

NORTH LINCOLNSHIRE COUNCIL

**ASSET MANAGEMENT, CULTURE AND HOUSING
CABINET MEMBER**

NORMANBY HALL COUNTRY PARK ADMISSION CHARGES 2015/16

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To agree the admission prices for the Normanby Hall Country Park for 2015/16 season.
- 1.2 The key points of the report are as follows.
- We need to start work in November 2014 to promote the park for the 2015/16 season.
 - We need to know what our admission prices will be so that we can include them in our leaflet and sell annual passes as Christmas gifts throughout November and December.

2. BACKGROUND INFORMATION

- 2.1 The admission etc prices charged at Normanby Hall Country Park during the 2014/15 season are set out in the table below. The table also includes changes that we propose making to our admission etc charges for the 2015/16 season.

Ticket Category	2014/15	2015/16
Individual Tickets		
Adult	£5.80	£5.90
Child	£2.90	£3.00
Over 60	£5.20	£5.30
Adult Concession	£2.90	£3.00
Child concession	£1.50	£1.60
Over 60 concession	£2.60	£2.70
Family Annual Pass	£22.00	£23.00
Annual Pass for Two	£18.00	£18.50
Annual Pass for One	£13.50	£14.00
Group Annual Pass (up to 20 people)	£45.00	£47.00

Group Visits		
Adult	£5.30	£5.40
Child	£2.60	£2.70
Over 60	£4.60	£4.70
Group visit with guided tour		
Adult	£7.90	£8.00
Child	£3.95	£4.00
Over 60	£7.00	£7.10
Car parking	£3.00	£3.00

2.2 We have taken the following issues into account in making recommendations for the 2015/16 season:

- The Corporate Charging Framework
- The need to exercise commercial judgement in setting prices
- Comparison with what other attractions charge
- Making the most income we can
- Balancing the impact of price increases with effective marketing

2.3 We have made a number of improvements to the park over the past year. More are planned over the coming year. This means that visitors will continue to get more for their money. We feel that, because of the improvements we are making, we can justify a modest increase in prices to the figures suggested above.

3. **OPTIONS FOR CONSIDERATION**

3.1 The objective of the pricing strategy for next season is to meet the income targets for the service. There are therefore two options for consideration.

3.2 Option 1 –To increase the prices to those suggested above.

3.2 Option 2 – To freeze prices and keep them the same as the 2014 season.

4. **ANALYSIS OF OPTIONS**

4.1 Option 1 offers the best opportunity of enabling the service to achieve approved income targets which will increase again this year.

4.2 We would still like to offer a £1 early bird discount on all annual passes purchased before 1 June 2015.

4.3 We have invested in improvements to the Park for visitors, such as woodland paths, outdoor café furniture, woodland reading area, signage, improvements to play area, the changing places facility and the Normanby at War exhibition.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 There are no other resource implications.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

6.1 An Integrated Impact Assessment is not applicable in this case.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 Over the past year we have had feedback from visitors congratulating us on the improvements we have made to the park. We think that people won't object to a small increase whilst they can see that improvements are being made.

8. RECOMMENDATIONS

8.1 That the Cabinet Member agrees that we should increase the admission prices and annual pass prices for 2015/16.

8.2 That the Cabinet Member agrees the 'early bird' promotion for the annual passes. This offers £1.00 reduction on all annual passes purchased before 1 June 2015.

DIRECTOR OF PLACES

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Background Papers used in the preparation of this report: None