



Report of the Director of City Development

Scrutiny (City Development)

Date: 7th September 2010

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

Electoral Wards Affected: All

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

1.0 Purpose Of This Report

1.1 This report provides a response to call in of delegated decision D37181 which recommended that free entry for LeedsCard and Breezecard holders is replaced by a 20% discount from 1st September 2010.

2.0 Background Information

2.1 The request for call in makes specific reference to the view that the decision will have greater impact on certain disadvantaged groups, in particular to younger people of Leeds.

2.2 In order to provide further context, pricing analysis has been conducted for 21 Yorkshire visitor attractions. On average, the adult admission price for these attractions is £6.50 and the average child price is £3.95. The price for entry at Tropical World and Home Farm under the proposed pricing regime would be £2.60 for an adult and £1.80 for children with the application of the 20% discount. This represents less than half the cost of comparable regional attractions. It should be noted that under 5s continue to get free entry.

2.3 A further point to note is that all school children in Leeds have been allocated Breezecards for free. This provides opportunity for many children who previously did not enjoy these benefits access to discounts at a range of attractions.

3.0 Main Issues

3.1 The report accompanying the delegated decision makes reference to LeedsCard and Breezecard holders, however there is an opportunity to extend further discounts to LeedsCard Extra and LeedsCard 60 extra holders. These cardholders are as follows:

- **LeedsCard Extra.** Available to Leeds residents in receipt of certain income or disability related benefits.
- **LeedsCard 60 Extra.** Available to all Leeds residents aged 60 and over in receipt of certain income or disability related benefits.

3.2 The specific benefits that these cardholders must provide proof of entitlement are as follows:

- Housing benefit
- Council Tax Benefit
- Working Tax Credit
- Pension Credit
- Disabled Persons Tax Credit
- Income Support
- Incapacity Benefit
- Disability Living Allowance
- Carers Allowance
- Attendance Allowance
- Disabled Persons Bus Pass
- Blue Badge Holder
- Registered Blind
- Job Seeker Allowance

3.3 This would provide opportunity to a larger discount to around a further 19,000 cardholders. An example of who this could be achieved would be by offering £2 entry to 'Extra' cardholders at Tropical World and Home Farm, which equates to nearly a 40% discount, compared to the 20% discount proposed.

4.0 Recommendations

4.1 That members note the contents of the report.

5.0 Background Papers

5.1 Delegated decision D37181 and accompanying report; scrutiny call in papers.