
Report of Development Manager

Report to Chief Officer Parks and Countryside

Date: 20th December 2018

Subject: Lotherton Pricing

Are specific electoral wards affected? If yes, name(s) of ward(s): Harewood	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Is the decision eligible for call-in?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, access to information procedure rule number: Appendix number:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Summary of main issues

1. This report seeks authorisation to increase the entrance charges at Lotherton from 7th January 2019.
2. Comparisons show that entrance charges at Lotherton are currently £3.51 cheaper than the average for adults and £4.77 cheaper for children in comparison to other regional attractions. The attraction is also unique in allowing children under 5 to enter for free, compared to most other attractions where this applies to children under 3 or younger still.

Recommendations

1. The Chief Officer Parks and Countryside is recommended to approve the increase in entrance charges at Lotherton from 7th January 2019.

1. Purpose of this report

- 1.1 This report seeks authorisation to increase the entrance charges at Lotherton from 7th January 2019.

2. Background information

- 2.1 Between 2010/11 and 2017/18, the council's core funding from government has reduced by around £239 million and in addition the council has faced significant demand-led cost pressures. This has also impacted on the Parks and Countryside service, which has seen a 50% reduction in budget of around £7m when comparing before 2010 to 2018/19, with further savings expected in 2019/20.
- 2.2 In July 2011 Executive Board considered a report that set out a programme of investment into Lotherton estate with the aim to become a coherent, quality visitor attraction. Since then the estate has been managed through a joint project board in collaboration with Parks and Countryside along with Museums and Galleries. Under this joint working initiative, income to the whole estate has steadily risen from £575k in 2010/11 to £1.2 million in 2017/18 which represents a growth of £630k - an increase of 110%. This in turn has had a positive impact on reducing the level of net subsidy associated with the management of the holistic estate.
- 2.3 This growth has been in part driven by a commitment to the promotion and expansion of the onsite event programme, supported by a series of investments into both the visitor focussed elements of the estate and also its infrastructure. Some of the improvements undertaken include the following all of which have helped develop the estate in a sustainable way:
- The development of an adventure playground and improved children's play
 - Establishment of a new vehicular access route
 - Improved visitor parking
 - Improved signage and interpretation
- 2.4 Penguins were introduced to a new purpose built enclosure in November 2017 ahead of the launch of Lotherton Wildlife World in March 2018. This saw a new visitor centre opened along with the introduction of new species including warty pigs, capybara and tapir. Further improvements planned in future including the following:
- Africa zone: utilising the existing walk in aviary structure to create a Masai themed centre to include a display/events area with mongoose exhibit
 - Tropical: an existing area will be remodelled to provide an undercover space with new exhibits developed that will include tropical themed species of birds, insects and amphibians.
 - Children's zone: the intention is to create a small children's zoo with some small farm type animals with associated hand wash facilities.

3. Main issues

3.1 Prices for entrance into Lotherton were introduced in 2012 and current prices (from January 2018) are as set out below.

Description	Entrance fee £	Online fee £	Leeds Card £	Leeds Card Extra £
Individual Tickets				
Adult	7.50	7.00	6.00	4.50
Child (5 to 18 years old)	3.75	3.50	3.00	N/A
Concession (over 60 and students)	6.00	N/A	N/A	N/A
Family (2 adults, 3 children)	22.50	21.00	18.00	13.50
Under 5s	Free	N/A	N/A	N/A
Max card (for looked after children, children with additional needs and their families)	Free	N/A	N/A	N/A
Group				
Pre-booked groups of 15 adults or more	6.00	N/A	N/A	N/A
Lotherton Annual Membership				
Adult	22.00	N/A	17.60	13.20
Concession	17.00	N/A	N/A	N/A
Couple	36.00	N/A	28.80	21.60
Couple concession	29.00	N/A	N/A	N/A
Family A (1 adult and up to 3 children)	34.00	N/A	27.20	20.40
Family B (2 adults and up to 3 children)	48.00	N/A	38.40	28.80
Child	11.00	N/A	8.80	N/A
Extra child	11.00	N/A	8.80	N/A
Off peak parking (before and after attractions are open)				
Per visit	2.00	N/A	N/A	N/A
Season ticket	22.00	N/A	N/A	N/A

3.2 Admission is free to members of the Leeds Art Fund, the Museums Association, Friends of Leeds City Museums and the National Arts Collection Fund.

3.3 A comparison of pricing at relevant attractions in Yorkshire has been conducted and is summarised in the following table:

Attraction	Adult (£)	Child (£)	Free Ticketholder	Annual Pass (£)
Askham Bryan Wildlife and Conservation Park	6.95	5.95	Under 3s	
Cannon Hall Farm, Barnsley	6.95 (weekday saver 4.95)	6.95 (weekday saver 4.95)	Under 2s	
Chatsworth House	23.00	14.50	Under 4s	
Filey Bird Garden	6.00	5.00	Under 2s	Adult: 19.00 Child – 15.00 Student/OAP – 17.00 Family – 70.00
Harewood House	16.50	8.50	Under 4s	
Hesketh Farm, Bolton Abbey	5.50	6.00 (3.00 under 2's)	Under 1s	
Ponderosa, Batley	5.50	5.00	Under 2s	
The Deep, Hull	12.15	10.35	Under 3s	Included in ticket
The International Centre for Birds of Prey	11.40	6.30	Under 4s	Family of 2 adults & 2 kids 31.05
Tropical Butterfly House, Sheffield	13.20	12.20	Under 2s	Adults: 46 Children: 36 OAP/Student: 42
York Bird of Prey Centre	9.00	7.50	Under 3s	Adult 45.00 Child 35.00 Family of 4 – 140.00 Family of 5 – 160.00
Yorkshire Wildlife Park	16.00	14.00	Under 3s	Adult 60.00 Child/OAP 55.00
Average	£11.01	£8.52		

- 3.4 A similar exercise was conducted a year ago when the average adult admission was £10.52 and child admission an average of £8.18. The current average prices are 5% and 4% more respectively and these comparisons show that there is scope to increase charges as Lotherton is currently £3.51 cheaper than the average for adults and £4.77 cheaper for children in comparison to other regional attractions. The attraction is also unique in allowing children under 5 to enter for free, compared to most other attractions where this applies to children under 3 or younger still.
- 3.5 There are times during the summer holidays in particular and at weekends and bank holidays when the attraction is extremely busy. Advice from commercial marketing companies is that the best option to raise income in these circumstances is to increase prices.

3.6 The proposal is therefore that the following price increases will be implemented from 7th January 2019:

Description	Entrance fee £	Online fee £	Leeds Card £	Leeds Card Extra £
Individual Tickets				
Adult	8.00	7.50	6.40	4.80
Child (5 to 18 years old)	4.00	3.75	3.20	N/A
Concession (over 60 and students)	6.40	N/A	N/A	N/A
Family (2 adults, 3 children)	24.00	23.00	19.20	14.40
Under 5s	Free	N/A	N/A	N/A
Max card (for looked after children, children with additional needs and their families)	Free	N/A	N/A	N/A
Group				
Pre-booked groups of 15 adults or more	6.00	N/A	N/A	N/A
Lotherton Annual Membership				
Adult	24.00	N/A	N/A	14.40
Concession	19.20	N/A	N/A	N/A
Couple	38.00	N/A	N/A	22.80
Couple concession	30.40	N/A	N/A	N/A
Family A (1 adult and up to 3 children)	36.00	N/A	N/A	21.60
Family B (2 adults and up to 3 children)	54.00	N/A	N/A	32.00
Child	12.00	N/A	N/A	N/A
Extra child	12.00	N/A	N/A	N/A

3.7 This is based on increasing the entrance fee for adults from £7.50 to £8 a reduced fee for online booking, along with more modest increases for Lotherton Annual Membership and card holders. This will allow the council to ensure that under 5s can still enter free of charge. **It also means that 'Extra' cardholders (in receipt of defined benefits) and Breezecard holders would retain a significant discount.**

2. Corporate considerations

2.1 Consultation and engagement

2.1.1 A consultation document outlining the pricing proposals in detail was included on the leeds.gov.uk website in the 'Parks and Countryside consultations' section of the Parks and Countryside content for three weeks up until the close on Wednesday 12th December 2018. The consultation was also publicised on social media. There was one response from an annual ticket holder who raised a concern with regard to the impact of the rise.

2.2 Equality and diversity / cohesion and integration

2.2.1 An equality screening form has been completed for these revised charges which concludes that as the existing concessions for children and those on defined benefits are being retained due consideration has been given.

2.3 Council policies and best council plan

2.3.1 The Vision for Leeds 2011 to 2030 sets out an objective to ensure all Leeds' communities are successful. A part of this is detailed as ensuring local cultural and sporting activities are available to all, and that there are high quality green spaces which are clean and looked after.

2.3.2 The Council Business Plan sets out as one of its objectives to become a more efficient and enterprising council. Maximising income and trading, and reducing costs and increasing value for money comes as part of this objective. The revision of Lotherton entrance charges therefore contributes to this aim.

2.4 Resources and value for money

2.4.1 The proposal is that the following price increases will be implemented from 7th January 2019:

Description	Entrance fee £	Online fee £	Leeds Card £	Leeds Card Extra £
Individual Tickets				
Adult	8.00	7.50	6.40	4.80
Child (5 to 18 years old)	4.00	3.75	3.20	N/A
Concession (over 60 and students)	6.40	N/A	N/A	N/A
Family (2 adults, 3 children)	24.00	23.00	19.20	14.40
Under 5s	Free	N/A	N/A	N/A
Max card (for looked after children, children with additional needs and their families)	Free	N/A	N/A	N/A
Group				
Pre-booked groups of 15 adults or more	6.00	N/A	N/A	N/A
Lotherton Annual Membership				
Adult	24.00	N/A	N/A	14.40
Concession	19.20	N/A	N/A	N/A
Couple	38.00	N/A	N/A	22.80
Couple concession	30.40	N/A	N/A	N/A
Family A (1 adult and up to 3 children)	36.00	N/A	N/A	21.60
Family B (2 adults and up to 3 children)	54.00	N/A	N/A	32.00
Child	12.00	N/A	N/A	N/A
Extra child	12.00	N/A	N/A	N/A

2.4.2 This is based on increasing the entrance fee for adults from £7.50 to £8 with the introduction of a reduced fee for online booking, along with more modest increases for Lotherton Annual Membership and card holders. This will allow the council to ensure that under 5s can still enter free of charge. **It also means that 'Extra' cardholders (in receipt of defined benefits) and Breezecard holders would retain a significant discount.**

2.5 Legal implications, access to information, and call-in

2.5.1 The decision is considered as operational in nature and is therefore not eligible for call in. There are no issues with regard to access to information.

2.6 Risk management

2.6.1 These price changes come as part of a wider aim across the Council to meet budget targets. If price increases were not implemented then there would be a risk that future budget targets would not be met.

3. Conclusions

3.1 The main proposal is to increase charges for adults from £7.50 to £8 with the introduction of a reduced fee for online booking, along with more modest increases for Lotherton Annual Membership and card holders. This will allow the council to ensure that under 5s can still enter free of charge. **It also means that 'Extra' cardholders (in receipt of defined benefits) and Breezecard holders would retain a significant discount.**

4. Recommendations

4.1 1. The Chief Officer Parks and Countryside is recommended to approve the increase in entrance charges at Lotherton from 7th January 2019.

5. Background documents¹

5.1 None.

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.