

NORTH LINCOLNSHIRE COUNCIL**ASSET MANAGEMENT, CULTURE AND HOUSING
CABINET MEMBER****NORMANBY HALL COUNTRY PARK ADMISSION CHARGES 2013-14****1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 To agree the admission prices for Normanby Hall Country Park for 2013-14 season.
- 1.2 The key points of the report are as follows.
- We need to start work in December 2012 to promote the park for the 2013-14 season.
 - We need to know what our admission prices will be so that we can include them in our leaflet.

2. BACKGROUND INFORMATION

2.1 The prices charged during the 2012-13 season are set out below:

| Ticket Category | Price for 2012 | Inflationary increase of 2.5% |
|---------------------------------------|-----------------------|--------------------------------------|
| Individual Tickets: | | |
| Adult | £5.60 | £5.75 |
| Child | £2.80 | £2.90 |
| Over 60 | £5.10 | £5.25 |
| Adult Concession | £2.80 | £2.90 |
| Child concession | £1.40 | £1.45 |
| Over 60 concession | £2.50 | £2.55 |
| Family Season Ticket | £20.00 | £20.50 |
| Season Ticket for Two | £16.00 | £16.50 |
| Season Ticket for One (new category) | £12.50 | £12.80 |
| Group Season Ticket (up to 20 people) | £45.00 | £46.00 |
| Group Visits: | | |
| Adult | £5.10 | £5.25 |
| Child | £2.50 | £2.55 |
| Over 60 | £4.50 | £4.60 |
| Group visit with guided tour: | | |
| Adult | £7.70 | £7.90 |
| Child | £3.85 | £3.95 |
| Over 60 | £6.90 | £7.10 |
| Car parking | £3.00 | £3.10 |

- 2.2 The Finance Team has advised that income targets will increase by 2.5% in the next financial year. We failed to meet our income targets for admissions and season ticket sales in 2012. We have asked the Director of Policy and Resources to waive the inflationary increase on these income targets in 2013-14.
- 2.3 We have taken the following issues into account in making recommendations for the 2013-14 season:
- The Corporate Charging Framework (CCF)
 - The need to exercise commercial judgement in setting prices
 - Comparison with what other attractions charge
 - Customer comments on the current charges
 - Making the most income we can
 - Balancing the impact of price increases with effective marketing
- 2.4 We have seen a significant decrease in the income generated from admissions and season ticket sales in 2012. Income from admissions is down 44% on target and income from Season Tickets is down 23% on target. Overall visitor numbers to the park are down by 27%. This decrease is in line with the trend seen regionally and nationally. We know that the bad weather has played a large part in this decrease in visitor numbers.
- 2.5 We feel that a further increase in the price of admission and season tickets would result in further customer resistance.

3. OPTIONS FOR CONSIDERATION

- 3.1 The objective of the pricing strategy for next season is to meet the income targets. There are two options for consideration.
- 3.2 Option 1 – keep the prices the same as the current year.
- 3.3 Option 2 – increase prices in line with the 2.5% inflation increase on the income target.

4. ANALYSIS OF OPTIONS

- 4.1 Option 1 would offer a marketing opportunity with the headline that prices have not increased this year. We could then stress the excellent value for money offered by the season ticket.
- 4.2 We have a better opportunity to increase season ticket sales if Option 1 is chosen. We would have a targeted marketing campaign to promote the early bird discount of £1.00 on season tickets purchased before 1 June 2013.

4.3 We need to continue to invest in the Park to improve the offer to customers if we are to raise the price year on year.

4.4 We will undertake a marketing campaign to promote the Park and Season Tickets.

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

5.1 There are no other resource implications.

6. **OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)**

6.1 Diversity – if the price increases are too high they could impact on those least able to pay

6.2 By keeping prices at an affordable level we will have a positive impact on Community Strategy shared ambition SI 3/4 *Improving wellbeing by promoting participation in Leisure and Culture.*

7. **OUTCOMES OF CONSULTATION**

7.1 We have taken the comments from surveys into account. They suggest that even small price increases act as a disincentive in the current economic climate.

8. **RECOMMENDATIONS**

8.1 That the Cabinet Member agrees that there should be no increase in the admission prices and season ticket prices for 2013-14.

8.2 That the Cabinet Member agrees the 'early bird' promotion for the Season Ticket. This offers £1.00 reduction on all Season Tickets purchased before 1 June 2013.

DIRECTOR OF PLACES

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Background Papers used in the preparation of this report: None