

<b>Sport &amp; Wellbeing; Pricing Policy &amp; Fees Convergence</b>	<b>14<sup>th</sup> February 2017</b>
<b>TO: Leisure &amp; Development Committee For decision</b>	

<b>Linkage to Council Strategy (2015-19)</b>	
<b>Strategic Theme</b>	Resilient, healthy and engaged communities
<b>Outcome</b>	Access to Council recreational facilities and the development and promotion of stable and cohesive communities across the Borough.
<b>Lead Officer</b>	Head of Sport & Wellbeing
<b>Cost: (If applicable)</b>	N/A

**The purpose of this report is to seek approval from Members on the convergence of charges across the Borough and to adopt the Pricing Policy for Sport and Wellbeing.**

### **Background**

Since the merger of the four Legacy Councils of Ballymoney, Coleraine, Limavady and Moyle sports and recreational activities across the CC&G area have maintained “legacy” prices.

Officers carried out a review of the legacy charges across the Borough and the key objectives of that review was to develop a Pricing Policy for Sport & Wellbeing and put forward recommendations for the convergence of the four legacy charges into one. The principle of that exercise was based on the following;

1. Value for Money (VFM): To reduce the subsidy of facilities by seeking to maximise income on an annual basis.
2. Access: To ensure charges for all facilities within SWB are as inclusive as possible taking into account demographics and the social need of our communities.
3. Consistency: to ensure a consistent approach to pricing and charges across all leisure & sports facilities within the CC&G Council.
4. Comparability: Ensure prices are comparable with competitors within the CC&G Council and other Councils.

A Members’ workshop was held in May 2016 during which the main findings of the review were presented. A number of key issues emerged that members felt were key to the final pricing policy and the associated fees and charges;

- Existing throughput levels for activities.
- Concessions & eligibility.
- Introduction of Access to Leisure scheme.
- Comparability with other councils.

In June 2016 members approved the Pricing Policy for Sport & Wellbeing subject to EQIA screening. (Annex A)

The Equality Impact Assessment on the policy has been completed and no amendments are required to the document thereby allowing adoption of the Sport & Wellbeing Pricing Policy for CC&GBC.

### **Current position:**

Officers are now presenting a report focused on the convergence of fees and charges across the Borough in order to bring, where possible, standardisation and parity for residents who participate in its sporting and recreational activities.

### **Throughput for activities;**

Where accurate throughput figures are available they show a decline in key income generating single ticket activities over recent years; Coleraine swimming income reduction by 15% over 3yr period. The conclusion being that, in the main, facilities are not operating at near to, or full capacity.

### **Concessions & eligibility;**

The CC&GBC Pricing Policy sets out the criteria for concessions on single ticket items. A number of these concessions already exist in the charges applied e.g. juvenile, senior citizen, off-peak charges. What is evident from the comparison of existing discounts is that a standardisation of charges/concessions will have a greater impact in some areas than others.

The level (%) of concession has been tested against existing prices in order to establish what creates the least potential impact on existing levels of revenue. The outcome of that exercise shows 33% to be the optimal concession which provides the least negative impact on income and a corresponding minimal impact on existing concession charges.

(See Annex B for graphical representation of impact exercise)

### **Introduction of Access to Leisure Scheme;**

What the new pricing policy also introduces across the Borough is a consistent concession for “economically disadvantaged”. Eligibility will be based on an individual being in receipt of designated state benefits. These benefits will be agreed and updated by Council annually in line with guidance from relevant government organisations (i.e. DHSS).

The benefits included for 2017 are as follows;

1. Jobseekers Allowance (Income based).
2. Employment & Support Allowance (Income Support).
3. Disability Living Allowance.
4. Pension Credit or State Pension

The legacy area of Coleraine has operated an **Access to Leisure scheme**. Current figures indicates a percentage uptake in key activities as follows;

<b>Activity</b>	<b>ATL Utilisation</b>	<b>Total Utilisation</b>	<b>% Utilisation</b>
Swimming	1284	44757	2.87%
Fitness Suite	2501	48519	5.15%
Health Suite	639	6322	10.11%

At a basic level of comparison potential uptake across the other sites might indicate minimal impact on overall revenue but realise the potential for improved participation levels in the economically disadvantaged members of the community.

(See annex C Supplementary Information for further detail on concession categories).

### **Comparability with other councils;**

Annex D presents price comparison across a number of other local Councils in key activities. The two prices inserted for CC&GBC for comparison purposes are based on;

- Convergence based on the average of existing prices (assumption of price sensitivity).
- Commercial focus (assumption of no price sensitivity).

What the comparison shows is that any potential increase in charges above existing prices puts CC&G at the top of many of the ticket activities.

### **Summary:**

Ideally, new pricing tariffs should not lead to any reduction in revenues for any facility or service within Sport & Wellbeing. There is however significant differences in some charges across all of the legacy councils. Additionally, systems are not yet in place to capture detailed income statistics for all specific activities that would allow modelling of various price scenarios to accurately forecast future revenues.

The introduction of a more commercial focus in relation to the charges set within Sport & Wellbeing is problematic whilst a number of factors exist;

- The condition of the main leisure facilities across the Borough varies to such an extent that it brings into question charging a premium fee when users may not feel they are getting a premium product.
- Different commercial contracts exist across two main sites which restricts the opportunity for standardisation of charges in the Gym categories.
- Standardisation in some areas across the main leisure sites e.g. programming (opening hours) and membership accessibility, has yet to be completed and therefore has an associated impact on the end user's perception of parity.

There is a growing emphasis on how physical activity can benefit wellness, both physically and emotionally. This increased focus will inevitably be reflected in programmes targeting groups recognised as being at risk, or suffering from illness associated with lifestyle choices i.e. Type 2 diabetes, heart disease, obesity. Such programmes generally require delivery at reduced, or no cost, thereby putting pressures on existing revenue streams.

A number of themes have emerged from recent consultation exercises which have the potential to influence Council's approach to fees and charges for activities across the Sport & Wellbeing service;

- The need to encourage & increase access to leisure, recreational, sports facilities through a number of opportunities, including price (Community Planning).
- The identification by users of cost to be an important factor when choosing a leisure provider (Social Return on Investment).

### **Final conclusion:**

Taking into account the above influencing factors, the continuing change management process underway in the Council and the original objectives of this exercise, it is proposed that Council adopts a phased approach to the convergence of fees and charges;

1. 2017/18 should be viewed as a basic standardisation of ticket prices based on an average / mean position.
2. Year 'one' has on-going impact assessment and forms the basis for a more sophisticated modelling of price sensitivity in order to apply an alternate commercial-like methodology to the charges for 2018/19 and beyond.

3. Officers work in partnership with key stakeholders to understand the different options available for 'wellness' incentives, the potential return on investment for the Borough of such activities and the corresponding impact on revenue generation.

**Recommendation:**

1. Council adopts the Pricing Policy for Sport & Wellbeing.
2. Council considers the Fees & Charges recommendation to converge charges across the sport and recreational activities for 2017/18, commencing 1st April, based on the averaged charge per activity
3. A consistent concession applied for "economically disadvantaged". Eligibility will be based on an individual being in receipt of designated state benefits. The concession discount set at 33% (i.e. a 33% reduction off the standard ticket price).

(Prices as detailed in annex E)

<b>Sport &amp; Wellbeing Pricing Policy (draft)</b>	<b>14<sup>th</sup> June 2016</b>
<b>To: Leisure &amp; Development Committee For Decision</b>	

<b>Linkage to Council Strategy (2015-19)</b>	
<b>Strategic Theme</b>	Resilient, healthy and engaged communities
<b>Outcome</b>	Access to Council recreational facilities and the development and promotion of stable and cohesive communities across the Borough.
<b>Lead Officer</b>	Wendy McCullough – Head of Sport & Wellbeing
<b>Cost: (If applicable)</b>	n/a

**The purpose of this report is to present a draft Pricing Policy for Sport and Wellbeing for Members consideration prior to EQI screening.**

## **Background**

Existing price tariffs across the Sport & Wellbeing (SWB) department have evolved over many years from the legacy Councils that constitute the Causeway Coast & Glens Borough Council. Whilst there are similarities in some charges there are also significant variations. Equally the associated policies differ in a number of factors.

A working group carried out a review of the legacy positions in the Leisure Centres, Recreation Centres and Outdoor facilities. This review provided an opportunity to strategically align new charges to Councils Vision, Mission and Strategic themes. This review therefore had four objectives:

1. Value for Money (VFM): To reduce the subsidy of facilities by seeking to maximise income on an annual basis.
2. Access: To ensure charges for all facilities within SWB are as inclusive as possible taking into account demographics and the social need of our communities.
3. Consistency: to ensure a consistent approach to pricing and charges across all leisure & sports facilities within the CC&G Council.
4. Comparability: Ensure prices are comparable with competitors within the CC&G Council and other Councils.

The conclusions drawn by the working group in relation to the current situation were;

- Fees differ across the legacy areas and raise issues of inequality and a lack of fairness for the user.
- Fees are complex and confusing for the customer.
- Little evidence of purpose.
- Not targeted to drive throughput, income or the wider social impact.
- Councils traditionally raised prices each year, normally from 1st April, at around the rate of inflation regardless of any benchmarks and regardless of any trends in customer usage.

The agreed desirable outcome of the review by the working group was that the future should provide clear, simple charges and a unifying pricing policy that were;

- Traceable and aligned with Corporate & Service objectives.
- Grounded in fact and evidence.
- Transparent, Competitive & Inclusive.

### **Current position**

A Fees & Charges workshop was held with Members during which the main findings of the review were presented. Whilst it was evident that the desired outcomes were yet to be achieved, a number of key issues emerged that members felt were key to the final pricing policy and the associated fees and charges;

Throughput for activities:

- Are activities operating at near to, or even, full capacity?
- How price sensitive might these activities be to an increase or decrease in charges and what evidence exists to support that assumption?
- What is the cost-neutral price for activities when new charges are applied?

Concessions & eligibility:

- What is the likely impact on the existing income of offering concessions to these categories?

Introduction of Access to Leisure scheme:

- What is the likely uptake of this scheme across the Borough?
- What might be the impact of this on existing incomes streams?
- What state benefits are most appropriate and will have the most significant benefit to the likely user of this scheme?

Comparability:

- What are other councils charging for the same activities, given that anecdotal evidence suggests ratepayers are travelling outside the borough to take part in sporting activities that they could avail of in CC&G. Is this because charges here are too high?

### **Next steps**

Mindful of comments and suggestions during the workshop, Officers are presenting the draft Pricing Policy for approval by Committee in June (Annex A).

During the summer recess the draft policy will be screened for equality impact and officers will compile a further report for August committee which provides additional commentary and statistics for the issues identified during the Members' workshop.

Also included in the August report for Members approval will be proposals for charges that may be applied to activities taking place in Leisure Centres, Recreation Centres and Outdoor facilities (pitches).

### **Recommendation**

It is recommended that Members approve the draft Pricing Policy for Sport & Wellbeing which is subject to EQI screening. Any adjustments to the policy as a consequence of the screening will be brought back to Committee for consideration and final approval in August along with recommendations for charges.

(If August report is adopted by Council the intention would be to implement the charges in September 2016).

### Causeway Coast & Glens Borough Council Sport & Wellbeing Pricing Policy



1. The policy is set within the context of Council's Corporate Plan and the Sport & Wellbeing Strategic objects;

- Ensure the facilities and services on offer meet the needs of the community and visitors to the area for the betterment of their health and wellbeing and provides the opportunity to increase existing participation levels.
- Provide accessible and quality facilities and services for residents and visitors to the area which operate in an efficient and effective manner.
- Develop and improve partnerships designed to improve the efficiency and effectiveness of our services.

2. The principles of this policy are that an effective pricing policy should:

- Contribute to the strategic aims of increasing participation in sport and physical activity: widening access: and improving health and wellbeing.
- Minimise the barriers to participation.
- Be simple and easy for users to understand.
- Effectively target subsidy primarily based on the individual's ability to pay and not a general blanket subsidy across a geographical area.
- Be, at worst, revenue neutral when compared to the current revenue position of the Sport & Wellbeing section.

3. Scope of pricing policy:

The policy covers charges as they apply in the Leisure Centres, Recreation Centres and Outdoor facilities across the Borough of Causeway Coast & Glens.

4. Rates:

The pricing policy offers customers a choice of options ranging from "pay and play", concession cards and membership packages including direct debit schemes.

Activity rates are based on an Adult charge with a concessionary rate agreed by Council annually which is applicable to the following groups;

- Juvenile – under the age of 18years\*
- Senior Citizen – 65+
- Student – in full-time education (tertiary level) / holding a full-time student card
- Economically disadvantaged

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\* Dependent on the activity and associated costs, Council may not charge for children under the age of 5 years – activities to be advertised as appropriate in each facility.

Concession rates will be applicable only to single ticket activities. Where an activity or course has additional operational costs associated with the service the Head of Sport & Wellbeing retains the discretion to implement a discount for any or all of the above groups which is proportional to the delivery costs.

### 5. Economically disadvantaged:

Individuals may apply for an Access to Leisure / ATL card (proof of eligibility must be provided on application) which will provide entitlement to a concessionary rate where the Access to Leisure Scheme is operating in a Council facility.

Eligibility will be based on an individual being in receipt of designated state benefits. These benefits will be agreed and updated by Council annually in line with guidance from relevant government organisations (i.e. DHSS).

### 6. Membership packages:

Membership packages are designed to enable those who can afford to, and who want to, make the financial commitment to pay on a monthly basis for a minimum period of time. In recognition of this financial commitment to the facility and the life-long benefit of an active lifestyle, customers can take advantage of a discount on the daily ticket price.

The types of packages on offer are based on the services available in a facility, either as an individual activity or multiple activity schemes and any current public / private partnership agreement currently in operation.

### 7. Block Bookings Group / Club Pricing:

Block booking pricing and procedures apply where a club, society and/or organisation "block" books a facility at one of the Council's main Leisure Centres, Recreation Centres or Outdoor facilities. Block bookings are where a booking is made, in advance, for a number or series of sessions and/or dates. In addition, specific regulations and conditions of hire of facilities apply to contract bookings including VAT exemption rules.

NOTE: Exemption from V.A.T for Block Bookings

A block booking will only be exempt from V.A.T where it meets all of the following conditions:

- a) The series consists of 10 or more sessions.
- b) Each session is for the same sport or activity.
- c) Each session is in the same place (although a different pitch, court or lane; or different number of pitches, courts or lanes is acceptable).
- d) The interval between each session is at least 1 day but not more than 14 days. (The duration of the sessions may be varied; however there is no exception for intervals greater than 14 days through the closure of the facility for any reason)
- e) The series is to be paid as a whole and there is written evidence to the fact.

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- f) This must include evidence that payment is to be made in full whether or not the right to use the facility for any specific session is actually exercised.
- g) Provision for a refund given by the provider in the event of the unforeseen non-availability of their facility would not affect this condition.
- h) The facilities are let out to a school, club, association or organisation representing affiliated clubs or constituent associations, such as a local league.
- i) The person to whom the facilities are let has exclusive use of them during the sessions.

NOTE: when booking a facility an individual or group are not at liberty to sub-let or assign any part to a third party.

### 8. Council Courses:

Course prices are determined and influenced by some or all of the following factors and priced accordingly:

- Costs of facility being used to provide that course;
- Minimum attendance numbers to ensure the course is feasible to run;
- Staffing costs to accommodate the specific child to coach ratios for that course;
- Any equipment, certificates and/or medals required;
- Additional fees, where an external company is used to provide a course;
- Pricing for courses may also differ between the centres due to demand and availability of facilities within the centre plus size and arrangement of facilities at the centre

### 9. Cancellations & Refunds

Council reserves the right to cancel courses and bookings.

If paid in advance, Council will provide a refund to customers where the Council has cancelled a course or booking session. If only part of the course / booking is cancelled, the refund will be pro-rata. The customer is not entitled to a refund of course or booking fees for cancellations made by them prior to the course starting and/or sessions they have failed to attend.

Courses are run with minimum levels of attendances and are therefore subject to demand.

### 10. Charitable discounts

In respect of those premises for which concessionary hire is applicable, applications for charitable discount will be required to demonstrate to what extent their event or activity contributes to corporate priorities in order to avail of any discount.

The maximum level of concession is as agreed by the Council in relation to block bookings.

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The only exception to the implementation of policy on concessionary hire of premises is in respect of events in support of the current Mayor's Charity approved by the Head of Sport & Wellbeing, and this exception will be approved only on the basis that all costs incurred by the service, including loss of income, are reimbursed to the service by the applicant.

### 11. Discretionary pricing

Flexibility, with strict approval processes by the Head of Sport & Wellbeing, may be introduced to allow scope for sales promotions, official Council events etc. As per point no.10 discretionary pricing must take account of costs incurred and potential impact on income.

### 12. Commercial charges

A commercial rate will be applied when subsidised facilities are hired to commercial organisations. The rate will be at above the standard charge for an activity which is commensurate with the level of commerciality the activity entails;

- a) Local individual enterprise – standard charge x 1.5
- b) Regional enterprise – standard charge x 2
- c) National / International – standard charge x 3

### 13. Implementation

Overall responsibility for the implementation of this policy lies with the Director of Leisure & Development.

### 14. Guidelines and Forms

A schedule of charges, concession summary, site specific pricing guides, conditions of hire, publicity and information are all relevant in the implementation of the policy and will be made available on request and where appropriate displayed in each facility.

### 15. Communication Strategy

Information on pricing will be available in all leisure and sports facilities and their associated web and social media sites. This policy will be available on request from the Head of Service and Senior Managers in Sport & Wellbeing and will also be accessible through the council's website.

Responsibility for the communication of this policy to staff lies with the service managers.

This Pricing Policy is subject to review annually in line with performance audits and annual reports presented to Council by the Head of Sport & Wellbeing. The policy is also subject to Equality Impact screening to ensure no significant detriment is suffered by any individual or group in the implementation of the content.

### Income Impact of Swim Price & Percentage Discount



— 25 % Discount    — 33% Discount    — 50% Discount

Supplementary Information  
for  
Causeway Coast & Glens BC  
Pricing Policy  
(Sport & Wellbeing)

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## **1. Strategic Context:**

The Sport & Wellbeing pricing policy is significant and will assist Council deliver on its vision, mission and key priorities. It aims to bring four legacy pricing structures together into a clear framework with the key objective of:

- I. Ensuring charges for all facilities are inclusive taking into account the demographics and social need of our communities.
- II. Ensuring a consistent approach to pricing and charges for all leisure & sports facilities within CC&G Council.
- III. Ensuring prices are compatible with competitors within the CC&G Council and other Councils.
- IV. Reducing the subsidy of facilities by seeking to maximise income on an annual basis.

The policy will be reviewed on an annual basis and will be amended where necessary on the basis of feedback from users, non-users, elected members and other stakeholders to ensure compatibility with the strategic aims of Causeway Coast & Glens Council.

## **2. Policy Formulation**

A number of factors were taken into account when formulating the draft policy. These include:

### *I. Analysis of existing pricing structures.*

The sport & leisure pricing structures of the four legacy Councils were examined to determine consistency, equality, and VFM. This analysis showed up a wide variation in terms of definition of user groups, access to concessionary rates and cost recovery opportunities.

### *II. Primary & secondary research*

A number of documents were scrutinised to identify any factors or barriers to participation in sport & leisure & to identify the profile of users utilising sport facilities. These included:

- Adult participation in sport : Analysis of the Taking Part Survey (University Of Central Lancashire). August 2011
- N.I. Assembly: Barriers to Sports And Physical Activity Participation ( Research Paper 18/10 29 January 2010);
- Sporting Equals, A systematic review of the Literature on Black and Minority Communities in Sport and Physical Recreation (July 2009 )
- NISRA 2007
- Continual Household Survey (2011-12)
- National Benchmark Service (Roe Valley LC ) 2009 & 2013

### 3. Access & Inclusivity

To ensure maximum accessibility Council independently or with key partners implements various programmes at 'hard to reach' groups. It is felt this approach will also mitigate against any minor adverse impact the pricing policy will have on those S75 groups. Programmes include:

<b>Sports and Leisure Pricing Policy</b>		
<b>Name of initiative</b>	<b>Description</b>	<b>Programme Examples</b>
<b>Everybody Active 20/20 &amp; Active Communities</b>	<p>A Sport N.I. funded programme to replace the Active Communities Programme. The 5 year programme is targeted at improving participation and physical activity at 4 specific groups:</p> <ul style="list-style-type: none"> <li>I. People with a disability (all ages)</li> <li>II. Women and girls (especially &gt;16 yrs)</li> <li>III. Socio-economically disadvantaged groups in areas of greatest need</li> <li>IV. Older people (especially mid-40s onwards).</li> </ul> <p><b><u>Implemented Borough Wide.</u></b></p>	<p>Various activities including:</p> <ul style="list-style-type: none"> <li>(a) Multi sports</li> <li>(b) Dance</li> <li>(c) Zumba</li> <li>(d) Basketball</li> <li>(e) Soccer</li> <li>(f) Boccia</li> <li>(g) Handball</li> <li>(h) New age Curling</li> <li>(i) Bowls</li> </ul> <p>All of the above provided at subsidised cost.</p>

<p><b>Physical Activity Referral Scheme (PARS)</b></p>	<p>Funded by the PHA on an annual basis, this programme is designed to help those aged 16+ for those with low to medium risk health conditions benefit from increased physical activity. Referral to the programme is via specialist staff such as GP's, Practice Nurses, and Occupational Therapists &amp; CPN's. The PHA plan to standardize this programme throughout N.I. to improve continuity and outcomes on a regional basis.</p> <p><b><u>Implemented Borough Wide.</u></b></p>	<p>One to One daily specialist training advice from a qualified instructor with health checks - ins at weeks 1, 4, 8 &amp; 12. Clients can then avail of concessionary rates to gyms and other activities within Leisure Centres.</p>
<p><b>Healthy Towns</b></p>	<p>Strategically aligned to the 10 year public health strategic framework for Northern Ireland – 'Making Life Better 2013 – 2023', healthy towns focuses on a number of specific issues and priority groups with the overall objective of promoting opportunities to increase physical activity and to prevent obesity . Target groups for 16-17 are:</p> <ul style="list-style-type: none"> <li>I. Children &amp; young people 5 – 18 yrs.</li> <li>II. Older adults aged 65 +</li> <li>III. Sedentary population</li> <li>IV. Those with a disability</li> </ul> <p>Funded by the PHA on an annual basis this programme is only available in the Limavady areas of CC&amp; G at this time.</p> <p><b><u>Implemented In Limavady Only</u></b></p>	<ul style="list-style-type: none"> <li>• Couch Potato to Runner Bean</li> <li>• Boccia</li> <li>• Best Foot Forward Walking Club</li> <li>• Eat Well Cook Well ( community cooking programme)</li> <li>• Free Air Free Gym ( outdoor Gym classes)</li> </ul>

<p><b>Neighbour Hood Health Improvement programme ( NHIP)</b></p>	<p>Funded by the Department for Social Development (DSD) and the Public Health Agency the aim of the project is to develop an integrated and collaborative approach to addressing health improvement across all six NRAs in the geography covered by the DSD's North West Development Office (NWDO):</p> <ul style="list-style-type: none"> <li>• Limavady</li> <li>• Outer North</li> <li>• Outer West</li> <li>• Triax</li> <li>• Waterside</li> <li>• Strabane.</li> </ul> <p>An annual action plan is implemented in each of the 6 areas. 80% of participants must come from the NRA.</p> <p><b><u>Implemented in Limavady &amp; Coleraine</u></b></p>	<p>Teenage Health (12-19years): Programmes across 3 community areas, capturing teenager's health needs (physical/mental/social), and promoting positive lifestyle choices, through: - 2 x 12 week physical activity programme(40 teens)</p> <p>Men's Health: Programme delivering on men's health issues via workshops alongside physical fitness programmes. The majority of these targeted men will be unemployed, and/or in some way vulnerable.</p> <p>Ladies Positive Lifestyle's: 2x 12 week Physical Activity Programmes (30 ladies) with Health checks. Programmes focusing on fitness/weight loss as well as female health issues- MOT health checks and other health/nutritional elements. Mindfulness will also be promoted via sessions with the wellness Centre.</p> <p>'Drink Wise, Age Well' is a new initiative that will be reaching out to Limavady regarding over 50's and alcohol consumption- this includes awareness workshops, 5 week programmes, and a one to one referral service for those who are suffering alcohol problems/life skills/coping skills.</p> <p>In addition to above a coordinated action plan is also implemented each year. This is activities common to all 6 NRA's in the west. Activities for 16-17 in this respect include:</p> <ul style="list-style-type: none"> <li>• Men's shed</li> <li>• 1 step challenge campaign for 40 individuals</li> <li>• Establishment of 4 walking groups</li> </ul>
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	Summer Schemes	<p>(e) Mid-Night Gaels (f) Drug &amp; Alcohol sessions (g) Exit strategies     a. Coach Education projects</p> <p>Funding is available to deliver these at zero cost to council and to the participants.</p> <ul style="list-style-type: none"><li>• Leisure Centre based – Ballymoney, Coleraine &amp; Limavady</li><li>• Community Centre based – Ballycastle &amp; Coleraine</li></ul>
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### Concession Pricing Summary

Concession Pricing Definition/ Category	Eligibility	Restrictions	Evidence/Proof Required (When appropriate)
<b>1. Free of Charge Use</b>	<p>Children aged 0 – 4 years (under 5 years, until 5th birthday)</p> <p>Carers – accompanying the individual registered disabled.</p>	<p>Currently only applies to swimming pool</p> <p>Only applies to the activity the registered disabled individual is participating in.</p>	
<b>2. Child/Junior</b>	<p>Children/Juniors aged 5 – 17  (under 18 years, until 18th Birthday)</p>	<p>Only applies to concessions outlined in the schedule of charges</p>	<p>If appropriate - proof of age required in the form of a drivers licence, passport or birth certificate.</p>
<b>3. Full Time Student</b>	<p>Must be in Full Time tertiary education</p>	<p>Only applies to concessions outlined in the schedule of charges</p>	<p>Photographic Identification in the form of a Full Time Student Pass which must be for current student year.</p>
<b>4. Economically Disadvantaged</b>	<p>Users who may be in receipt of one of the following benefits:</p> <ol style="list-style-type: none"> <li>1. Jobseekers Allowance (Income based).</li> <li>2. Employment &amp; Support Allowance (Income Support).</li> <li>3. Disability Living Allowance.</li> <li>4. Pension Credit or State Pension.</li> </ol>	<p>Only applies to concessions outlined in the schedule of charges</p>	<p>Must be able to provide an original 'Letter of Entitlement' from the appropriate government department, and this letter must be dated within 30 days of the concession membership being taken out. Photographic ID required.</p> <p>Membership will only last 12 months and individuals must produce a new 'Letter of Entitlement' in order to renew concession membership.</p>

<p>5. <b>Discretionary pricing</b> (pricing will take account of costs incurred and potential impact on income)</p>	<p><b>Family activities</b> – Family as defined within the parameters of one adult and minimally 2 children whereby the adult has guardianship of the children through birth / legal responsibility.</p> <p>Charity activities – where the event or activity can demonstrate alignment with the key strategic aims of the Sport &amp; Wellbeing Unit Wellbeing programmes.</p> <p>Physical activity and Wellbeing programmes – as delivered by Council in partnership with external bodies to promote physical and mental health and wellbeing.</p>	<p>Only applies to activities where all members of a family can participate together (does not include, but not limited to, Membership packages, Courses or Promotional activities)</p> <p>Only applies to charities registered on the Charity Commission Register for NI.</p> <p>Individual must be registered on a programme delivered by Council designed to improve physical and/or mental wellbeing.</p>	<p>Group must be in possession of a Northern Ireland Charity Number</p> <p>Individual must be referred by a medical group or practitioner as part of an agreed Health programme supported by an external body such as PHA, Northern / Western Trust.</p>
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