

Cabinet Members for Environmental Services and Health & Wellbeing

Agenda

Date: Tuesday, 6th April, 2010
Time: 10.00 am
Venue: Committee Suite 2/3 - Westfields, Middlewich Road, Sandbach, CW11 1HZ

The agenda is divided into two parts. Part 1 is taken in the presence of the public and press. Part 2 items will be considered in the absence of the public and press for the reasons indicated on the agenda and at the foot of each report.

PART 1 – MATTERS TO BE CONSIDERED WITH THE PUBLIC AND PRESS PRESENT

1. **Apologies for Absence**

2. **Declarations of Interest**

To provide an opportunity for Members and Officers to declare any personal and/or prejudicial interests in any item on the agenda

3. **Public Speaking Time/Open Session**

In accordance with Procedure Rules Nos.11 and 35 a period of 10 minutes is allocated for members of the public to address the meeting on any matter relevant to the work of the meeting. Individual members of the public may speak for up to 5 minutes but the Chairman will decide how the period of time allocated for public speaking will be apportioned where there are a number of speakers. Members of the public are not required to give notice to use this facility. However, as a matter of courtesy, a period of 24 hours' notice is encouraged.

Members of the public wishing to ask a question at the meeting should provide three clear working days' notice, in writing, in order for an informed answer to be given.

Contact: Paul Mountford, Legal and Democratic Services
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4. **Variation of the Scale of Parking Charges in Crewe and Nantwich - Variation of the Sunday Tariff** (Pages 1 - 4)

To consider a report proposing a variation to the scale of charges in the area of the former Borough of Crewe and Nantwich, entailing the removal of the 50p all day charge for Sunday parking.

5. **Civic Hall Car Park and Dysart Buildings Car Park, Nantwich: Proposal to Change the Maximum "Pay and Display" to 5 Hours** (Pages 5 - 8)

To consider a report proposing a change to the maximum length of stay on Civic Hall Car Park and Dysart Buildings Car Park, Nantwich to 5 hours.

6. **Snow Hill Car Park, Nantwich: Proposal to Extend the Maximum Stay to 10 Hours** (Pages 9 - 12)

To consider a report proposing an extension to the maximum permitted length of stay on Snow Hill Car Park, Nantwich from 5 hours to 10 hours.

7. **Health and Wellbeing Service Pricing and Charging Policy and Leisure Concessionary Scheme** (Pages 13 - 30)

To consider the Health and Wellbeing Service Pricing Policy and Leisure Concession Discount Scheme.

8. **Exclusion of the Press and Public**

The report relating to the remaining item on the agenda has been withheld from public circulation and deposit pursuant to Section 100(B)(2) of the Local Government Act 1972 on the grounds that the matter may be determined with the press and public excluded.

The Committee may decide that the press and public be excluded from the meeting during consideration of the following item pursuant to Section 100(A)4 of the Local Government Act 1972 on the grounds that it involves the likely disclosure of exempt information as defined in Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 and public interest would not be served in publishing the information.

PART 2 – MATTERS TO BE CONSIDERED WITHOUT THE PUBLIC AND PRESS PRESENT

9. **Bond relating to contract for bridges and lakes works at Queens Park, Crewe** (Pages 31 - 34)

To consider a report relating to a Bond for contract for bridges and lakes works at Queens Park, Crewe.

CHESHIRE EAST COUNCIL

Cabinet Member for Environmental Services

Date of Meeting: 6th April 2010
Report of: Head of Safer and Stronger Communities
Subject/Title: Variation of the Scale of Parking Charges in Crewe and Nantwich - Variation of the Sunday Tariff

1.0 Report Summary

- 1.1 This report proposes a variation to the scale of charges in the area of the former Borough of Crewe and Nantwich, entailing the removal of the 50p all day charge for Sunday parking.

2.0 Recommendations

- 2.1 That the Cabinet Member for Environmental Services
- (1) approve a variation to the scale of charges payable on Sundays within the area of the former Crewe & Nantwich Borough Council from £0.50 to £0.00; and
 - (2) authorise the Borough Solicitor, or officer acting on his behalf, to publish a 'notice of variation' in relation to this change in accordance with section 35C of the Road Traffic Regulation Act 1984 and regulation 25 of the Local Authorities' Traffic Orders (Procedure)(England and Wales) Regulations 1996.

3.0 Reasons for Recommendations

- 3.1 The former Crewe and Nantwich Borough Council had introduced a charge for Sunday parking in June 2002. Such a charge was not applied by the former Macclesfield Borough Council. As a result, since the formation of the Cheshire East Borough Council there has been a discrepancy in the charging policy in the areas of the two former Boroughs in respect of Sunday parking.
- 3.2 Cheshire East Council now wishes to rectify this discrepancy and it is suggested that it is preferable not to charge anywhere in the Borough on a Sunday. Accordingly, this proposal seeks to formalise the revision by means of this variation to the scale of charges.

4.0 Wards Affected

- 4.1 All Borough Wards within the towns of Crewe and Nantwich.

5.0 Local Ward Members

Nantwich – Cllr Brian Dykes; Cllr Andrew Martin; Cllr Arthur Moran

Crewe East – Cllr Steve Conquest; Cllr Margaret Martin; Cllr Chris Thorley

Crewe North – Cllr Terry Beard; Cllr Derek Bebbington; Cllr John Jones

Crewe South – Cllr David Cannon; Cllr Dorothy Flude; Cllr Betty Howell

Crewe West – Cllr Roy Cartlidge; Cllr Robert Parker; Cllr Jacqueline Weatherill

6.0 Policy Implications including - Climate change - Health

- 6.1 Minimal effect is expected in that Sunday car parking occupancy is not expected to grow significantly due to a return to free status.

8.0 Financial Implications 2009/10 and beyond (Authorised by the Borough Treasurer)

- 8.1 There will be a reduction of income of approximately £50,000 per annum and the Service will contain the effect of this within its budget.
- 8.2 There is a cost associated with the publication of the proposed 'notice of variation' in local newspapers; this cost will be met from existing budgets.

9.0 Legal Implications (Authorised by the Borough Solicitor)

- 9.1 Section 35C of the Road Traffic Regulation Act 1984 states that where an order made under section 35(1)(iii) of the 1984 Act makes provision as to the charges to be paid in connection with the use of off-street parking places, the charges may be varied by notice.
- 9.2 Regulation 25 of the Local Authorities' Traffic Orders (Procedure)(England and Wales) Regulations 1996 provide that a 'notice of variation' given under section 35C must be published at least once in a newspaper circulating in the area in which the parking places to which the notice relates are situated at least 21 days before it is due to come into force. In addition, the authority is required by regulation 25(5) to display copies of the notice in the relevant parking places.

10.0 Risk Management

- 10.1 No significant risks are attached to this decision.

11.0 Background and Options

- 11.1 The Borough of Crewe and Nantwich (General)(Off Street Parking Places) (Consolidation) (Minor) Order 2008 ('the Crewe and Nantwich Order') (as

amended) currently prescribes that a charge of £0.50 is payable on Sundays in respect of the following parking places:

- 11.1.1 Nantwich - Civic Hall; Dysart Buildings, First Wood Street, Snow Hill, Manor Road; and Market Area
- 11.1.2 Crewe – Chester Square; Christchurch East; Edleston Road; Gatefield Street; Hope Street; Oak Street; Windycote; Wood Street East; Wrexham Terrace; Cotterill Street East; Hollybank; Victoria Centre; Railway Street/Pedley Street; Gresty Road (Crewe Alexandra Football Club); Pedley Street/Arthur Street; Delamere Street; Lyceum Square.
- 11.2 A charge is not payable on Sundays in either the areas of the former Macclesfield or Congleton Borough Councils. It is suggested, that in order to harmonise the position across the Borough of Cheshire East, the charge on Sundays within the Crewe and Nantwich Order be varied to a charge of £0.00.
- 11.3 All other off street car parks in Crewe and Nantwich are currently already free of charge on a Sunday and will remain so.
- 11.4 As set out within the legal implications at paragraph 9 above, where such a variation is made a 'notice of variation' must be published in a local newspaper at least 21 days before the variation is due to come into force.

12.0 Overview of Year One and Term One Issues

- 12.1 Not applicable.

13.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

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CHESHIRE EAST COUNCIL

Cabinet Member for Environmental Services

Date of Meeting: 6th April 2010
Report of: Head of Safer and Stronger Communities
Subject/Title: Civic Hall Car Park and Dysart Buildings Car Park,
Nantwich: Proposal to Change the Maximum “Pay and
Display” to 5 Hours

1. Report Summary

- 1.1 This report proposes the amendment of the Borough of Crewe and Nantwich (General) (Off Street Parking Places) (Consolidation) (Minor) Order 2008 (‘the Order’) the effect of which will be to change the maximum length of stay on Civic Hall Car Park and Dysart Buildings Car Park, Nantwich to 5 hours.

2.0 Recommendation

- 2.1 That the Cabinet Member for Environmental Services approves that
- (1) subject to statutory consultation, a proposed amendment be made to the Borough of Crewe and Nantwich (General) (Off Street Parking Places) (Consolidation) (Minor) Order 2008 (as amended to comply with the Traffic Management Act 2004), the effect of which will be to change the maximum length of stay on Civic Hall Car Park and Dysart Buildings Car Park, Nantwich to 5 hours;
 - (2) the proposed charging regime for these two car parks is to be in line with current charge levels as follows: Monday to Saturday inclusive: 8am to 6pm: 1 hour: 70p; up to 2 hours: £1.00p; up to 4 hours: £1.50; up to 5 hours: £2.20, Sunday 8am to 6pm free (subject to approval of Notice of Variation to reduce the Sunday charge to £0.00 at this meeting. The current charge is 50p all day.);
 - (3) the proposed amendment be advertised for the statutory period of 21 days and any objections be considered by the Cabinet Member at a subsequent meeting; and
 - (4) should no objections to the proposal be received, the proposed Order be made and brought into force and notice thereof be given in accordance with statutory requirements.

3.0 Reasons for Recommendations

- 3.1 These car parks are now considered more suitable as shorter stay car

parks because they are adjacent to the new Health Centre, Market, Civic all, the private auction house, and the town centre. Visitors to all of these facilities require easy access to car parking for limited periods only rather than all day. Even more customers now seek to park here for less than 5 hours, since the building of the Health Centre.

- 3.2 As the two car parks are adjacent, they should have the same charging and length of stay. Thus it is proposed to alter the length of stay on Dysart Buildings' car park from 2 to 5 hours, and on Civic Hall from 10 to 5 hours.
- 3.3 The proposal should be considered simultaneously with that for Snow Hill Car Park in which the maximum stay is to be lengthened from 5, to 10 hours to absorb long stay customers displaced from Civic Hall and Dysart.
- 3.4 The net effect of the changes in both this and the Snow Hill proposal together, will be to increase the total number of bays available for from 1 to 10 hours' stay from 304 to 406 bays.
- 3.5 The proposed charging regime is to be in line with current charge levels as follows: Monday to Saturday inclusive: 8am to 6pm: 1 hour: 70p; up to 2 hours: £1.00p; up to 4 hours: £1.50; up to 5 hours: £2.20, Sunday 8am to 6pm free (subject to approval of Notice of Variation to reduce the Sunday charge to £0.00 at this meeting. The current charge is 50p all day).

4.0 Wards Affected

- 4.1 Nantwich

5.0 Local Ward Members

- 5.1 Councillors B Dykes, A Martin, A Moran

6.0 Policy Implications including - Climate change, Health

- 6.1 This accords with the parking and charging strategy approved by Cabinet in April, such that improving control of traffic access and circulation may reduce carbon emissions and improve air quality.

7.0 Financial Implications for Transition Costs (Authorised by the Borough Treasurer)

- 7.1 N/A

8.0 Financial Implications 2009/10 and beyond (Authorised by the Borough Treasurer)

- 8.1 Minimal impact on income is expected though some net increase may be expected from increase in short stay customers with reduced long stay custom. Expenses for the alteration of signs, machines, and for advertising should not exceed £500.

9.0 Legal Implications (Authorised by the Borough Solicitor)

- 9.1 Changing the maximum stay of these Car Parks requires the proposing and making of an amendment order to amend the General Off Street Parking Places Order, the procedure for which is as set out in the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 (of which statutory consultation and publication of proposals is a requirement).
- 9.2 Should the Cabinet Member approve the necessary amendment to the Off Street Parking Places Order in respect of Civic Hall and Dysart Buildings Car Parks, it must then be advertised for a period of 21 days and any objections received subsequently submitted to the Cabinet Member again for consideration. If consideration of objections result in the member deciding to amend the proposal, then the amended proposal will have to be advertised again.

10.0 Risk Management

- 10.1 If this change is not made there is a risk that current traffic, pedestrian flow, and parking difficulties in the town, will worsen.

11.0 Overview of Year One and Term One Issues

- 11.1 Some customer confusion may result from the change in the short run. Parking Services will make every effort to ensure that customers are informed of the change to regime both here and on Snow Hill to achieve as smooth a transformation of the offer as possible.

12.0 Access to Information

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CHESHIRE EAST COUNCIL

Cabinet Member for Environmental Services

Date of Meeting: 6th April 2010
Report of: Head of Safer and Stronger Communities
Subject/Title: Snow Hill Car Park, Nantwich: Proposal to Extend the Maximum Stay to 10 Hours

1.0 Report Summary

- 1.1 This report proposes the amendment of the Borough of Crewe and Nantwich (General) (Off Street Parking Places) (Consolidation) (Minor) Order 2008 (the Order) the effect of which will be to extend the maximum permitted length of stay on Snow Hill Car Park, Nantwich from 5 hours to 10 hours.

2.0 Recommendations

- 2.1 That the Cabinet Member for Environmental Services approves that
- (1) subject to statutory consultation, a proposed amendment be made to the Borough of Crewe and Nantwich (General) (Off Street Parking Places) (Consolidation) (Minor) Order 2008 (as amended to comply with the Traffic Management Act 2004), the effect of which will be to extend the maximum permitted length of stay on Snow Hill Car Park, Nantwich from 5 hours to 10 hours;
 - (2) the proposed charging regime for the Snow Hill Car Park, Nantwich to be as follows (in line with current fees and charges): Monday to Saturday inclusive: 8am to 6pm: 1 hour: 70p; up to 2 hours: £1.00; up to 4 hours: £1.50; up to 10 hours £2.20; Sunday: 8am to 6pm: free (subject to approval of Notice of Variation to reduce the Sunday charge to £0.00 at this meeting. The current charge is 50p all day.);
 - (3) the proposed amendment be advertised for the statutory period of 21 days and any objections be considered by the Cabinet Member at a subsequent meeting; and
 - (4) should no objections to the proposal be received, the proposed Order be made and brought into force and notice thereof be given in accordance with statutory requirements.

3.0 Reasons for Recommendations

- 3.1 Provision for long stay parking in Nantwich is limited to Civic Hall, Love Lane and First Wood Street Car Parks. The Civic Hall Car Park has

been severely restricted (from 208 to 126 bays) by the construction of the Health Centre, which has simultaneously increased demand for shorter stay (under 5 hours) parking on that site.

- 3.2 Snow Hill Car Park holds 247 bays and is located off Waterlode, Nantwich, next to the Swimming Pool, and so has sufficient capacity to accommodate long stay as well as shorter stay customers.
- 3.3 The recommendation in this report is made at the same time as one to restrict maximum length of stay on the Civic Hall Car Park, Nantwich, to 5 hours. In this way long stay customers will be able to park slightly further from the town centre, freeing up availability of short stay space on the Civic Hall Car Park.
- 3.4 The net effect of the changes in both proposals will be to increase the total number of bays available for from 1 to 10 hours' stay from 304 to 406 bays.
- 3.5 It is therefore proposed to extend the maximum stay at the Snow Hill Car Park from 5 to 10 hours. If the proposal is approved, the charging regime will be as follows to be in line with current fees and charges : Monday to Saturday inclusive: 8am to 6pm: 1 hour: 70p; up to 2 hours: £1.00; up to 4 hours: £1.50; up to 10 hours £2.20; Sunday: 8am to 6pm: free (subject to approval of Notice of Variation to reduce the Sunday charge to £0.00 at this meeting. The current charge is 50 p all day).

4.0 Wards Affected

- 4.1 Nantwich

5.0 Local Ward Members

- 5.1 Councillors B Dykes, A Martin, A Moran

6.0 Policy Implications including - Climate change - Health

- 6.1 This accords with the parking and charging strategy approved by Cabinet in April 2009, such that improving control of traffic access and circulation may reduce carbon emissions and improve air quality.

7.0 Financial Implications for Transition Costs (Authorised by the Borough Treasurer)

None.

8.0 Financial Implications 2009/10 and beyond (Authorised by the Borough Treasurer)

- 8.1 Some small income increase may be expected due to the increased facility for long stay parking, though much of this custom may be transferred from other car parks.

- 8.2 There will be some costs required in year 2009/10 for altering signs, lines and administration not exceeding £500 which should be absorbed through increased income.
- 8.3 Advertising charges for publishing two statutorily required public notices in the press, one for a Notice of Proposal, and one, if subsequently approved, for a Notice of Making an Order, will cost in the region of £500 each.

9.0 Legal Implications (Authorised by the Borough Solicitor)

- 9.1 Changing the maximum stay of the Car Park requires the proposing and making of an amendment order to amend the Order, the procedure for which is as set out in the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 (of which statutory consultation and publication of proposals is a requirement).
- 9.2 Should the Cabinet Member approve the necessary amendment to the Off Street Parking Places Order in respect of Snow Hill Car Park, it must then be advertised for a period of 21 days and any objections received subsequently submitted to the Cabinet Member again for consideration. If consideration of objections result in the member deciding to amend the proposal, then the amended proposal will need to be advertised again.

10.0 Risk Management

- 10.1 If this change is not made there is a risk that current traffic and parking difficulties in the town will worsen.

11.0 Overview of Year One and Term One Issues

- 11.1 N/A

Access to Information

Borough of Crewe and Nantwich (General) (Off Street Parking Places) (Consolidation) (Minor) Order 2008

Documents are available for inspection at: Municipal Buildings Crewe.
The background papers relating to this report can be inspected by contacting the report writer:

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CHESHIRE EAST COUNCIL

Cabinet Member for Health and Wellbeing

Date of Meeting: 6th April 2010
Report of: Head of Health and Wellbeing
Subject/Title: Health and Wellbeing Service Pricing and Charging Policy and Leisure Concessionary Scheme

1.0 Report Summary

- 1.1 The Pricing Policy and Leisure Concessionary Discount Scheme have been formulated for 2010-2011 (Appendix 1&2)

2.0 Recommendation

- 2.1 That the Cabinet Member for Health and Wellbeing approve the Health and Wellbeing Service Pricing Policy and Leisure Concession Discount Scheme as attached as Appendices 1 and 2 to the report.

3.0 Reasons for Recommendations

- 3.1 Approval of the pricing policy and leisure concessionary discount scheme is a requirement of Cheshire East Authority

4.0 Wards Affected

- 4.1 All Wards of Cheshire East

5.0 Local Ward Members

- 5.1 All Ward Members of Cheshire East

6.0 Policy Implications including - Climate change - Health

- 6.1 The policies are in accordance with wider pricing policy directive of Cheshire East Council.

7.0 Financial Implications for Transition Costs (Authorised by the Borough Treasurer)

- 7.1 None

8.0 Financial Implications 2010/2011 and beyond (Authorised by the Borough Treasurer)

8.1 The Pricing Policy and Leisure Concessionary Discount Scheme have been approved by Finance.

9.0 Legal Implications (Authorised by the Borough Solicitor)

9.1 None

10.0 Risk Management

10.1 There are no significant risks associated with The Pricing Policy and leisure Concessionary Discount Scheme.

11.0 Background and Options

It is an annual requirement for the Service that the Pricing Policy is approved and published.

The concession scheme is based on a membership package that will use the approved 'Everybody Options' sub-brand approved for use within leisure facilities.

The membership scheme is a simple and easy-to-understand scheme for all customers and staff to understand.

The 'Everybody Options' scheme consists of:

- An annually renewable scheme for all card holders.
- Eligibility checked on an annual basis at the time of renewal.
- One common price for all renewals (£5/year).
- Discounts available mainly on individual activities (except small team sports e.g. table tennis).
- Pricing based on a 50% discount of the full casual adult price.

Section 93 of the Local Government Act 2003 introduces new powers to charge service users for their use of discretionary services. Where there is statutory guidance provided as to the setting of prices nationally, this guideline does not take precedence. This guidance could, however, be used in cases where the local authority is able to vary statutory prices.

Relevant Acts and statute:

- Goods & Services Act 1970
- Local Government Act S.93
- Calculation of the Total Cost
- 3 year settlement period
- Treatment of VAT

12.0 Overview of Year One and Term One Issues

N/A

13.0 Access to Information

The background papers relating to this report can be inspected by contacting the report writer:

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Cheshire East Borough Council

Health and Wellbeing Service

Pricing and Charging Policy



1. Introduction

The Health and Wellbeing Service (the 'Service') has developed a Pricing and Charging Policy within the Cheshire East Council (the 'Council') corporate model. This is to ensure a consistent and transparent approach to charging for its services.

This policy harmonises the approach to be taken when establishing fees and charges. It brings together the different approaches to concessions taken by the former authorities and 'levels up' the position to reflect the new relevant corporate policies and objectives. The outcome though is not to set one fee for every facility because there are very significant differences in the quality, accessibility, popularity and market for the facilities and services across each of the Cheshire East facilities. This policy identifies a consistent concessions policy.

In harmonising the approach to charges to different groups, the Service is adopting a phased approach up to 3 years. This gives groups sufficient time to adjust their own financial arrangements and will be detailed by the relevant Officer by April 2010.

The Council attaches the highest importance to the provision of high quality Health and Wellbeing services, and wishes to encourage all its residents to make full use of them. It believes that in addition to the value of such services in their own right, they are a major delivery mechanism for all its corporate priorities. It is accordingly willing to subsidise the provision of all its Health and Wellbeing services.

This policy does not describe each and every charge as these will be produced at an individual facility level and approved on an annual basis.

2. Background

2.1 Regulatory Framework and statute

Section 93 of the Local Government Act 2003 introduces new powers to charge service users for their use of discretionary services. Where there is statutory guidance provided as to the setting of prices nationally, this guideline does not take precedence. This guidance could however be used in cases where the local authority is able to vary statutory prices.

Relevant Acts and statute:

- Goods & Services Act 1970
- Local Government Act S.93
- Calculation of the Total Cost
- 3 year settlement period
- Treatment of VAT

3 Responsible Officers and review mechanisms

3.1 The following Officers have the authority to approve the annual fees and charges and application of any concessions:

- Guy Kilminster Head of Health and Wellbeing Service
- Mark Wheelton Leisure and Greenspace Manager
- Sheila Woolstencroft Health Improvement Manager
- Linda Morris Culture and Libraries Manager

3.2 Each year normally (by the end of December), to coincide with the normal budget setting process each of the Responsible Officers will submit to the Executive Portfolio holder a scale of Fees and Charges for approval. Once approved, these will be published in the normal manner.

3.3 Where there are different discounts or terms to similar groups or individuals a phased approach up to 2012 to harmonising charges will be adopted.

4 Scope of Services

The Service provides a very wide range of services to the people of Cheshire East and beyond. These range across the whole cultural spectrum from sports, leisure and play development, through theatre to libraries, events, parks and open spaces and many other activities. Some of these activities we offer free of charge; for others we charge a range of fees (see Appendix 1)

5 Factors influencing charging

5.1 Service Objectives

At the core of this charging policy are the Service objectives which can be summarised as being:

- Increasing young people and adult physical activity
- Contributing to the Every Child Matters agenda
- Improving health and reducing health inequalities
- Improving physical and mental wellbeing of people of all ages
- Offering cost effective and quality services and facilities at an optimum price level

5.2 Discretion to Charge

A number of factors help determine whether or not we charge a fee. Some services we are obliged by law to offer free of charge, notably the core library service. Most of our other services are non-statutory, and although they are subsidised by the Council Taxpayer we believe it would be inequitable if the whole cost of many services were to fall on all residents regardless of whether they use them or not. Factors that help determine whether to levy a user charge at the point of access include:

- **Service Objectives**
Whether the Service is delivered by others or in partnership and designed to deliver our Service objectives – e.g. cardiac rehabilitation
- **Any statutory requirements**
To lend library books free of charge.
- **Historic**
Whether the service has been charged for in the past.
- **National Policy guidelines**
The present government has for example invested to allow for free swimming for older people and children and young people up to March 2011.
- **Statutory Regulations**
e.g. Disability Discrimination Act

- **Prime beneficiary**
Where the prime beneficiary of a service is the community at large (for example an urban park) the cost will normally be borne principally from taxation; where the prime beneficiary is an individual (for example a swimming lesson); the cost will normally be borne principally from direct charges.
- **Public expectation**
There are a number of services for which customers do not expect to pay directly – a walk in the park, use of a local children’s playground.
- **Service growth**
Charging for some services and facilities may help us to afford to widen a range of activities without the full cost falling on the taxpayer or alternatively maintain current service provision, for example introducing car parking fees at Country Parks.
- **Quality growth**
Charging may help us to raise the quality of what would otherwise be only a basic service.
- **Efficiency**
The costs of collecting a charge may outweigh the income generated.
- **Financial pressures**
There may be pressure from the local authority itself for us to impose or increase charges for an activity in order to meet service or corporate budget targets.
- **Perceived value**
Customers tend to value services more highly when they have to make a payment at the point of access rather than receiving it free of charge; it is perceived as being “worth something”. This is a principle underlying some of the children’s holiday activities offered by Health and Wellbeing.
- **Benchmarking**
If other local authorities do not charge for a service, we would take that factor into consideration in making any decision of our own; however, we would not be bound by this.
- **Penalty charging**
A charge may be levied, in the wider public interest, on a customer who is in default of his/her obligations. An example of this in the cultural sector is the imposition of charges for library books overdue for return or on the Leisure side if a facility is abused or damaged.

6 Charging levels

Once we have made the decision to charge for a service, further factors come into play as to the level of charge imposed. Factors that influence charging levels are illustrated below:

- **Historic**
Previous charges will help establish the baseline.
- **Gap Reduction**
Is there scope to narrow the gap between expenditure and income for the service without having an adverse impact on service take-up?
- **Benchmarking**
Are we significantly out of line with what other service providers charge for comparable services – for example, other local authorities or other providers (public or private sector) locally?
- **Council and Service Priorities**
Concessions are designed to meet some of these priorities. Increasing participation, reducing health inequalities and making more people generally more active are the principle objectives of the Service. The principle target groups are described in a key strategic document known as the Sustainable Communities Strategy and are described in more detail in the Health and Wellbeing Service Plan.
- **Value Judgment**
How much do customers value the service? How willing are they to pay for it, and how much?

- **Stimulating Business**

Temporary concessions up to a maximum of a 100% discount may be decided upon in order to temporarily boost participation or to accompany a new programme or service for a time limited period. Discounts may also be available by the use of season tickets and package deals to encourage regular activity and help ensure regular income streams.

- **Sensitivity Analysis**

In order to harmonise prices where appropriate some prices may increase and the Service will look to introduce any increase with as much notice as possible and examine ways of phasing new charges as much as possible. The Service has to remain sustainable and maintaining appropriate margins is critically important.

- **Peak Time classification**

Demand in different locations for facilities and services will vary substantially. Peak times in busier facilities may cover substantially more of the programme week than a similar but less busy facility elsewhere. Therefore whilst the entitlement to apply a concession may be consistent, the times at which the concession can be used may be very different.

- **Inflation**

We will use current market and retail inflation to inform the basis of our fees and charges schedule.

- **Balancing the Service budget**

Each year normally (by the beginning of December), a balanced budget is set. This describes the income targets and expenditure forecasts. At this time the scope to apply all the previous elements is considered. Price reductions for one group of customers can be counterbalanced by price increases for another group, resulting in the same bottom line. This sensitivity is almost impossible in the context of an unbalanced budget.

- **Private Sector Competitors**

A small proportion of our services and facilities may have private sector competitors, although more positioned to be complementary or targeting different customers. The Service will evaluate the Private sector providers to inform some particular prices.

- **Internal Services and Departments**

The Service will charge for the use of facilities in all instances. A charge will be calculated to cover any lost income opportunity cost and any direct costs, i.e. mains services, cleaning, hospitality and security elements.

- **Commercial Hirers**

Some bookings of facilities are to commercial hirers who make a profit through charging entry and other fees to customers. In these instances a market value evaluation of the 'worth' of the booking is made to ensure that a fair share of any profit generated by the commercial hirer is retained by the Service for the use of public facilities.

- **Administrative Charges**

The additional cost of invoicing, process and passing for payment for certain categories of hirers will be passed on where ever possible to the hirer

- **Advanced booking arrangements**

Some preferential arrangements for particularly popular peak time facilities may attract a premium rate.

7 Concessionary Access to Services

7.1 Standard Concessions

Concessions are granted on an ability to pay and are means tested. These are described in Appendix 2. Eligibility for a concession is applied consistently but what service or activity is eligible for a concession in each facility may vary depending on a range of factors as detailed in Section 5. Evidence needs to be shown either on each occasion to gain the concession or at the time that any concession card is issued. Our aim is to try and open up the opportunity for all customers to use our services and we will where appropriate target customers from priority groups, in accordance with our Service objectives. Our longer term aim is

not subsidise those members of the public who do not need a subsidy and we will attempt to reduce or remove subsidy over a period of time and as far as market conditions allow. Concessions may only apply at certain times of the programme in each facility and these will vary from facility to facility.

7.2 Discretionary Discounts

From April 2010, groups and societies hiring certain premises and using certain facilities and services may also be eligible for a discount if they demonstrate that their activity helps to address or makes a significant contribution to Service and Corporate priorities. Responsible Officers have the authority to negotiate and agree whether a discount applies and this will be recorded in the form of a letter between the Council and representative. Given the range and number of different facilities and services this Policy does not specify what these are.

7.3 Exceptional Discounts

Exceptions may arise on concessionary hire of premises. There are a number of custom and practice arrangements that have been inherited by the Service. These range from free use by other groups (Town and Parish Councils, other Cheshire East Services and Departments, formal and informal local Societies and Associations etc). Between April 1st 2010 and April 1st 2012 these will all be gradually harmonised and unless there is a legal agreement specifically describing the terms of use of a facility, a charge will be made in every instance. This will be at a minimum to cover all operational and a proportion of lost opportunity costs. To harmonise these charges the annual scale of discounts will apply:

2010/11	2011/12	2012/13
40%	30%	30%

7.4 Internal and Staff Discounts

Internal bookings for room and facility hire paid for by Cheshire East Services and Departments are offered with a 50% discount. The normal terms and conditions apply for payment. There are no further discounts or allowances on the terms and conditions re deadlines for payment or the cost of any refreshments or other catering arrangements.

Cheshire East staff booking a facility for a private event i.e. wedding / birthday party etc may claim a 10% discount on the hire of the venue only. The normal terms and conditions for payment apply.

7.5 Exemptions

Commercial operations like the Lyceum Theatre, where the Service has an agency or other sub-letting arrangement for the sale of tickets or other forms of admission are under no obligation to offer a discount. In these instances, any discounts will be at the discretion of the ticket agent. Similarly, where a legal agreement for the use of a facility for the purposes of an election or as an emergency centre etc, the Service will subsidise this within normal custom and practice arrangements.

8 Income Collection Methods

All advertised prices shown are at their normal rate and this includes VAT where applicable, unless otherwise indicated.

Income will normally be collected at the time of use or hire. Alternatively, mutually convenient arrangements for invoicing within the Councils normal conditions may be entered into and the following factors will be considered before and during this arrangement:

- Confidence that the Invoice will be paid within the terms and conditions of the Council.
- Evidence that the full cost of recovery is included in the Invoicing process.
- Payment for a single or small number of activities will normally be recovered before use takes place

- Payment for a larger number of successive activities will always be recovered, 50% prior to the series and 50% by the half way point. This is to comply with VAT regulations. This may require a short negotiated transition period to allow better cash flow for the hirer.

Management reserves the right to immediately suspend any booking or activity if any of these factors are not met satisfactorily. There is not automatic right to this facility and as a guiding rule 'cash is best'.

This policy will be reviewed in December 2010.

Which Facilities and Services are charged for and which are not

No Charge

The Service will continue to make the following core services available free of charge at the point of access at a level consistent with its statement of cultural entitlement, and on the grounds that their prime benefit is to the wider community of Cheshire East:

- Public library service, including access to Internet and other ICT-based services, though a charge may be made for certain value-added services
- Archives & Local Studies Service, though a charge may be made for specialist research support work.
- Casual access to local parks, woodlands and open spaces across the Borough
- Casual access to country parks, though a car parking charge may be imposed
- Access to children's play areas, though a charge may be made for a small number of play areas of exceptionally high quality.

Charged For

The Service will continue to set access charges for the following services and activities on the grounds that their prime benefit is to individuals and organisations:

- Theatre performances and workshops
- Use of sports pitches, tennis courts, bowling greens, golf courses and putting greens
- Use of indoor sports centres and swimming pools
- Hire of meeting rooms and other premises
- Rental of allotments
- Participation in activities that are organised from time to time in both indoor and outdoor venues

Everybody Options – Eligibility

Senior Citizen - Anyone who is 60 years of age and over.

Please bring one of the following as proof of your eligibility to join:

- Bus Pass
- Pension Book / Pension Credit letter from the Pension Service
- NHS Medical Card
- Birth Certificate

Full Time Student (Must be aged 18 years or older) - Any full time student or anyone employed on a Youth Training Scheme. Please bring the following as proof of your eligibility to join:

NUS Card and an official letter from the relevant college, university or education establishment.

Young Person (Aged 17 and younger)

The parent/guardian must make the application on behalf of the child and must present official identification such as a birth certificate or passport.

Jobseekers Allowance (Income based / Contribution Based)

Please bring the following as proof of your eligibility to join:

Your ES40 signing card and an official letter from Jobcentreplus dated within the last 4 weeks. (If you don't have a letter please bring a bank statement dated within the last 4 weeks which shows that the benefit is still being paid to you).

Income Support

Please bring one of the following as proof of your eligibility to join:

Income Support Payment Book

Letter from the Department for Work (Dated within the last 4 weeks and clearly show that the benefit is still being paid to you).

Housing Benefit or Council Tax Benefit (Single occupancy reductions do not apply)

Please bring your Housing Benefit and / or Council Tax Benefit award letter from Cheshire East Council or a Council Tax Bill which shows the benefit award.

Disability Living Allowance or Severe Disablement Allowance

Please bring one of the following as proof of your eligibility to join:

Disability Living Allowance Book

Severe Disablement Allowance Book

An official letter from the Disability Benefits Centre dated within the last four weeks.

A bank statement dated within the last four weeks which shows that this benefit is still being paid.

Attendance Allowance

Please bring one of the following as proof of your eligibility to join:

Attendance Allowance Book

An official letter from the Disability Benefits Centre or The Pension Service dated within the last four weeks. (If the letter is more than four weeks old and the benefit is paid directly into the bank you may bring a bank statement not more than 4 weeks old which shows this).

Incapacity Benefit - Long Term Rate

Please bring one of the following as proof of your eligibility to join:

Incapacity Benefit Book

An official letter from the Disability Benefits Centre dated within the last four weeks. (If the letter is more than four weeks old and the benefit is paid directly into the bank you may bring a bank statement not more than 4 weeks old which shows this).

War Disablement Pension with Mobility Supplement

Please bring one of the following as proof of your eligibility to join:

Allowance Book

Letter from The Veterans Agency

A bank statement dated within the last four weeks which shows that this benefit is still being paid.

Carers Allowance

Please bring one of the following as proof of your eligibility to join:

Carers Allowance Book

An official letter from the Disability Benefits Centre dated within the last four weeks. (If the letter is more than four weeks old, and if the benefit is paid directly into the bank, a bank statement not more than 4 weeks old showing that the amount of benefit stated on the letter is still being paid into the bank).

War Disablement Pension without Mobility Supplement

Please bring one of the following as proof of your eligibility to join:

Allowance Book

Letter from The Veterans Agency

A bank statement dated within the last four weeks which shows that this benefit is still being paid.

Concessionary Travel Scheme for people with Disabilities.

Please bring one of the following as proof of your eligibility to join:

Official letter from Social Services

Mobility Pass

Travel Scheme Pass

Armed Services Personnel

Normal current Service Identification

Other

Cheshire East residents may also enjoy access to discounts through local negotiation on:

- GP referral scheme
- Cardio Rehab referral scheme
- Physiotherapy referral scheme
- Children in Care (if sponsored by partner agencies)
- Young Offenders (if sponsored by partner agencies)

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Cheshire East Council

Leisure Facilities Options Scheme



General Principles – Concessionary Discount Scheme

Branding

All membership packages will use the approved Everybody Options sub-brand which has been approved for use within leisure facilities.



Simplicity

With any membership scheme it is essential to design a simple and easy-to-understand scheme for all customers and staff to understand, including minimising the number of exceptions from the scheme.

The Everybody Options scheme will therefore consist of:

- Annually renewable scheme for all card holders regardless of category
- Eligibility checked on an annual basis at the time of renewal (except Senior Citizens)
- One common price for all renewals (£5/year)
- Discounts available mainly on individual activities (except small team sports e.g. table tennis)
- Pricing based on a 50% discount of the full casual adult price

Eligibility

The Health & Wellbeing Pricing and Charging Policy defines the following eligible categories for Everybody Options Members, along with required proof to be shown on joining and at each subsequent renewal:

Senior Citizen - Anyone who is 60 years of age and over.

Please bring one of the following as proof of your eligibility to join (first time registration only):

- Bus Pass
- Pension Book / Pension Credit letter from the Pension Service
- NHS Medical Card
- Birth Certificate

Full Time Student (Must be aged 17 years or older) - Any full time student or anyone employed on a Youth Training Scheme. Please bring the following as proof of your eligibility to join:

NUS Card or an official letter from the relevant college, university or education establishment.

Young Person (Aged 16 and younger)

The parent/guardian must make the application on behalf of the child and must present official identification such as a birth certificate or passport.

Jobseekers Allowance (Income based / Contribution Based)

Please bring the following as proof of your eligibility to join:

Your ES40 signing card and an official letter from Job Centre Plus dated within the last 4 weeks. (If you don't have a letter please bring a bank statement dated within the last 4 weeks which shows that the benefit is still being paid to you).

Income Support

Please bring one of the following as proof of your eligibility to join:

- Income Support Payment Book
- Letter from the Department for Work & Pensions (Dated within the last 4 weeks and clearly show that the benefit is still being paid to you).

Housing Benefit or Council Tax Benefit (Single occupancy reductions do not apply)

Please bring your Housing Benefit and / or Council Tax Benefit award letter from Cheshire East Council or a Council Tax Bill which shows the benefit award.

Disability Living Allowance or Severe Disablement Allowance

Please bring one of the following as proof of your eligibility to join:

- Disability Living Allowance Book
- Severe Disablement Allowance Book
- An official letter from the Disability Benefits Centre dated within the last four weeks.
- A bank statement dated within the last four weeks which shows that this benefit is still being paid.

Attendance Allowance

Please bring one of the following as proof of your eligibility to join:

- Attendance Allowance Book
- An official letter from the Disability Benefits Centre or The Pension Service dated within the last four weeks. (If the letter is more than four weeks old and the benefit is paid directly into the bank you may bring a bank statement not more than 4 weeks old which shows this).

Incapacity Benefit - Long Term Rate / Employee & Support Allowance

Please bring one of the following as proof of your eligibility to join:

- Incapacity Benefit Book
- An official letter from the Disability Benefits Centre dated within the last four weeks. (If the letter is more than four weeks old and the benefit is paid directly into the bank you may bring a bank statement not more than 4 weeks old which shows this).

War Disablement Pension with Mobility Supplement

Please bring one of the following as proof of your eligibility to join:

- Allowance Book
- Letter from The Veterans Agency
- A bank statement dated within the last four weeks which shows that this benefit is still being paid.

Carers Allowance

Please bring one of the following as proof of your eligibility to join:

- Carers Allowance Book

- An official letter from the Disability Benefits Centre dated within the last four weeks. (If the letter is more than four weeks old, and if the benefit is paid directly into the bank, a bank statement not more than 4 weeks old showing that the amount of benefit stated on the letter is still being paid into the bank).

War Disablement Pension without Mobility Supplement

Please bring one of the following as proof of your eligibility to join:

- Allowance Book
- Letter from The Veterans Agency
- A bank statement dated within the last four weeks which shows that this benefit is still being paid.

Concessionary Travel Scheme for people with Disabilities.

Please bring one of the following as proof of your eligibility to join:

- Official letter from Social Services
- Mobility Pass
- Travel Scheme Pass

Armed Services Personnel

Normal current service identification

Discounts

A 50% discount will be given on identified activities against the full casual adult pricing.

Eligible activities, pricing and restrictions will be identified in the Leisure Facilities Price Guide publication, but in general will be:

- Casual fitness suite use (and induction)*
- Casual swimming
- Swimming Lessons (low income categories only)
- Badminton
- Table tennis
- Tennis
- Bowls
- Playschemes
- Centre-operated group fitness classes

*Junior off-peak restriction remains on fitness suite use, however juniors can use the facilities in peak times if full-fee has been paid in order to restrict quantity of junior users during peak times to those who wish to use the facilities correctly for health & fitness improvement.

Note that activities will not be restricted to off-peak times, however sessions will be monitored for capacity. Included activities may be varied should any sessions become oversubscribed as a result of the scheme usage.

Geographical Restrictions

The scheme will not be geographically restricted to residents of the Cheshire East area with the exception of the categories offering free usage (Armed Services and Severe Disabilities Swimming), these categories should be residents or working within the Cheshire East boundaries.

Direct Debit Membership

A low-priced monthly Direct Debit membership is available to those eligible for Options Cards. These memberships give the same entitlement as any other Everybody Health & Fitness membership (fitness suites, swimming pools, group fitness classes).

Existing Card Holders

Customers with existing, valid cards on the old authority schemes would continue on their current terms & conditions until the end of that card's validity period and would renew onto the new scheme from that point.

Lost Cards

Lost cards replacement fees would be charged at £5, in line with the costs for new registration.

Current Membership Levels

Crewe & Nantwich – Options – Approx 1200

Macclesfield – Leisure Card – Approx 1100

Congleton – Leisure Pass – Approx 250

Previous Schemes

Congleton

Mixture of annual and half-year cards
£5.10 per year – senior citizen/student
£2.55 per half-year adults
£1.30 per half-year juniors
Discount on key activities

Crewe & Nantwich

All annual cards
£5.00 per year
Discount on key activities

Macclesfield

Mixture of annual, half-year, 5 year and lifetime cards
£1.05 per year or half-year – depending on eligibility
Note – set fees for card user activities rather than percentage discount.

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