

DELEGATED DECISION NOTIFICATION

REF NO ¹ D37181

DECISION MAKER	Chief Recreation Officer	AUTHORITY BY REFERENCE TO SCHEME OF DELEGATION: ²	Officer Delegation Scheme (Executive Functions) - Chief Recreation Officer (a)
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SUBJECT ³	LeedsCard and Breezecard entry to Tropical World and Home Farm
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DECISION ⁴	COUNCIL FUNCTION <input type="checkbox"/> NOT SUBJECT TO CALL IN	EXECUTIVE DECISION (KEY) <input type="checkbox"/> ⁵ EXEMPT FROM CALL IN: NO	EXECUTIVE DECISION (MAJOR) <input checked="" type="checkbox"/> ⁵ EXEMPT FROM CALL IN: NO	EXECUTIVE DECISION (OTHER) <input type="checkbox"/> NOT SUBJECT TO CALL IN
The Chief Recreation Officer approved the recommendation that free entry for LeedsCard and Breezecard holders be replaced by a 20% discount from 1 September 2010.				

AFFECTED WARDS	All
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ADVICE SOUGHT	YES	NO
	Legal <input type="checkbox"/>	<input checked="" type="checkbox"/>
	Finance <input checked="" type="checkbox"/>	<input type="checkbox"/>
	Personnel <input type="checkbox"/>	<input checked="" type="checkbox"/>
	Equal Opportunities <input type="checkbox"/>	<input checked="" type="checkbox"/>
	Other Please Specify <input type="checkbox"/>	<input checked="" type="checkbox"/> _____

DECLARED OFFICER / MEMBER INTERESTS ⁶	None
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¹ This reference number will be assigned by Governance Services and notified to you

² The relevant paragraph within the decision makers delegated powers should be identified.

³ A brief heading should be inserted

⁴ Brief details of the decision should be inserted. This note must set out the substance of the decision, options considered and the reason for deciding upon the chosen option, although care must be taken not to disclose any confidential or commercially sensitive information. Guidance on the substance of the note is available from Governance Services

⁵ For Key and Major decisions only. If exempt from Call In details to be provided in the report. The Call In period expires at 5.00 pm on the **5th** working day after publication. Scrutiny Support will notify decision makers of matters called in by no later than 12.00 noon on the **6th** day.

⁶ No officer having a pecuniary interest in any matter should take a decision in relation to that matter. Other interests of a non-disqualifying nature should be recorded here.

DISPENSATION BY STANDARDS COMMITTEE

DATE: _____

BACKGROUND PAPERS⁷

None

EXEMPT/ CONFIDENTIAL APPENDIX

YES NO RULE NO 10.4⁸ ()

DETAILS OF CONSULTATION UNDERTAKEN (OTHER REASONS/ ORGANISATIONS CONSULTED)


	Yes	No	Date
Executive Member	<input checked="" type="checkbox"/>	<input type="checkbox"/>	13.8.10
Ward Councillors	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
Chief Officers Affected	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
Others (Specify)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____

CONTACT PERSON

K Nenadic

CONTACT NO: _____

AUTHORISED SIGNATORY⁹

 (Name: Ricard Mond)	DATE: 16.8.10
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	KEY	MAJOR	OTHER
¹⁰ *First publication (5 day notice)			
Commencement for Call In		16/08/2010	
Last date for Call In		23/08/2010	
Implementation Date		24/08/2010	

* If key decision not on Forward Plan, the reason and need that the decision be taken are that:-

⁷ A separate Index should be prepared if necessary. ALL DOCUMENTATION UPON WHICH THE DECISION WAS BASED MUST BE RETAINED AND BE READILY ACCESSIBLE SO IT CAN BE PRODUCED SHOULD THE DECISION BE CHALLENGED

⁸ Relevant Access to Information Procedure Rules to be quoted if there is an exempt appendix

⁹ The signatory must be duly authorised by the Director to make the decision in accordance with the Department's scheme. It is not acceptable for the signature to be 'pp' for an authorised signatory. For Key Decisions only, the date of the authorised signature signifies that, at the time, the Officer was content that the decision should be taken. However, should representations be received following public availability of reports the signatory will consider the effect which such representations should have upon the final decision.

¹⁰ Governance Services will enter these dates



Report of : Head of Parks and Countryside

Meeting: Delegated Decision

Date of meeting: N/A

SUBJECT: LeedsCard and Breezecard entry to Tropical World and Home Farm

This Report is for;			
Discussion Only <input type="checkbox"/>	Information Only <input type="checkbox"/>	Advice/consideration prior to taking a decision or reporting to a Committee <input checked="" type="checkbox"/>	
Decision to be taken by:			
Full Council <input type="checkbox"/>		Corporate Governance and Audit Committee <input type="checkbox"/>	
Executive Board <input type="checkbox"/>		Standards Committee <input type="checkbox"/>	
An Area Committee <input type="checkbox"/>		Member Management Committee <input type="checkbox"/>	
A Regulatory Committee <input type="checkbox"/>		A Director using delegated authority <input checked="" type="checkbox"/>	

1.0 Purpose Of This Report

1.1 This report sets out current pricing arrangements at Tropical World and Temple Newsam, Home Farm and seeks approval to change the current arrangements for LeedsCard and Breezecard access to these attractions.

2.0 Background Information

2.1 Since the introduction of admission charges for Tropical World, LeedsCard (adults) and Breezecard (children 8yrs -15yrs) have enjoyed free entry to Tropical World. In 2009/10 there were 126,131 paying adult visits and 27,681 non paying LeedsCard adult visits each year. In the same period there were 37,539 paying children visits and 16,242 non paying Breezecard children visits.

2.2 Similarly, since the introduction of admission charges for Home Farm, LeedsCard (adults) and Breezecard (children 8yrs -15yrs) have enjoyed free entry to Home Farm. In 2009/10 there were 35,673 paying adult visits and 24,491 non paying LeedsCard adult visits each year. In the same period there were 4,659 paying children visits and 13,995 non paying Breezecard children visits.

3.0 Main Issues

- 3.1 From the 6 April 2010, free entry to LeedsCard and Breezecard holders at Temple Newsam House was removed and instead a 20% discount is now offered, which is in line with other museums. Home Farm, Temple Newsam as indicated above has free entry to LeedsCard and Breezecard users. In general the LeedsCard and Breezecard offers discounts to attractions rather than free entry, so the pricing structure has been reviewed to provide consistency with other attractions.
- 3.2 It is therefore proposed that a 20% discount will be introduced for all LeedsCard and Breezecard holders at all times throughout the year. This is planned to be implemented from 1 September, which will allow continued free use to LeedsCard and Breezecard holders throughout the summer holidays and allow preparations to be made to communicate the price changes at each respective attraction.

4.0 Legal And Resource Implications

- 4.1 The terms and conditions sent out following application for a LeedsCard state "4. All LeedsCard offers are liable to withdrawal and subject to the availability and the terms and conditions of the service provider." Likewise, Breezecard terms and conditions state " 5. All BreezeCard offers are liable to withdrawal and subject to the availability and the terms and conditions of the service provider."
- 4.2 The change proposed would therefore not present an issue as cardholders have been made aware that offers can be withdrawn and the terms and conditions do not prevent such a withdrawal.
- 4.3 From a financial perspective, at Tropical World, introducing a 20% discounted price for LeedsCard/Breezecard holders and assuming a fall off in visitor numbers of one third, would provide estimated additional income of £65,305 for a full year. At Home Farm, Temple Newsam it is also assumed there would be an estimated fall off in visitor numbers of one third which would provide an estimated additional income of £57,359. The total full year effect would be £122,684. If this was implemented from 1 September then the effect in 2010/11 would be estimated at £71,566.

5.0 Recommendations

- 5.1 The Chief Recreation Officer has approved the recommendation that free entry for LeedsCard and Breezecard holders is replaced by a 20% discount from 1 September 2010.

Background Papers

None