 20-21 current	Inflation 1.3%	Proposed change	WHP 21-22 Current	Notes	
Adult	7 games, plus free use of 1 practice net, 1 evening per week & free use of dressing rooms	£765 (6 and over)	£730.00	£739.49	Inflation	£740.00	Increase by inflation at 1.3% in line with RPI 2020	
	Single match - day	£150.00	£124.00	£125.61	x 2 artificial	£126.00		
	Single match - 4 hours (artifical)	£100.00	£62.00	£62.81	Inflation	£63.00		
	Nets - per hour	£15.00	£9.00	£9.12	Benchmark	£15.00	Nets - per hour price increased to bring in line with other Newham site at Flanders field	
	Nets - Annual pass	N/A	£20.00	£20.26	Hold price	£20.00		
Concession	7 games, plus free use of 1 practice net, 1 evening per week & free use of dressing rooms	£595 (6 and over)	£438.00	£443.69	40% discount	£444.00	40% discount on adult price offered to encourage youth participation	
	Single Match - day	£90.00	£74.00	£74.96	40% discount	£75.00		
	Single Match - 4 hours	£65.00	£37.00	£37.48	40% discount	£37.50		
	Tennis Courts		Waltham Forest	Newham	WHP 20-21 current	Inflation 1.3%	Proposed change	WHP 21-22 Current
Adults	per hour	£6.00	£6.00	£7 peak £5 off peak	7.09 and 5.06	Benchmark	£6.00	Simplify charges
Concession	per hour	£6.00	£6.00	Peak £4 Off Peak £2.50	4.02 and 2.53	Benchmark	£6.00	
Tennis Pass	Individual	£30.00	N/A		£0.00	NEW	£30.00	Change T&C as per report
	Family	£45.00	£35.00	£30.00	£30.39	Benchmark	£40.00	
Marking out charges		Flanders Field (Bonny Downs)	WHP 20-21 current	Inflation 1.3%	Proposed change	WHP 21-22 Current	Notes	
Adult	Rounder's - per pitch	N/A	£56.00	£56.73	Inflation	£57.00	Increase by inflation at 1.1% -	
Concession	Rounder's - per pitch		£22.00	£22.29	40% Discount	£22.50		
Concession	Running track per day (400m)		£58.00	£58.75	Inflation	£59.00		
Concession	Running track per day (100m)		£21.00	£21.27	Inflation	£21.50		
Concession	School Sports day <100 attendees	Day hire of field - £60, Grassed area for PE £15	£85.00	£86.11	Inflation	£86.00		
Concession	School Sports day <500 attendees		£117.00	£118.52	Inflation	£118.50		
Concession	School Sports day >500 attendees		On request		On request		Prices calculated based on staff support required at larger sports days	
Adult	Running track: prices available on request.	N/A	On request		On request			

Football		Flanders Playing field	Wanstead Flats	WHP 20-21 current	Inflation 1.3%	Proposed change	WHP 21-22 Current	Notes
Adult	Saturdays: 15 games plus free use of dressing rooms	12 matches £950	£614.00	£480.00	£486.24	Benchmark	£550.00	Increase prices over next few years to bring in line with others in area
	Sundays: 15 games plus free use of		£875.00	£706.00	£715.18	Benchmark	£800.00	
	Single match - Mon-Fri	£90.00	£50.00	£54.00	£54.70	Inflation	£55.00	
	Single match - Sat		£72.00	£66.00	£66.86	Benchmark	£70.00	
	Single match - Sun		£87.00	£80.00	£81.04	Benchmark	£85.00	
Concessions	Saturdays: 15 games plus free use of dressing rooms	12 matches £450	No concessionary rate applied	£211.00	£213.74	40% discount	£330.00	40% discount on adults price
	Sundays: 15 games plus free use of			£316.00	£320.11	40% discount	£480.00	
	Single match - Mon-Fri	£60.00		£33.00	£33.43	40% discount	£33.00	
	Single match - Sat & Sun			£37.00	£37.48	40% discount	£42.00	

Use of changing rooms		LB Newham	WHP 20-21 current	Inflation 1.3%	Proposed change	WHP 21-22 Current
All	Changing room fee for single match	N/A	£52.00	£52.68	£53.00	Increased by inflation



## Appendix 2: Summary of West Ham Park proposed charges for 2021

	2021/22	
<b>Cricket</b>	<b>Adults</b>	<b>Concession</b>
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	£ 37.50
Nets- Per hour	£	15.00
Nets- Annual Pass	£	20.00
<b>Tennis Courts</b>		
Per hour – Pay and play	£	6.00
Annual pass – Individual	£	30.00
Annual Pass - Family	£	40.00
<b>Marking out charges</b>		
Rounders – per pitch	£ 57.00	£ 22.50
Running track per day (400m)	On request	£ 59.00
Running track per day (100m)		£ 21.50
School Sports day <100 attendees		£ 86.00
School Sports day < 500 attendees		£ 118.50
School Sports day >500 attendee – price on request		On request
<b>Football Pitch</b>		
<b>Saturdays:</b> 15 games plus free use of dressing rooms	£ 550.00	£ 330.00
<b>Sunday:</b> 15 games plus free use of dressing rooms	£ 800.00	£ 480.00
Single match – Mon-Fri	£ 55.00	£ 33.00
Single match - Sat	£ 70.00	£ 42.00
Single match - Sun	£ 85.00	
<b>Changing Rooms</b>		
Changing room fee for single match	£	53.00
<b>All charges are inclusive of VAT (except where HMRC rules apply for min. 10 sessions block bookings)</b>		

Notes:

- Concession- rate available for under 16s, OAPs, students, unemployed, and disabled