

Pricing Scenarios

Appendix D

1a Unemployed Adult

Current Gold Concession DD at £24.50

Current Gold Concession cash monthly at £28.00

Current off peak gym session £3.20 (12 times per month = £38.40)

Proposed Advantage DD at £15.00

No cash monthly alternative

Pay and Play alternative = £2.00 per gym visit (12 times per month = £24.00)

1b Student Adult

Current Gold Concession DD at £24.50

Current Gold Concession cash monthly at £28.00

Current off peak gym session £3.20 (12 times per month = £38.40)

Proposed Advantage DD at £21.00

No cash monthly alternative

Pay and Play alternative = £4.20 per gym visit (12 times per month = £50.40)

There are currently 278 customers (students, unemployed etc) who are paying Gold Concession DD and 222 customers who are paying Gold Concession cash monthly

2a Group Swimming (Proposed system will not have dedicated 'family prices')

Fun Session (non concession)

	Current	Proposed
1 Junior & 2 adults	£7.60	£9.00
2 Junior & 1 adult	£7.30	£7.00
2 Juniors & 2 adults	£9.00	£10.50
3 Junior & 1 adult	£8.40	£8.50
Extra child	£1.45	£1.50
Extra adult	£3.35	£3.50

Family Swim during Fun Session (concession)

	Current	Proposed
1 Junior & 2 adults	£4.15	£3.00
2 Junior & 1 adult	£3.65	£3.00
2 Juniors & 2 adults	£5.20	£4.00
3 Junior & 1 adult	£4.70	£4.00
Extra child	£1.05	£1.00
Extra adult	£1.55	£1.00

Pricing Scenarios

Appendix D

2b Group Swimming (Proposed system will not have dedicated 'family prices')

Family Swim during Standard Session (non concession)

	Current	Proposed
1 Junior & 2 adults	£6.90	£9.00
2 Junior & 1 adult	£5.80	£7.00
2 Juniors & 2 adults	£8.30	£10.50
3 Junior & 1 adult	£6.70	£8.50
Extra child	£1.30	£1.50
Extra adult	£3.35	£3.50

Family Swim during Standard Session (concession)

	Current	Proposed
1 Junior & 2 adults	£4.15	£3.00
2 Junior & 1 adult	£3.65	£3.00
2 Juniors & 2 adults	£5.20	£4.00
3 Junior & 1 adult	£4.70	£4.00
Extra child	£1.05	£1.00
Extra adult	£1.55	£1.00

Current monthly cost for standard family of 4 swimming 4 times per month together and each another 8 times per month on a pay & play basis = £112.00

Current monthly cost for concession family of 4 swimming 4 times per month together and each another 8 times per month on a pay & play basis = £62.40

Proposed (Standard)

Blue DD x2	£47.00 per month
Advantage Plus DD x2	<u>£42.00</u> per month
	<u>£89</u> per month

Same bank account = 20% discount

= £71.20 per month (includes swimming lessons, unlimited swimming & gym for juniors and unlimited swimming for adults)

Proposed (Resident Benefit Claimants and their children)

Advantage x 4	£60
---------------	-----

Same bank account = no discount

= £60 per month (includes gym and swim for juniors and adults – if free lessons required must upgrade to Advantage Plus)

There are currently only 5 Family DD at £98 for Gold

3a Unemployed Adult

Current Blue Concession DD at £13.00

Current Blue Concession cash monthly at £13.50

Current concession pay and play swim £1.55 (12 times per month
£18.60)

Proposed Advantage DD at £15.00 (includes gym)

No cash monthly alternative

Pay and Play alternative = £1.00 swim (12 times per month = £12.00)

3b Student Adult

Current Blue Concession DD at £13.00

Current Blue Concession cash monthly at £13.50

Current concession pay and play swim £1.55 (12 times per month
£18.60)

Proposed Advantage DD at £21.00 (includes gym)

No cash monthly alternative

Pay and Play alternative = £2.00 per swim (12 times per month =
£24.00)

There are currently 149 customers (students, unemployed etc) who are paying Blue Concession DD and 99 customers who are paying Blue Concession cash monthly

NB: Current DD customers in this category will be able to retain their membership but not be able to use the gym. Current cash monthly customers will need to choose between pay and play or upgrading to either Advantage or Advantage Plus as applicable.