

Report of: Executive Member for Health and Social Care

Meeting of:	Date	Ward(s)
Executive	23 November 17	Finsbury Park

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SUBJECT: Leisure Fees and Charges – Sobell Trampoline Park

1. Synopsis

- 1.1 Leisure Fees and Charges are reviewed annually to take effect on the 1st April each year aligned to all other Council fees and charges. This report outlines new in-year charges that are proposed for the new Trampoline Park development at Sobell Leisure Centre that is scheduled to open shortly.
- 1.2 The principles applied to the pricing are in keeping with the Council's fairness agenda and have a range of pricing including concessionary access to ensure all sections of the community can benefit from this new facility.
- 1.3 The report also proposes that authority be given to the Corporate Director of Environment and Regeneration, in consultation with the Executive Member for Health and Wellbeing, to agree any changes to existing Leisure charges in-year as considered necessary, and also to agree any charges for new Leisure activities that may be introduced during the year.

2. Recommendations

- 2.1 To approve the pricing schedule for the new trampoline park at the Sobell Leisure Centre as set out in Appendix 1.
- 2.2 To authorise the Corporate Director of Environment and Regeneration, in consultation with the Executive Member for Health and Social Care, to agree any in-year changes to existing Leisure charges that are considered necessary, and to fix prices for any new facilities introduced during the year at the Council's leisure establishments.

3. Background

- 3.1 The Council continues to build on the growth and success of its leisure offer to the local community. Since its new leisure contract with GLL commenced in 2014, over £13m of capital investment has been

made into our buildings, more people are using our facilities than ever before, and this at a time of Government cuts.

- 3.2 Through this partnering arrangement with GLL we are currently delivering two major projects that will be become available for use by residents in December of this year;
1. A £2.2m indoor Trampoline Park at Sobell Leisure Centre
 2. A £4m extension and refurbishment of Highbury Leisure Centre

Plans also continue to emerge about a longer term development of the Finsbury Leisure Centre that will deliver much needed affordable housing, leisure and other community health benefits

- 3.3 The Sobell Trampoline Park will be a new and exciting addition to the leisure activities made available to our residents. There is a growing market in this sector and the Council aims to capture this and bring it to our inner city community. It will attract more usage, and appeal to people who may not normally attend a leisure centre, therefore increasing the health and activity levels in the Borough and particularly attracting younger people.

The project resonates with the work of the Islington Fair Futures Commission, and will increase usage at the centre significantly, with projected growth to more than double the existing usage of 62,000 users, up to 150,000. The facility has been built within half of the main Sobell sports hall. Whilst this has resulted in sports being displaced, a displacement strategy has ensured that over 96% of existing users have continued to play sport at Sobell and/or at facilities nearby, therefore ensuring a net growth in physical activity levels.

- 3.4 The Sobell Trampoline Park has been built with future-proofing in mind, and a business plan that enables it to be changed back into the existing sports hall, and to another activity befitting the need at the time.

The private sector has developed over a hundred of these facilities nationwide, predominantly at out of town locations. As the largest leisure operator in the country, GLL already manage several of these facilities, but Islington will be the first central London venue.

The proposed pricing has been assessed against levels across the relatively new industry (both private and public facilities) and against the backdrop of other similar GLL facilities in Barking, Swindon, Newcastle and Gosling (Welwyn Garden City).

The programming of our new facility will develop and evolve over time and this will be key to making it a success and ensuring continued access and usage. There are already key concessionary programmes that will continue to be a major opportunity to engage young people, e.g. The £3 Saturday Night project.

Around three thousand people a week are expected to use this new facility, and service evidence (including with local schools, people with disabilities, usage data and other research) suggests that over 60% of this usage will be from young people and families, being therefore very suited to the Islington demographic.

With the Trampoline Park, the Sobell Leisure Centre will have a wider offer and appeal to the local community, it will attract more users, and it will generate more income for the Council to reinvest in much needed services, as well as contribute to the Council's Medium Term Financial Strategy.

The proposed fees and charges are comparable within the marketplace, they have inbuilt concessions, and will be reviewed on an annual basis. The Sobell Trampoline Park will be more affordable than the private sector equivalent, and will have programmed sessions and classes to enable access for all

- 3.5 On occasion, charges for using leisure facilities may need to be changed in order to respond quickly to market conditions. Furthermore, new charges may need to be determined for any new activities introduced during the financial year. Currently, the fixing of charges is a matter reserved in the Council's Constitution for Executive decision, and this is done annually by way of a report to the Executive prior to the start of each financial year. However, notwithstanding this reservation, the

Executive may delegate the fixing of changes to the appropriate Corporate Director on a case to case basis (as in the case of for example, in-year changes to Cemeteries Fees and Charges). In order to maintain flexibility, it is therefore also proposed that the Corporate Director of Environment and Regeneration (CDER), in consultation with the Executive Member for Health and Wellbeing, be authorised to agree any changes to existing Leisure charges in-year as considered necessary, and also authorised to agree any charges for new activities that may be introduced during the year.

4. Implications

Financial implications:

- 4.1 Income generated from fees and charges relating to the Trampoline Park will feed into GLL's business plan. Consequently, GLL is able to pay to the Council an enhanced management fee for the remainder of the contract. This fee has been agreed by variation to the contract and has been built into medium-term financial strategy assumptions

Legal Implications:

- 4.2 The Council may fix such charges as it thinks fit for the use of facilities at its leisure establishment (section 19 Local Government (Miscellaneous Provisions) Act 1976.

Environmental Implications

- 4.3 The setting of charges for the new Trampoline facility has no Environmental Implications in itself. GLL have recently introduced energy saving investment into the Sobell Leisure Centre with improved LED lighting and new Mechanical ventilation which is in addition to the Council's investment in Photo-Voltaic panels on the roof of the building all of these measures contribute significantly to the reduction in energy consumption at the centre. The Sobell Leisure Centre is covered by Public Realm's ISO14001 certified Environmental Management System.

Resident Impact Assessment:

- 4.4 The Council must, in the exercise of its functions, have due regard to the need to eliminate discrimination, harassment and victimisation, and to advance equality of opportunity, and foster good relations, between those who share a relevant protected characteristic and those who do not share it (section 149 Equality Act 2010). The Council has a duty to have due regard to the need to remove or minimise disadvantages, take steps to meet needs, in particular steps to take account of disabled persons' disabilities, and encourage people to participate in public life. The Council must have due regard to the need to tackle prejudice and promote understanding.

A RIA was initially undertaken in advance of the final decision to proceed with the Trampoline Park development and updated to include a Displacement Strategy setting out arrangements for those activities that would be displaced wholly or partly from main sports hall at Sobell. The Trampoline Park will contribute to increased physical activity levels in Islington, and particularly by young people. It will also ensure access for all sections of the community including people with disabilities, and there will be a comprehensive concessionary pricing structure.

The building of the Trampoline Park has required a thorough displacement programme covering indoor sports hall users and ongoing dialogue has ensured over 96% of existing users being able to continue their sporting activity at Sobell or at nearby facilities. All sports have been reinstated, and the Centre will both continue to provide its regular programmes alongside the introduction of the new Trampoline Park offer.

5. Reasons for the recommendations / decision:

- 5.1 This report outlines the charges that are proposed for the new Trampoline Park development at Sobell Leisure Centre that is scheduled to open shortly. It also proposes that authority be given to the Corporate Director of Environment and Regeneration, in consultation with the Executive Member for Health and Wellbeing, to agree any in-year changes to existing Leisure charges that are considered necessary, and also to agree any charges for new Leisure activities that may be introduced during the year

Appendices

- Appendix 1 – Sobell Trampoline Park – Fees and Charges (December 2017)

Background papers: none

Final report clearance:

Signed by:

Janet Burgess

7.11.17

Executive Member for Health and Social Care

Date

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