

**EAST AYRSHIRE COUNCIL**

**GOVERNANCE AND SCRUTINY COMMITTEE  
2 MAY 2008**

**POSITION STATEMENT – CHARGES FOR LEISURE SERVICES (GOLF)  
CABINET REPORT 26 MARCH 2008**

**Report by Executive Director of Neighbourhood Services**

**1. PURPOSE OF REPORT**

- 1.1 The purpose of this report is to provide the committee with additional information relating to the proposed charges for Golf Courses which have been subject to the call in procedure.

**2. BACKGROUND**

- 2.1 In 1998 the Council responded to the Accounts Commission publication "The Challenge of Charging" and an external audit of various prices for services by adopting a managed approach to charging. This approach requires an annual review of all charges to ensure that charges are consistent with service objectives, optimise income and link to the budget process. The primary driver for revising charges is the need to balance the service budget and meet financial targets set as part of the 2008/09 budget process. Whilst this factor takes precedence in proposing new charges, consideration is also given to benchmarking, optimising use and income and supporting service objectives. The new charges proposed for Party Advanced Bookings and Winter Green Fees are designed to increase service usage as is the proposal to allow Season Ticket Guest Vouchers for the first time.
- 2.2 The Challenge of Charging also requires consideration of supporting corporate objectives, cumulative impact, greatest capacity to raise income, public consultation and justifying the increase. The increased charges put forward are designed to have a neutral effect on service usage. Concessionary prices remain in place and the key justification for the increases in charges is the need to meet budget targets. There has been no public consultation on the proposed increases, however, informal consultation with visiting clubs and other courses took place when developing the new incentives for visiting players. Systems for monitoring and renewing the impact of charges are established and staff can respond quickly to issues as they arise.

- 2.3 Each year since 1999/2000 Leisure Services charges have been developed for Committee/Cabinet consideration with regard to the target required in the budget, balanced with the need to retain and develop facility usage and awareness of local market conditions. Benchmarking of prices against local and national comparisons is also carried out where this information is available. The Council's overall budget strategy assumes that income from fees and charges will increase inline with inflation.
- 2.4 The target for increased income for Leisure Services in 2008/09 is 3% and this equates to an additional £46,000 across the whole of Leisure Services. Charging proposals are aimed at meeting this target and a 3% increase in all charges has not been proposed or stated at any stage in the process. This approach requires careful judgement, however, the detailed local knowledge gained by Leisure Services managers over several years has ensured that income targets are regularly met and falling usage caused by price rises is unusual.
- 2.5 The Council provides golf facilities at three venues:  
Caprington, Kilmarnock – 18 hole and 9 hole courses  
Annanhill, Kilmarnock – 18 hole course  
Doon Valley, Patna – 9 hole course

### **3. CONSIDERATIONS**

- 3.1 Appendix 1 to this report shows the charges for golf with the percentage rise identified along with the prices proposed for winter play and party bookings. Appendix 2 provides benchmarking information which compares the proposed prices with North and South Ayrshire Councils and private courses in East Ayrshire.
- 3.2 Direct price comparisons are difficult to identify as price structures and the range and quality of courses on offer varies greatly. The information in Appendix 2 compares local alternative golf options available to East Ayrshire residents.
- 3.3 The Council offers a range of price options including season tickets for single and multiple courses, concessionary round and season ticket prices. Appendix 2 shows how 'all courses season tickets' for adults and juveniles compare with North and South Ayrshire Councils charges and has individual round charges for Annanhill compare to other named courses. The Council's prices are comparable with others and in some cases significantly lower.

- 3.4 Season ticket prices offer the possibility of year round golf and many golfers play 2/3 times per week throughout the year. The Band One Adult ticket (one course, peak and off peak ticket) at the new price of £261.00 equates to £5.02 per week. Season ticket sales in 2007/08 were as follows:  
Band 1 – Adult - 480; Concession - 277; Under 16 - 122  
Band 2 – Adult - 165; Concession - 109; Under 16 - 32
- 3.5 The introduction of Winter Green Fees and special rates for Party Advance bookings are aimed at increasing income from non-season ticket holders while the Season Ticket Guest vouchers offer free guest tickets to season ticket holders. A person purchasing a Band 2 season ticket for all three courses would be entitled to 6 free guest rounds with a maximum value of £99.00. This is not matched by North or South Ayrshire.
- 3.6 It should be noted that the recent investment in the construction of a new green at the first hole at Annanhill Golf Course cost in the region of £15,000. The Council continues to invest in course improvements for the benefit of golfers.

#### **4. FINANCIAL IMPLICATIONS**

- 4.1 The proposed charges should generate additional income of £9,750 if usage rates remain constant. If the charges are not introduced alternative methods of achieving this level of income, or equivalent budget savings will need to be introduced to balance the budget.
- 4.2 In 2007/08 the total budgeted expenditure on the Council's Golf provision was £534,000 with £326,750 generated in income. The Council's overall subsidy for golf was budgeted at £207,250. The full cost of playing golf is not passed on to the customer and the Council continues to offer a substantial subsidy to the sport of golf and all players using its courses.

#### **5. LEGAL AUTHORITY/IMPLICATIONS**

- 5.1 Nil.

#### **6. COMMUNITY PLANNING IMPLICATIONS**

- 6.1 The Council's Leisure Services assist in the delivery of a wide range of outcomes of the community plan. Charges have been reviewed and proposed to ensure that accessibility for the whole community is balanced with the need to meet income targets.

## **7. CONCLUSIONS**

- 7.1 Details of the benchmarking exercise undertaken and the further analysis of the proposed charging levels are presented to assist the Committee in its scrutiny role.

William Stafford  
Executive Director of Neighbourhood Services

WS/JAG/CF

22<sup>nd</sup> April 2008

### **LIST OF BACKGROUND PAPERS**

**NIL**

Implementation officer – [john.griffiths@east-ayrshire.gov.uk](mailto:john.griffiths@east-ayrshire.gov.uk)

Appendix 1

Caprington & Annanhill Golf Courses 18 Hole

Description Off Peak

Description	2007/08		2008/09		+/-	+/-%
	£	%	£	%		
Adult	£15.00		£16.50		£1.50	10.00%
Concession	£8.00		£8.50		£0.50	6.25%
Day Ticket	£26.00		£28.00		£2.00	7.69%
Band One Adult (one course, peak and off peak)	£241.50		£261.00		£19.50	8.07%
Band One Concession (one course, peak and off peak)	£89.00		£96.00		£7.00	7.87%
Band One Under 16 (one course, restricted use to off peak unless accompanied by adult)	£66.00		£71.00		£5.00	7.58%
Band Two Adult (valid at Annanhill, Caprington, Caprington 9 hole, Doon Valley Golf Course)	£283.50		£306.00		£22.50	7.94%
Band Two Concession (valid at Annanhill, Caprington, Caprington 9 hole, Doon Valley Golf Course)	£110.00		£119.00		£9.00	8.18%
Band Two Under 16 (three courses, restricted use to off peak unless accompanied by adult)	£89.00		£96.00		£7.00	7.87%
Locker	£9.00		£10.00		£1.00	11.11%

Peak

Description	2007/08		2008/09		+/-	+/-%
	£	%	£	%		
Adult	£19.50		£21.00		£1.50	7.69%
Concession	£10.00		£11.00		£1.00	10.00%
Day Ticket	£36.00		£39.00		£3.00	8.33%
Band One Adult (one course, peak and off peak)	Equates to £5.02 Per Week					
Band One Concession (one course, peak and off peak)	Equates to £1.85 Per Week					
Band One Under 16 (one course, restricted use to off peak unless accompanied by adult)	Equates to £1.37 Per Week					
Band Two Adult (valid at Annanhill, Caprington, Caprington 9 hole, Doon Valley Golf Course)	Equates to £5.88 Per Week					
Band Two Concession (valid at Annanhill, Caprington, Caprington 9 hole, Doon Valley Golf Course)	Equates to £2.29 Per Week					
Band Two Under 16 (three courses, restricted use to off peak unless accompanied by adult)	Equates to £1.85 Per Week					
Locker	Equates to £0.19 Per Week					

Caprington Golf Course - 9 Hole

Description

Description	2007/08		2008/09		+/-	+/-%
	£	%	£	%		
Adult Round	£7.00		£7.50		£0.50	7.14%
Adult Day Ticket	£11.00		£12.00		£1.00	9.09%
Junior Round (Under 16)	£3.50		£4.00		£0.50	14.29%
Junior Day Ticket (Under 16)	£7.50		£8.00		£0.50	6.67%
Junior Season Ticket (Under 16)	£55.00		£59.50		£4.50	8.18%

Peak

Description	2007/08		2008/09		+/-	+/-%
	£	%	£	%		
Adult Round	£7.00		£7.50		£0.50	7.14%
Adult Day Ticket	£11.00		£12.00		£1.00	9.09%
Junior Round (Under 16)	£3.50		£4.00		£0.50	14.29%
Junior Day Ticket (Under 16)	£7.50		£8.00		£0.50	6.67%
Junior Season Ticket (Under 16)	£55.00		£59.50		£4.50	8.18%

Appendix 1

Patna Golf Course - 9 Hole

Description

Description	Off Peak			+/-	+/-%
	2007/08	2008/09	2007/08		
Adult	£11.00	£12.00	£1.00	9.09%	
Concession	£6.00	£6.50	£0.50	8.33%	
Band One Adult (Patna, peak and off peak)	£110.00	£119.00	£9.00	8.18%	
Band One Concession (Patna, peak and off peak)	£55.00	£59.50	£4.50	8.18%	
Band One Under 16 (Patna, restricted use to off peak unless accompanied by adult)	£44.50	£48.00	£3.50	7.87%	
Band Two Adult (valid at Annanhill, Caprington, Caprington 9 hole, Doon Valley Golf Course)	£283.50	£306.00	£22.50	7.94%	
Band Two Concession (valid at Annanhill, Caprington, Caprington 9 hole, Doon Valley Golf Course)	£110.00	£119.00	£9.00	8.18%	
Band Two Under 16 (three courses, restricted use to off peak unless accompanied by adult)	£89.00	£96.00	£7.00	7.87%	
Locker	£9.00	£10.00	£1.00	11.11%	

Description	Peak			+/-	+/-%
	2007/08	2008/09	2007/08		
Adult	£13.00	£14.00	£1.00	7.69%	
Concession	£6.50	£7.00	£0.50	7.69%	
Band One Adult (Patna, peak and off peak)	Equates to £2.29 Per Week				
Band One Concession (Patna, peak and off peak)	Equates to £1.14 Per Week				
Band One Under 16 (Patna, restricted use to off peak unless accompanied by adult)	Equates to £0.92 Per Week				
Band Two Adult (valid at Annanhill, Caprington, Caprington 9 hole, Doon Valley Golf Course)	Equates to £5.88 Per Week				
Band Two Concession (valid at Annanhill, Caprington, Caprington 9 hole, Doon Valley Golf Course)	Equates to £2.29 Per Week				
Band Two Under 16 (three courses, restricted use to off peak unless accompanied by adult)	Equates to £1.85 Per Week				
Locker	Equates to £0.19 Per Week				

**Special Rates for Party Advance Bookings**

Annanhill Golf Club	12 Golfers for Price of 10 24 Golfers for Price of 20 28 Golfers for Price of 24	Exclude Saturday Exclude Saturday Exclude Saturday
Caprington Golf Course	12 Golfers for Price of 10 24 Golfers for Price of 20 28 Golfers for Price of 24	Exclude Saturday Exclude Saturday Exclude Saturday
Doon Valley Golf Club	2 Golfers for Price of 1	Monday to Friday

Parties would not exceed 28 Golfers and would not be allowed to use medal tees.  
A £5 deposit per person is required to book and is non refundable.

Green Fee would be based on availability of tee times and could not be pre booked.

<b>Adult Round</b>	Annanhill	Caprington	Patna
Monday to Friday	12.00	12.00	8.50
Saturday / Sunday	14.50	14.50	10.50

<b>Concession Round</b>	Annanhill	Caprington	Patna
Monday to Friday	6.00	6.00	5.00
Saturday / Sunday	7.50	7.50	5.00

<b>Juvenile U16</b>	Annanhill	Caprington	Patna
Monday to Friday	6.00	6.00	5.00
Saturday / Sunday	8.00	8.00	5.50

**Season Ticket Guest Voucher** – 2007/08 Additional benefits of free guest passes for season ticket sales as shown below:

Golf Course	Season Type	Promotion
Annanhill/Caprington/Patna Adult	Band 1 - Season	4 Free Rounds (Total) Home course
Annanhill/Caprington/Patna Adult	Band 2 - Season	6 Free Rounds (Total) Any course
Annanhill/Caprington/Patna Concession	Band 1 - Season	3 Free Rounds (Total) Home course
Annanhill/Caprington/Patna Concession	Band 2 - Season	4 Free Rounds (Total) Any course
Annanhill/Caprington/Patna U16	Band 1 - Season	2 Free Rounds (Total) Home course
Annanhill/Caprington/Patna U16	Band 2 - Season	3 Free Rounds (Total) Any course

Voucher to be issued at the time of sale of the season ticket.

**GOLF DISCOUNT / PROMOTIONS 2008/09**

**Winter Green Fees** would cover the period from 1st November 2008 to 29th February 2009.

There would be no differential between Temporary or Full Green Fee rate:-

<b>Adult Round</b>	<b>Annanhill</b>	<b>Caprington</b>	<b>Patna</b>
Winter Green Fee Monday to Friday	11.50	11.50	9.00
Winter Green Fee Saturday / Sunday	14.00	14.00	10.00

<b>Concession Round</b>	<b>Annanhill</b>	<b>Caprington</b>	<b>Patna</b>
Winter Green Fee Monday to Friday	6.00	6.00	4.50
Winter Green Fee Saturday / Sunday	7.50	7.50	5.50

<b>Juvenile U16</b>	<b>Annanhill</b>	<b>Caprington</b>	<b>Patna</b>
Winter Green Fee Monday to Friday	6.00	6.00	4.50
Winter Green Fee Saturday / Sunday	7.50	7.50	5.50

**3 Round Green Fee Pass** - this fee would be used Midweek on Monday to Friday (Not Bank and Public Holiday) and would be in place throughout the year.

<b>3 Round Green Fee Pass</b>	<b>32.5</b>	<b>54 Holes</b>
-------------------------------	-------------	-----------------

## Golf Ticket Comparisons

Ticket Type / Council Course	All Courses (Season)	Concession all Courses (Season)	Juvenile
South Ayrshire	£335.00	£105.00	
North Ayrshire	£220.00	£75.25	
East Ayrshire	£261.00	£96.00	
Ballochmyle	£410.00 With joining fee	£164.00	
Loudoun	£420.00 with joining fee		

Ticket Type / Council Course	Round Ticket Weekday	Round Ticket Peak	Concession Round	Concession Round Peak
South Ayrshire	Bellisle £26.00	Bellisle - £32.00	Bellisle £14.50	Bellisle £18.50
North Ayrshire	Ravenspark £17.00	Ravenspark £17.00	Ravenspark £11.00	Ravenspark £11.00
East Ayrshire	Annanhill £16.50	Annanhill £21.00	Annanhill £10.00	Annanhill £11.00
Ballochmyle	£22.50	Sunday only £27.00	N/A	N/A
Loudoun	£25.00	N/A	N/A	N/A

9 Hole Courses	Adult Season	Round	Juvenile Round
Patna	£119.00	2 x times 9 holes £12.00	2 x times 9 holes £6.50
New Cumnock	£150.00	2 x times 9 holes £8.00	TBC
Maybole	£135.00	2 x times 9 holes £7.00	2 x times 9 holes £4.50
Caprington	£59.50	2 x times 9 holes £7.50	2 x times 9 holes £4.00