

NORTH LINCOLNSHIRE COUNCIL

**SPORT, LEISURE AND CULTURE
CABINET MEMBER**

NORMANBY HALL MUSEUM AND COUNTRY PARK ADMISSION CHARGES 2010 -11

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To consider the admission prices for Normanby Hall Museum and Country Park for 2010-11 season.
- 1.2 The key points of the report are as follows.
- Work needs to start in December 2009 in promoting the park for the 2010-11 season.
 - To do this effectively the admission prices need to be agreed so that they can be included in promotional material which is prepared for print in December 2009.
 - In making recommendations for the prices for next season, the performance against income targets this year has been taken into account as well as market intelligence from across the sector and the results of the survey carried out in 2009.

- 2.1 Season Ticket sales up to the end of September 2009 were 7864, an increase of 2,424 on sales for the same period in 2008. The number of family season tickets sold fell by 920, but this was more than compensated for by the sales of 3,344 tickets for two. As such the Museum and Country Park exceeded its target for the sale of season tickets by £7,000 last year.
- 2.2 The sale of day tickets was £27,000 short of target.
- 2.3 Following requests from customers the feasibility of introducing a season ticket for one has been investigated. It is estimated that if 25% of the adults purchasing day tickets converted to a Season Ticket for one, an additional £22,000 would be generated. This would contribute significantly towards meeting the financial targets for admissions.
- 2.4 Advice from the Finance Team suggests that income and expenditure targets will be increased by 2% next financial year.

The proposed prices for 2010-11 are set out below:

Ticket Category	Proposed price for 2010
Individual Tickets	
Adult	£5.10
Child	£2.60
Over 60	£4.60
Adult Concession	£2.55
Child concession	£1.30
Over 60 concession	£2.30
Family Season Ticket	£19.50
Season Ticket for Two	£14.50
Season Ticket for One (new category)	£11.00
Group Season Ticket (up to 20 people)	£40.00
Group Visits	
Adult	£4.50
Child	£2.25
Over 60	£4.30
Group visit with guided tour	
Adult	£7.15
Child	£3.60
Over 60	£6.45
Car parking	£3.00

2.3 In making recommendations for the 2010-11 season the following issues have been taken into account

- The Corporate charging Framework (CCF) and the need to exercise commercial judgement in setting the price levels
- Benchmarking with other similar attractions
- Customer feedback from current charges
- Maximising the income to the Museum and Country Park
- Rounding of prices to fit within CCF
- Balancing the relative impact of effective marketing and price increases on income generation.

3. OPTIONS FOR CONSIDERATION

3.1 The objective of the pricing strategy for next season is to meet the income targets. There are two basic 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 revised income targets – adding 2 % to existing prices, introducing a new Ticket for One and adjusting the differential between this new Ticket and the Ticket for Two.

4. **ANALYSIS OF OPTIONS**

- 4.1 Option 1 would serve to further increase the gap between target and actual income.
- 4.2 Option 2 coupled with the early bird discount on season tickets and a targeted marketing campaign offers a better opportunity to increase season ticket sales in order to achieve the increased target.
- 4.3 Longer term investment in product development is also required to improve the offer to our customers.
- 4.4 Which ever option is selected increased promotional activity is being planned. One option being considered is the opportunity for people to purchase season tickets in advance as Christmas presents.

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

- 5.1 Financial – These changes, coupled with a modest increase in the number of day tickets sold from increased visitors from outside the region, would enable Normanby to meet its admissions income target based on the following assumptions.
 - That the same number of Family Season tickets are sold
 - That the same number of Tickets for Two are sold
 - That 25% of adults purchasing day tickets convert to the Season Ticket for One

- 5.2 There are no other resource implications.

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

- 6.1 Diversity – excessive price rises could have an impact on access to services for those least able to pay.
- 6.2 Keeping admission prices at an affordable level will have a positive impact on Community Strategy shared ambition SI 3/4 *Improving wellbeing by promoting participation in Leisure and Culture* as well as performance against the National Indicator 10 *Visits to Museums*.

7. OUTCOMES OF CONSULTATION

7.1 The comments from surveys have been taken into account which suggests that small price rises are acceptable.

8. RECOMMENDATIONS

8.1 That the Cabinet Member agrees the admission prices for 2010-11.

8.2 That the Cabinet Member agrees the 'early bird' promotion for the Season Ticket which offers £1.00 reduction on all Season Tickets purchased before 1 June 2010.

SERVICE DIRECTOR ASSET MANAGEMENT AND CULTURE

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Background Papers used in the preparation of this report None