

# Albury Village Hall – Pricing Levers

Albury Village Hall has two primary operational levers that can be adjusted to improve financial sustainability while maintaining fair access. These levers can be pulled independently or together, depending on demand and objectives.

## Visual Summary: Revenue Levers

<b>Lever A</b> <b>Dynamic Pricing</b>	<b>Lever B</b> <b>Booking Structure</b>
<ul style="list-style-type: none"><li>• Adjusts prices by time/day</li><li>• Monetises peak demand</li><li>• Protects off-peak affordability</li></ul>	<ul style="list-style-type: none"><li>• 1.5-hour minimum bookings</li><li>• Fixed time slots</li><li>• Improves utilisation &amp; admin efficiency</li></ul>

### Lever A: Dynamic Pricing

When Lever A is applied on its own:

- Higher rates apply during evenings, weekends, and bank holidays
- Weekday daytime rates remain affordable for community use
- Revenue increases without changing booking access rules
- Demand is priced transparently rather than restricted

### Lever B: Booking Structure (Minimum Booking & Fixed Slots)

When Lever B is applied on its own:

- Short, inefficient bookings are reduced
- Diary fragmentation is minimised
- Each booking generates sufficient income to justify administration
- Volunteer workload and scheduling complexity are reduced
- This lever also reduces overspill when people solely book the hall for one hour, for a one hour activity.

### Lever C: Both Levers Used Together

When both levers are applied together:

- Peak demand is monetised through pricing
- Low-value, inefficient bookings are structurally reduced
- Revenue growth is achieved without arbitrary restrictions
- The model becomes scalable as demand increase

# Lever A: Price Increase/Dynamic Pricing

This pricing model is built using benchmarked rates from nearby Surrey village halls and adjusted for Albury’s facilities, location, and expected demand patterns.

## Key Inputs:

- Benchmark halls range: £10/hr (basic) to £26/hr (premium)
- Mid-market equilibrium rate: £18–£23/hr
- Albury recommended base rate: £20/hr

## Dynamic Pricing Logic:

- Weekdays are base rate
- Evenings carry a peak multiplier
- Saturdays are highest demand and priced accordingly
- Sundays and bank holidays priced slightly above weekday levels

## Rationale:

- This structure keeps Albury competitive with similar local halls while capturing higher willingness to pay during peak event times. It protects community access on weekdays while ensuring sustainable revenue for evening and weekend hires.
- Dynamic pricing also aligns with modern village hall practices, enabling better utilisation, fairness, and transparency. Additional revenue may be raised through optional extras such as kitchen use, cleaning charges, and deposits.

## Rate Card (Base £20/hr)

Day	Time	Multiplier	Price/hr
Mon–Fri	08:30–19:30	1.0	£20
Saturday	All day	1.4	£28
Sunday	All day	1.2	£24
Bank Holiday	All day	1.3	£26

## Benchmark Rates from Sample Surrey Halls

Venue	Implied Hourly Rate
Shere Village Hall	£22.50
Wotton Village Hall	£10.00
Blackheath Village Hall	£26.00
Peaslake (14.40-20.40)	£17.40
Shalford Village Hall	£16.25
Hascombe Village Hall	£23.00
St Peter's Church Hall	£23.00
	<b>£19.70</b>

# Lever B: Minimum Booking

## 1. Why a 1.5-Hour Minimum Booking Is Being Introduced

Even the shortest bookings create a fixed level of operational effort, including:

- Set-up and pack-down time
- Heating, lighting, and utilities
- Administrative handling (enquiries, invoicing, coordination)

A minimum booking duration of 1.5 hours ensures that each booking generates sufficient value to justify these fixed costs. Shorter bookings consume a disproportionate amount of volunteer time and operational effort relative to income.

## 2. Why Fixed Booking Time Slots Are Being Introduced

Allowing bookings to start and finish at arbitrary times often leads to:

- Fragmented schedules
- Small unusable gaps in the diary
- Lower overall utilisation of the hall
- Increased administrative complexity

Fixed booking slots improve utilisation by aligning bookings cleanly throughout the day and making availability easier for users to understand.

## 3. Alignment with Pricing and Fairness

The introduction of fixed slots and a minimum booking duration supports fairness by:

- Applying the same rules consistently to all users
- Reducing the need for exceptions or ad-hoc decisions
- Aligning booking practice with the dynamic pricing framework
- Making pricing easier to understand and explain

## Current Pricing below

### Albury Village Hall Hire

Room	Weekday hire cost	Weekend hire cost
Village Hall	£12 per hour	£15 per hour
Memorial Library	£11 per hour	£11 per hour

## Recommendation

Day	Time	Village Hall	Memorial Library
Mon–Fri	07:00–17:00	£14	£12
Mon–Fri	17:00–23:00	£17	£13
Saturday	All day	£20	£14
Sunday	All day	£18	£14

With minimum 90-minute booking.

Rates to be imposed on all new bookings after our notification/website update and on those already booked more than 60 days from notification of change.