

NORTH LINCOLNSHIRE COUNCIL

**ASSET AND ESTATE MANAGEMENT,
SPORT LEISURE AND CULTURE
CABINET MEMBER**

NORMANBY HALL COUNTRY PARK ADMISSION CHARGES 2012-13

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To agree the admission prices for Normanby Hall Country Park for the 2012-13 season.
- 1.2 The key points of the report are as follows.
- We need to start work in December 2011 to promote the park for the 2012-13 season.
 - We need to know what our admission prices will be so that we can include them in our promotional materials.

2. BACKGROUND INFORMATION

- 2.1 The prices we propose for 2012-13 are set out below:

Ticket Category	2011	Proposed Price for 2012
Individual Tickets		
Adult	£5.50	£5.60
Child	£2.80	£2.80
Over 60	£5.00	£5.10
Adult Concession	£2.80	£2.80
Child concession	£1.40	£1.40
Over 60 concession	£2.50	£2.50
Family Season Ticket	£19.50	£20.00
Season Ticket for Two	£15.50	£16.00
Season Ticket for One (new category)	£12.00	£12.50
Group Season Ticket (up to 20 people)	£43.00	£45.00
Group Visits		
Adult	£5.00	£5.10
Child	£2.50	£2.50
Over 60	£4.50	£4.50

Group visit with guided tour		
Adult	£7.50	£7.70
Child	£3.75	£3.85
Over 60	£6.75	£6.90
Car parking	£3.00	£3.00

2.2 The Finance Team has indicated that income targets will increase by 2.5% in 2012-13.

2.3 We have taken the following issues into account in making recommendations for the 2012-13 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
- Rounding of prices to fit within CCF
- Balancing the impact of price increases with effective marketing

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 two options for consideration.

3.2 **Option 1** – keep the prices the same as the current year.

3.2 **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 further increase the gap between the target and actual income.

4.2 **Option 2** - we have a better opportunity to increase season ticket sales if Option 2 is chosen. We would have a targeted marketing campaign to promote the early bird discount of £1 on season tickets purchased before 1 June 2012.

4.3 We need to continue to invest in the Park to improve the offer to customers.

4.4 We will put in place a marketing campaign to promote the Park and Season Tickets.

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

5.1 Adopting the pricing strategy proposed will enable the service to achieve its likely financial targets.

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

7. OUTCOMES OF CONSULTATION

7.1 We have taken the comments from surveys into account. They suggest small price rises are acceptable.

8. RECOMMENDATIONS

8.1 That the Cabinet Member agrees the admission prices for 2012-13.

8.2 That the Cabinet Member agrees the 'early bird' promotion for the Season Ticket. This offers £1 reduction on all Season Tickets purchased before 1 June 2012.

DIRECTOR OF INFRASTRUCTURE SERVICES

Hewson House
Station Road
BRIGG
North Lincolnshire
DN20 8XJ
Author: Susan Hopkinson
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Background Papers used in the preparation of this report: None