

Mayor and Councillors
COUNCIL

13 DECEMBER 2012

Meeting Status: **Public**

Purpose of Report: For Decision

PROPOSED PRICING STRUCTURE FOR POOLS

PURPOSE OF REPORT

- 1 This report seeks Council approval to adopt the proposed pricing structure, and fees attached as Appendix 1 to this report (CS-12-747), for Waikanae and Ōtaki Swimming Pools and the Coastlands Aquatic Centre to begin at the opening of the Coastlands Aquatic Centre.

SIGNIFICANCE OF DECISION

- 2 This report does not trigger the Council's Significance Policy. The recommendations if approved would be a variation to the fees and charges in the 2012 Long Term Plan. However, the revision of charges presented in this report was signalled in the LTP.

BACKGROUND

- 3 One charging regime is in place at Waikanae, Raumati and Ōtaki Swimming Pools as attached in Appendix Two. Concession tickets can be used at all three pools.
- 4 Historically, Council has approved the Swimming Pool Charges annually in conjunction with the Annual Plan or Long Term Plan process. Charges have typically increased according to the BERL Local Government Price Adjustors.
- 5 The charges were approved for the 2012 – 2013 financial year, on 28 June 2012 and Council stipulated that *“These fees will be subject to review during the 2012/13 year prior to the opening of the Coastlands Aquatic Centre.”*
- 6 Since bringing the management of swimming pools back under direct Council management, officers have gained a better understanding of the costs of operating the facilities and of the potential numbers of customers likely to patronise each pool generating revenue. However, with only a limited period of operations from which qualitative data can be analysed, future budgets are still based on estimates, as are the proposed charging structures contained in this report.

CONSIDERATIONS

- 7 The proposed option is to be effective from the opening of the Coastlands Aquatic Centre, as scheduled in March 2013.
- 8 It is recommended admission and concession prices continue at the same level as 2012/13 for all three facilities. This will keep the activity affordable for the

community and will promote usage of all three facilities. 2012-2013 charges are shown in Appendix Two.

- 9 This is primarily because increasing prices discourages the community from using the facilities as they become increasingly unaffordable. Leaving prices unchanged for the remainder of 2012/13 would send a very positive message to the community and would go a long way to encourage new and continued use of the Coastlands Aquatic Centre as well as the other existing facilities.
- 10 The charges proposed would apply to all Council pools and are comparable with swimming pools neighbouring the Kāpiti Coast. These neighbouring charges are listed in Appendix 3.
- 11 It is proposed to update the current price structure to include new charges for: family passes; a fee for adults swimming with under 5's; group discount rates for children and adults; lane hire; commercial lane hire and whole complex hire for all three facilities. A charge for hire of the Programmes Pool (Learner's Pool) at the Coastlands Aquatic Centre is also proposed.
- 12 A schedule of the proposed charging structure is attached at Appendix One. The rationale for the new components in the charging structure is as follows:
 - A discounted family pass will encourage families of four or more to use the facilities as an affordable family activity.
 - Discounted rates for groups will encourage groups with limited funds (such as scouts and school groups) to use the facilities
 - When the new Coastlands Aquatic Centre opens there will be ten lanes in the main pool and demand for access to those is already high. Lane hire and Commercial Lane Hire rates must be formalised for all groups. Lane hire for schools conducting their own swim lessons and not-for-profit clubs needs to be at an affordable rate so as to encourage use. The proposed Commercial lane hire rate will be for groups or individuals who hire lanes to conduct business in order to generate revenue.
 - The Programmes Pool at the Coastlands Aquatic Centre will be available to hire when not in use for Kāpiti Coast Aquatics programmes and activities. A hire fee must be formalised.
 - The Coastlands Aquatic Centre will be available to hire for important events such as regional swimming competitions and as such, a hire fee comparable with other regional aquatic centres is proposed.
- 13 It is proposed to apply the same charges at all three facilities. This will maintain consistency, drive delivery of the same quality and experience from Kāpiti Coast Aquatics at all facilities and allow swimming pool patrons to use concession passes at all three facilities as they are able to do currently.
- 14 There has been significant investment in assets at Waikanae and Ōtaki pools during the annual maintenance period. This has resulted in increased patronage at Ōtaki and it is hoped the same will be true of Waikanae. Therefore it is proposed the charges for 2013-2014 will be reviewed in the draft annual plan

process when more information about performance for 2012-2013 will be available.

Financial Considerations

- 15 The proposed charges are in line with the Finance and Revenue Policy for Swimming Pools of 25% user pays as set in the 2012 LTP.

Legal Considerations

- 16 There are no legal considerations arising from updating the pricing structure for the swimming pools.

Delegation

- 17 The Council has the authority to make this decision.

Consultation

- 18 The 2012 Long Term Plan, which included the existing fee structure, was open for consultation in April and May 2012 and then approved by Council on 28 June 2012.

Policy Implications

- 19 This report proposes a new charging structure and fees for swimming pools which differs from that adopted in the 2012 Long Term Plan. However, the Long Term Plan signalled this review of charges would take place before the Coastlands Aquatic Centre opened.

Tāngata Whenua Considerations

- 20 This report raises no considerations relating to iwi or the Treaty of Waitangi.

Publicity Considerations

- 21 A communications plan will be created to notify the community of the new pricing structure and will be based around the opening of the new Coastland's Aquatic Centre.

RECOMMENDATIONS

- 22 That the Council approves the pricing structure and fees (attached in Appendix One to this report CS-12-747) for 2012-2013 from the opening date of the Coastlands Aquatic Centre and notes arrangements with existing user groups may continue until the end of the 2012-2013 financial year.

Report prepared by:

Approved for submission by:

Alison Law

Tamsin Evans

Aquatic Facilities Manager

Group Manager- Community Services

ATTACHMENTS:

Appendix 1 – Proposed Swimming Pool Charges from 1 April 2013

Appendix 2 – Swimming Pool Charges from 1 July 2012 to Present

Appendix 3 - Swimming Pools' Pricing Structure near the Kāpiti Coast

Appendix 1 – Proposed Swimming Pool Charges

PROPOSED SWIMMING POOLS CHARGES FROM 1 APRIL 2013

KĀPITI COAST DISTRICT COUNCIL Swimming Pools Charges	
	Charges Effective 1 April 2013 (incl. GST)
Adult Per Swim	\$4.50
Child Per Swim	\$2.20
Under 5 years old Swim	\$1.20
Adult swimming with child under 5	\$1.20
Spectators	nil
Community Services Cardholder Per Swim	\$2.20
Senior Citizen (over 60)	\$2.20
Aquafit per class	\$5.00
Hydroslide (Waikanae and CAC – unlimited use per visit)	\$2.50
Family pass (family of 4, maximum of 2 adults) Each family member extra is \$2.00	\$11.00
Family pass plus hydroslide Each family member extra is \$2.00 and \$2.50 for slide pass	\$18.50
Group Discount Adult (10 or more)	\$4.00
Group Discount Child (10 or more)	\$2.00
Spa and/or Sauna (CAC only)	\$2.50
10 Swim– Adult Child Community Services Cardholder Over 60's Aquafit	\$40.50 \$19.80 \$22.00 \$22.00 \$45.00
20 Swim– Adult Child	\$76.50 \$38.40
30 Swim- Adult Child	\$108.00 \$52.80
50 Swim- Adult Child	\$157.50 \$77.00
Swimming Pool Complex Hire CAC Swimming Pool Complex Hire Otaki Swimming Pool Complex Hire Waikanae Plus per head entry at applicable rate (subject to discretion of Pool management depending on availability)	\$500 per hour \$100 per hour \$300 per hour

Appendix 1 – Proposed Swimming Pool Charges

Lane Hire (including schools' conducting own lessons) Competitive events will be plus per head entry at applicable rate	\$7.50 per hour
Commercial Lane Hire	\$9.00 per hour plus per head fee at applicable rate
Programmes Pool, exclusive hire	\$20 per hour plus per head at applicable rate
Meeting Room hire (CAC only)	\$10 per hour community group \$17 per hour commercial use \$34 half day use community group \$67 half day use commercial use \$60 full day community group \$122 full day commercial use

Yellow indicates new proposed rate.

Note: Throughout the year Council may organise a number of targeted aquatic events/activity programmes. Those programmes may involve an actual and reasonable participation fee that will be determined in accordance with the nature of the event or activity. The participation fee will be authorised by the relevant Group Manager acting under general delegated authority.

Appendix 2 –Swimming Pool Charges from 1 July 2012 to Present

SWIMMING POOLS CHARGES

KĀPITI COAST DISTRICT COUNCIL Swimming Pools Charges	
	Charges Effective 1 July 2012 (incl. GST)
Adult Per Swim ⁽¹⁾	\$4.50
Child Per Swim ⁽¹⁾	\$2.20
Preschoolers Per Swim ⁽¹⁾	\$1.20
Spectators ⁽¹⁾	n/a
Community Services Cardholder Per Swim ⁽¹⁾	\$2.20
10 Swim– Adult ⁽¹⁾	\$40.50
Child ⁽¹⁾	\$19.80
Community Services Cardholder ⁽¹⁾	\$22
20 Swim– Adult ⁽¹⁾	\$76.50
Child ⁽¹⁾	\$38.40
30 Swim– Adult ⁽¹⁾	\$108
Child ⁽¹⁾	\$52.80
50 Swim– Adult ⁽¹⁾	\$157.50
Child ⁽¹⁾	\$77
Swimming Pool Complex Hire (during operating hours, lifeguards provided)	\$52.50 per hour
Swimming Pool Complex Hire ⁽¹⁾ (after hours, lifeguards not provided)	\$36.85 per hour
Lane Hire ⁽¹⁾	\$7.50 per hour

Note:

⁽¹⁾ These fees will be subject to review during the 2012/13 year prior to the opening of the Coastlands Aquatic Centre.