

## Visitor Attraction Admission Charges

Date: 8 November 2024

Report of: Head of Commercial and Estates

Report to: Chief Officer Climate, Energy and 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, Lotherton Hall and Tropical World from January 2025.

A 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 challenges. 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 and Green Spaces is requested to approve the table of revised charges as shown in Appendix A, from 6<sup>th</sup> January 2025.
- b) Charges relating to school visits and education workshops are not included within this report as these will be reviewed separately and approval for any price increases will be sought ahead of the start of the September school term.

## 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.
- 2 The report seeks approval to implement the table of revised charges as shown in Appendix A from 6<sup>th</sup> January 2024.
- 3 Charges for the visitor attractions managed by the Climate, Energy & Green Spaces services were last reviewed and implemented in December 2024 (Tropical World and Temple Newsam Home Farm) and January 2025 (Lotherton Hall). 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.
- 4 Discounts will continue to be offered to Leeds card, Leeds card Extra and Breezecard holders in line with Appendix A.
- 5 Promotional discounts and the marketing of special offers on admissions may be offered at particular times to either stimulate business in quieter periods or to reach a particular audience. These will be part of a controlled marketing campaign and will include a review comparing data and reach against previous years.

## What impact will this proposal have?

- 6 The structure of the fees has been broadly increased by 5% or close to 5% for marketing purposes. 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

- 7 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

- 8 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.
- 9 In collaboration with Butterfly Conservation, Tropical World has repurposed two previously unused areas in Roundhay park as wildflower meadows to provide habitat for native butterfly species and increase wild butterfly numbers.

## What consultation and engagement has taken place?

Wards affected:

Have ward members been consulted?       Yes                       No

10 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.

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

## What are the resource implications?

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

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

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

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

## What are the legal implications?

15 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?

16 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?

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

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

18 The report proposes that the revised changes are implemented from 6<sup>th</sup> January 2025.

## Appendices

- Appendix A – Visitor Attractions Admissions Charges
- EDCI

## Background papers

- None