

Leisure & Recreation Committee Report

Meeting Date: 5th March 2026

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Report Title: Community Centre Pricing Review

1. Purpose of Report

To seek approval from the Leisure & Recreation Committee for:

- a revised and simplified pricing structure for community facility hire
- implementation of a 3% inflationary uplift (rounded) to current prices
- alignment of pricing with the Parish Green Card scheme introduced in 2024
- removal of the parish resident rate
- adoption of consistent pricing categories across all venues
- implementation of revised charges from 1st April 2026.
- publication of new prices via the new Rialtas booking system and website

2. Background

Central Swindon North Parish Council operates multiple community facilities which provide accessible spaces for residents, voluntary organisations, and commercial users.

The current pricing structure has evolved over time and includes:

- standard rates
- commercial rates
- parish resident rates
- charitable rates
- grant / tiered pricing
- internal use categories

This structure has become complex and requires review to ensure:

- consistency across centres
- administrative efficiency
- alignment with parish policy
- clarity for users

2.1 Parish Green Card Scheme

The Parish Council introduced a parish wide Green Card scheme to provide targeted financial support for residents through a tiered discount system.

The scheme provides:

- Tier 1 — resident discount
- Tier 2/3 — enhanced support for eligible households

As resident discounts are now administered through this scheme, maintaining a separate “parish resident rate” is no longer necessary.

The proposed pricing model therefore removes the parish resident rate and applies Green Card reductions at point of booking.

This ensures:

- equitable access
- targeted support
- policy consistency
- simplified pricing structure

2.2 Pricing Review Requirement

The review was undertaken to:

- ensure prices remain competitive within the Swindon market
- support rising operational costs (energy, staffing, maintenance)
- improve transparency and ease of administration
- simplify pricing categories
- ensure sustainability of community facilities

A comparison has been made with comparable facilities across Swindon, including community centres, school hires and private venues.

2.3 Booking System Migration

Council has recently approved migration to the Rialtas booking system.

The revised pricing structure will:

- be implemented within the new booking platform
- be reflected on the updated council webpage
- improve customer experience and booking transparency
- support automated application of Green Card discounts

3. Current Pricing

Current facility hire charges vary across venues and user categories. Typical current rates include:

- Meeting rooms: approximately £11.00 - £16.00 per hour
- Halls: approximately £15.00 - £26.00 per hour
- differential pricing for resident and non resident users
- multiple grant and discount tiers

While prices are broadly competitive, the structure is confusing and varies across sites.

4. Proposed Pricing Structure (From 1st April 2026)

It is proposed to adopt a simplified category pricing framework.

4.1 Standard / Commercial Rate

Applies to:

- private individuals
- businesses
- commercial activities
- revenue generating events
- external organisations

This category combines current standard, commercial and “not for profit” hire rates.

4.2 Charitable / Community Rate

Applies to:

- registered charities
- voluntary organisations
- community groups
- nonprofit activity

Purpose:

- support community engagement
- maintain social value provision

4.3 Green Card Discount

- Parish Green Card discounts applied to eligible residents
- Tiered reduction applied to standard rates
- Replaces parish resident pricing

4.4 Internal CSNPC Use

- Council services and internal activity
- Free of charge (FOC)

4.5 Categories to be Removed

- Parish resident base rate
- Separate commercial and not-for-profit categories

This will simplify booking processes and improve clarity.

5. Proposed Price Adjustment

5.1 Inflationary Uplift

A 3-4% uplift is proposed on current prices.

Prices will be rounded to simple values to improve usability and administration.

John Moulton Hall

Main Hall

Category	Weekday	Weekend
Standard / Commercial	£18.00	£20.00
Charitable / Community	£14	£16.00
Green Card Tier 1	£16.00	£18.00
Green Card Tier 2	£14.00	£16.00
Green Card Tier 3	£12.50	£14.50

Meeting Room

Category	Weekday	Weekend
Standard / Commercial	£12.00	£15.00
Charitable / Community	£10.00	£12.00
Green Card Tier 1	£11.00	£13.50
Green Card Tier 2	£10.00	£12.00
Green Card Tier 3	£8.50	£10.50

Pinetrees Community Centre**Main Hall**

Category	Weekday	Weekend
Standard / Commercial	£22.00	£27.50
Charitable / Community	£17.50	£22.00
Green Card Tier 1	£20.00	£25.00
Green Card Tier 2	£17.50	£22.00
Green Card Tier 3	£16.00	£19.00

Meeting Room

Category	Weekday	Weekend
Standard / Commercial	£17.00	£22.00
Charitable / Community	£13.50	£17.00
Green Card Tier 1	£15.00	£19.50
Green Card Tier 2	£13.50	£17.00
Green Card Tier 3	£12.50	£15.00

Moredon Community Centre**Main Hall**

Category	Weekday	Weekend
Standard / Commercial	£22.00	£27.50
Charitable / Community	£17.50	£22.00
Green Card Tier 1	£20.00	£25.00
Green Card Tier 2	£17.50	£22.00
Green Card Tier 3	£16.00	£19.00

Additional Facilities

Café Hire

Category	Weekday	Weekend
Standard / Commercial	£22.00	£27.50
Charitable / Community	£17.50	£22.00
Green Card Tier 1	£20.00	£25.00
Green Card Tier 2	£17.50	£22.00
Green Card Tier 3	£15.50	£17.00

Kitchen Hire

Category	Weekday	Weekend
Standard / Commercial	£22.00	£27.50
Charitable / Community	£17.5	£22.00
Green Card Tier 1	£20.00	£25.00
Green Card Tier 2	£17.50	£22.00
Green Card Tier 3	£15.50	£19.00

The Reading Rooms

Category	Weekday	Weekend
Standard / Commercial	£16.50	£22.00
Charitable / Community	£13.00	£15.00
Green Card Tier 1	£15.00	£17.00
Green Card Tier 2	£13.00	£15.00
Green Card Tier 3	£12.00	£13.00

The increase represents a modest adjustment of approximately £1 - £2 per booking.

The revised charges will apply to all new bookings made from **1st April 2026**.

Existing bookings confirmed prior to 1 April 2026 will be honoured at the rates in place at the time of booking and will not be subject to the revised pricing.

5.2 Rationale

- Inflationary pressures
- Increased operational costs
- Market comparable

6. Comparable:

A review of comparable Swindon facilities shows:

Private / Sports Facilities

- Community halls typically £30.00 - £60.00 per hour

Community Centres

- Halls typically £20.00 - £48.00 per hour
- Meeting rooms £15.00 - £23.00 per hour

School Facility Hire

- Halls £20.00 - £40.00 per hour
- Meeting rooms £12.00 - £25.00 per hour

Venue	Location	Hall Rate	Meeting Room
Supermarine Sports Club Our Facilities — Supermarine Sports Club	South Marston	£45/hr	£20/hr
Community Centre's Prices Ellendune Community Centre	Wroughton	£24 - £48/hr	£15 - £23/hr
Typical CC and school hire Prices Park South Community Centre Halls for hire in Swindon - SchoolHire	Various	£20 - £40/hr	£12 - £25/hr
CSNPC (Commercial)	Central Swindon North	£15 - £26/hr	£11 - £16/hr
Your centres (proposed)	Central Swindon North	£18 - £27.50/hr	£12 - £22/hr

CSNPC Position

Even after the proposed increase, CSNPC facilities remain:

- below private venue pricing
- competitive with other community centres

7. Financial Implications

The proposed increase will:

- support maintenance and energy costs
- provide modest revenue growth
- help to reduce financial pressure on the council

No additional expenditure is required to implement the changes beyond system updates.

8. Operational Implications

Benefits include:

- simplified pricing administration
- improved consistency across venues
- automated discount application via Rialtas system
- clearer public pricing information

9. Community Impact

- Green Card scheme ensures targeted support for residents
- Continued charitable discount maintains accessibility
- Prices remain affordable relative to market
- Community access remains protected

10. Implementation

If approved:

- March 2026 — publish revised pricing
- March 2026 — update Rialtas booking system
- March 2026 — update website pricing page
- 1st April 2026 — new charges implemented

12. Recommendations

The Leisure & Recreation Committee is asked to approve:

1. **APPROVE** the revised pricing structure:
 - Standard / Commercial rate
 - Charitable / Community rate
 - Green Card discount structure
 - Internal CSNPC use (FOC)

2. **REMOVE** parish resident pricing.
3. **APPROVE** a 3-4% uplift (rounded) from 1st April 2026.
4. Revise pricing on the council website.
5. Introduce annual pricing review processes.