

APPENDIX 1 - UPDATE TO COUNTRY PARKS' FEES & CHARGES FOR 2020/2021

1.0 Introduction

- 1.1 It is the County Council's practice that fees and charges are increased each year by at least the rate of inflation. In calculating charges for the year 2020/2021, an inflation rate of 2% has been used.
- 1.2 Income, derived from Country Parks rents, tenancies, catering concessions, shop sales, caravan site profits share, special events and grants, account for approximately 35% of the country parks' total income; these fees and charges are adjusted through rent reviews and lease arrangements and are not included in this review.

2.0 Rationale in application of inflation

- 2.1 Smaller fees, such as daily parking charges, are not increased every year in order to avoid inconvenience for customers caused by small coinage. This means that car parking fees are held over but are then periodically increased to catch up with inflation. Regard is always paid to the local market place, to ensure that prices are neither too high nor too low. Car parking fees for individual Country Parks are positioned to reflect the level of the visitor offer and scale of each amenity, along with the market position locally, including the availability and price of alternative parking provision. Following these considerations the proposed price changes for this year are relatively limited.
- 2.2 In other service areas, fees are adjusted to reflect the local market place and customer demand. Fees are benchmarked with other park services with similar offers.

3.0 Changes for 2020/2021

3.1 Car Parking Annual Permits for Country Parks

Prices, where rising, for 2020/21 are proposed as follows:

All Parks (allows parking at Kingsbury Water Park, Hartshill Hayes, Pooley, Ryton Pools and Burton Dassett Hills country parks)

Permit from £107 to £109
Disabled from £86 to £87
Minibus from £214 to £218
Minibus Disabled from £171 to £174

South Parks (allows parking at Ryton Pools and Burton Dassett)

Permit from £53 to £56
Disabled from £42 to £45

Ryton Pools (prices on permits were held over last year)

Permit from £40 to £44
Disabled permit from £32 to £35
Minibus permit from £80 to £88
Minibus disabled permit from £64 to £70

3.3 Other price increases/changes

Coaches – consolidating the charges (up to 25 people £5/over 25 people £10) to a flat £20 per coach regardless of numbers onboard and no longer having a separate minibus charge of £5. Minibuses will now pay the car day rate at each site.

Birthday Parties – increase from £90 to £120 to standardise prices across all sites.

Education Centre hire –

Morning or afternoon hire from £60 to £70

All day hire from £90 to £100

Mobility Scooter Hire

Annual Permit from £25 to £30

Daily session from £3.00 to £3.50

To assist with costs of increased wear and tear, and annual maintenance costs.

4.0 Conclusion

- 4.1 The price increases detailed above should provide for additional income of approximately £3,500 based on current visitor numbers/sales. We are also undertaking a project to review the parking systems in use across the country parks, to better meet customer preferences (such as a wider range of payment options) and to improve our collection efficiency. Revised charges may therefore be brought in with any new system as it is implemented, subject to future approval.