

Committee	Dated:
West Ham Park Committee	7 December 2021
Subject: West Ham Park Fees and Charges Review for Sports and Events	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	4,5,12
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Juliemma McLoughlin, Executive Director Environment	For Decision
Report author: Ricky O'Garro, West Ham Park Acting Supervisor	

Summary

Within the Open Spaces Division of the Environment Department, charges for sports activities and events are reviewed annually. This report summarises sports activity in West Ham Park throughout 2021 and sets out the proposed fees and charges for 2022/23 financial year.

Proposals are presented for a price increase of 4.9% in line with RPI 20th October 2021. 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 ongoing budget pressures.

Recommendations

Members are asked to:

- Approve the proposed schedule of charges (attached at Appendix 2) for sports facilities in West Ham Park for the 2022/23 financial year;
- Approve the proposed Bringing Communities Together and summer fair events detailed in paragraph 14.

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 become more active and help 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 physical and mental health and wellbeing.

Current Position

4. In the post Coronavirus pandemic road to recovery, the lifting of national restrictions has seen a return to full access to facilities that had been significantly impacted throughout 2020. A full cricket, football and tennis season resumed with revised guidance in place that retains relevant safety measures. Access to the green gym and informal recreation such as Thai Chi has also resumed.
5. Table 1 summarises the actual income received from sports in West Ham Park annually from 2017/18 and this financial year up to the end of October. Income targets have steadily increased year on year since 2017/18, to help offset budget reductions implemented across the City of London.

Table 1: Sports income actuals (£)

	2017/18	2018/19	2019/20	2020/21	2021/22 to November
Cricket Nets	1,428.00	844.00	1,549.00	1,020.00	Nil
Cricket General	5,410.00	5,712.00	6,248.25	3,142	5,356.70
Football Pitches	1,217.00	1,456.00	2,107.00	320.77	1991.90
Tennis Courts	17,580.00	24,377.14	17,256.00	22,927	18,252.73
School Sports	2,624.00	1,854.00	2,340.00	Nil	634.00
Total Income	28,259.00	34,243.14	29,500.25	27,409.77	26,235.33

6. Interest returned to almost pre-COVID levels for the football facilities. The Park continues to be the home ground for a junior team, taking advantage of the 9-a-side regularly available. Increased hygiene restrictions have remained in place for the changing facilities, and a risk assessment is still required from each team. Flanders Field charges are due to be revised for the next financial year. In light of the impacts of Covid, the former aim to gradually increase the Park's charges over 3 years to better align with Newham, Flanders Field and Wanstead Flats, will be reviewed and the initial timeline extended.

7. Tennis: Following the reinstatement of all tennis activity, there has been a small rise in court usage, from 14,157 hours in the period September 2019-20, to 16,071 hours for October 2020 - September 2021. However, this should be viewed in light of individuals having more time available, in line with guidance that increased demand as people took advantage of the exercise allowance during lockdown restrictions. Should the Park be able to continue to operate without any further restrictions, there will be a more accurate picture of the scope for tennis going forward.
8. The Annual Tennis Household pass has been successful for a third year with the number of annual family membership passes increasing despite the pandemic and reduced access to courts during some of the lockdown periods. Income generated through this initiative from April 20– April 21 was approximately £11,490 (383 sold), an increase on the same period for the previous year of £3,690 (260 passes sold). With the introduction of *Tennis Rally* that is used across other City of London sites, available courts can be booked for a flat rate fee of £6.00/hour should members want to access extra tennis outside of their membership package. Last year two annual pass options were introduced: the individual pass (£30 per annum) and the household pass (£40 per annum). They currently allow an individual to play for 1 hour, 3 times per week or 4 members of the same household to play up to 2 hours twice a week or 1 hour 4 times per week respectively. This option addresses the need for league members who require a 2-hour session when competing in tournaments. It also tackles the ambiguity around the use of Family and allows non-related household members to enjoy the same benefits.
9. *Tennis Come True*, the Park's licensed coaches continued to deliver coaching to a total of 783 individual attendees (347 junior Courses and 436 adult course). Junior and Adult Tennis camps ran during half term and holiday periods. The 'Work with Schools' project resumed with 4 schools during May and June. Activities include morning and after-school tennis clubs and some P.E. lessons with a total of 247 children taking part. The club ran several competitions with a total of 398 individual attendees. Competitors entered Lawn Tennis Association (LTA) grades 4-6 with 262 juniors and 88 adults in total; and The Essex Nations League Teams with 24 Women and 24 men competing.
10. Whilst the pandemic has impacted significantly on previous plans, the team are currently working with the LTA and with the coaches to continue to grow their membership.
11. Cricket: The welcome return of cricket saw an unfortunate start to the season with numerous games being rained off. Capital Kids Cricket, the youth cricket organisation, returned for another season of activities. They have a regular attendance of between 25-32, five to eleven year-olds, with an average of 5 girls attending each time. The club also enjoyed a day trip to Arundel Castle Cricket ground for members and their families, with around 20 families attending in total. Activities included small games and activities at the ground and an afternoon trip to Littlehampton beach. The club has focused on maintaining pre-covid levels as they were unable to run any indoor activities. They are keen to reinstate their wider initiatives now that all restrictions have

been lifted. Having recently secured some funding, over the next 12 months they will be developing the girls' section of the club with a focus on increasing uptake and regular attendance. As restrictions at West Ham Park began to relax in July (in line with Government guidance), the club continued to actively engage with families, with a particular focus on mothers, and managed to run several physical activity sessions.

12. Schools Sports days: As lockdown restrictions started to lift over the summer, caution was still advised against large group sizes. Therefore, particularly with the rising numbers of COVID cases in Newham, the regular schools cancelled their annual school sports days. Some schools opted to reduce numbers and had smaller groups across multiple days with an obvious financial implication. Schools with an available budget were able to choose this as an option instead of cancelling altogether. As decisions around safety restrictions were delegated back to a local level, some Head Teachers inevitably opted for the safest approach.
13. Events: With the on/off nature of lockdowns leading to uncertainty across the leisure and entertainments industry, no large-scale events took place in the Park in 2021. Instead, events have been restricted to those of a smaller scale, such as those organised by the Friends of West Ham Park. However, now that restrictions have lifted, it is essential that larger events are welcomed back for next year in order to increase income and offset recent budget reductions, ensuring of course that suitable safety measures are in place.

Proposals

14. Bringing Communities Together event and trial May fairground: In October 2019 and February 2020, Members approved two reports relating, respectively, to the HAFS Bringing Communities Together event and a 4-day fairground event run by Irvin Leisure. For reasons already set out above, neither of these proposals went ahead. If the current situation continues, it is proposed that these take place in 2022 on the following dates:
 - a. Trial May fairground: 12th to 15th May (Fee: £4,300 plus VAT)
 - b. Bringing Communities together event: 15th to 17th July (Fee £3,600 plus VAT)
15. The fees listed in paragraph 14 are those already approved in the earlier reports. For this coming year only, it is not proposed to increase these fees to help support the operators, who will have to make amendments to their operating practices in order to be Covid-safe. Members should note that the dates listed are the operating dates, and that an appropriate period will be allowed for set-up and de-rigging.
16. A benchmarking exercise took place in October to compare West Ham Park's sporting offer with local providers and other City sites (see Appendix 1). It is proposed that charges for 2022/23 be increased by 4.9% in line with RPI as at 20th October 2021 (and rounded where appropriate), except where benchmarking showed that the Park's rates were significantly above or below neighbouring facilities. It is proposed that these come into effect from the 1st

April 2022. The proposed fees and charges include concessionary rates, offering a 40% discount on the standard adult charge.

17. Tennis Annual Household pass: it is proposed to continue running two annual membership packages, available from April to March each year. In order for the offer to be brought into line with that of other local operators, it is also proposed to keep the rates competitive and increase pay and play charges to a flat rate of £6.50 per court per hour.
18. 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

19. These charges support the Corporate Plan policy aims and priorities
 - a. Contribute to a flourishing society
 - b. Support a thriving economy
 - c. Shape outstanding environments

Financial

20. 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 is an unrealistic expectation while Newham Council and other neighbouring boroughs continue to subsidise the provision elsewhere.

Legal implications:

21. 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".
22. 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:
 - a. 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.
 - b. Provide any apparatus for games and recreations, and charge for their use, or let the right of providing any such apparatus to any person.
 - c. Provide and maintain pavilions or other buildings and conveniences and charge for admission

Charity

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

Resource implications

24. Fees and charges are subsidised and, whilst a full cost recovery model would be desirable, it is not achieved in order to encourage physical activity, health and wellbeing. Charges are benchmarked locally with others to ensure they are competitive. Events prices reflect the whole cost to the Charity plus a hire charge for the event space.

Equalities implications

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

Security and Risk implications

26. 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, team or club.

Conclusion

27. 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 2022/2023
- **Appendix 3:** Summary of West Ham Park current charges 2021/22 (for comparison)

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Appendix 1: Benchmarking of West Ham Park sports charges

Cricket		Flanders Field (Bonny Downs)	NLOS: Current	WHP 21-22 current	Inflation 4.9%	Proposed change	WHP 21-23 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		£740.00	£776.00	See notes	£776.00	Increase charges to bring prices closer to that charged at Flanders Field, and offer 15% Discount for block booking
	Single match - day	£150.00	£96.00	£126.00	£132.50	x 2 artificial	£132.50	
	Single match - 4 hours (artificial)	£100.00		£60.00	£63.00	Benchmark	£63.00	
	Nets - per hour	£10.00	£8.00	£15.00	£16.00	Benchmark	£16.00	
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		£444.00	£466.00	40% discount	£466.00	40% discount on adult price offered to encourage youth participation
	Single Match - day	£90.00		£75.00	£78.50	40% discount	£78.50	
	Single Match - 4 hours	£65.00	£63.00	£37.00	£39.00	40% discount	£39.00	
	Nets Annual Pass	£10.00	£8.00	£20.00	£21.00		£21.00	Review 2018 after refurbishment

Marking out charges		Hampstead Heath	WHP 21-22 current	4.90%	Proposed change	WHP 22-23 Proposed	Notes
Adult	Rounder's - per pitch	£54.00	£57.00	£60.00	Inflation	£60.00	Increase by inflation at 4.9%
Concession	Rounder's - per pitch		£22.50	£23.50	40% Discount	£23.50	
Concession	Running track per day (400m)	£250.00	£59.00	£62.00	Inflation	£62.00	
Concession	Running track per day (100m)		£21.50	£22.50	Inflation	£22.50	
Concession	School Sports day <100 attendees	£150.00	£86.00	£90.00	Inflation	£90.00	
Concession	School Sports day <500 attendees		£118.50	£124.50	Inflation	£124.50	
Concession	School Sports day >500 attendees		On request		On request		
Adult	Running track: prices available on request.	£4.00	On request		On request		

Tennis Courts		Lee Valley & Olympic Park	NLOS: Current	WHP 21-22 current	4.90%	Proposed change	WHP 22-23 Proposed	Notes
Adults	per hour	Peak £10 Off Peak £8	£9.00	£6.00	£6.50	see note	Rally £6.50	
	Coaching: Various levels (per hr)	£8; £12	£58; £87; £116	£10.00	£10.26	£10.26	£10.00	Maximum price per hour, free
	Classes: Tennis Tuesdays/Cardio tennis	£7.00		£7.00	£7.18	Hold	£10.00	
	Annual Individual Pass			£30.00	£31.50		£31.50	
	Annual Household Pass			£29.00	£40.00	£42.00	see note	£42.00
Concession	per hour	£6.00	£5.50	£4.00	£4.00	see note	N/A	Off peak price introduced to
	Coaching - Red/Orange/Yellow Green	Range from £52 -	£46.50	£2.50	£2.57	40% discount	£2.50	Maximum price per hour, free
	Classes: Over 50's [5 weeks]				£0.00	40% discount	£7.00	
	Membership	Not comparable		£10.00	£10.26	see note	£10.50	As per Tennis

Football		Flanders Playing field	Wanstead Flats current	NLOS: current	WHP 21-22 current	4.90%	Proposed change	WHP 22-23 Proposed	Notes
Adult	Saturdays: 15 games plus free use of dressing rooms	12 matches £950	£614.00		£550.00	£577.00	Inflation (4.9%)	£577.00	Increased by inflation at 4.9%
	Sundays: 15 games plus free use of		£875.00		£800.00	£840.00	Inflation (4.9%)	£840.00	
	Single match - Mon-Fri	£90.00		£90.00	£55.00	£57.50	Inflation (4.9%)	£57.50	
	Single match - Sat		£72.00		£70.00	£73.50	Inflation (4.9%)	£73.50	
	Single match - Sun		£87.00		£85.00	£89.00	Inflation (4.9%)	£89.00	
Concessions	Saturdays: 15 games plus free use of dressing rooms	12 matches Adult £650; Junior Pitch £450			£330.00	£346.00	Inflation (4.9%)	£346.00	
	Sundays: 15 games plus free use of				£480.00	£504.00	Inflation (4.9%)	£504.00	
	Single match - Mon-Fri	£70.00		£54.00	£37.00	£39.00	Inflation (4.9%)	£39.00	
	Single match - Sat & Sun					£42.00	£44.00	Inflation (4.9%)	
Use of changing rooms		LB Newham			WHP 21-22 current	4.90%	Proposed change	WHP 22-23 Proposed	
All	Changing room fee for single match	N/A			£53.00	£55.50	Inflation (4.9%)	£55.50	Increased by inflation
Use of changing rooms		LB Newham			WHP 21-22 current	4.90%	Proposed change	WHP 22-23 Proposed	Notes
All	Changing room fee for single match	N/A			£53.00	£55.50	Inflation (4.9%)	£55.50	Increased by inflation
All charges are inclusive of VAT									
Non-Sports charges		WHP 21-22 current	4.90%	WHP 22-23 Proposed					
	Corporate volunteer groups		£0.00						
	Bandstand Hire (Basic)	£70.00	£73.50	£73.50					
	Bandstand Hire (with tables and chairs)	£90.00	£94.50	£94.50					
	Bandstand Hire (full day)	£110.00	£115.50	£115.50					
	Additional hour	£10.00	£10.50	£10.50					

Appendix 2: West Ham Park proposed charges for 2022/23

	2022/23	
	Adults	Concession
Cricket		
7 games, plus free use of 1 practice net, 1 evening per week & free use of changing rooms	£ 776.00	£ 466.00
Single match- day	£ 132.50	£ 78.50
Single match – 4 hours	£ 66.00	£ 39.00
Nets- Per hour	£	16.00
Nets- Annual Pass	£	21.00
Tennis Courts		
Per hour – Pay and play	£	6.50
Annual pass – Individual	£	31.50
Annual Pass - Household	£	42.00
Marking out charges		
Rounders – per pitch	£ 60.00	£ 23.50
Running track per day (400m)	On request	£ 62.00
Running track per day (100m)		£ 22.50
School Sports day <100 attendees		£ 90.00
School Sports day < 500 attendees		£ 124.50
School Sports day >500 attendee – price on request		On request
Football Pitch		
Saturdays: 15 games plus free use of changing rooms	£ 577.00	£ 346.50
Sunday: 15 games plus free use of changing rooms	£ 840.00	£ 503.50
Single match – Mon-Fri	£ 57.50	£ 39.00
Single match - Sat	£ 73.50	39.50
Single match - Sun	£ 89.00	£ 44.00
Changing Rooms		
Changing room fee for single match	£	55.50
All charges are inclusive of VAT (except where HMRC rules apply for min. 10 sessions block bookings)		

Notes: - Concession- rate available for 16-year-olds and under, OAPs, students, unemployed, and those with disabilities

Appendix 3: Summary of West Ham Park current charges for 2021/22 for comparison

	2021/22	
	Adults	Concession
Cricket		
7 games, plus free use of 1 practice net, 1 evening per week & free use of changing 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	
Tennis Courts		
Per hour – Pay and play	£ 6.00	
Annual pass – Individual	£ 30.00	
Annual Pass - Family	£ 40.00	
Marking out charges		
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
Football Pitch		
Saturdays: 15 games plus free use of changing rooms	£ 550.00	£ 330.00
Sunday: 15 games plus free use of changing 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	
Changing Rooms		
Changing room fee for single match	£ 53.00	
All charges are inclusive of VAT (except where HMRC rules apply for min. 10 sessions block bookings)		

Notes: - Concession- rate available for 16-year-olds and under, OAPs, students, unemployed, and those with disabilities