

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

17 July 2007

Joint Report of the Customer Services Manager and Director of Finance

Part 1- Public

Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken by the Cabinet Member)

1 TONBRIDGE CASTLE GATEHOUSE CHARGES

Summary

This report recommends revised charges for the Tonbridge Castle Gatehouse tourist attraction for implementation from 1 April 2008.

1.1 Gatehouse Charges – Background

1.1.1 As Members may be aware, the charges for Tonbridge Castle Gatehouse are reviewed at this time for implementation in the next financial year. This allows the revised prices to be incorporated in tourism marketing material, much of which is published during the winter months.

1.1.2 Visitors to the Gatehouse continue to be very positive about the experience and the value for money offered. The schools market has shown growth this year, but it is essential to remain competitive in this market.

1.1.3 A feedback form has been introduced for monitoring school groups. To date all elements of the service provided at the Gatehouse have been rated as either “very good” or “excellent”.

1.2 Proposed Charges

1.1.4 The current 2007/08 charges for a number of neighbouring attractions, along with the current charges for Tonbridge Castle Gatehouse are shown at **[Annex 1]**. Members will be aware that when reviewing charges, the general approach is to consider not only the prevailing inflation figures, but to also take account of competitor charges and local market conditions. The following table shows the proposed charges:

	Existing Charge 2007/08 (£)	Proposed Charge 2008/09 (£)
Adult	5.50	6.00
Concessions	3.30	3.50

(Jun/OAP/Student/Leisure Pass)		
Family ticket (2+2)	15.00	17.00
Group Discount (10+)	10%	10%
Education Facilities (1 teacher free per 10 children. For special needs groups, carers admitted free as required)	50.00	55.00
Season ticket (adult)	13.00	15.00
Season ticket (concession)	9.50	11.00

It is estimated that the proposed increases will provide approximately £1,000 of additional income.

1.2 Legal Implications

1.2.1 Nil.

1.3 Financial and Value for Money Considerations

1.3.1 These proposals are in accordance with the guidance in the Council's budget strategy.

1.3.2 Feedback from customers identifies that the charging regime provides value for money for casual visitors as well as group visits.

1.4 Risk Assessment

1.4.1 There is a risk that excessive increases in charges could deter visitors and lead to a fall in overall income. Dialogue with customers and comparison with other attractions has been taken into consideration in bringing these charges forward.

1.5 Recommendations

1.5.1 The proposed charges have been brought forward to reflect the current market conditions.

1.5.2 It is, therefore, **RECOMMENDED** that:

- 1) the proposed charges for Tonbridge Castle Gatehouse as outlined above be agreed for implementation from 1 April 2008; and
- 2) these charges be reflected in the appropriate tourism marketing material.

The Customer Services Manager confirms that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

Background papers:

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Nil

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