



Councillor A Porter
C/o Leadership Support Team
Town Hall
Station Road
Clacton on Sea
Essex
CO15 1SE

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Email : kcharles@tendringdc.gov.uk
Our ref : KC/000002/2

7th June 2021

Dear Cllr. Porter,

Tendring Leisure Centres, Lesson & Courses Prices & Development

We have recently been working with our system suppliers Gladstone to provide a new and fresh way to deliver our swimming lessons and dry-side courses (children coached activities) programme across our Tendring Leisure Centres.

With the above in mind, we have managed to configure a new system that will allow a modern way of assessing lessons on tablets, which has also contributed to expanding our payment methods with an offering of Direct Debit and Annual payment options. We plan to offer both Direct Debit and Annual payments to new customers and continue to provide a top-up service to existing customers; however we aim to transfer as many customers over to a Direct Debit option to support the business growth.

Additionally, this platform will also in the future allow new customers to book and pay for lessons via an online portal, taking away the need to attend the local centre to make bookings for lessons and courses.

The online portal will allow for parents to track their child's progress through swimming lessons and courses and once their child progresses to the next stage they can move to the new stage on any desired day/time. All in all a much improved customer journey.

We are at the final stages of having this system ready to roll out and plan to do so from 14th June onwards. As such and taking into account the above, the price point of the swimming lessons and courses need to be reviewed, given the new offering.

The new suggested price points are as follows:

£4.70 Child Lesson – DD £19.58 Annual £215.38 with a £10.50 joining fee (as per our normal memberships)

£5.10 Adult Lesson - DD £21.25 Annual £233.75 with a £15.50 joining fee (as per our normal memberships)

The existing price point is £4.50 per lesson for a child and £5.00 for an adult and is an overall increase of 20p for a child and 10p for an adult.

It's important to note, as part of our swimming lessons we have also increased the provision for the cost, therefore for all swimming lessons and dry-side courses we would provide a basic certificate upon completion of their stage. This certificate would typically cost £3.50 per certificate, per stage of swimming lessons and children are required to wear a swim hat that we provide as part of the COVID arrangements. As this is best practice for pool hygiene reasons, we will continue this moving forwards, and again this would be included within the package unless the hat was lost or damaged.

The new proposed price points with a minimal increase would be still excellent value for money and are still in line with other leisure providers, offering swimming lessons and courses. One final note is that prices moving forwards would need to reflect any increase of materials offered as part of this package.

If you are in agreement with the new price points, then I should be grateful if you would sign and return the concurrence below.

Yours sincerely

Kieran Charles, BA Hons, MCIMSPA
Head of Sport and Leisure

Dear Kieran

I refer to your letter dated 7th June 2021 requesting my approval to support the price point of the swimming lessons and courses across Tendring, along with the development of our membership packages to include both child and adult Direct Debit/Annual options for our customers.

- I concur / do not concur with the use of these funds for the purpose described above.

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Councillor Alex Porter
Portfolio Holder for Leisure and Tourism

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Dated

- Please delete as appropriate

Additional comments (if not concurring)
