

## Revision of Visitor Attraction Admission Charges – December 2023 / January 2024

Date: 17<sup>th</sup> October 2023

Report of: Parks Technical Officer

Report to: Chief Officer Climate, Energy & Green Spaces

Will the decision be open for call in?  Yes  No

Does the report contain confidential or exempt information?  Yes  No

### Brief summary

- This report seeks approval to implement a 5% increase on the admission charges for Temple Newsam Home Farm, Tropical World and Lotherton Hall. Approval is also sought to remove the free for under 5s element and lower the age to free for under 3s. Free entry will continue to be provided for Leeds' school visits.
- The full list of proposed charges is attached at Appendix A.
- This review of visitor admission charges has taken into account the current financial environment, including the rate of inflation and increased costs of service provision, and balances this with the cost of living crisis. The income from the charges enables the Council to continue to provide these valued visitor attractions and supports the maintenance of wider, free-to-access, green space across the city.

### Recommendations

- a) The Chief Officer Climate, Energy & Green Spaces is requested to approve the table of revised charges as shown in Appendix A for Temple Newsam and Tropical World on 1<sup>st</sup> December 2023 and Lotherton Hall on 8<sup>th</sup> January 2024.

## What is this report about?

- 1 The report seeks approval to implement a 5% increase on the admission charges for Temple Newsam Home Farm, Tropical World and Lotherton Hall. Approval is also sought to remove the free for under 5s element and lower the age to free for under 3s. Benchmarking information shows that similar attractions give free places to under 1s, under 2s and under 3s. The proposal to change the age of free child places for Leeds' attractions from under 5s to under 3s would fall in line with similar attractions. Free entry will continue to be provided for Leeds' school visits.

The report seeks approval to implement the table of revised charges as shown in Appendix A from 1<sup>st</sup> December 2023 at Temple Newsam Home Farm and Tropical World and from 8<sup>th</sup> January 2024 at Lotherton Hall.

The majority of charges for the visitor attractions managed by the Climate, Energy & Green Spaces services were last reviewed and implemented in April 2023. Operating costs (including staffing, energy and animal feed) have increased since the admission charges were last reviewed. Budgets are being tightly managed, however, the increase in costs mean that additional income is required to enable the continued provision of these valued visitor attractions and support the maintenance of wider, free-to-access, green space across the city.

The full list of proposed charges is attached at Appendix A.

## What impact will this proposal have?

- 2 The structure of the fees has been broadly increased by 5% or close to 5% for marketing purposes. It is also proposed to remove the free for under 5s element and lower this age to free for under 3s bringing Leeds' attractions in line with similar attractions.

The proposed revised charges will help to contribute towards the cost of keeping the visitor attractions and parks up to standard. The provision of such facilities increases learning, community engagement and aids the health and well-being of those who participate.

## How does this proposal impact the three pillars of the Best City Ambition?

Health and Wellbeing

Inclusive Growth

Zero Carbon

- 3 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 activities are available to all, and that there are high quality green spaces which are clean and looked after.

### Climate Emergency

Tropical World in Roundhay Park and Wildlife World at Lotherton are licensed zoos and as part of the conditions of the licence it must be demonstrated how people are educated about biodiversity as well as promoting conservation. The aim is to provide all visitors with an educational experience that will help them learn about the species in our collections, the conservation issues affecting them in the wild, and the importance of their habitats. We aim to inspire people to take an active role in the conservation of plants and animals in the wild through workshops, onsite tours, digital content and social media.

In collaboration with Butterfly Conservation, Tropical World has recently repurposed two previously unused areas in Roundhay park as wildflower meadows to provide habitat for native butterfly species and increase wild butterfly numbers.

Tropical World benefitted from a new Heat Pump installation as part of the Public Sector Decarbonisation Scheme (PSDS), which disbursed grant funding to public sector organisations

to deliver decarbonisation of heat schemes and energy efficiency measures across their estates. As a result, Tropical World will be more energy efficient and the carbon footprint will be reduced.

### **What consultation and engagement has taken place?**

Wards affected: N/A

Have ward members been consulted?       Yes                       No

4 We have consulted and worked with the Museums and Galleries service to agree the admission charges and joint ticket prices for Temple Newsam and Lotherton Hall.

All increases will be notified by the appropriate means. The relevant web pages and signage will be updated accordingly.

### **What are the resource implications?**

5 The implementation of the charges does not require any additional financial resource.

### **What are the key risks and how are they being managed?**

6 Not implementing the proposed new charges will increase the likelihood that the required income levels will not be achieved and create a budgetary risk.

The implementation dates will allow for existing advertised rates to be amended and operational changes to be made.

### **What are the legal implications?**

7 The effect of the proposed price increases will not exceed the key decision threshold and the decision is operational in nature and is therefore not eligible for call in.

## **Options, timescales and measuring success**

### **What other options were considered?**

8 An option not to increase fees and charges was considered. However, this would create a budgetary pressure, increasing the risk that the attractions are not maintained to required standards and negatively impact on the wider green spaces that the attractions support.

### **How will success be measured?**

9 Success will be measured by continually monitoring the visitor numbers and participation levels of the services we are providing.

### **What is the timetable and who will be responsible for implementation?**

10 The report proposes that the revised changes are implemented from 1<sup>st</sup> December 2023 at Temple Newsam Home Farm and Tropical World and from 8<sup>th</sup> January 2024 at Lotherton Hall.

## **Appendices**

- Appendix A – Visitor Attractions Admissions Charges – December 2023 / January 2024

## Background papers

- None