

FEES & CHARGES REVIEW 2021/22

Presented by the Head of Finance

EXECUTIVE SUMMARY

In January 2021 the Authority made the decision to delay commencement of the Leisure Services Contract due to the continuing Covid-19 pandemic until 1 October 2021 at the earliest. The Authority will therefore continue to operate the six Leisure Services Contract venues in-house for at least the first half of 2021/22.

This report sets out the proposed charges for 2021/22 for the six sports venues that are remaining under the Authority's direct management for this short period. These are:

- Lee Valley Athletics Centre;
- Lee Valley Hockey and Tennis Centre;
- Lee Valley Ice Centre;
- Lee Valley Riding Centre;
- Lee Valley VeloPark; and
- Lee Valley White Water Centre.

The tight timetable since that decision has meant wider comparison with other attractions and similar venues has not been possible for the report. A further review may take place depending on successful transition to the new contract operator and, if this is the case, any changes to pricing will be brought for information purposes to Members prior to the contract start.

Following on from the completion of the Car Park Management contract re-tender process, this report also brings to Members an update on outcome of the exercise and details of the suggested pricing strategy to bring all nine open space chargeable car parks on to one pricing structure.

RECOMMENDATIONS

- Members Approve:
- (1) the Authority's proposed 2021/22 sports venue fees and charges as summarised from paragraphs 10 to 15 and set out in detail in Appendix A to this report; and
 - (2) the proposed 2021/22 car parking charges,

summarised in paragraphs 16-21 and set out in Appendix B to this report.

BACKGROUND

- 1 In October 2019 following an OJEU compliant procurement process the Authority made the decision to award operation of the Leisure Services Contract (LSC) to the preferred bidder, Greenwich Leisure Ltd (GLL) for a period of ten years commencing 1 April 2020. This decision was challenged by the then operator, Lee Valley Leisure Trust Limited (LVLT), and the Authority made the decision to bring the venues back in-house under its direct management until the legal action was concluded. The legal challenge was subsequently dropped by the LVLT in September 2020, and the Authority resumed discussions with GLL for implementation of the LSC in April 2021.
- 2 Following announcement of the third national lockdown due to Covid-19 in late December 2020, both parties concluded that it would not be practical to commence the contract in April 2021 and that the transfer should be delayed until October 2021 at the earliest.
- 3 This report sets out the proposed charges for 2021/22 for the six sports venues that remain under the Authority's direct management for this short period.
- 4 The Authority reviews all its fees and charges annually and the impact of any proposals are fed into the annual budget. The fees and charges review for non-LSC venues was reported to Executive Committee in December 2020 (paper E/705/20). However, due to the timing of the decision it was not possible for the Authority to set the sports venues fees and charges at that time. Officers had been working with GLL on the proposed charges from April 2021 in line with the management fee for the operation of LSC venues. The Authority has budgeted for the in-house operation of the venues at the same level as the original management fee which is set based on these reviewed fees and charges. Therefore any changes to the proposed fees could have an impact on the agreed Authority budget for 2021/22 (paper E/708/21).
- 5 Fees and charges were last reviewed for the LSC venues in February 2020 (paper E/658/20) for the interim period of in-house operation expected at that time. Due to limited financial/usage information of the previous year's performance and tight timelines the majority of prices were frozen or increased in line with inflation. Due to Covid-19 the venues were closed when the new fees would have come into operation. This closure has allowed time for further review of products and pricing ready for when the venues reopen.

Due to the reduced programmes and capacities offered in between lockdowns last summer some fees had to be further reviewed by officers to ensure they remained viable.

- 6 Appendix A to this report sets out proposed charges for the financial year 2021/22 for the six sports venues. The estimated budgeted income from fees and charges is set out below. This assumes a full year operation, but with some Covid-19 restrictions still in place.

	2021/22 Estimated Income
Lee Valley Athletics Centre	£664,000
Lee Valley Hockey and Tennis Centre	£678,000
Lee Valley Ice Centre	£827,000
Lee Valley Riding Centre	£1,022,700
Lee Valley VeloPark	£1,597,800
Lee Valley White Water Centre	£1,866,800
Total (excl VAT)	£6,656,300

- 7 The average increase in prices for each venue is shown below. The following paragraphs provide further explanation to changes in pricing outside of an inflationary increase and Appendix A to this report sets out the full proposed fees and charges. It should be noted though that whilst average percentages seem high, in the majority of cases, this only represents a 50p or £1 increase per activity.

	2021/22
Lee Valley Athletics Centre	-0.5%
Lee Valley Hockey and Tennis Centre	6.6%
Lee Valley Ice Centre	5.1%
Lee Valley Riding Centre	4.1%
Lee Valley VeloPark	5.3%
Lee Valley White Water Centre	4.1%

- 8 The Retail Price Index (RPI) for January 2021 stood at 1.4% and the Consumer Price Index (CPI) stood at 0.7% and this has broadly been used as the basis of price review with managers, whilst also taking a view about local demand and price sensitivity.
- 9 The overriding principles in setting charges are set out in the approved fees and charges policy and are:
- venues should aim to break even (excluding overheads);
 - sustainably improve market share/usage; and
 - equality through concessionary pricing.
- 10 Lee Valley White Water Centre car park charging is due to be implemented in April 2021 following Members approving the recommendations in paper E/709/21 on 25 February 2021.

EXPLANATION OF CHARGES

11 Lee Valley Athletics Centre

Prices have been frozen after several increases last year that have not yet been implemented due to venue closure and the limited programme on re-opening. The only change is the removal of the casual entry price for the outdoor track only. To simplify products and improve access control all customers will now purchase entry for both indoor and outdoor tracks. The price for this indoor and outdoor ticket has reduced to reflect this merge of products.

Delay In Removal of Outdoor Ticket Only

Please note, the outdoor only ticket will continue to be offered until the indoor facilities have fully reopened.

12 Lee Valley Hockey and Tennis Centre

Hockey Pitch Hire charges have increased above inflation - this equates to a £5 per hour increase which takes into account costs including floodlighting, and is in line with other pitch hire operators, still offering good value for money. Charges for off peak outdoor tennis court hire have increased to bring them in line with peak pricing. A concessionary price is still available at off peak times, offering court hire for just £2 per hour per player for a game of doubles. Tennis course prices have increased above inflation but these are only 25-50p per session which still offers good value for sessions that experience high demand.

13 Lee Valley Ice Centre

Fees and charges were reviewed during lockdown, and the proposed changes for 2021/22 are in line with inflation. However, fees and charges at Lee Valley Ice Centre are linked to the decision on progressing the Ice Centre Redevelopment, and the option around ice continuity during the build period.

14 Lee Valley Riding Centre

Demand remains strong for group and private lessons so prices are generally increasing slightly above inflation. Livery prices are proposed to be frozen to ensure that we retain existing customers. The price for birthday parties which include a pony ride are increasing in line with high demand.

15 Lee Valley VeloPark

Indoor track sessions account for 36% of all income at Lee Valley VeloPark, however demand has fallen in recent years due to reduced accreditation and experience sales. The accreditation system has been reviewed to simplify for customers, with prices generally frozen to protect this income.

Pay and ride outdoor sessions have been increased by 20-25%; this equates to a £1 increase per person and has been proposed as the price has not been increased since opening the venue in 2014 and there is very strong demand. Direct Debit memberships are proposed to increase to align with the increased pay and ride prices.

National Governing Body exclusive hire fees have increased to bring them in line with other operators. Indoor track sessions account for 36% of all income at Lee Valley VeloPark, however demand has fallen in recent years due to reduced accreditation and experience sales.

Delay In Applying Price Increase to Outdoor Pay as You Ride Prices

In recognition of the differing timeline in easing of restrictions between the indoor and the outdoor tracks the proposed price increases for the outdoor pay and ride sessions will be delayed until social distancing restrictions around indoor use are lifted.

16 Lee Valley White Water Centre

The prices for public paddling were reviewed during the first lockdown and increased on re-opening. These prices had not been increased since opening in 2011 and this review considered the operating costs of the activity, good demand for sessions, and views from regular paddlers gathered through a survey. Since introduction the sessions have continued to operate at full available capacity.

CAR PARKING

- 17 Officers have just completed the Car Park Management Retender process. Part of the aim of this was to bring the nine open spaces charging car parks under one operator and therefore standardise the charging structure across them all. Up to this point there have been two operators running the car parks, both with different charging structures.
- 18 The present operator for some of our currently charging car parks, ParkingEye, has come out as the preferred bidder for the next three years and offer the best value for money for the Authority, together with a much improved system which we are confident will afford our paying visitors a hassle free experience.
- 19 One of the aspirations of the re-tender process was to remove the contentious issue of Penalty Charge Notices (PCN) being issued for non-compliance of parking rules. This would have been extremely expensive to the Authority, therefore the system that has been chosen, although still including PCN's for non-compliance, is fully automated with Automatic Number Plate Recognition (ANPR) cameras where electric is located within the car parks.
- 20 The new payment machines are pay on exit only, whereby it is not possible to pay the wrong amount for a stay and provides the customer with details of their registration number to confirm correct vehicle and time spent on site.
- 21 It is felt by officers that going forward we should extend the structured pricing approach across all of the open spaces car parks as detailed in Appendix B to this report.

ANNUAL TICKET PRICING

- 22 Annual permits will still be applicable with this system (but do not include the Lee Valley White Water Centre) as are Authority led exemption lists. Officers have reviewed similar operators annual permits, namely City Of London at Epping Forest is £150.00, therefore officers are suggesting an increase from £50.00 to £75.00. Other comparators are outlined in Appendix B to this report. Any significant uplift in the annual ticket price clearly needs careful consideration.
- 23 Disabled Badge holders park for free once registered with the Authority and it is suggested this should continue without change.

IMPLEMENTATION

- 24 The approved fees and charges will come into effect from 1 April 2021. The estimated impact of the approved fees and charges has been incorporated into the 2021/22 budget proposals for the LSC sports venues.

ENVIRONMENTAL IMPLICATIONS

- 25 There are no environmental implications arising directly from the recommendations in this report.

FINANCIAL IMPLICATIONS

- 26 Estimated income from the proposed fees and charges will be incorporated within the budget for 2021/22 and monitored through monthly management and quarterly monitoring reports to Members.

HUMAN RESOURCE IMPLICATIONS

- 27 There are no human resource implications arising directly from the recommendations in this report.

LEGAL IMPLICATIONS

- 28 There are no legal implications arising directly from the recommendations in this report.

RISK MANAGEMENT IMPLICATIONS

- 29 The Authority's net budget and therefore levy depends on income generated from fees and charges. Income can be adversely or favourably affected by weather, market demand factors and pricing in the wider economy as a whole. To mitigate this risk the Authority agreed that reserves are set aside at a prudent level (the current minimum reserve policy is £3-£4m and this will be reviewed as part of the 2021/22 budget process) and that business interruption insurance is in place.

EQUALITY IMPLICATIONS

- 30 The Authority's Fees and Charges Policy sets out criteria to ensure access to services are available to disadvantaged groups through a concessionary pricing structure that considers income and ability to pay.

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PREVIOUS COMMITTEE REPORTS

Executive Committee	E/705/20	Fee and Charges Review 2021/22	17 December 2020
Executive Committee	E/658/20	Fee and Charges Review 2020/21	27 February 2020
Authority	A/4161/13	Fees and Charges Policy	24 January 2013

APPENDICES ATTACHED

Appendix A	Proposed Sports Venues Fees and Charges 2021/22
Appendix B	Proposed Car Parking Fees and Charges 2021/22

LIST OF ABBREVIATIONS

the Authority	Lee Valley Regional Park Authority
LVLT	Lee Valley Leisure Trust Ltd (trading as Vibrant Partnerships)
LSC	Leisure Services Contract
GLL	Greenwich Leisure Ltd

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Proposed Sports Venues Fees and Charges 2021/22

LEE VALLEY VELOPARK					
		Fee 2020/21	Proposed 2021/22	% Increase	
Velodrome	Taster and Accreditation Stages (Bike and Helmet Included In Taster Only)	Track Taster - Adult	£40.00	£40.00	0.00%
		Track Taster - Junior	£40.00	£40.00	0.00%
		Stages 1, 2, 3 and 4 (excluding any equipment hire)	£20.00	£21.00	5.00%
	Junior After School Club	Junior Sessions (including Bike / Helmet only)	£10.00	£10.50	5.00%
	Coached Skills and Structured Quality Training (SQT) Sessions	Per Session Adult (2 hours)	£20.00	£21.00	5.00%
		Per Session Junior (2 hours)	£18.00	£21.00	16.67%
	More specific Track Sessions - Derny, Masters, Gates	Per session (2 hours)	£25.00	£26.00	4.00%
	Para-cycling	Para-cycling pilot training	£0.00	£0.00	0.00%
		Per Session (2 hours)	£17.00	£17.00	0.00%
	Drop In Sessions	1 hour session	£10.00	£10.50	5.00%
		2 hour sessions	£20.00	£21.00	5.00%
	VeloPark Experience (Track & BMX), Flying Taster, 1to1 Fitness	Per Session Adult	£50.00	£50.00	0.00%
		Per Session Junior	£50.00	£50.00	0.00%
	British Cycling Affiliated Club Training Session	Per Hour	From £155	From £160	3.23%
	School Session	Per hour per 15 students includes equipment & coach	£130.00	£135.00	3.85%
	VeloBalance / Pump Track	Velobalance	£6.00	£6.00	0.00%
		Pedal Up	£6.50	£6.50	0.00%
		Pedal Up Pump	£7.00	£7.00	0.00%
		Course (6 weeks)	£30.00	N/A	0.00%
	Roller Hire	Per Set Per Session	£6.00	£6.50	8.33%
Per Set Per Session (Storage Customer)		£3.00	£3.50	16.67%	
Track Start Gate Hire	Per Gate Per Session	£30.00	£32.50	8.33%	
Derny Bike Hire	Per Derny Per Session	£90.00	£92.50	2.78%	
BMX, Road Circuit and Mountain Bike Trails	Road Circuit and MTB 'Experience' and BMX Induction *(Includes bike & helmet)	Adult	£15.00	£15.00	0.00%
		Junior - 18 and under	£15.00	£15.00	0.00%
	Pay and Ride	Per Session Weekend	£5.00	£6.00	20.00%
		Per Session Weekday	£5.00	£6.00	20.00%
		Per Session Family (min. 2 Juniors)	£16.00	£20.00	25.00%
		Family Session with bike hire	£45.00	£50.00	11.11%
	National Governing Body (NGB)/ Cycling / Athletic Affiliated Club / Training Session (Road)	Whole Circuit 2 hour – Exclusive	From £270	From £300	11.11%
		'O' Loop & Riverbank Circuit 2 hour – Exclusive	From £160	From £180	12.50%
		Abercrombie Circuit 2 hour – Exclusive	From £120	From £140	16.67%
	National Governing Body (NGB)/ Training Session (BMX & MTB)	Up to 2 hour - BMX Exclusive, MTB Non-Exclusive	From £90	From £95	5.56%
	Coached Sessions	Adult	£6.00-£15.00	£6.00-£15.00	0.00%

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		Junior - 18 and under	£6.00- £15.00	£6.00- £15.00	0.00%
	School session	Per hour - Non-exclusive - Road/MTB	£114.00	£120.00	5.26%
		Per hour - Exclusive - BMX	£114.00	£120.00	5.26%
	Road Timing Hut Hire	Per 2 Hour session	£70.00	£75.00	7.14%
	Road Timing Equipment	Per 2 Hour session	£70.00	£75.00	7.14%
	BMX Start Gate	Per Session (Max 2 hours)	£30.00	£32.50	8.33%
Studio / Gym	VeloStudio Coached Session	Per Session	£10.00	£11.00	10.00%
	VeloStudio Uncoached Session	Per Session	£7.00	£8.00	14.29%
Equipment / Coach Hire		Bike with Helmet - Adult	£12.00	£12.00	0.00%
		Bike with Helmet - Junior	£8.00	£8.00	0.00%
		Gloves	£3.00	£3.00	0.00%
		Knee/Elbow pads	£3.00	£3.00	0.00%
		Helmet	£3.00	£3.00	0.00%
		Cleat shoes (Track only)	£7.00	£7.00	0.00%
		BMX Package (Bike, Helmet, Gloves and Knee/Elbow pads) - Adult	£14.00	£14.00	0.00%
		BMX Package (Bike, Helmet, Gloves and Knee/Elbow pads) - Junior	£10.00	£10.00	0.00%
		Track Package (Bike, Helmet, Gloves & Shoes) Adult	£20.00	£20.00	0.00%
		Track Package (Bike, Helmet, Gloves & Shoes) Junior	£15.00	£15.00	0.00%
		Road Tandem with Helmets - 1 Adult required	£20.00	£20.00	0.00%
		Coach Per hour	£50.00	£50.00	0.00%
		Bike Storage		Bike Storage (12 months)	£365.00
Per part or whole month charge left until 31st March	£35.00			£35.00	0.00%
Memberships		VeloStudio Only	£20.00	£23.00	15.00%
		Road and Mountain Bike Only	£20.00	£23.00	15.00%
		VeloStudio , Road & MTB	£25.00	£29.00	16.00%
		VeloStudio, Road, MTB & Bike Hire	£35.00	£39.00	11.43%
Birthday Parties (Includes food, drink, water bottle and medal)		Pedal Power (14 riders)	£238.00	£245.00	2.94%
		BMX / MTB (16 riders)	£352.00	£360.00	2.27%

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LEE VALLEY HOCKEY & TENNIS CENTRE						
				Fee	Proposed	%
				2020/21	2021/22	increase
Pitch Hire per hour: Main pitch (with stand) or second pitch	Standard (per hour price from): Pitch 1			£140.00	£145.00	3.57%
	Standard (per hour price from): Pitch 2			£120.00	£125.00	4.17%
	Hockey Pitches (per hour)	Weekend Training & All Matches (Both Pitches)	Host Clubs / Universities	£95.00	£100.00	5.26%
		Weekday Training Rate Only (Both Pitches)	Schools (9am - 5pm)	£65.00	£70.00	7.69%
			Host Clubs / Universities	£73.00	£78.00	6.85%
Registered User (annual payment, allows advance booking)				£55.00	£60.00	9.09%
Tennis - One price used all-year	Indoor Court (per hour)	Peak	Adult and Concessions	£27.00	£28.00	3.70%
		Peak		£27.00	£28.00	3.70%
		Off Peak	Adult	£21.00	£22.00	4.76%
		Off Peak	Concessions (off-peak only)	£15.00	£16.00	6.67%
	Outdoor Court (per hour)	Peak	Adult and Concessions	£10.00	£10.00	0.00%
		Peak		£10.00	£10.00	0.00%
		Off Peak	Adult	£8.00	£10.00	25.00%
		Off Peak	Concessions (off-peak only)	£6.00	£8.00	33.33%
Tennis Courses	Hot Shots Pay and Play (1.5hrs)	Price per session (1.5 hrs)	Mini Tennis - Age 3-10 year olds	£4.75	£5.00	5.26%
			Junior Tennis - Age 11-16 year olds	£4.75	£5.00	5.26%
	7 Week Course	Price per week	Smashers Tots Tennis – Age 3-5 year olds	£5.75	£6.00	4.35%
			Mini Tennis – Age 6-10	£6.50	£7.00	7.69%
			Junior Tennis – Age 11-16	£7.00	£7.50	7.14%
			Adult - beginner	£8.75	£9.00	2.86%
			Adult - intermediate	£8.75	£9.00	2.86%
		Price per week (1.5 hour)	Adult - advanced	£13.00	£14.00	7.69%
	Cardio Tennis (1hr)	Price per session	Adult	£8.75	£9.00	2.86%
	Social session (2hrs)	Price per session	Adult - coach led morning sessions	£14.50	£15.00	3.45%
Match play (1.5hrs)	Price per session	Adult - coach led match sessions	£10.75	£11.25	4.65%	
Disability Tennis Programme (1.5hrs)	Price per session	Concession	£5.75	£6.00	4.35%	

LEE VALLEY WHITE WATER CENTRE					
			Fee 2020/21	Proposed 2021/22	% Increase
Rafting	White Water Rafting	Individual Rafting	£50.00	£50.00	0.00%
		9 Person raft charter (Includes £50 food and beverage voucher)	£450.00	£450.00	0.00%
		Celebration package (Includes meal + 3 pitchers of beer or 2 bottles prosecco)	£570.00	£570.00	0.00%
	Rodeo Rafting	Individual Rafting	£65.00	£65.00	0.00%
		9 Person raft charter (includes £50 food and beverage voucher)	£585.00	£585.00	0.00%
		Celebration package (includes meal + 3 pitchers of beer or 2 bottles prosecco)	£655.00	£655.00	0.00%
		Legacy Loop	Family Rafting	£200.00	£200.00
Moving Water Activities	Legacy Loop	Hydro speeding	£50.00	£50.00	0.00%
		Hotdog (for 2 people)	£100.00	£100.00	0.00%
Flat Water Activities	Explore Kayak!	Individual	£10.00	£10.00	0.00%
		Birthday Package	£185.00	£185.00	0.00%
	Explore SUP!	Individual	£10.00	£10.00	0.00%
		Birthday Package	£185.00	£185.00	0.00%
	Water Wipeout	Individual	£15.00	£15.00	0.00%
		Birthday Package	£235.00	£235.00	0.00%
Paddlesport Courses	Flat Water	Junior 4 week course	£60.00	£60.00	0.00%
		Adult 4 week course	£90.00	£90.00	0.00%
		Half Day	£75.00	£75.00	0.00%
		Full Day	£150.00	£150.00	0.00%
	Introduction to White Water / White Water	Junior 4 week course	£80.00	£80.00	0.00%
		Adult 4 week course	£120.00	£120.00	0.00%
		Half Day	£90.00	£90.00	0.00%
		Full Day	£180.00	£180.00	0.00%
	Introduction to Advanced / Advanced Water	Adult 4 week course	£125.00	£125.00	0.00%
	Equipment Rental		General Kayak	£15.00	£15.00
		Open Canoe	£20.00	£20.00	0.00%
		Wet Suit	£5.00	£5.00	0.00%
		Paddle	£3.00	£3.00	0.00%
		Helmet	£3.00	£3.00	0.00%
		Buoyancy Aid (PFD)	£3.00	£3.00	0.00%
		Full Set	£20.00	£20.00	0.00%
Room Hire	Small Room	Half Day	£110.00	£110.00	0.00%
		Full Day	£170.00	£170.00	0.00%
	Medium Room	Half Day	£350.00	£350.00	0.00%
		Full Day	£400.00	£400.00	0.00%
	Large Room	Half Day	£400.00	£400.00	0.00%
		Full Day	£525.00	£525.00	0.00%
	Cabin	Half Day	£100.00	£100.00	0.00%
		Full Day	£250.00	£250.00	0.00%
Course Hire	Olympic	Public	£450.00	£450.00	0.00%
		Club	£350.00	£338.00	-3.43%

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		British Canoeing	£265.00	TBC	
	Legacy	Public	£230.00	£230.00	0.00%
		Club	£205.00	£175.00	-14.63%
		British Canoeing	£110.00	TBC	
	Private Hire extras	Car Rescue (In addition to exclusive use charge)	£150.00	£150.00	0.00%
		Inspection of course blocks	£50.00	£50.00	0.00%
Public Paddling Sessions	Olympic	1 hour	£10.00	£15.00	50.00%
		1 hour 15 mins	£12.50	£18.00	44.00%
	Legacy	1 hour	£6.00	£10.00	66.67%
		1 hour 30 mins	£9.00	£15.00	66.67%
Rental	Canoe / Kayak Storage	Monthly rate	£20.00	£20.00	0.00%
		Annual rate	£150.00	£150.00	0.00%

LEE VALLEY ATHLETICS CENTRE

		Fee 2020/21	Proposed 2021/22	% Increase	
Monthly membership Unlimited use of all facilities	Adult	£38.00	£38.00	0.00%	
	Concession	£28.00	£28.00	0.00%	
	Concession - under 16's	£23.00	£23.00	0.00%	
Memberships Monthly Pass	Adult	£48.00	£48.00	0.00%	
	Concession	£38.00	£38.00	0.00%	
	Concession – Under 16	£33.00	£33.00	0.00%	
Membership Joining Fee		£15.00	£15.00	0.00%	
Indoor and Outdoor Combined Track ticket	Adult – entry to gym included	£6.80	£6.00	-11.76%	
	Concession – entry to gym included	£4.00	£4.00	0.00%	
	Under 16– entry to gym not included	£3.00	£3.00	0.00%	
Outdoor Track Only	Casual - Adult	£4.00	N/A		
	Casual - Concession	£2.70	N/A		
Open Events Entry		From £6.00 - £17.00	From £6.00 - £17.00	0.00%	
Star Track	(20 hour Crash Course)	£78.00	£78.00	0.00%	
	Pre-booking discount	£10.00	£10.00	0.00%	
Master Class	2.5 hour class	£14.00	£14.00	0.00%	
Athletics academy	Individual class	£5.50	£5.50	0.00%	
	Bulk purchase	£55.00	£55.00	0.00%	
Track hire - per hour	Festival / Commercial Hire – Outdoor (per hour)	From £180 p/h	From £180 p/h	0.00%	
	Festival / Commercial – Indoor (per hour)	From £210 p/h	From £210 p/h	0.00%	
	Championships Outdoor Hire	£80.00	£80.00	0.00%	
	Championships Indoor Hire	£120.00	£120.00	0.00%	
	Clubs/ Schools – Outdoor	£80.00	£80.00	0.00%	
	Clubs/ Schools – Indoor	£120.00	£120.00	0.00%	
	Ron Pickering Room Hire	Per hour	£45.00	£45.00	0.00%
	Seminar Room Hire	Per hour	£32.00	£32.00	0.00%
Photo Finish Hire per Day		£300.00	£300.00	0.00%	

LEE VALLEY ICE CENTRE

		Fee 2020/21	Proposed 2021/22	% Increase
Entry Fee (Including skate hire)	Adult	£10.00	£10.00	0.00%
	Junior - Under 16's	£10.00	£10.00	0.00%
	Under 5	£6.00	£6.00	0.00%
	Family of Four off peak	£35.00	£36.00	2.86%
	Family of Four peak	£35.00	£36.00	2.86%
	Spectators	£1.00	£1.00	0.00%
Children's Parties	per person	£19.50	£20.00	2.56%
Coached and training sessions	LEA - Learn to skate excl. skate hire	£58.00	£60.00	3.45%
	LEA - Learn to skate incl. skate hire	£74.00	£75.00	1.35%
	Public patch per session	£8.00	£9.00	12.50%
	Public patch per month	£80.00	£83.00	3.75%
Coaches rental fee	Full time per month	£480.00	£480.00	0.00%
Rink Hire/ Development Ice (per hour)	Ice Hockey Match/ Commercial Hire Minimum Rate	£360.00	£365.00	1.39%
	Junior (17 and under) Ice Hockey - before 10.30pm	£125.00	£130.00	4.00%
	Junior Ice Hockey - after 10.30pm	£195.00	£200.00	2.56%
	Recreational/ training Ice Hockey per hour	£230.00	£235.00	2.17%
	Skate Aid	£5.00	£5.00	0.00%
	Skate Hire	£2.00	£3.00	50.00%
Equipment Hire	Non commercial	POA	POA	
Viewing Area/ Suite	Commercial <u>Minimum Rate</u>	£15.00	£16.00	6.67%
Overflow Car Park Hire	per day	From £600	From £600	

LEE VALLEY RIDING CENTRE				
		Fee 2020/21	Proposed 2021/22	% increase
Group Lessons	"Have a go" - 30 mins Aged 15 and under only	£20.00	£21.50	7.50%
	1 Hour - Adult	£35.00	£36.00	2.86%
	1 Hour - Junior (15 and under)	£26.00	£27.00	3.85%
Group Jumping Lesson	One Hour Adult	£40.00	£41.00	2.50%
	1 Hour - Junior (15 and under)	£32.00	£33.00	3.13%
Private Lessons	30 mins Off Peak	£41.50	£43.00	3.61%
	30 mins Standard	£48.50	£50.00	3.09%
	45 mins Off Standard	£55.50	£57.00	2.70%
	45 mins Standard	£63.00	£64.50	2.38%
	1 hour Off Standard	£66.50	£68.00	2.26%
	1 hour Standard	£73.50	£75.00	2.04%
Private Lessons - paired	30 min paired lesson Off Peak	£36.00	£38.00	5.56%
	30 min paired lesson Standard	£43.50	£46.00	5.75%
	45 min paired lesson Off Peak	£43.00	£46.00	6.98%
	45 min paired lesson Standard	£50.00	£52.50	5.00%
	1 hour paired lesson Off Peak	£47.00	£50.00	6.38%
	1 hour paired lesson Standard	£54.50	£58.00	6.42%
Private Lesson - Jumping	intro to jump 30 mins Off Peak	£50.00	£52.50	5.00%
	Intro to jump 30 mins Standard	£55.00	£57.50	4.55%
	45 mins Off Peak	£64.00	£67.00	4.69%
	45 mins Standard	£69.50	£74.50	7.19%
Lessons, and Development	LEA Lesson (per pupil)	£16.50	£17.00	3.03%
	Pony Club	£18.50	£19.00	2.70%
	Riding for the disabled	£17.00	£17.50	2.94%
Birthday Parties	Option A - Non ridden	£150.00	£150.00	0.00%
	Option B - With a pony Ride	£200.00	£250.00	25.00%
Private Livery (per month)	Part Livery (Staff only)	£535.00	£535.00	0.00%
	Part Livery with mucking out	£755.00	£755.00	0.00%
	Full Livery	£875.00	£875.00	0.00%
Loan Livery (per month)	Part Livery (3 day loan)	£535.00	£535.00	0.00%
	Full Livery (7 day loan)	£875.00	£875.00	0.00%

LEE VALLEY CAR PARK CHARGES

1. Market Dynamics

- Members approved as part of the levy strategy that a roll out of charging across our car parks would be implemented.
- Therefore, Officers have been working with various agencies implementing this scheme. Members are aware this has proven difficult, and continues to have a negative impact on officer time, but the first car parks came on line 23rd October 2017 under the management of a private company – ParkingEye.
- The 3 car parks in Broxbourne (Pindar, Cheshunt and Mill & Meadows) started charging on 22nd October 2018.
- Due to the fact that two pricing structures are in place as a result of different operators, officers have continued to review the usage and customer feedback of both charging rates to establish the most appropriate option across the board ahead of the current retender process that has just been completed and the suggested way forward is detailed below.
- As part of the Car Park Charging re-tender process officers have investigated different parking charge options including that of pricing against both local and national open space organisations, some of which have just gone through or are going through their own tender processes. This process included looking at the different options in relation to a standard charging structure across the Park for ease of visitor use and understanding. It was felt that the best "specification" would be a system where the customer pays upon exiting the car park for the cost of their stay, this being calculated by the APNR cameras and the payment machine at the point of payment with ideally no Penalty Charge Notices as these are the main point of contention. This latter element proved to be too costly a system to have in place, however the new system is to be a pay on exit one which should improve the customer journey greatly.
- As mentioned previously we have two pricing structures currently and based on other location car park charges we are on the cheaper side definitely in the car parks currently charging £1 for an hour and £2 for up to 24 hrs.
- In the structured car parks we currently charge £1.90 for two hours, £2.70 for three hours, £3.70 for four hours and £5 thereafter.
- The City of London are shortly due to implement car parking charges at some of the car parks they control adjacent to us, as a comparison it is believed they will be charging £1.50 up to 1 hour, £2.50 one to two hours, £4.00 two to four hours and £6 four + hours.
- A local Essex Country Park charges £2.20 up to 1 hour, £3.30 up to 2 hours, £4.40 up to 3 hours and £5.50 over 3 hours.
- Nene Park are similar to how we started at free for the 1st hour then £2.50 per day but our evidence showed people were taking advantage of the first hour and not stopping any longer.
- Norfolk Wildlife Trust have started charging at a coastal reserve at £3 for 3 hours and £5 all day for non-members. Other organisations that work on a similar scheme at RSPB at Rye Meads which is £3 all day and National Trust at Hatfield Forest which is £8 both for non-members.
- We also offer both the public and the concession annual car parking permits, which have remained the same price since their inception, again these could be viewed as on the cheaper side and it is suggested that also be increased going forward.

2. Venue visitor and financial information

Year	Visitor numbers	Customer satisfaction	Operational Income	Net operational (Income) / expenditure	Net cost/ Income per visitor
2018/19 Budget			(£130,000)	n/a	n/a
2019/20 Budget			(£137,000)		

3. Proposed charges for 2021/22

- Where car-park charges are introduced then visitor numbers do decrease in the short term but over a period of time do start to recover as demonstrated in the table below.

Name	2020	2019	2018	2017
Pindar Car Park Entrance	97,683	88,165	81,021	81,873
Turnford		110,525	84,363	80,095
Broxbourne Mill & Meadows	66,124	74,625	69,883	75,498
Gunpowder Park	43,006	50,548	42,567	41,777
Waltham Abbey Gardens	181,003	72,909	58,855	71,277
Hooks Marsh	35,374	23,598	18,390	25,275
Fishers Green	35,342	43,906	43,121	45,299
Clayton Hill	28,982	34,272	32,028	35,216
Tottenham Marshes	71,366	55,280	27,931	55,585

- The car parks where the installation of electricity is too expensive (i.e. Hooks Marsh), will remain cashless under the new Car Parking contract with no machines on site but this does remove the management fee (£475.00 per month) and also the cash collection fees and leaves nothing to be vandalised. Rangers will also be able to issue tickets to those drivers who contravene the parking rules such as parking on yellow lines or blocking gates via a hand held system
- As agreed previously the Authority absorbs any additional payment for the use of Apps and phones thereby not passing these costs on to the public which will minimise one source of complaints. This would result in the income per visit reducing from £2.00 to £1.70 (based on current pricing) as use of Apps and phones incurs an additional charge of 30p.
- The costs and income to February 2021 are detailed below. Parking Eye rolled out their own telephone payment system called Good to Go which works similar to the Dart Charge where you register either a card or account in advance and the APNR camera's automatically debit this with the correct charge without the need to do anything on the day, this went live from 1st January 2020 in all Parking Eye controlled Car Parks where electricity and APNR cameras are present.
- Due to Covid restrictions our car parks were closed for a period of around 6 weeks which will have an effect on the income generated this financial year. From 1 April 2020 to 31 January 2021 total income across all open spaces car parks (other than those detailed below) generated £83,316 of which £16671 relates to Parking Permits, Expenditure incurred to January 2021 was £56,000 – giving total net income of £27,316.
- Other established car parks (Myddelton House Gardens and Broxbourne Riverside are not included in the above figures) and historically generate income of £25,000 and £43,300 respectively, however both of these figures will be down this year due to lockdown closures.
- The total income included in the Emergency Budget for car parking in all venues is £35,900. It is forecast that in 2020/21 £35,000 will be achieved.
- Officers propose standardising the Car Park charges across the board on the rising tariff basis as currently implemented at our car parks at Old Mill and Meadows, Cheshunt Country Walk and Pindar which is more in line with similar operators.
- Officers propose increasing the cost of both the Annual Public Permit and the Licensed Clubs concessionary permit.

Car Park Season Permit Comparison		
Organisation	Car Parks Covered	Annual fee
Essex County Council Country Parks	<ul style="list-style-type: none"> • Belhus Woods Country Park, South Ockendon • Cudmore Grove, East Mersea • Danbury Country Park, Danbury • Great Notley Country Park, Braintree • Hadleigh Park, Hadleigh • Thorndon Country Park, Brentwood • Weald Country Park, Brentwood 	<p>£50.00</p> <p>Blue Badge Free</p>

<p>Kent County Council Country Parks</p>	<ul style="list-style-type: none"> • Brockhill Country Park • Lullingstone Country Park • Pegwell Bay Country Park • Teston Bridge Country Park • White Horse Wood Country Park • Grove Ferry Picnic Site • Manor Park Country Park • Shorne Woods Country Park • Trosley Country Park 	<p style="text-align: center;">£52.00</p> <p style="text-align: center;">Blue Badge £5.00</p>
<p>City of London</p>	<ul style="list-style-type: none"> • Flagstaff Hill • Rushey Plain • Rushey Plain Turnaround • High Beach – General’s Ride • High Beach – Pillow Mounds • High Beach VC • Connaught Water • Bury Road Fairground • Bury Road, Caddy House • Barn Hoppitt • Barn Hoppitt Summers • Connaught Tennis Club • Snaresbrook Road • Hollow Pond Boat House • Hollow Pond 	<p style="text-align: center;">Proposed £150.00</p>
<p>Borough of Broxbourne</p>	<ul style="list-style-type: none"> • Leased Bays in some car parks 	<p>6 Months £385.00 12 months £710.00</p>
<p>Stevenage Borough Council</p>	<ul style="list-style-type: none"> • Town Centre Car Parks A, B, F, G and H • Railway Car Parks RN, RS This is also valid for Town Centre Car Parks A, B, F, G, P • Old Town Car Parks (Primett Road South and Church Lane South) 	<p style="text-align: center;">£89.00 £160.00</p> <p style="text-align: center;">£46.00</p> <p style="text-align: center;">Cancellation Fee £35.00</p> <p style="text-align: center;">Disabled Permit £44.00</p>

4. Proposed charges for 2021/22: Estimated Income*

<ul style="list-style-type: none"> • 2019/20 Budgeted Income 	<p style="text-align: right;">£172.5k</p>
<ul style="list-style-type: none"> • 2020/21 Budgeted Income 	<p style="text-align: right;">£164k</p>
<ul style="list-style-type: none"> • 2021/22 Estimated Income 	<p style="text-align: right;">£120k</p>

CAR PARK CHARGES			
Site		2020/21	Proposed Fee 2021/22
Annual Permits		£50.00	£75.00
Annual Club and Angling Permits		£20.00	£25.00
Pindar Cheshunt Broxbourne Mill & Meadows	Up to 1 hour	N/A	£1.00
	Up to 2 hours	£1.90	£2.00
	Up to 3 hours	£2.70	£3.00
	Up to 4 hours	£3.70	£4.00
	Over 4 hours	£5.00	£5.00
Gunpowder Park Waltham Abbey Gardens Hooks Marsh Fishers Green Clayton Hill Cornmill	Up to 1 Hour All Day	£1.00 £2.00	As Above

Tottenham Marshes – Officers are currently revisiting the feasibility of getting power to this site therefore at present it is suggested that this car park is not added to the chargeable ones.