



## **REPORT TO EDUCATION AND CHILDREN'S SERVICES COMMITTEE - 30 MAY 2019**

### **LETTING FEES AND CHARGES 2019/20**

#### **1 Recommendations**

**The Education and Children's Services Committee is recommended to:**

- 1.1 Agree proposals for adjustments to the existing Letting Charges for the use of Schools and Education Establishments, in line with the Live Life Aberdeenshire Pricing Policy for 2019/20, as detailed in Appendix 2 of this Report.**
- 1.2 Agree the operational approach for providing letting access to schools and other Education facilities contained within section 3 of this report.**

#### **2 Background / Discussion**

- 2.1 At its meeting on 23 March, 2017, the E&CS Committee agreed a three year incremental pricing strategy for the use of Education facilities, in line with those being made through Sport and Leisure.
- 2.2 Key drivers for the pricing policy were to focus more generous concession pricing on low income groups to encourage access; to ensure regular use by residents was encouraged; and to maximise income through charges whilst working to keep prices affordable and near the Scottish average.
- 2.3 A further driver was to continue to work with the harmonised pricing approach for lets managed across Education and Children's Services. This Committee may wish to note that Full Council, at its meeting on 26 April, 2018, agreed an extended scope of customer-facing facilities to be incorporated within a new business unit, including sport and physical activity services, community halls and sports pitches. Based on this portfolio, officers are currently working to transfer all community bookings of schools to the new business unit (Live Life Aberdeenshire) during the current financial year. At this point, the pricing of school and community facilities will be fully harmonised with governance transferred to the Communities Committee and the Culture and Sport Sub-Committee.
- 2.4 The 2017 pricing policy was created following extensive public consultation and in accordance the Council's Corporate Charging. The existing pricing policy requires that all prices are formally reviewed every three years, supported through public engagement and reviewed knowledge of unit pricing. In the intervening years, the fees and charges will be subject to an inflationary uplift on a rate agreed by the Head of Finance. The applicable rate for financial year 2019/20 is September 2018 RPI – 3.3 %.

The next formal review of the pricing policy for Live Life Aberdeenshire and Education is due for financial year 2020/21 and will be considered as part of the Medium-Term Financial Strategy process in the current year.

- 2.5 Outwith the formal pricing review process, officers from ECS annually monitor the impact of prices on our customers. This year, in particular, officers were cognisant of the adoption of new Culture and Sport & Physical Activity strategies (Communities Committee; April, 2018). In particular, officers considered how our pricing policies impact on our ability to meet Service strategic outcomes as detailed in the strategies – recognising the importance of strengthening links with community groups, working with local economies and an emphasis on driving up participation, using sport and culture facilities for the development of health and wellbeing. Cognisance has also been taken of the impact on local economies of the challenging issues faced recently by the oil & gas industry, the scale of which was not seen in 2016/17 when developing the new pricing framework.
- 2.6 A paper to the Communities Committee on 21 February, 2019, agreed that, in order to counter balance prevalent economic challenges, there should be a flat level increase of 3.5% on most charges – with some variations where it was felt that increased price would lead to reduced income through reduced customer usage, as opposed to continuation of the existing policy which would have related to a blanket 2.5% increase, coupled with planned price rises of up to 20% for U18 and Over 60 groups. A copy of this report is detailed in Appendix 3.
- 2.7 The budgeted income of £542,000 agreed as part of the 2019/20 budget setting process was based on an inflationary increase of 3.3% from August, 2019, and achieving similar school let activity levels as in 2018/19.
- 2.8 The proposed harmonisation of the charges will see the charges increase by a further 0.2% from August and will result in additional income of around £700.
- 2.9 A copy of the key charges for the use of Education establishments is attached as Appendix 2.

### **3. Access Arrangements for Schools and other Education Facilities**

- 3.1 The access arrangements for the use of schools and other Education facilities is important for ensuring that the Service does not escalate its costs by opening multiple facilities within a particular town or village where this is not necessary.
- 3.2 Officers endeavour to take good business decisions which ensure that community needs can be met in a resource-efficient manner – maximising the total available throughout all of Aberdeenshire. Typically, this means that there is availability of at least one large school site in all of our settlements with significant populations. On occasions, user groups request the use of other facilities which would not normally be available and would require a new resource and finance stream to open. In such circumstances, extra facilities can be opened if the user group can pay the full costs of opening and resourcing the facility.

#### **4. Scheme of Governance**

- 4.1 The Committee can consider and make a decision on this matter in terms of section E1.1(b) of part 2A, List of Committee Powers in the Scheme of Governance, as it is a matter that relates to the function of Education and the use of schools and other education establishments.
- 4.2 The Head of Finance and Monitoring Officer within Business Services have been consulted in the preparation of this report and their comments are incorporated within the report. They are satisfied that the report complies with the Scheme of Governance and relevant legislation.

#### **5 Implications and Risk**

- 5.1 An Equality Impact Assessment (EIA) was carried out as part of the original pricing review and was presented to the Education and Children's Services Committee on 23 March, 2017. The original EIA has been adapted to reflect the proposal contained within this report. A copy of the EIA is shown in Appendix 1.

**Laurence Findlay**  
**Director of Education & Children's Services**

Report prepared by Alex Bain, Business Support Officer, E&CS; Tim Stephen, Service Manager, Live Life Aberdeenshire, Edwin Duncan, Business Support & Development Manager

Date 14 May, 2019.



## EQUALITY IMPACT ASSESSMENT

Stage 1: Title and aims of the activity (“activity” is an umbrella term covering policies, procedures, guidance and decisions).	
Service	Education and Children’s Services
Section	Business Services
Title of the activity etc.	Letting Fees and Charges 2019/20
Aims and desired outcomes of the activity	To set the letting charges for the use of Schools and other Education Establishments
Author(s) & Title(s)	Alex Bain, Business Support Officer
Stage 2: List the evidence that has been used in this assessment.	
Internal data (customer satisfaction surveys; equality monitoring data; customer complaints).	Monitoring information reported to Communities Committee. (Link to paper contained in the report)
Internal consultation with staff and other services affected.	ECS Officers and Support Staff Corporate Business Service Support Officers Community Engagement Officers Service Manager, Facilities and Funding
External consultation (partner organisations, community groups, and councils).	Benchmarking charging with other Local Authorities Community User Groups
External data (census, available statistics).	Comparator local authority school letting charging data.
Other (general information as appropriate).	Not applicable

Stage 3: Evidence Gaps.	
Are there any gaps in the information you currently hold?	No

Stage 4: Measures to fill the evidence gaps.		
What measures will be taken to fill the information gaps before the activity is implemented? These should be included in the action plan at the back of this form.	Measures:	Timescale:
	There will continue to be ongoing consultation with key groups and users following the implementation of the new charges	

Stage 5: Are there potential impacts on protected groups? The protected groups covered by the equality duty are: age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation. The duty also covers marriage and civil partnerships, but only in respect of eliminating unlawful discrimination.

Who is affected by the activity or who is intended to benefit from the proposed policy and how? Please complete for each protected group by inserting “yes” in the applicable box/boxes below.

	Positive	Negative	Neutral	Unknown
Age – Younger	Yes			
Age – Older	Yes			
Disability			Yes	
Race – (includes Gypsy Travellers)			Yes	
Religion or Belief			Yes	
Sex (Gender)			Yes	
Pregnancy and maternity			Yes	
Sexual orientation – (includes Lesbian/ Gay/Bisexual)			Yes	

Gender reassignment – (includes Transgender)			Yes	
Marriage and Civil Partnership eliminating unlawful discrimination			Yes	

Stage 6: What are the positive and negative impacts?		
Impacts.	Positive (describe the impact for each of the protected characteristics affected)	Negative (describe the impact for each of the protected characteristics affected)
Please detail the potential positive and/or negative impacts on those with protected characteristics you have highlighted above. Detail the impacts and describe those affected.	Pegging price increases to a maximum of 3.5% as opposed to the higher rate that was originally intended. This action will assist in reversing negative trends in participation rates.	

Stage 7: Have any of the affected groups been consulted?	
If yes, please give details of how this was done and what the results were. If no, how have you ensured that you can make an informed decision about mitigating steps?	There has been feedback from groups through Community and Leisure Officers which has resulted in the proposed charges increase. This was contained in the link to the Communities Committee Report contained within this paper.

Stage 8: What mitigating steps will be taken to remove or reduce negative impacts?		
These should be included in any action plan at the back of this form.	Mitigating Steps	Timescale
	Information will continue to be provided to our customers to enable them to choose best value packages for their type of use.	
	Concessions will continue to be targeted at low income groups and young people	


Stage 9: What steps can be taken to promote good relations between various groups?

These should be included in the action plan.

Publicised improvements to services which continue to provide for fair access to all.  
Communicate changes clearly and engage with users on a regular basis and be responsive to their concerns.

Stage 10: How does the policy/activity create opportunities for advancing equality of opportunity?

Young people and individuals on low incomes will continue to access facilities at discounted rates.

Stage 11: What equality monitoring arrangements will be put in place? How the EIA will be used to monitor the proposal

These should be included in any action plan (for example customer satisfaction questionnaires).

There will be continued consultation when new prices are implemented.

Stage 12: What is the outcome of the Assessment?

Please complete the appropriate box/boxes	1	No negative impacts have been identified –please explain.
	The application of a flat rate increase will impact on users equally.	
	2	Negative Impacts have been identified, these can be mitigated - please explain. * Please fill in Stage 13 if this option is chosen.
	Not applicable	
	3	The activity will have negative impacts which cannot be mitigated fully – please explain. * Please fill in Stage 13 if this option is chosen
There continue to be a number of negative impacts, but these are mitigated through the continued support for young people and those on low incomes.		

\* Stage 13: Set out the justification that the activity can and should go ahead despite the negative impact.

There is continued support for young people and those on low incomes.

There will be continued community consultation.

Stage 14: Sign off and authorisation.

1) Service and Team	Education and Children's Services	
2) Title of Policy/Activity	Letting of Education Establishments and Access Arrangements	
3) <b>Authors:</b> I/We have completed the equality impact assessment for this policy/activity.	Name: Alex Bain Position: Business Support Officer Date: 2/5/2019 Signature:	Name: Tim Stephen Position: Facilities and Funding Manager Date: 2/5/2019 Signature:
	Name: Position: Date: Signature:	Name: Position: Date: Signature:
4) Consultation with Service Manager	Name: Tim Stephen, Facilities and Funding Manager Date:	
5) Authorisation by Director or Head of Service	Name: Craig Clement Position: Head Of Service Date:	Name: Position: Date:
6) If the EIA relates to a matter that has to go before a Committee, Committee report author sends the Committee Report and this form, and any supporting assessment documents, to the Officers responsible for monitoring and the Committee Officer of the relevant Committee. e.g. Social Work and Housing Committee.	Date:	
7) EIA author sends a copy of the finalised form to: equalities@abdeenshire.gov.uk	Date:	

(Equalities team to complete)

Has the completed form been published on the website? YES/NO

Date:

Appendix 2

**Standard**

Grade Of Facility	2018/2019	<b>2019/2020</b>
A – Meeting rooms and classrooms	£7.50	<b>£7.75</b>
B – Small halls ( up to 145 sq m)	£10.00	<b>£10.35</b>
C – Medium halls (146 – 290 sq m)	£20.00	<b>£20.70</b>
D – Large halls (291 – 435sq m)	£30.00	<b>£31.05</b>
E – Very large halls (436 sq m and over)	£40.00	<b>£41.05</b>
All Weather Pitches	£45.00	<b>£46.50</b>

**Under 18 and Over 60 Plus**

Grade Of Facility	2018/2019	<b>2019/2020</b>
A – Meeting rooms and classrooms	£4.85	<b>£5.00</b>
B – Small halls ( up to 145 sq m)	£6.50	<b>£6.75</b>
C – Medium halls (146 – 290 sq m)	£13.05	<b>£13.50</b>
D – Large halls (291 – 435sq m)	£19.55	<b>£20.20</b>
E – Very large halls (436 sq m and over)	£26.10	<b>£27.00</b>
All Weather Pitches	£26.10	<b>£27.00</b>

**Low Income Benefits**

Grade Of Facility	2018/2019	<b>2019/2020</b>
A – Meeting rooms and classrooms	£3.00	<b>£3.10</b>
B – Small halls ( up to 145 sq m)	£4.00	<b>£4.15</b>
C – Medium halls (146 – 290 sq m)	£8.00	<b>£8.30</b>
D – Large halls (291 – 435sq m)	£12.00	<b>£12.45</b>
E – Very large halls (436 sq m and over)	£16.00	<b>£16.60</b>
All Weather Pitches	£26.10	<b>£18.65</b>



## Appendix 3

### REPORT TO COMMUNITIES COMMITTEE – FEBRUARY 21, 2019

#### LIVE LIFE ABERDEENSHIRE - FEES AND CHARGES 2019/20

#### 1 Recommendations

The Communities Committee is recommended to:

- 1.1 Consider proposals for adjustments to the existing Live Life Aberdeenshire Pricing Policy for 2019/20 as detailed in Appendix 1 of this Report.
- 1.2 Instruct the Head of Lifelong Learning and Leisure to feedback any views on these proposals to the Culture and Sport Sub Committee for determination at its March meeting.

#### 2 Background / Discussion

- 2.1 At its meeting on February 23, 2017, this Committee agreed a new pricing policy for Sport and Physical Activity prices. The Education and Children's Services Committee (Feb 16, 2017 and March 23, 2017) agreed the same policy for Libraries and Heritage charges, with the Infrastructure services committee (March 16, 2017) agreeing a price policy for the Macduff Marine Aquarium which adopted common principles with the overarching price policy.
- 2.2 Full Council at its meeting on April 26, 2019 agreed that all Lifelong Learning and Leisure matters including pricing be grouped under the remit of the Communities Committee, who subsequently delegated these matters to the Culture and Sport Sub-Committee. A report on proposals for price adaptations, including feedback from this committee, will be presented to the Culture and Sport Sub-Committee in March. This paper seeks to obtain the views of the Communities Committee in a consultative role prior to a decision being taken by the Sub-Committee.
- 2.3 Key drivers for the pricing policy were to focus more-generous concession pricing on low income groups to encourage access; ensure regular use by residents was encouraged; and maximise income through charges whilst working to keep prices affordable and near the Scottish average.
- 2.4 A further driver was to work towards a common pricing policy for lets managed across Education and Children's Services.
- 2.5 Many users, particularly low-income groups, experienced price reductions as a result of this policy. However, it was recognised that several groups, particularly those who would no longer be eligible for concessions, would experience significant price rises. It was also clear that significant price rises could result in reductions in facility usage – particularly amongst Active

Aberdeenshire members. To mitigate this a phased approach to price increases was agreed as follows:

- (1) Price rises would be capped at 20% in 17/18
- (2) Price rises would be capped at 25% in 18/19
- (3) Price rises would be capped at 20% in 19/20
- (4) Full implementation in 20/21

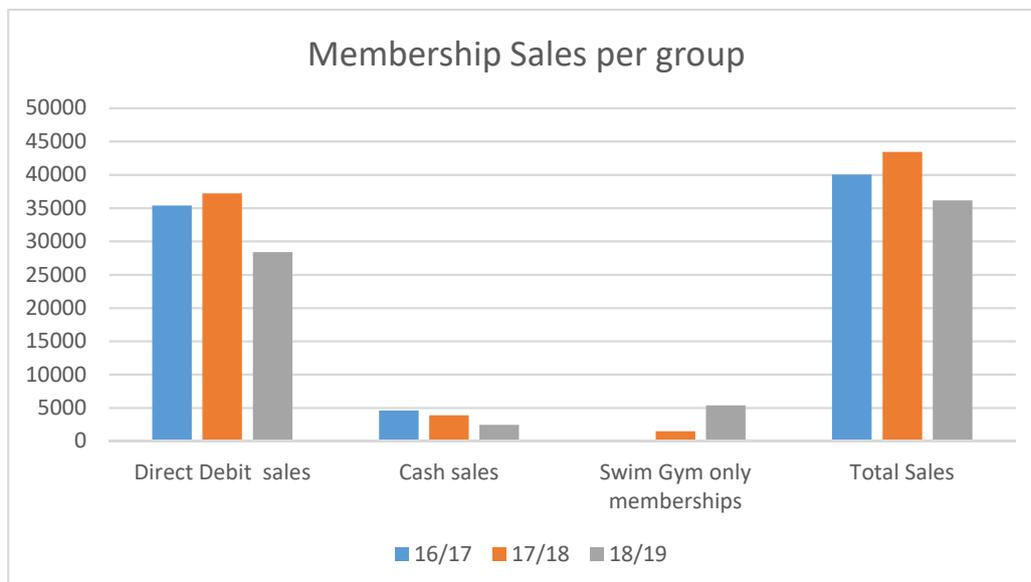
- 2.6 It was anticipated that the new prices would increase income in excess of expenditure by £700,000 once complete. In the 2018/19 budget process an additional inflationary requirement of £123,000 was added to the income target, which became £823,000 additional income in 18/19 as compared to 16/17 prior to the new policy. Current projections suggest that the service will meet that target.
- 2.7 An additional amount of £136,000 is required in 19/20 to meet inflationary requirements.

### Impact of pricing framework

- 2.8 Officers undertake annual reviews of the impact of pricing on customer behaviour which most recently took account of qualitative staff feedback as well as quantitative feedback.
- 2.9 The latest review was driven by the new Culture and Sport & Physical Activity strategies which were adopted in 2018, and considered how our pricing policy impacts on our ability to meet our strategic outcomes – recognising the importance of strengthening links with community groups, working with local economies and an emphasis on driving up participation using sport and culture facilities for the development of health and wellbeing. Cognisance has also been taken of the impact on local economies of the challenging issues faced recently by the oil & gas industry, the scale of which was not seen in 2016/17 when developing the new pricing framework.
- 2.10 Whilst the new pricing policy has been successful in meeting income targets, with facility usage remaining comparable in 18/19 to the two preceding years the latest review has identified a number of key demographic areas where usage trends cause some concern and subsequently officers have identified areas where an adaption in price may address these and best ensure that the service both meets income targets and ensures it can achieve its strategic objectives.

### Key area 1 – Active Aberdeenshire membership.

- 2.11 Membership sales have significantly reduced during the current year (down by 16%) with the only area of growth being membership types that restrict uses to either 'wet' or 'dry' services for a reduced rate. Membership is also the only area where actual income is predicted to be less than the previous year (reduced by £11,500). The graph below breaks down membership sales in three key areas – Direct debit full memberships / monthly payment memberships and sales of the restricted use memberships.



2.12 Although most Active Aberdeenshire prices are not due to increase (outwith of inflation) in 19/20 as part of phase 3, officers have identified a need to consider some changes to the membership pricing scheme to ensure it remains an effective tool to encourage regular usage and reverse the trends identified above.

2.13 Officers consider that continuing with phased increases where applicable or adding an amount for inflation will be counterproductive in terms of encouraging usage and generating income – whereas an adaption of the existing price structure coupled with a focus on marketing membership products will reverse the trend identified above and maximise income. Membership sales are a key product in terms of encouraging regular usage by residents and so contributing to the development of healthier lifestyles in our residents.

2.14 Consideration could be given to the following to encourage healthier lifestyles and increase usage and income;

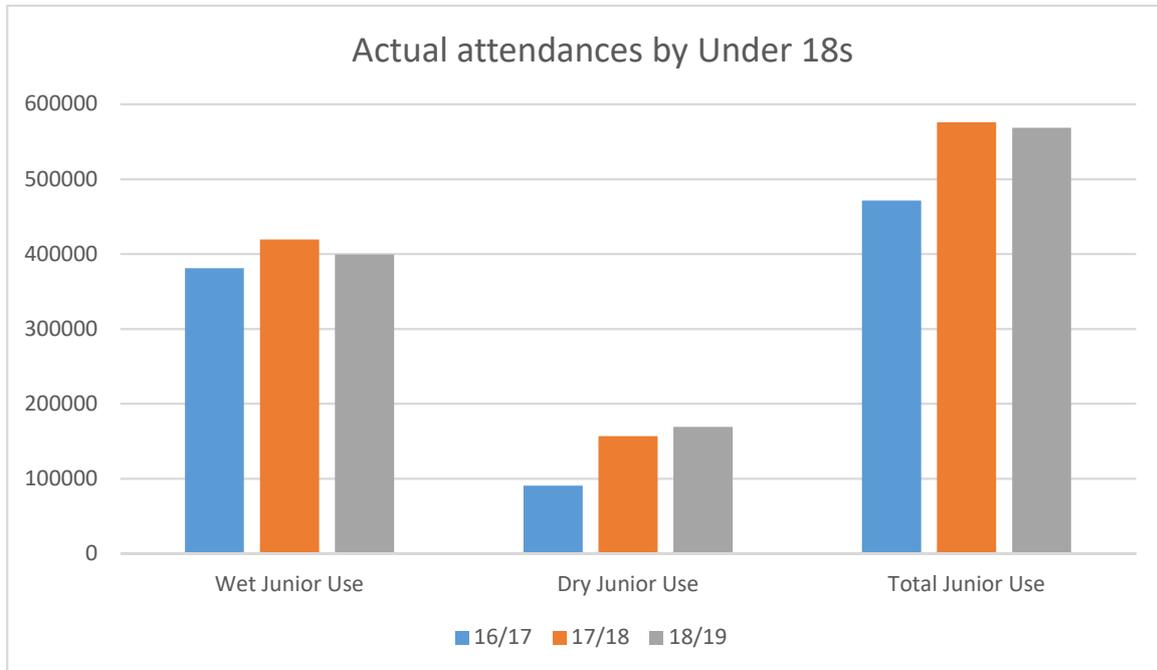
#1 *Combine the current Joint membership (2 adults) and small family membership (1 adult and 2 children) into one 'small group ticket priced at £48 (Joint rates are currently £47 and small family 49.95).*

#2 *Apply nominal increases (of 1.6%) only to Standard memberships and family group memberships.*

#3 *Hold the price of the Learn 2 Swim membership at £18 to encourage carers to move from paying 'over the counter' for lessons to direct debit payment.*

### Key area 2 – Prices for Clubs and Young People.

2.15 Prices for young people have increased by the capped limit for the past two years and are due to increase again in 2019/20. The graph below shows the trend for usage by young people.



2.16 Although the table above shows a small increase in dryside use by young people, this is in part influenced by the development of new dryside facilities in the past two years and the extra capacity for use they have created. Without this it is probable that dryside use would have mirrored wet usage in showing a small decline. A key concern arising from the review is that further price rises in 19/20 may accelerate this trend of reduced usage by young people

2.17 In addition, feedback from clubs booking facilities for young people is that continued price increases calls into question the commitment from the council to building relationships with club providers as to a degree they are a 'captive market' as there is always a requirement for space for clubs at peak times. As part of listening to club feedback, officers trialled introducing price changes for clubs in August (as opposed to April) to dovetail with most clubs' seasons and the school year. Feedback has been that this has been helpful to clubs and would of benefit if this practise were to continue. Consideration should therefore be given to:

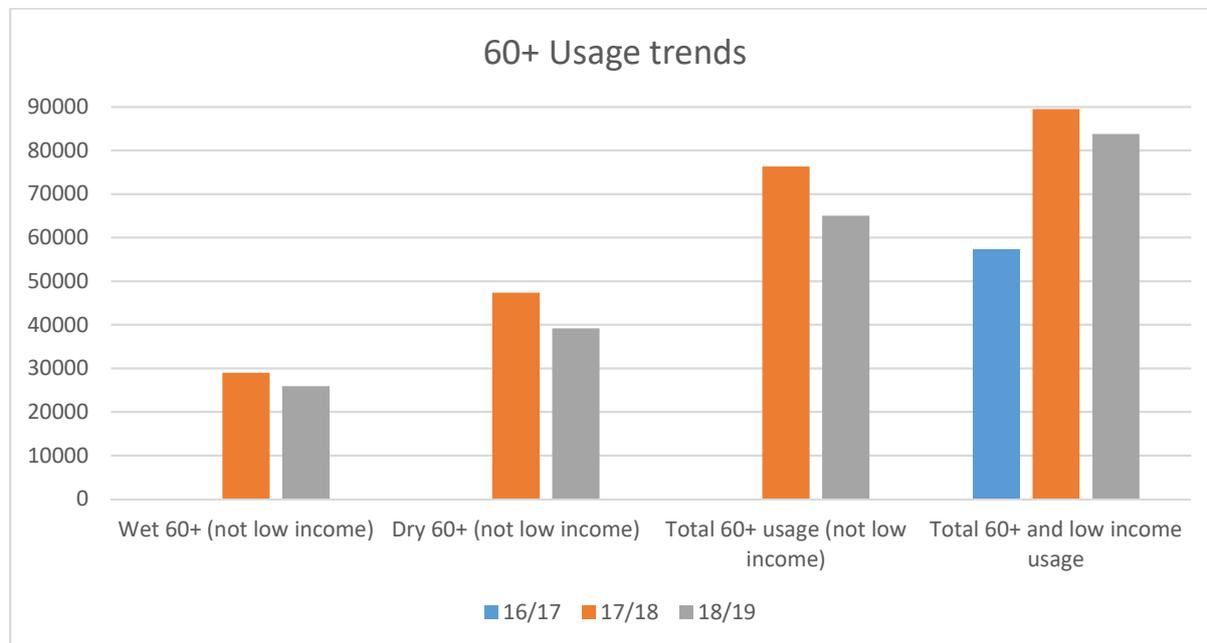
#4 *Adopting an approach of implementing club/group price rises in August in line with most seasons and the academic year.*

2.18 Officers intend to undertake some focused work with young people through the Youth Forum in February to look at improving facility usage by this group. Notwithstanding feedback from this work, officers suggest consideration of:

#5 *Only applying an inflationary increment (3.5%) to prices for young people to encourage greater participation and income.* In the event that the planned price increases were to be implemented – officers have a concern that this would exacerbate the slight decline in usage seen in the current year to the detriment of our strategic objectives and usage and income from this group.

Key area 3 – Prices for people 60+

2.19 People 60+ who do not qualify for a low-income concession have incurred price rises at the capped limit for the last two years. As the right to an automatic concession is being phased out- this group will experience further price rises for the next two years. The impact of price rises on usage by this group is shown below.



2.20 The total usage by people 60+ is reduced (15% reduction) however officers are aware that a number of people in this bracket qualify for a low income concession – so it is realistic to assume some of this loss is as a result of users accessing facilities through the ‘low income’ concession route so the reduction in usage may not be as extreme as first thought. Officers have therefore looked at the combined low income and 60+ figures to estimate what the actual reduction of usage might be and identified that the probable ‘real’ reduction in 60+ usage is 8%.

2.21 Qualitative feedback indicates that 60+ users are finding annual significant price rises a barrier to regular usage – which may then impact on the ability of the service to promote regular exercise and healthy lifestyles to this group. Further price rises at the capped limit for year 3 are likely to exacerbate this trend and result in reduced usage and potentially minimal income return.

2.22 Officers suggest consideration of:

#6 *only applying an inflationary increment (3.5%) to prices for 60+ rather than the proposed price rises.* It is hoped that this approach coupled with a variety of promotions aimed at this group will reverse the current trend with the result of promoting healthy lifestyles, increasing usage and maximising income returns.

## Key area 4 – Macduff Marine Aquarium

- 2.23 Macduff Marine Aquarium Prices were rationalised in 2017, and care was taken to ensure that the pricing of the Aquarium both reflected its nature as a premier visitor attraction and took cognisance of other relevant visitor attraction pricing strategies whilst ensuring it was accessible to people on low incomes and education groups.
- 2.24 The Aquarium regularly monitors pricing strategies of other national comparable visitor attractions and works closely with local visitor attractions to develop joint ticketing initiatives which mutually boost attendance and promote Aberdeenshire as a place to visit – having an important wider input into the councils Tourism strategy. In line with other visitor attractions it pays particular notice to social media feedback (for example Trip Advisor) to ensure it continues to offer a high level of visitor satisfaction.
- 2.25 Based on an evaluation of the inputs above, the Aquarium has highlighted a need to consider the following:
- #7 *Retention of a specific price for people 60+ and disabled people not on low income, which is due to be phased out in 2019/20. The proposal is to offer a £1.25 discount off the standard rate (£7.50). This will enable the Aquarium to align ourselves with local partners, assist with joint ticketing, and positively market the price to meet customer expectations which will in turn translate into positive reviews and subsequent increased usage. In the event that Live Life Aberdeenshire continues to retain a 60+ price at the same level for other facilities this would also ensure commonality between service areas.*
  - #8 *A 3.5% inflationary increase in prices to be applied to all prices except where specified – in line with similar proposals for the rest of the service.*
  - #9 *The family group ticket price to be held at £21.75, based on feedback that this price offers no benefit to family groups with a pre school age child. Retaining the price at the current level will enable staff to promote this product and increase take up and subsequent income.*
  - #10 *Some niche products (Aqurist for a day / Child annual membership) have had very limited usage this year (2 sales and 4 sales respectively). It is therefore suggested that prices are reduced by 25% and 35% respectively to assist in developing the products and generating future sales.*
- 2.26 A list of the proposed price changes for consideration is collated as Appendix 1 to this Report.

## Proposals for consideration

- 2.27 The service has considered two options for 2019/20 having considered the year 2 pricing evaluation:

Option 1: Continue with phased increases, with all other prices rising by 2.5% to reflect inflationary pressure.

Option 2: Increases all prices by a factor of 3.5%, but do not implement the proposed phase 3 price increases – which predominantly impact on prices for

those under 18 and over 60. Officers are considering some specific variations to this which are detailed in the main body of this report with numbers prefixed with a #.

- 2.28 Both pricing options are projected to generate the additional income requirements for 2019/20, however the latent potential for generating additional income through improved marketing and promotion of services is considered to be higher should option 2 be taken. The Table in Appendix 2 details the estimated income generated from Options 1 and 2 and shows the impact of a 1% reduction in fee-paying footfall of Option 2.
- 2.29 The proposals in Option 2 have been developed following an annual pricing review following two years of the new pricing policy and represent an alteration to maximise usage and income as well as ensure it is a 'best fit' for new strategy priorities. The Councils Corporate Charging policy requires a review of charges every three years which would involve a more detailed assessment of charges and costs together with a formal public engagement exercise. It is anticipated that this fuller review would be conducted in 2020/21 and wider ranging policy proposals subsequently developed.
- 2.30 The Head of Finance and Monitoring Officer within Business Services have been consulted in the preparation of this report and their comments have been incorporated in this report and are satisfied that the report complies with the Scheme of Governance and relevant legislation.

## **2 Scheme of Governance**

- 3.1 The Committee is being consulted on this matter in terms of Part 2A of the Scheme of Governance General Provision 4.b which permits the Sub-Committee to consult with another Committee prior to taking a decision.

## **4 Implications and Risk**

- 4.1 An equality impact assessment was carried out as part of the original pricing review and was presented to the Communities Committee on February 23, 2017. Impacts on groups were identified and as a result a phased approach to price increases was identified. Should this report proposal be accepted the original price increase schedule will be curtailed which will reflect additional mitigation of impacts.
- 4.2 There are no staffing implications implicit within this report. Both pricing options will generate income that will meet the budget requirements for 19/20 – with option 2 providing additional potential subject to increased marketing and promotion of services. However, there is a risk that if fee-paying usage levels are not maintained and each one percent fall in fee paying usage will result in a reduction in income of £54,000 (Option 2C, Appendix 2).
- 4.3 The following Risks have been identified as relevant to this matter on a Corporate Level -  
ACORP 001- Budget Pressures, in that there is a risk that income targets may not be reached if action is not taken to adapt the pricing strategy. The following Risks have been identified as relevant to this matter on a Strategic Level, ECSSRS004 – supporting inclusive and healthy vibrant communities in that

further significantly increased prices carry the potential of creating a barrier to access to healthy lifestyles for some participant groups.

4.4 There are no Town Centre First Principle implications.

**Laurence Findlay**  
**Director of Education & Children's Services**

Report prepared by Tim Stephen, Service Manager Facilities and Funding  
Date January 24, 2019.

## Appendix 1 - Proposals for price change consideration, taken from body of report

### Sport and Physical Activity memberships.

- |  |
|--|
| 1. Combine the current Joint membership (2 adults) and small family membership (1 adult and 2 children) into one 'small group ticket priced at £48 (Joint rates are currently £47 and small family 49.95). |
| 2. Apply nominal increases (of 1.6%) only to Standard memberships and family group memberships.  |
| 3. Hold the price of the Learn 2 Swim membership at £18 to encourage carers to move from paying 'over the counter' for lessons to direct debit payment.  |

### Club and regular user prices

- |  |
|--|
| 4. Adopt an approach of implementing club/group price rises in August in line with most seasons and the academic year. |
|--|

### Prices for people under 18 and people 60+

- |  |
|--|
| 5. Apply an inflationary increment (3.5%) to prices for young people to encourage greater participation and maximise income. |
| 6. Apply an inflationary increment (3.5%) to prices for 60+ to encourage greater participation and maximise income.          |

### Macduff Marine Aquarium

- |  |
|--|
| 7. Retention of a specific price for people 60+ and disabled people not on low income. The proposal is to offer a £1.25 discount off the standard rate (£7.50) |
| 8. A 3.5% inflationary increase in prices to be applied to all prices except where specified – in line with similar proposals for the rest of the service.     |
| 9. The family group ticket price to be held at £21.75.   |
| 10. Aquarist for a day price to be reduced by 25% and Child annual membership by 35%.  |

## APPENDIX 2

### Live Life Aberdeenshire Fees and Charges

	Increase in Income above 2018/19				
	2019/20 Original Pricing Policy <b>Option 1A</b>	New Pricing policy with anticipated uptake <b>Option 1B</b>	New Pricing with same uptake as Original pricing <b>Option 2A</b>	New Pricing Policy with static uptake (0% increase) <b>Option 2B</b>	New Pricing with 1% decrease in uptake <b>Option 2C</b>
Total Income	5,512	5,537	5,372	5,503	5,449
Active Aberdeenshire Membership	(29)	14	(93)	0	(14)
Swimming Lessons	61	81	81	71	50
Other	115	77	19	67	48
All Fees and Charges	147	172	7	138	84
% increase on 2018/19 income	2.74%	3.20%	0.13%	2.57%	1.57%

### With Extra Marketing

	Increase in Income in Year				
	2019/20 Original Pricing Policy <b>Option 1A</b>	New Pricing policy with anticipated uptake <b>Option 1B</b>	New Pricing with same uptake as Original pricing <b>Option 2A</b>	New Pricing Policy with static uptake (0% increase) <b>Option 2B</b>	New Pricing with 1% decrease in uptake <b>Option 2C</b>
Total Income	5,579	5,637	5,439	5,503	5,449
Active Aberdeenshire Membership	0	57	(64)	0	(14)
Swimming Lessons	61	81	81	71	50
Other	153	134	57	67	48
All Fees and Charges	214	272	74	138	84
% increase on 2018/19 income	3.99%	5.07%	1.38%	2.57%	1.57%

