

Key Officer's Group Meeting
Wednesday, June 23rd 2:00pm – 4:30pm

Present: GG, MW, PH, IL, AH

Gordon

Pricing/Membership/Income: Currently working on restructure of the membership so it will show renewal dates and create a letter to members each year. New EPOS system will help with this. Cultural All will be going up in price to £75 in July, hoping our new memberships will offer more and will keep the customers at Staunton.

Once agreed the entrance prices will change, making children cheaper. Overall more beneficial for to purchase the Staunton Membership.

Parking: Parking charges will now apply on a daily basis, members can refund their parking fee at reception. Non-members or visitors not visiting the Park will have to pay for parking.

Mike

Current Budget: New pricing structure will work with current deficit to will bring in more income.

Snow/Weather and Economic were major problems last year which saw a drop in visitors numbers which then lead to a % drop in income. We managed to save some money on electricity. Income was down in the year in the trading categories. For sales and entrance charges this was entirely due to the drop in visitor numbers during the end of the year.

Gordon

Staff Changes / Structure: Using existing staff members to cover and help other departments. Admin team taking on Conferencing, Ranger team helping the Garden team with mowing due to short staff. Keep few staff on grade E and then introduce an apprenticeship role on grades A/B who will be managed by E grades. Currently looking to employ another cleaner to help with the extra work around the site.

Events: Events programme project. Looking to bring in £150,000 in income through events next year. Money making events which will have outside companies to use our site to sell their own items and we will charge a fee for them having stool.

Courtyard paddock to be taken down and that space used for main events.

Gardens: Created two groups, one Maintenance and one Development. 4 staff members on each and the idea's are to either Make Money or to Save Money. Using the money we have to spend hoping to develop the Garden area.

Farm: Basic development – Paint fences, fencing around the park. Investing in some more interesting animals, wallabies, ostridges and reindeer. Also going to develop 2 sections, Cycling and Angling.

Education & Community: Portsmouth Water funds – new 3 years plan due for renewal in September – If plan goes ahead Portsmouth Water would like

more signage around the park to promote Portsmouth Water. Need to make Portsmouth Water logo more visible, currently put on new Welcome Leaflets, and Entrance Boards and on Education forms.

Tea Rooms/ Conferences/ Retail:

Tea Rooms - Outlet contract runs out in November, 2010. £500 a month rent and 12.5% over £65,000.

Conferences – Keeping room hire prices the same. A lot cheaper than local room hire and we offer a lot more in location. Wedding’s currently put on hold, most enquiries are put through County Caterers but wouldn’t turn down a Wedding if it comes up. Focused more on the Conference income.

Retail – More creative with stock. Connect Garden’s and Education to produce and sale our products to be sold within the Gift Shop.

Health & Safety: Employed new Operation’s Officer Steve Jenner who will coordinate the Fire and Health & Safety side. Currently carrying on from where our former Caretaker left off. Need more water facilities around the park mainly farm and courtyard area. Water leak under the play area. Old pipes are starting to break down, liaise with Steve to sort out.

Portsmouth Water – Fund water basins/ facilities to promote water efficiency with more promotion around the park.

Efficiency & Investments: Keep own transport, going to purchase rather than hire over long periods of time. Cost is less if we own our own machinery/ transport. Investment which was going to go to develop the Coach House has now been put into the Farm Side because it will be more beneficial to develop this side and to create more visitor numbers and a higher income than we can develop the Coach House.

Marketing/ Web & Data Collection:

Logo – Looking for a new logo but will gradually build it into the new shape. Need a bigger and more visible sign to go on the front gates and also along the fences.

Marketing – Best Country Side voucher which will bring in other country park and will promote Staunton, who will be the main site.

Website – Would like the website to be run by us. Our editors, we have already launched our Twitter and Facebook pages. Also the data collection will be easier from the web.

Proposed Agenda Items – JMC

Now - Liz	JMC
Pricing	Parking
Membership	Events
	Marketing
	Catering

Stakeholder’s Meeting – Date to be set before JMC.