

Memorandum

15 September 2016

To: Janette McKain, Democracy Advisor, Māngere-Ōtāhuhu Local Board

Carol McGarry, Democracy Advisor, Ōtara-Papatoetoe Local Board

From: Kataraina Maki, General Manager, Community and Social Policy

Subject: Impact Assessment Region-wide Swimming Pool Pricing Policy 2013-2015

Purpose

1. This memorandum responds to your requests for further information on swimming pool participation rates and outlines relevant ongoing work.

Background

2. A report on the impact of the region-wide swimming pool pricing policy over the period 2013 to 2015 was considered by the Finance and Performance Committee on 17 March 2016. At this meeting the Committee requested the development of further policy advice on options for increasing pool participation rates. The Committee also approved circulation of the impact assessment to all local boards.
3. Both the Māngere-Ōtāhuhu and Ōtara-Papatoetoe Local Boards requested additional information, as itemised below, following their consideration of the impact assessment report [MO/2016/59 and OP/2016/57 refer].

Item	Description
1	An annual update of the analysis of the impacts of swimming pool pricing
2	Analysis of the reasons for the initial drop of attendance at pools in the local board area beyond a reference to weather effects, including consideration of the promotion effort to make the public aware of the local free pools policy
3	Further explanation of the changes in the age and demographic profile of attendees
4	Options to further increase pool attendance
5	Analysis of the financial results obtained by each local pool, including the share of revenue made up by the targeted rate
6	A comparison of the targeted rate revenue with the revenue lost due to free adult entry, based on actual attendance figures, and options for any improvements

4. This memo outlines how the policy project responds to these requests for information.

Policy project

5. Staff have commenced a policy project that looks specifically at options to increase participation rates in local board areas that experienced a downturn following the introduction of the region-wide swimming pool pricing policy (Item 4 above). Māori and Chinese population groups were most affected by this change and are the primary focus.
6. To inform this work we are collating a range of data and undertaking targeted research. We are most interested in people across the Howick, Manurewa, Māngere-Ōtāhuhu and Ōtara-Papatoetoe Local Board areas that do not, or do not regularly, go to swimming pools. The purpose of this research is to understand the barriers to pool use (including affordability) and to identify what can be done to encourage greater participation.

7. The findings from this research will inform the development of policy options and respond to your requests for further information.
8. Staff expect that they will be able to share the research with your local boards post the election. Staff will engage with the local boards to get input into policy options, including views about getting community engagement on the options.

Additional information

Annual data (Item 1)

9. Staff are tracking visitor numbers over time to identify trends. Attachment 1 provides an additional 16 months of visitor numbers to the data reported in the impact assessment for pools in your local board areas (Attachment 1). Whereas the impact assessment was a one-off study informed by data collected between October 2012 and March 2015 that also included two catchment studies.

Analysis of impacts (Items 2 and 3)

10. The impact assessment report describes as accurately as possible the impact using the information available during the study period. Data across a range of cohorts is provided. Refer to pages 65, 89, and 95 of Appendix 2 for the individual facility reports on Moana-Nui-a-Kiwa, Otara, and Papatoetoe pools.

Financial data (Items 5 and 6)

11. Visitor numbers and financial information for the 2014/2015 financial year, sourced from the Leisure Team and Local Board Financial Advisors, are set out in the table below.

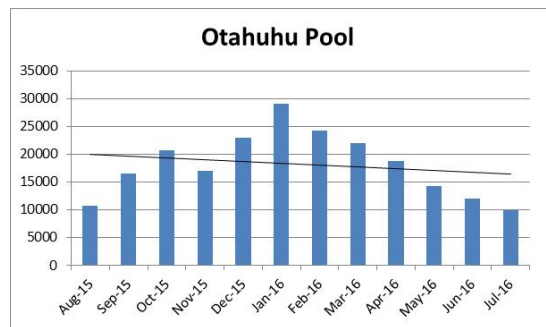
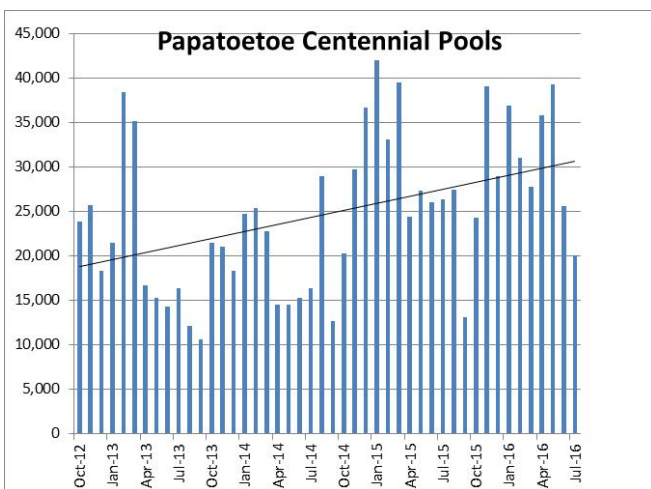
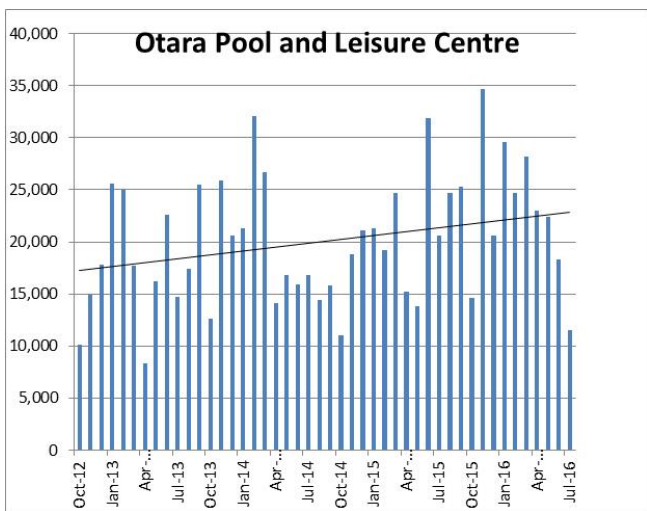
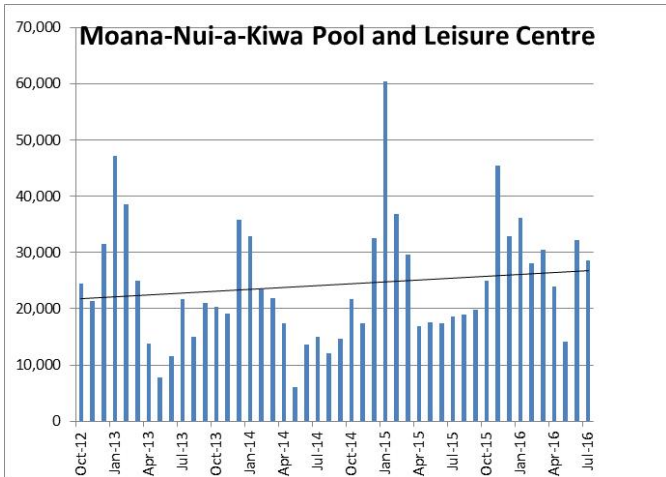
Pool	Revenue (\$)	Targeted Rate Revenue (\$)	Number of adult visits	Notional revenue if all adults paid full fee* (\$2.87**) (\$)
Moana-Nui-a-Kiwa	92,766	217,000	157,198	451,158
Ōtara Pool and Leisure Centre	114,529	280,500	134,320	385,498
Papatoetoe Centennial Pools	311,892	280,500	209,211	600,435

* This is indicative of lost revenue only - there are significant limitations and assumptions in this calculation. These figures are over-inflated because they do not account for potential adult concessions and the visitor entry data does not differentiate between entry for swimming, spa or sauna activities.

** The \$2.87 fee is based on a comparative entry fee at Manurewa Pool (\$3.30 including GST).

Kataraina Maki
General Manager, Community and Social Policy

Attachment 1 – Swimming pool visit data



Visitor numbers

