

## **TELFORD & WREKIN COUNCIL**

### **REPORT TO CO-OPERATIVE & COMMUNITIES SCRUTINY COMMITTEE – 27th November 2012**

#### **UPDATE ON IMPACT OF LEISURE CONCESSIONS REVIEW REPORT OF: The Leisure Service Delivery Manager**

## **1. PURPOSE**

- 1.1 To present information in respect of the impact of the changes to the Leisure concessions scheme recommended by the Co-operative & Communities Scrutiny Committee as part of the 2012/13 budget strategy.

## **2. SUMMARY**

- 2.1 The introduction of changes to the concessions scheme has resulted in a small number (approximately 10) formal customer complaints which should be viewed in the context of the 6,500 adult concessionary Flex card holders at the time. All formal complaints were dealt with at stage 1 of the corporate complaints procedure. The impact on usage from concessionary groups is forecast to be in line with or lower than was anticipated.
- 2.2 It is projected that the identified £50k savings target associated with the review of concessions will be achieved.

## **3. INFORMATION**

- 3.1 A review of the Leisure concessions scheme was undertaken by the Co-operative & Communities Scrutiny Committee in December 2012. The following changes were recommended to Cabinet and following consultation were subsequently included as part of the 2012/13 budget strategy.

- To remove the automatic concessionary status for new over 60s except for those in receipt of Pensions Credit;
- To introduce a flat rate £1 charge for swimming for all concessionary groups;
- To standardise and increase concessionary Health & Fitness membership to £21.50pcm for all members;
- To remove concessions on golf for all groups.
- That the existing Arthog Remissions Policy is retained.

### **3.2. 60+ Entitlement**

- 3.2.1 The decision to remove automatic concessionary status for new Flex card applicants aged 60+ has resulted in a small number of complaints and comments, however, those in receipt of Pension Credit continue to qualify for concessionary status.

### **3.3 Concessionary Swimming**

- 3.3.1 Assessing the likely impact of introducing charges for concessionary swimming was undertaken through the application of various models which assumed a direct link between the level of charge and the number of admissions. The preferred option was to introduce a £1 charge which it was projected would result in £23k income with a 25% reduction in concessionary swim admissions.
- 3.3.2 It is difficult to accurately compare concessionary swimming admissions due to the closure of various pools for refurbishment and the move from Madeley Court to Abraham Darby. However, £14.3k income (17,160 admissions) has been recorded for the first 6 months of the financial year which compares with a full year savings target of £23k. As such current performance would indicate that the savings target will be achieved with a projected drop in concessionary admissions of between 20-25%.

### **3.4 Health & Fitness**

- 3.4.1 Unlike swimming changes to the health & fitness membership scheme carried an additional financial risk, in that by increasing membership fees the number of members may fall therefore resulting in a reduction rather than an increase in income.
- 3.4.2 The standardising of the health & fitness membership fee to £21.50 has not adversely affected membership levels. In fact health & fitness membership across the facilities has increased as a consequence of investment into facilities and equipment at sites such as Abraham Darby and Wellington Civic & Leisure Centre.
- 3.4.3 The number of concessionary health & fitness memberships is currently 888 compared with 614 reported in December 2012. As such the projected level of savings (£14k) will be exceeded.

### **3.5 Golf**

- 3.5.1 The removal of discounts for concessionary groups at Horsehay Village Golf Centre has not had any noticeable customer impact. The projected increase in income (£5k) will not however be achieved this year as a result of reduced income levels attributable to the adverse weather conditions experienced throughout the summer months.

## **4. RECCOMENDATIONS**

- 4.1 It is recommended that the report be noted.

