

Meeting	Finance & Policy Committee
Date	15 th July 2025
Report Title	Room Hire
Agenda Reference	16
Author(s)	Melissa Bourton, Receptionist / Admin Assistant Georgina Morgan-Denn, Chief Officer/Clerk & RFO

Recommendations:

1. To note the report.
2. To agree to increasing the Large Meeting Room hire fees by 10%, with effect from the 1st September 2025.
3. To agree to increasing the Small Meeting Room hire fees from £5.00 per hour to £11.00 per hour, with effect from the 1st September 2025.
4. To agree to continue charging £1.50 per person for refreshments
5. To agree to continue not charging for equipment requests
6. To note our regular bookers will be notified from July of the future price changes

Background

The two rooms available for hire on our ground floor are scheduled for redecoration and modernisation. As part of this project, we have conducted research to ensure our room rental pricing is competitive and properly aligned with our operational costs and market standards. Further, recent feedback has revealed that our Large Meeting Room (LMR) is particularly desirable as a rental space due to our projector facility - an amenity that appears to be unavailable at a lot of competing venues.

Building improvements

The ground floor will undergo the following improvements:

- Repainting and/or renovating of both rooms for hire
- Re-upholstered all chairs in the LMR
- Modern renovations for kitchen, toilets, and foyer
- Organisation and refresh of the Small Meeting Room (SMR)

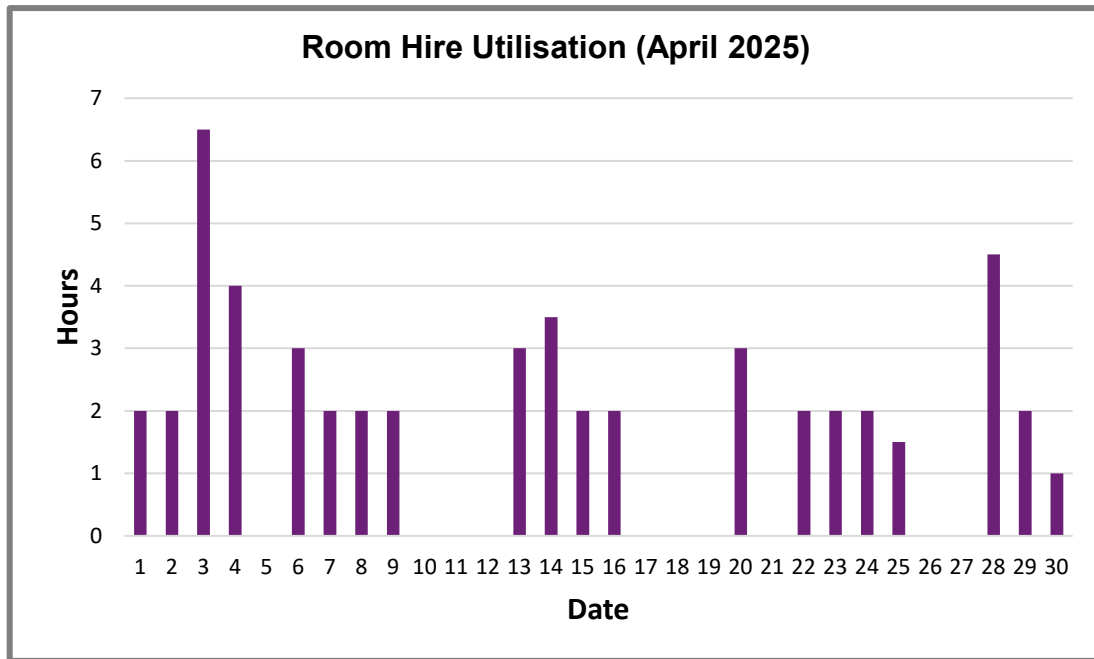
Types of booking & capacity

There are a variety of reasons that the rooms are utilised, including:

- Art groups
- Fitness/yoga classes
- Tai chi classes
- Socratots
- Birthdays & other special occasions
- Church services
- Corporate functions and training events

Booking Statistics

The charts below demonstrate the booking statistics for the month of April 2025. The column chart displays daily booking hours for the large meeting room throughout April, each column represents a booked date and shows the total hours reserved on that day.

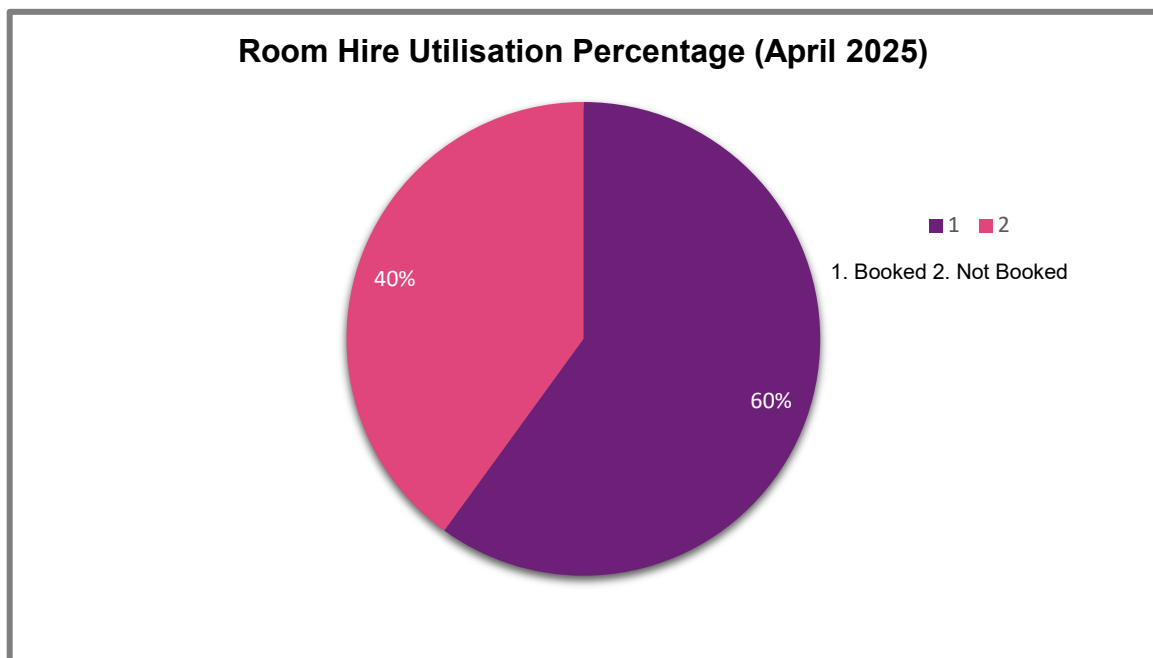


Notes:

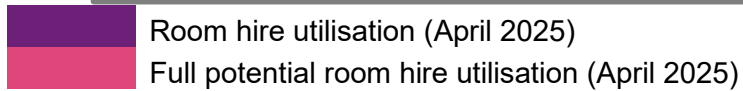
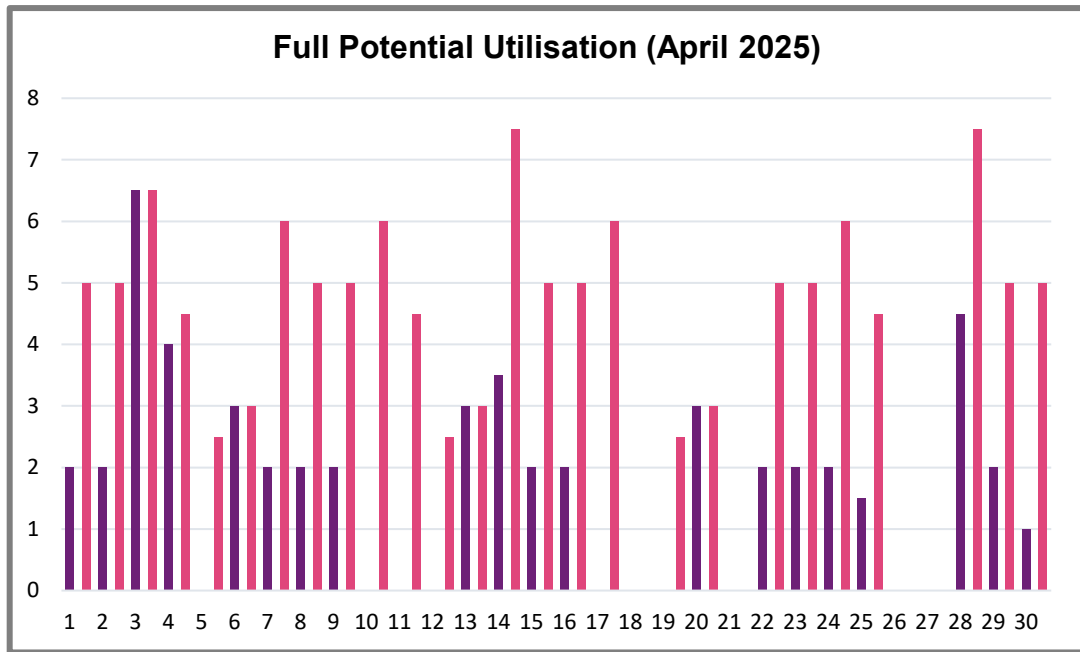
Friday 18th April 2025 and Monday 21st April 2025 BH so not open

Not available on weekend 26th/27th April 2025 due to carpet cleaning

The pie chart below illustrates the LMR's monthly occupancy rate, presenting the percentage of days in April that had been booked.



Working on an educated estimate of potential room booking hours that are currently vacant, the charts below have been calculated. The column chart compares actual bookings against maximum possible occupancy hours in April 2025.

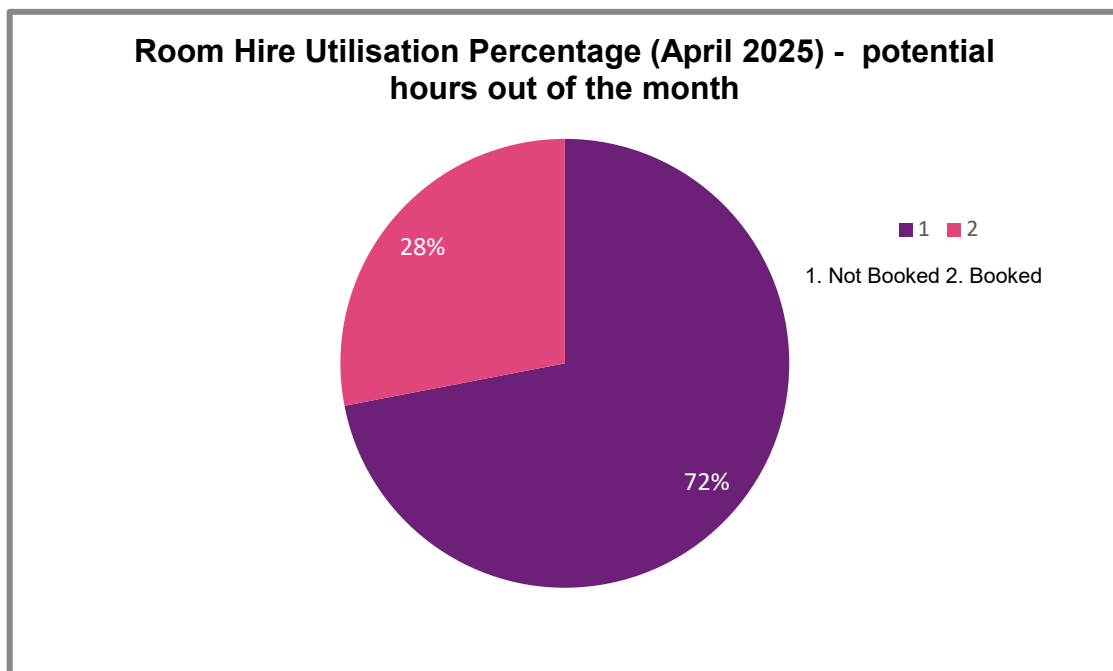


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The accompanying pie chart illustrates the percentage of booked hours versus total available capacity.

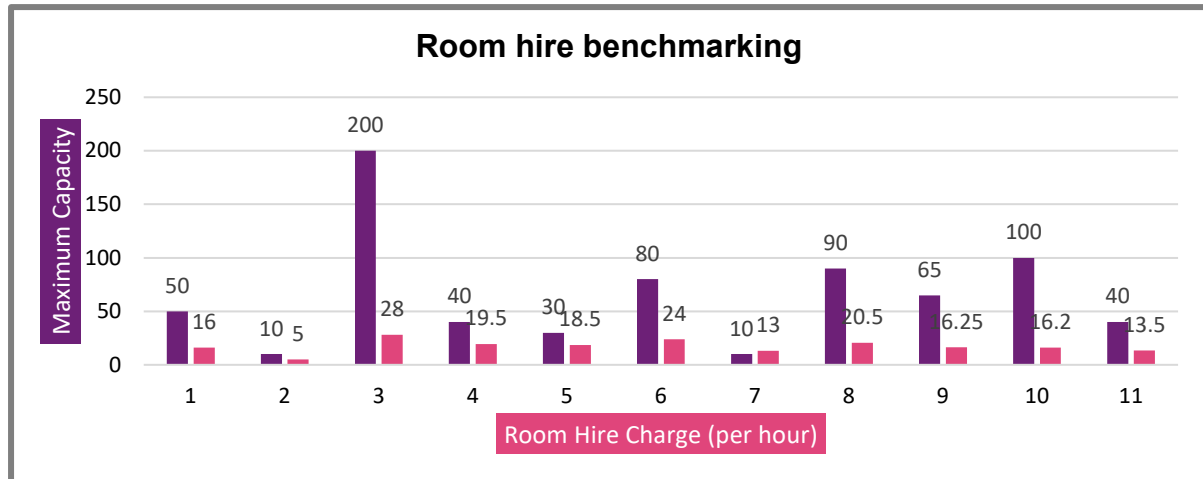




Benchmarking

Research has shown a variation in cost for room hire, depending on the maximum capacity of persons the room can cater for, the times required and types of booking. The chart and data below show the costs versus the size of the venue.

Numbers 1 and 2 are the LMR and SMR rooms at Haydon Wick Parish Council offices.



No. On Chart	Venue	Room	Max. Capacity	Cost (per hour)	Cost Per Person
1	HWPC	LMR	50	£16.00	0.32
2	HWPC	SMR	10	£5.00	0.5
3	Ellendune Community Centre (Wroughton)	Main Hall	200	£28.00 (cost average)	0.14
4	Ellendune Community Centre (Wroughton)	Multi-use Stage Area	40	£19.50 (cost average)	0.48
5	Ellendune Community Centre (Wroughton)	Alexandra Room	30	£18.50 (cost average)	0.61
6	Swindon Heritage Preservation	Central Community Centre Main Hall	80	£24.00 (commercial use cost)	0.3
7	Swindon Heritage Preservation	Central Community Centre (SMR)	10	£13.00 (commercial use cost)	1.3
8	Redhouse Community Centre	Main Hall	90	£20.50 (cost average)	0.23
9	Redhouse Community Centre	Pre-school Room	65	£16.25 (cost average)	0.25
10	Eastcott Community Centre	Main Hall	100	£16.20 (cost average)	0.16
11	Eastcott Community Centre	Savernake Hall (activity)	40	£13.50 (cost average)	0.33

The Council's room hire rates have remained unchanged since 2022. Currently, the SMR is £10.00 for up to 2 hours (£5.00 per hour) for a space accommodating up to 10 people – this was set intentionally low whilst the Parks & Open Spaces Team occupy the space for their breaks. It was always proposed that the cost increases to £10.00 per hour once the room was redecorated.

By comparison, Swindon Heritage Preservation charges £13.00 per hour for a similar capacity room. This comparison clearly shows our rates are below market standard, providing strong justification for a price increase, particularly considering the upcoming decorative improvements.



With regards to the costing for the LMR, the cost average that Ellendune Community Centre in Wroughton are charging is significantly higher (£18.50-19.50) for rooms of a lower maximum capacity (30-40 persons). However, Redhouse Community Centre, which is similarly situated, is charging £16.25 (cost average) for a room able to facilitate up to 65 persons, demonstrating that their cost average is lower than that of Haydon Wick Parish Council's pricing structure. This market comparison demonstrates our pricing position relative to nearby alternatives.

It was also discovered that all comparative venues have varied pricing depending on the time, type of booking made, equipment loaned and room layout. For example, Redhouse Community Centre has a pricing structure of £16.00 - £25.00 per hour for their main hall with a maximum capacity of 90 people, however, the room layout has an impact on the maximum capacity (e.g. Theatre style room will reduce the maximum capacity to 70 people) which will ultimately affect the hourly room hire rate.

Swindon Heritage Preservation (SHP) offers a pricing structure comparable to Haydon Wick Parish Council, with fixed hourly rates for commercial bookings and various discounts available. However, unlike Haydon Wick's percentage-based discount system, SHP uses preset prices for different booking categories.

See below for two of the rooms available for hire at SHP and their pricing structure.

Central Community Centre Main Hall (Maximum Capacity 80 persons):

- Commercial use - £24.00 per hour
- Block bookings (6+) - £20.00 per hour
- Community (people living within the SN1 area or SHP members) - £21.00 per hour
- Not-for-profit (community or charity groups) - £19.00 per hour

Central Community Centre Small Meeting Room (Maximum Capacity 10 persons):

- Commercial use - £13.00 per hour
- Block bookings (6+) - £11.50 per hour
- Community (people living within the SN1 area or SHP members) - £12.00 per hour
- Not-for-profit (community or charity groups) - £10.50 per hour

Haydon Wick Parish Council's pricing structure and discounts available are listed below.

Large Meeting Room (maximum 50 persons):

- 8:00am – 8:00pm - £16.00 per hour
- 8:00pm – 8:00am - £22.00 per hour
- Charity/non-profit organisations – 10% discount on room booking
- Block bookings (12+ events per year) – 10% discount on room booking

Small Meeting Room (maximum 10 persons):

- £10.00 – up to 2 hours
- Charity/non-profit organisations – 10% discount on room booking
- Block bookings (12+ events per year) – 10% discount on room booking

Charging for equipment

As stated, we do not charge for additional equipment requests e.g. Projector, Whiteboard, Clickshare, Flipchart & Pens. The proportion of corporate bookings is so minimal that it does not warrant the introduction of such charges. However, as the Council introduces the Hybrid facility and we monitor the impact on staff time to assist hirers, this may change.



Charitable Usage

There is no suggested change to the policy and charitable usage remains within the Chief Officer's authority to approve free of charge blocks of 2 hours per week. If requests are received which exceed this, those are brought to the Council for approval (see agenda item 18).

Suggested Room Hire increases from 1st September 2025

Room	Max. Capacity	Existing Cost (per hour)	Proposed Cost (per hour)
LMR	50	£16.00	£17.60
SMR	10	£5.00	£11.00