

Report to Portfolio Holder for Lifestyles, Health and Wellbeing

Subject: Alterations to the terms and conditions of swimming lessons and the monthly direct debit fee

Date: 09.03.23

Author: Leisure Business Manager

Wards Affected

Borough Wide

1. Purpose

To seek a decision and approval to the alteration of the terms and conditions of swimming lessons and the monthly direct debit fee

2. Key Decision

This is not a key decision

Recommendation

THAT:

- 1) Approval is given to the proposed alterations to the terms and conditions of swimming lessons and the monthly direct debit fee**
- 2) The new terms and conditions are launched from 1st April 2023**

3. Background

3.1 In 2017 the leisure department introduced direct debit payments for customers on the learn to swim scheme. When the direct debit monthly payment was calculated, it was based on each learner receiving a minimum of 46 lessons in a full year to negate the need to amend monthly fees charges for cancelled sessions (i.e. bank holidays, pool closures etc), which also reduced administration time associated with changing monthly payments. At the time this calculation was is in line with other local

authority direct debit schemes

- 3.2 Since the introduction of the direct debit payment option, there have been challenges from customers whose children swim on Mondays lessons. Whilst these children do receive 46 lessons a year, children swimming in mid-week classes can receive up to 4 extra lessons a year for the same direct debit fee, simply due to the fact there are no bank holidays mid-week.
- 3.3 In September 2022 the leisure centres had an upgrade to the leisure management system that runs the operations at site. One benefit of the new system was improved functionality and efficiency running back office functions such as direct debit management.

4. Proposal

It is proposed that:-

- 4.1 Swimming lesson direct debits are re-calculated and based on learners receiving 50 lessons a year, which means the new monthly direct debit fee for junior lessons would be £25.80 and adult group lessons £31.50.
- 4.2 The terms and conditions of the learn to swim scheme would therefore reflect that should the pools close outside of the usual 2 week Christmas shut down (e.g. for bank holidays), that the customer would be reimbursed for the forfeited lesson in the following month's direct debit collection
- 4.3 The new terms and conditions and direct debit price will be launched from 1st April 2023 as part of the annual price increase

5. Alternative Options

- 5.1 Continue to operate to the current terms and conditions, and accept that some children are disadvantaged by swimming on a Monday due to bank holiday closures

6. Financial Implications

- 6.1 The table below shows how these changes to the swim lesson direct debits would alter with this proposal:

	Current monthly Direct Debit	Proposed monthly Direct Debit

Junior group lessons	£6.20 lesson cost x 46 weeks / 12 months = £23.75	£6.20 lesson cost x 50 weeks / 12 months = £25.82 (rounded to £25.80)
Adult group Lessons	£7.56 lesson cost x 46 weeks / 12 months = £29	£7.56 lesson cost x 50 weeks / 12 months = £31.50

Using the current number of learners, the impact of this change over a 12 month period is:

$$3,858 \text{ learners} \times £23.75 \times 12 \text{ months} = £1,099,530$$

Changing to the new formula:

$$3,858 \text{ learners} \times £25.80 \times 12 \text{ months} = £1,194,437^*$$

This increase of income needs to take into account reimbursement for learners who have lessons cancelled in a year. This is based on the bank holidays:

There are currently 568 learners on a Monday, and with 5 standard bank holiday Mondays in a year that would equate to a refund of:

$$568 \times £6.20 \times 5 = £17,608$$

There are currently 434 learners on a Friday and with one bank holiday Friday in a year that would equate to a refund of:

$$434 \times £6.20 = £2,690.80$$

Therefore the total income of moving to a 50 week direct debit calculation would be:

$$£1,194,437 - £17,608 - £2,690.80 = £1,174,138$$

Which gives an increase of income in 23/24 of **£74,608**. This surplus will be used:

- £10,000 kept a-side for any additional pool closures during the year e.g. pool issues, instructor availability, and this would also take into account if the number of Monday and Friday swimmers increased from the calculation above.

- £50,900 to deliver the 23/24 inflation target for swimming lessons
- £13,708 used to contribute towards the Aquatic Trainer and Development Officer subject to approval and funding of this role by SLT

7 Legal Implications

- 7.1** There should be clear communication of the changes to the terms and conditions of swimming lessons and new direct debit monthly fee to current and future customers.

8. Equalities Implications

- 8.1** In changing the terms and conditions to 50 weeks and refunding anyone affected by pool closures, ensures consistency to all swimmers on the scheme irrespective of what day of the week they take part in lessons

9. Carbon Reduction/Sustainability Implications

- 9.1** There are no carbon reduction/sustainability implications arising from the contents of this report.

10. Appendices

- 10.1** Appendix A – Equality impact assessment

11. Background Papers

None identified

12. Reasons for Recommendations

To ensure there is consistency in the number of lessons and fees paid for all customers learning to swim.

Appendix A – Equality Impact Assessment

Name of project, policy, function, service or proposal being assessed:	Alteration to the terms and conditions of the swimming lesson direct debit scheme				
The main objective of (please insert the name of accessed document stated above):	To move towards direct debit that is calculated on the recipient having 50 lessons a year, with reimbursements for any cancelled lessons				
<p>What impact will this (please insert the name) have on the following groups? Please note that you should consider both external and internal impact:</p> <ul style="list-style-type: none"> • External (e.g. stakeholders, residents, local businesses etc.) • Internal (staff) 					
		Negative	Positive	Neutral	Comments
Please use only 'Yes' where applicable					
Gender	External		X		Moving to 50 weeks ensures all customers receive the same number of lessons irrespective of what day of the week they swim on
	Internal				
Gender Reassignment	External		X		
	Internal				
Age	External		X		
	Internal				

Marriage and civil partnership	External		X		
	Internal				
Disability	External		X		
	Internal				
Race & Ethnicity	External		X		
	Internal				
Sexual Orientation	External		X		
	Internal				
Religion or Belief (or no Belief)	External		X		
	Internal				
Pregnancy & Maternity	External		X		
	Internal				
Other Groups (e.g. any other vulnerable groups, rural isolation, deprived areas, low income staff etc.) Please state the group/s:	External				
	Internal				

Is there is any evidence of a high disproportionate adverse or positive impact on any groups?		No	Comment
Is there an opportunity to mitigate or alleviate any such impacts?		N/A	Comment
Are there any gaps in information		No	Comment

available (e.g. evidence) so that a complete assessment of different impacts is not possible?			
---	--	--	--

In response to the information provided above please provide a set of proposed action including any consultation that is going to be carried out:

Planned Actions	Timeframe	Success Measure	Responsible Officer
Communication of changes to terms and conditions to all customers currently on the swim scheme	ASAP		Tom Frost