

HAMPSHIRE COUNTY COUNCIL

Report

Committee:	SIR GEORGE STAUNTON COUNTRY PARK JMC
Date:	Thursday 21 March 2013
Title:	Park Managers Report – Pricing Policy
Reference:	4802
Report From:	GORDON GARDNER

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1. General

- 1.1 The aim of the suggested pricing policy is to offset a 2% cut in the revenue budgets for Countryside Services for 2013/14 and to continue to work towards a self-funding future. To achieve self-funding Staunton will need to increase income and reduce overheads by £200,000 by 2016.
- 1.2 Increased income at Staunton can continue to be achieved through selective price increases as long as customers are still happy to pay them. Combined with an enhanced visitor experience, good value and effective marketing the same level or even an increase of custom should be realistically maintained. Staunton must convey that what we offer will still be very good value for money and market that message effectively.
- 1.3 Compared to the attraction 3 years ago Staunton now offers a lot more to our visitors. These new income streams and offers have delivered more visitors and a significant growth to income. The additional features and income generators are as follows:
 - * Indoor play area
 - * Butterfly zone
 - * Wild zone
 - * Fruit House
 - * Membership
 - * New poly-tunnels
 - * Improvements to marketing
 - * Birthday parties
 - * Staunton Estate products (plants, firewood and meat)
 - * Cost control
 - * Car parking
 - * EPOS system

* Beacon Project - working together more closely

- 1.4 Additional information - in 2009/2010 the price for children was £4.60 - Staunton reduced the price to £3.00 in the following year whilst increasing the adult price. This was done to help market the Park and also reflect that we were not offering enough to children. Today the visitor experience is much stronger so it is the right time to bring the prices back into line with other attractions.
- 1.5 No increase in the price for membership other than fishing membership has been included. This is due to the significant costs and administration attached to such a change. I suggest that in the next financial year, 2014/15, membership is increased by 15% . This increase would add over £20,000 to Staunton's income, therefore covering the next reduction in grant.

2. Ticket Price Proposals

Refer to the Appendix 1 for details.

Option 1:

The original proposal from the JMC meeting on 25 February 2013 - without putting the prices up across all price points Staunton is able to meet 2013/14 budgets.

Option 2:

A small increase across the board - all pay points have an increase. It will still meet the target.

Option 3:

A multiple price point across the year split between Summer & Winter. We have got some heavy points throughout the year - April, May, June, July and August. So lower the price when we need to attract more visitors and increase when we find it difficult to accommodate the higher numbers. Our prices in the low season will be less than current prices so will give the impression of value for money.

Option 4:

To make a small increase in child prices and the family ticket whilst also finding some cost savings to meet the required income – Maximum £10,000. This could include marketing, some one-off expenses, casual staff and utility costs. We have included an increase on the fishing ticket but this could actually lose money with a reduction in membership and cost in charges.

3. Recommendation:

- That the JMC adopts one of the suggested pricing options from 1 April 2013.

CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	no
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	yes
Corporate Improvement plan link number (if appropriate):	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

DocumentLocation

None

IMPACT ASSESSMENTS:

1. Equalities Impact Assessment:

Equality objectives are not considered to be adversely affected by the proposals in this report.

2. Impact on Crime and Disorder:

The proposals in this report are not considered to have any direct impact on the prevention of crime.

3. Climate Change:

How does what is being proposed impact on our carbon footprint / energy consumption?

There are no proposals within the report which will impact on our carbon footprint/energy consumption.

How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

There are no proposals within the report which will impact on our need to adapt to climate change.