

**Meeting of the Finance & Audit Sub Committee of ANGUSalive**

**Friday 29 January 2021**

**Report by Chief Executive Kirsty Hunter**

**Charging and Pricing Structure Review**

**This report seeks the approval of the recommendations following a review of ANGUSalive charges for the financial year 2021/22.**

**1 RECOMMENDATION**

It is recommended the Sub Committee:

- i agree there is no increase to charges other than those listed in paragraph 4;
- ii agree the new charges and changes to charges as outlined in paragraph 4;
- iii agree all charges are effective from 01 April 2021 or at the start of any seasonal operations;
- iv note the review of charges for 2021/22 will be submitted to Angus Council's Communities committee meeting on 23 February 2021 and / or Angus Council's Special Budget Meeting for approval; and
- v note the ANGUSalive Pricing Policy, bACTIVE Terms & Conditions and Venue Hire Terms & Conditions will be updated, as appropriate, to reflect the agreed changes.

**2 CONTRIBUTION TO STRATEGIC AIMS**

- 2.1 Our strategic aims are aligned to our status with OSCR (Office of the Scottish Charity Regulator) and our Articles of Association. This report contributes to the following ANGUSalive strategic aim(s):

Strategic Aim 1: Ensure strong, transparent governance and demonstrate community benefit

**3 REVIEW OF CHARGES**

- 3.1 An annual review of our pricing structure has been undertaken in accordance with paragraph 7.8 of Financial Regulations which states:

*"Not less frequently than once per year scales of charges or tariffs (not fixed by statute) shall be reviewed for inclusion in the Revenue Budget of the following year. Any such review shall comply with The Company's Budget Strategy as submitted to Angus Council as part of the Business Plan process"*

**4 PROPOSED CHANGES**

- 4.1 Customers who use our services choose to allocate a proportion of their discretionary spend to activities and events with ANGUSalive. A very challenging economic climate and multiple uncertainties are now faced by individuals, families and organisations due to the Coronavirus pandemic. The level of discretionary spend available within our communities has already been reduced and the situation is expected to continue, and potentially be exacerbated by changes in government fiscal and public health policies, throughout the next financial year at a minimum.

- 4.2 Our charity wants to continue to inspire our communities to make healthy, active and creative lifestyle choices and it's therefore proposed no changes are made to our charges other than those listed in paragraph 4.4 below.
- 4.3 This means there will be no inflationary percentage increase across all ANGUSalve charges for the financial year 01 April 2021 to 31 March 2022.
- 4.4 The sub-committee is asked to approve the implementation of both the new charges and changes to charges outlined below. These charges will be effective from 01 April 2021 unless stated otherwise.

#### **Countryside Adventure**

- Car Parking - to be increased from £2.80 to £3.00 to round up to nearest pound to reduce physical change requirements.

#### **Libraries**

- Inter-Library Loans for Books and Photocopied Material - change to 'Price on Application' to reflect that prices vary according to the organisation from which we might borrow an item.
- Photocopying Charges and Printing Charges – remove additional cost to print on to card as Libraries do not provide card; customers provide their own.

#### **Sport & Leisure**

On 25 January 2021 we launched the ANGUSalve App on iOS and android platforms. The ANGUSalve App gives access to Live Streaming and On Demand online classes to help our existing members and the wider Angus community to stay active during lockdown (and beyond). The classes can also be viewed through the ANGUSalve website to increased accessibility.

Initially both Live Streaming and On Demand online classes have been offered for free during a trial period designed to capture customer feedback and allow us to make any improvements required to the service before charges are introduced. Thereafter, this exciting new customer offering will be chargeable and it is anticipated these new charges, outlined below, will be introduced in March 2021.

- New charges for Live Streaming and On Demand online classes accessed through ANGUSalve app and website:
  - £3 per class for Pay As You Go option
  - £5 per month for a bolt on virtual membership covering access to online classes for existing bACTIVE members who can also attend in person at our facilities
  - £15 per month for a standalone virtual membership covering online classes only

- 4.5 As part of a future phase of the revised ANGUSalve bACTIVE Membership offering approved last year (Report 06\_20\_FS refers), the removal of swimming lessons from junior membership was considered but deferred until the charity implements the new Learn to Swim programme, part of the National Framework for Swimming in Scotland, from Scottish Swimming.
- 4.6 We will launch the new Scottish Swimming Learn to Swim programme later this year and as part of this project the cost for both our swimming lesson programme and the junior membership will be reviewed in parallel and a proposal brought forward for Board consideration.
- 4.7 As part of the 2020/21 charges review (Report No 05\_20\_FS) it was recognised some specific areas within the Sport & Leisure business unit required further research, data analysis and/or discussion with partner organisations to ensure our offering is competitive and responsive to the changing environment in which we operate whilst at the same time meeting our aim of encouraging participation for all.

4.8 Given the pandemic and members of the leadership team being out of the business on Furlough this work is still to progress. It is recommended reports on the charges for the following be brought to a future meeting of the Finance & Audit Sub Committee for consideration:

- Personal Training
- Private Swimming Lessons
- Holiday Camps
- Outdoor Education – review of all charges

**Kirsty Hunter**  
**Chief Executive**