

Agenda Item No: **Report No:**
Report Title: **Newhaven Fort Fees and Charges 2008**
Report To: **Cabinet** **Date:** **17 October 2007**
Lead Councillor: **Cllr D Gray**
Ward(s) Affected: **All Wards**
Report By: **Director of Planning and Environmental Services**
Contact Officer(s): **Claire Onslow – Cultural Services Manager**

Purpose of Report:

To set the admission fees to be charged at Newhaven Fort in 2008.

Officers Recommendation:

- 1 To approve the proposed admission fees for Newhaven Fort in 2008.
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Reasons for Recommendation

- 1 To maximise income at the Newhaven Fort and develop visitor numbers in core target groups.
- 2 To enable preparation of 2008 promotional material.

Information

1 Background

- 1.1 To conserve an important part of Newhaven heritage, the council opened the Fort as a visitor attraction in 1988, with a management policy to maximise income from admissions and to encourage additional spending through the shop and canteen activities.
- 1.2 An annual assessment of admission fees takes place, based on visitor comments about value for money; price comparison with other Sussex visitor attractions, new features and recorded visitor numbers.
- 1.3 Following the assessment various pricing options are considered; no change; inflationary increases; above inflation increases or selective and phased increases to bring prices into line with one another.
- 1.4 General Admission prices cover the season from March to November 2008. School visits continue throughout the year. Season tickets cover a 12 month rolling period determined by the initial purchase.

2 Review of Visitor Market in 2006/07

- 2.1 In 2006/07 general visitor numbers showed an increase on the previous year with 24,124 admissions - reflecting the increased marketing, event and pr activities implemented during the year. Educational visits also continued to grow by 10% recording 8,575 visits.
- 2.2 The annual visitor survey showed that 93% of visitors would visit Newhaven Fort again and 84% were satisfied that the Fort offered value for money. 72% were recorded as first time visitors.
- 2.3 VAQAS (Visitor Attraction Quality Assurance Service) accreditation was retained for the sixth year running.

Recommended admission charges for 2008

- 2.4 Comparisons have been made with regional visitor attractions of heritage or military interest. Overall, the recommended fees keep the Fort pricing policy in line with similar attractions whilst not penalising vulnerable groups or endangering core markets. The fees shown include VAT where appropriate.
- 2.5 All levels are intended to maximise income generation, meet council priorities and take account of external market considerations. At a time when there are so many competing attractions for leisure time and spend and the changes in the wider economy, it is felt that any further increases at this time would depress visitor numbers and lead to reduced income overall.
- 2.6 The following admission charges are recommended for 2008. Season tickets are marketed with the intended aim of value for money from the third visit onwards.

Individual Tickets	2008	2007	% increase 2007 to 2008
Adult	£5.85	£5.75	2%
Senior/Concession	£4.70	£4.65	1%
Child	£3.80	£3.70	3%
Family	£17.00	£16.50	3%
Schools	£2.10	£2.00	5%
Group Rate			
Adult	£4.60	£4.50	2%
Senior/Concession	£3.70	£3.60	3%
Child	£2.70	£2.60	4%
Season Tickets			
Adult	£17.00	£16.50	3%
Senior/Concession	£13.50	£13.00	4%
Child	£11.00	£11.00	0%
Family	£47.50	£45.00	6%

3 Financial Appraisal

- 3.1 If visitor levels remain similar to the past, this would bring in around a 3% increase in income, some £2,700.

4 Environmental Implications

- 4.1 I have completed the Environmental Implications Questionnaire and there are no significant effects as a result of these recommendations

5 Risk Management Implications

- 5.1 I have completed the Risk Management questionnaire and this report does not require a risk assessment because the changes/issues covered by the recommendations are not significant in terms of risk.

6 Background Papers

- 6.1 None

7 Appendices

- 7.1 None