



## Belfast City Council

<b>Report to:</b>	Parks and Leisure Committee.
<b>Subject:</b>	<b>Leisure Centre Activity Price - Active Travel</b>
<b>Date:</b>	10 April 2014
<b>Reporting Officer:</b>	Andrew Hassard, Director of Parks and Leisure
<b>Contact Officer:</b>	Adrian Walker, Acting Leisure Operations Manager

<b>1</b>	<b>Relevant Background Information</b>
	<p>The purpose of this report is to advise members of a proposal to reduce the price attributed to shower / changing within our leisure facilities in order to promote increased usage for cyclists, joggers and walkers under an 'Active Travel' initiative.</p>

<b>2</b>	<b>Key Issues</b>
	<p>Presently the price of showering / changing within our facilities is £2.20 full price and £1 concession. During 2013-14 the revenue raised was £3205 across 10 facilities giving an average of £320 per site. This represents an income of less than £1 per centre per day.</p> <p>Following representations from a local business owner and with a view to the forthcoming Giro d'Italia it is intended to offer a more attractive shower / changing price which will be intended to coincide with the Giro and represent a contribution towards the legacy of the race.</p> <p>It is further intended that the new pricing initiative entitled 'Active Travel' will be promoted to attract customers who wish to utilise Council shower / change facilities on their way to / from work. The intention is to offer cyclists, joggers and customers who may walk into work a more affordable option within their daily commute. Whilst the new pricing option would be available to all customers our approach would be to focus on the above groups.</p> <p>Leisure Services are attempting to offer a more attractive price in order to promote healthy living and react to commuting patterns as they evolve. The new prices of £1 full payers and £0.50 for concession customers would</p>

	<p>require a 100% increase from our casual customers in the usage of the shower / change facilities. It is however intended that promotional information will coincide with the Giro d'Italia and will be available within our leisure facilities and on the Council website. With the cycling impetus generated from the Giro and effective advertising it is expected that the relatively low number of casual customers within this area could be doubled.</p>
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<b>3</b>	<b>Resource Implications</b>
	<p><u>Financial</u></p> <p>2013-14 income £3205 across 10 leisure facilities. At a rate of £2.20 full payer and £1 concession. At a rate of £1 full payer and £0.50 concession it is anticipated that envisaged usage will mean the service will be cost neutral 2014-15.</p> <p><u>Human Resources</u></p> <p>All affected staff to be briefed accordingly.</p> <p><u>Asset and Other Implications</u></p> <p>n/a</p>

<b>4</b>	<b>Equality and Good Relations Considerations</b>
	No equality / good relations implications.

<b>5</b>	<b>Recommendations</b>
	<p>It is recommended that members agree to the implementation of a new Active Travel price for Leisure Centre shower and changing for a trial period to be reviewed in October 2014.</p>

<b>6</b>	<b>Decision Tracking</b>
	<p>Adrian Walker, Acting Leisure Operations Manager will monitor and feedback following a review after six months.</p>

<b>7</b>	<b>Key to Abbreviations</b>
	None

<b>8</b>	<b>Documents Attached</b>
	None