

Appendix A – proposed additional price increases

Product	Competitor Analysis					Slough Prices				Slough total price to be introduced in Sept 2022
	Windsor	Maidenhead	Bracknell (EA)	Hemel Hempstead (EA)	Average	Slough Pre Price Increase	Slough June 2022	Slough Sept 2022	Slough Total + Energy Surcharge	
Swimming Activities										
Swimming Session - Junior	£4.40	£4.40	£4.05	£3.80	£4.16	£4.45	£4.70	£4.95	£5.25	£5.25
Swimming Session - Adult	£7.35	£7.35	£6.00	£5.80	£6.63	£6.10	£6.45	£6.80	£7.10	£7.10
Swimming Session - Concession	£5.35	£2.65	£4.05	£3.80	£3.96	£3.70	£4.20		£4.70	£4.70
Under 3 (free)	free	free	under 5 free	under 5 free		£0	£0			Free
Inflatable - child			N/A			£5.30	£5.85		£5.95	£5.95
Inflatable - Adult			N/A	N/A		£6.35	£7.05		£7.35	£7.35
Family swim (upto 2 adults & 4 children under 12yrs) - peak	£22.55		£22.10	N/A	£22.33	£16.65	£17.50	£18.40	£19.65	£19.65
Family swim (upto 2 adults & 4 children under 12yrs) - Concession						£11.35	£11.95	£12.55	£13.35	£13.35
Sauna, Steam & Swim - Adult	£11.70		£11.50	N/A	£11.60	£7.20	£7.95		£10.00	£10.00
Sauna, Steam & Swim - Concession	£9.00			N/A	£9.00	£5.55	£6.15		£8.00	£8.00
Swimming Lessons (Monthly Cost / Block of lessons) Junior	£33.75		£32.30	£32.50	£32.85	£35.41	£37.29	£39.58		£39.58
Swimming Lesson (Monthly Cost / Block of lessons) Adult	£50.62		£41.45	£32.50	£41.52	£42.50	£49.79			£49.79
Swimming Coaching 30 min - Private Tuition 1-1				£25.00	£25.00	£27.83	£30.70	£32.25		£32.25
Swimming Coaching 30 min - Private Tuition 2-1						£31.80	£35.10	£36.90		£36.90
Swim Club						£18.00	£20.00			£20.00
One Off Lane Booking						£25.00	£27.60			£27.60

Product	Competitor Analysis					Slough Prices				Slough total price to be introduced in Sept 2022
	Buzz Gym	EasyGym	PureGym		Aaverage	Slough Pre Price Increase	Slough June 2022	Slough Sept 2022	Slough Total + Energy Surcharge	
Fitness Activities										
Gym Session - peak Adult	£9.99	£6.99	£9.99		£8.99	£9.25	£9.75	£10.25		£10.25
Gym Session - peak Concession	£9.99				£9.99	£6.45	£7.15		£7.50	£7.50
Gym Session - off-peak Junior						£4.45	£4.70	£4.95		£4.95
Gym Session - off-peak Adult						£6.70	£7.05	£7.45		£7.45
Gym Session - Ladies Only						£5.30	£5.85		£7.50	£7.50
Gym Session - off-peak Concession						£4.40	£4.90		£6.50	£6.50
Group Exercise Class						£7.35	£7.75	£8.15		£8.15
Group Exercise Class - concession						£5.55	£5.85	£6.15		£6.15

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	Sports Activities	Slough & Eton	Upton Court	Singh Sabha		Average	Slough Pre Price Increase	Slough June 2022	Slough Sept 2022		Slough Total + Energy Surcharge
Badminton - Peak Junior		£15.00	£10.00	£15.00		£13.33	£7.25	£8.50		£10.00	£10.00
Badminton - Peak Adult		£15.00	£10.00	£15.00		£13.33	£11.45	£12.75		£13.00	£13.00
Badminton - Block Booking			£10.00			£10.00	£15.00	£16.55			£16.55
Badminton - Peak Concession		£15.00	£10.00			£12.50	£8.00	£8.85		£9.00	£9.00
badminton Off Peak Junior		£15.00	£10.00	£7.50		£10.83	£5.55	£6.50		£8.00	£8.00
badminton Off Peak Adult		£15.00	£10.00			£12.50	£9.95	£11.00		£11.50	£11.50
badminton Off Peak Concession		£15.00	£10.00			£12.50	£5.55	£6.50		£7.25	£7.25
Table tennis - Peak Junior							£7.25	£8.50		£10.00	£10.00
Table tennis - Peak Adult							£11.45	£12.75		£13.00	£13.00
Table tennis - Peak Concession							£8.00	£8.85		£9.00	£9.00
Table Tennis - Off-Peak Junior							£5.55	£6.50		£8.00	£8.00
Table Tennis - Off-Peak Adult							£9.95	£11.00		£11.50	£11.50
Table Tennis - Off-Peak Concession							£5.55	£6.50		£7.25	£7.25
Indoor 5-a-side football - Peak	£40.00	£45.00	£80.00			£55.00	£52.00	£55.00		£58.00	£58.00
Indoor 5-a-side football - Off Peak	£40.00		£80.00			£60.00	£41.35	£44.00		£45.00	£45.00
Equipment hire eg. Squash/badminton racket							£3.70	£4.10			£4.10
Karate (1st Court)							£35.00	£38.00			£38.00
Karate (2nd Court)							£12.50	£13.50			£13.50

Product	Competitor Analysis					Slough Prices				Slough total price to be introduced in Sept 2022	
	Memberships	Buzz Gym	The Gym Group	Absolutely Fitness	Nuffield Health	Activ8gym	Slough Pre Price Increase	Slough June 2022	Slough Sept 2022		Slough Total + Energy Surcharge
New platinum membership (all EA sites)		£27.99	£23.99				£49.99	£49.99			£49.99
Langley							£29.99	£32.50			£32.50
The Centre		£21.99	£18.99	£17.99	£85.00	£50.00	£29.99	£29.99			£29.99
Slough Ice Arena							£14.99	£14.99			£14.99
Concession (The Centre)					£72.00		£24.99	£24.99		£25.99	£25.99
Concession (Langley)							£24.99	£27.99			£27.99
Junior							£14.99	£15.75			£15.75
Swim only							£24.99	£26.25	£27.60		£26.25
Swim only concession							£19.99	£21.00	£22.05		£21.00


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Parties	Jump In (Slough)	Red Bounce	Jungle Mania	Big Apple Wokingham	Average	Slough Pre Price Increase	Slough June 2022	Slough Sept 2022	Slough Total + Energy Surcharge	Slough total price to be introduced in Sept 2022
Inflatable party						£205.00	£225.00			£225.00
Pool party (no inflatable)						£155.00	£170.00			£170.00
Soft play / Ten pin bowling			£129.50	£140.00	£134.75	£124.00	£135.00		£150.00	£150.00
Trampoline / Ice Skating / Clip 'n' Climb	£220.50	£229.50			£225.00	£165.00	£180.00		£195.00	£195.00
Salt Hill										
Soft Play	Kids N Action	Jungle Mania	Whoosh (Bracknell)	The Mad House	Average	Slough Pre Price Increase	Slough June 2022	Slough Sept 2022	Slough Total + Energy Surcharge	
Over 5's	£8.75	£5.99	£6.00	£5.95	£6.67	£5.30	£5.85		£6.50	£6.50
Under 5's	£6.25	£4.99	£4.50	£4.95	£5.17	£3.70	£4.10		£5.00	£5.00
Under 2's						£2.10	£2.35		£2.50	£2.50
Bowling (price per person, per game)	Heathrow Bowl	Hollywood Bowl	Big Apple Wokingham	Tenpin Camberley	Average	Slough Pre Price Increase	Slough June 2022	Slough Sept 2022	Slough Total + Energy Surcharge	
Adult	£7.50				£7.50	£6.90	£7.65		£7.95	£7.95
Adult Concession	£4.00				£4.00	£5.80	£6.40		£6.75	£6.75
Child	£6.50	£6.50	£5.95	£6.45	£6.35	£5.80	£6.40		£6.95	£6.95
Child Concession	£3.00				£3.00	£4.80	£5.30		£5.45	£5.45
Add a 2nd game (subject to availability)	£6.5/£5.5					£4.20	£4.65		£4.95	£4.95
Trampoline (1 hour session)	Red Bounce (Reading)	Jump In Slough	Gravity Force (Camberley)	Rush Wycombe	Average	Slough Pre Price Increase	Slough June 2022	Slough Sept 2022	Slough Total + Energy Surcharge	
Parent & Toddler Session (Under 5's) (1 Adult & 1 Child)	£8.95	£6.45	£10.45		£8.62	£6.35	£7.05		£7.50	£7.50
Parent & Toddler Session (Additional Parent/Child)	£11.95	£10.00	£10.00	£8.50	£10.11	£4.20	£4.65		£5.00	£5.00
Over 5's peak	£12.95	£13.50	£13.50	£13.50	£13.36	£6.35	£7.05		£8.50	£8.50
Over 5's peak Concession						£5.30	£5.85		£6.00	£6.00
Adult peak		£13.50	£13.50		£13.50	£8.00	£8.85		£9.50	£9.50
Adult peak Concession				25% off		£6.90	£7.65		£8.00	£8.00
Family Package (4 bouncers, max 2 adults)						£29.70	£32.75		£33.50	£33.50
Socks	£2.50	£2.50	£2.50	£2.50	£2.50	£2.05	£2.30		£2.75	£2.75
Slough Ice Arena										
Ice Skating	Streatham	Guilford	Lee Valley	Basingstoke	Average	Slough Pre Price Increase	Slough June 2022	Slough Sept 2022	Slough Total + Energy Surcharge	
Adult Peak	£10.60	£9.50	£10.50	£14.55	£11.29	£8.50	£9.40		£10.00	£10.00
Adult Off Peak	£10.10	£8.50			£9.20	£8.50	£9.40		£10.00	£10.00
Child Peak			£9.50		£9.50	£7.50	£8.30		£8.50	£8.50
Child Off Peak			£8.00		£8.00	£7.50	£8.30		£8.50	£8.50
Family Ticket Family of 4						£19.90	£21.95		£28.50	£28.50
Skate Badges / Certificate						£2.70	£3.00			£3.00
Adult Disco						£5.80	£7.50			£7.50
Child Disco						£5.80	£7.50			£7.50
Friday (3-5pm) Disco						£2.65	£2.95		£3.45	£3.45
Adult Skating Lesson - Direct Debit						£45.00	£47.00			£47.00
Junior Skating Lesson - Direct Debit						£35.00	£36.87			£36.87
Adult Skating Lesson			£72.00		£72.00	£10.80	£11.40			£11.40
Junior Skating Lesson			£72.00		£72.00	£8.40	£8.85			£8.85
Patch DD	£50.65	£40.00	£72.00	£65.00	£56.91	£50.45	£55.65			£55.65
Adult Ice Skating DD						£39.99	£44.10			£44.10
Junior Ice Skating DD						£30.88	£34.05			£34.05
Competitive club rink hire (Spice)						£120.00	£130.00			£130.00
Competitive club rink hire (Jets / Synchro)						£130.00	£140.00			£140.00
Recreational Club rink hire (£90 after midnight)						£160.00	£170.00			£170.00
One off booking rink hire						£200.00	£220.00			£220.00
Skating aid						£5.15	£5.15			£5.15
Young at Heart						£10.35	£11.45			£11.45
Ice Coach Day Rate						£39.50	£43.55			£43.55
Ice Coach Monthly Rate						£525.00	£550.00			£550.00
Clip N Climb	Watford	Fleet			Average	Slough Pre Price Increase	Slough June 2022	Slough Sept 2022	Slough Total + Energy Surcharge	
Adult	£15.85	£14.50			£15.18	£12.70	£14.05		£14.95	£14.95
Under 18	£14.75	£14.50			£14.63	£10.60	£11.70		£12.50	£12.50
Climbing						Slough Pre Price Increase	Slough June 2022	Slough Sept 2022	Slough Total + Energy Surcharge	
Wall Hire Monthly						£500.00	£551.25			£551.25

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For all of the tables above, the final column (“Slough total price to be introduced in Sept 22”) shows the proposed price to be implemented in September 2022.

- Some prices won’t see any increase over and above the annual increase introduced in April 2022 and implemented in June 2022 – for example, Ice Coach monthly rate will remain at £550.00.
- Some prices will see an increase to the annual increase introduced in April 2022 and implemented in June 2022 – for example, Gym session (Adult peak time) rose to £9.75 in June and will rise to £10.25 in September.
- Some prices will see a further increase to take the rise in utility costs into account – for example, Adult peak Ice-Skating rate rose to £9.40 in June and there will be an energy surcharge added to increase the price to £10.00 in September.

Total proposed new prices are shaded red  to show that these prices are more than 10% higher than the average cost across other local/nearest provision.

Total proposed new prices are shaded amber  to show that these prices are less than 10% higher than the average cost across other local/nearest provision.

Total proposed new prices are shaded green  to show that these prices are cheaper than the average cost across other local/nearest provision.

Total proposed new prices are left white  to show that there are no comparison prices available.