

Leisure Fees and Charges 2025/26

Date of Issue:	21 January 2025	
Date of Decision:	29 January 2025	
Report to:	Cabinet Member - Public Health and Wellbeing	
Report of:	Assistant Director - Communities	
Portfolio:	Cabinet Member – Public Health and Wellbeing	
Wards affected:	All	
Is this a key decision:	No	No
Included in Forward Plan:		
Exempt/confidential report:	No	

Summary:

A review of the leisure service pricing structure has been carried out resulting in a proposal to uplift prices by an average 4%, this is necessary in order to continue to offset the increased costs incurred in providing the service in NNDR, supplier costs, staffing and Utilities.

Recommendation(s):

- (1) Increase swimming lesson prices by 8%, this would maintain Seftons charges in the bottom quartile for swimming lessons fees in the region.
- (2) Due to the highly competitive nature of the gym market it is proposed to keep the top price of gym memberships at the same level, but to increase the discounted corporate rate by £1.
- (3) Maintain the cost of GP referral session prices at 2023 levels, along with a number of social focussed initiatives, such as Jakes Sensorty World etc.
- (4) Splashworld prices to maintained at current 2024 levels

1. The Rationale and Evidence for the Recommendations

It is proposed to increase swimming lesson prices by 8%, £2 per month (50p per lesson). There is very strong demand for the service however the price is below that of other providers in the area. Even with the proposed uplift this price will remain amongst the lowest in the area.

It is proposed to uplift the cost of gym membership by £1 for the discounted £27 membership price band only with all other memberships staying at the same rate due to the highly competitive nature of the fitness market and the risk that an overall price increase for the service is likely to see a significant reduction in demand and will become uncompetitive within the local market.

It is proposed to maintain GP referral session prices at 2023 levels to support uptake.

Splashworld in Southport has seen a significant downturn in useage in 2024 in the wake of the Southport incident, it is therefore proposed to keep the prices at the current level in order to increase usage. In addition upon reviewing the market other similar providers do not offer the same level of family discounts as we do (Blackpool Sandcastle) and it is therefore proposed to align our pricing policy with this principal. An additional factor is that the incoming Leisure Management system (Gladstone) prices individually and is currently unable to offer a family group discount.

It is also proposed to refresh the current choices membership, which offers discounts across a range of activities for those on certain benefits, however a new choices membership for all Sefton residents is proposed with a discounted option for a number of activities, excluding the gym, but to include Splashworld in order to grow usage and offer a benefit for Sefton residents..

2. Financial Implications

The prices of key commercial leisure activities will increase allowing for the service to offset increases in NNDR and staffing costs.

There are no capital costs

3. Legal Implications

None

4. Corporate Risk Implications

None

5 Staffing HR Implications

None

6 Conclusion

Using dynamic pricing and the taking into account the pricing elasticity of the market the revised Leisure pricing is considered reasonable and necessary in order to maintain the service

Alternative Options Considered and Rejected

Maintaining the current pricing structure will negatively impact on the ability of the service to cover costs of provision

<p>Equality Implications:</p> <p>There are no equality implications</p>
<p>Impact on Children and Young People:</p> <p>The service already offers free membership for looked after children up to the age of 25 and free family membership for Foster Families and these will be maintained within this proposal.</p>
<p>Climate Emergency Implications:</p> <p>The recommendations within this report will have a Neutral impact.</p>

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Executive Director of Corporate Services and Commercial (FD.7913/25.) and the Chief Legal and Democratic Officer (LD.6013/25) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

Not Applicable

Implementation Date for the Decision :

Following the expiry of the “call-in” period for the Cabinet Member decision.

Contact Officer:	Mark Snaylam
Telephone Number:	07718195545
Email Address:	Mark.snaylam@sefton.gov.uk

Appendices:

The following appendices are attached to this report:

Fees & Charges 2025 – 26 - Sports

Background Papers:

There are no background papers available for inspection.