

FEES & CHARGES REVIEW 2020/21

Presented by the Director of Finance & Resources

EXECUTIVE SUMMARY

This report sets out the proposed charges for 2020/21 for the sites/venues that are within the direct control of the Authority. These are:

- Fisheries;
- Myddelton House & Gardens;
- Green Spaces;
- Youth and Schools;
- Campsites (from 1 April 2020);
- Marinas (from 1 April 2020);
- Hayes Hill Farm (from 1 April 2020);
- Golf Course (from 1 April 2020);
- Allotments;
- Access to Information fees; and
- Car Parking.

The Authority is estimating that it will collect £4.6m from fees and charges in 2020/21. The fees and charges are reviewed annually as part of the budget process. The proposals for sporting venue fees and charges for 2020/21 will be those included within the new Leisure Services Contract bid and will be brought for information purposes to Members prior to the contract start in the new year.

RECOMMENDATION

Members Approve: (1) the Authority's proposed 2020/21 fees and charges as summarised from paragraph 7 and set out in detail in Appendix A to this report.

BACKGROUND

- 1 Fees and Charges within the Authority are budgeted to generate £4.6m in 2020/21. At the October Authority meeting (paper A/4273/19) Members agreed to bring the non-Leisure Services Contract (LSC) venues back in to Lee Valley Regional Park Authority control and management commencing 1 April 2020.

These venues are:

- Hayes Hill Farm;
 - Dobbs Weir Caravan Park;
 - Sewardstone Campsite;
 - Picketts Lock Camping and Caravan Park;
 - Picketts lock Golf Course;
 - Springfield Marina;
 - Stanstead Marina; and
 - Waterworks Nature Reserve and Visitor Centre.
- 2 These venues are within the LSC until 31 March 2020 and the Authority does not have access to all the detailed financial/usage records of the current year's performance, although maintains a good communication level with those venue managers.

Through discussions with those managers and our own historical data these venues are estimated to deliver a minimum net surplus across the 8 venues of £750k for next year.

With regards to setting fees and charges for these venues ahead of 2020/21, it is proposed that due to the limited financial information currently available, the process of transferring venues back, (during what will already be a busy period of transfer of operational controls) that most prices will increase by inflation unless there are exceptions as set out in the paragraphs below. This will allow a period of consolidation during the first year of the venues returning and then allow focus on the next stage of business development, which will include reviewing pricing strategies and policies across the Park.

- 3 The Authority reviews all its fees and charges annually and the impact of any proposals are fed into the annual budget process. These have a direct impact on income and therefore the levy.
- 4 Appendix A to this report sets out proposed charges for the financial year 2020/21 for sites, facilities and heritage attractions operated by the Authority. In summary:

	2020/21 Estimated Income
Lee Valley Fisheries	£165,800
Myddelton House Gardens	£20,400
Green Spaces	£156,700
Lee Valley Youth & Schools	£49,900
Campsites	£1,856,600
Marinas	£1,460,000
Hayes Hill Farm	£491,000
Golf Course	£216,000
Allotments	£9,300
Car Parking	£204,500
Access to Information	0
Total	£4,630,200

- 5 The Retail Price Index (RPI) for October stood at 2.1% and the Consumer Price Index (CPI) stood at 1.5%.
- 6 The overriding principles in setting charges are set out in the approved fees and charges policy and are:
 - i. venues should aim to break even (excluding overheads);
 - ii. sustainably improve market share/usage; and
 - iii. equality through concessionary pricing.

EXPLANATION OF CHARGES

7 FISHERIES

Where the demand for permits is currently still strong officers are recommending an increase in line with inflation but where demand has decreased a proposed freeze to the charges for 2020/21 is recommended.

8 MYDDELTON HOUSE GARDENS

The majority of the fees and charges are proposed to be frozen apart from the private guided walks and a number of "new lines" have been created to increase footfall and interest in visiting the gardens.

9 GREEN SPACES

A general freeze on the proposed charges with a few exceptions namely commercial dog walking licence, Almost Wild Camping and events as officers believe these are unlikely to impact upon demand.

10 YOUTH & SCHOOLS SERVICE

The Service has to ensure it keeps prices to a level where it can maintain and grow its customer base, continue to attract groups from across the region and continue to achieve high customer satisfaction scores. One of the Service's Unique Selling Points is catering for large groups and now that parental contributions cannot be compulsory it must ensure schools and other educational establishments can afford the service offered.

11 CAMPSITES/CARAVAN PARKS

The campsite/caravan parks main sources of income are touring customers who pitch a tent, camper van or caravan, the fixed accommodation such as wigwams, cocoons, pods and static caravans for short term hire, and also static holiday home annual rents.

The proposal for next year is to raise most prices at Sewardstone Campsite and Picketts Lock Campsite by inflation and to freeze the short-term visitor accommodation options at Dobbs Weir, as it has become apparent that the local competition camping sites to Dobbs Weir (such as '3 Lakes') are charging less for touring camping and it is believed that this is drawing campers away from the Dobbs Weir site. The negative impact of this was only overcome in the current year by adopting a competitive promotional pricing regime throughout much of the season to increase occupancy with reduced and more comparable

pricing.

Annual rental fees for the Holiday Home owners is proposed to increase by more than inflation because there continues to be a healthy demand for holiday home accommodation at both Dobbs Weir and Sewardstone Campsites.

12 MARINAS

For the next financial year (2020/21) the focus will be on improving the financial performance of the rechargeable works, which is the repair/ maintenance service the marinas provide where customers have a wide range of repairs and improvements carried out on their boats. The proposal is for many of these individual works prices to be increased by above inflation, which the Marinas' Manager believes will be palatable to customers and will improve the overall bottom line.

13 HAYES HILL FARM

The Farm will see increases in most admission prices that were frozen in the current year (2019/20). The Farm manager believes that a price rise of £1 for standard day visitor admission (plus £0.50 for off-peak admission) will not adversely affect demand. It is also proposed that on event days and historically high attendance days (such as the Easter weekend) that a temporary higher day price is introduced which is £3 additional to the current price. There are no planned major investment projects improving the offer at the Farm for next season so this will be challenging.

14 GOLF COURSE

As a part of the disruption due to the exploratory ground investigation works being carried out across the Picketts Lock golf course, Trust officers used this period to make some wide-ranging improvements to the course, which had previously lapsed into poor condition and this had affected income. These works included improvements to the greens, fairways, bunkers and tees. For this reason it is suggested that 2020/21 prices are increased by inflation for regular season ticket holders but more for casual peak and off-peak customers.

15 WATERWORKS

Most of the income for this venue derives from one off event bookings. The day-to-day operation of this venue and its capacity for improvement and development will be explored further by officers after March 2020 when it returns to Authority management. Until this time it is suggested that prices are frozen and a more detailed range of options for the Waterworks are discussed and agreed going forwards.

16 ALLOTMENTS

Recommended charges are just above inflation even though the allotments are more highly priced compared with other local Borough allotments. However East Hale Allotments do provide a higher quality of management, security and common area maintenance.

17 ACCESS TO INFORMATION

Members agreed the 'Access to Information Fees and Information Security Policy' in October 2013 (paper E/298/13) which included the related fees. Since setting these fees they have not yet been applied to a relevant request, and as an inflationary increase would be rounded it is recommended that these charges are kept at the same level for 2019/20.

18 CAR PARKING

Car park charges continues to be challenging and as such Officers are recommending a price freeze on the ParkingEye car parks. Members have already approved that the car parks run by Broxbourne Borough Council will follow their charging policy and these will be approved at their committee in February 2020.

19 IMPLEMENTATION

The approved fees and charges will generally come into effect from 1 April 2020, but will be dependent on seasonal opening and operating periods. The estimated impact of the approved fees and charges has been incorporated into the 2020/21 Budget and Levy proposals.

ENVIRONMENTAL IMPLICATIONS

- 20 There are no environmental implications arising directly from the recommendations in this report.

FINANCIAL IMPLICATIONS

- 21 Estimated income from the proposed fees and charges will be incorporated within the budget setting process for 2020/21 and monitored through monthly and quarterly monitoring reported to Members.

HUMAN RESOURCE IMPLICATIONS

- 22 There are no human resource implications arising directly from the recommendations in this report.

LEGAL IMPLICATIONS

- 23 There are no legal implications arising directly from the recommendations in this report.

RISK MANAGEMENT IMPLICATIONS

- 24 The Authority's net budget and therefore levy depends on income generated from fees and charges. Income can be adversely or favourably affected by weather, market demand factors and pricing in the wider economy as a whole. To mitigate this risk it is important that reserves are set aside at a prudent level (the current minimum reserve policy is £4m and this will be reviewed as part of the 2020/21 budget process) and that business interruption insurance is in place.

- 25 Increased complaints and negative publicity from the implementation of car

parking charges (as it directly impacts on users of the open spaces) are difficult to mitigate. This policy should be seen in the context of the balance the Authority is trying to achieve between the regional tax payer contribution to the levy (subsidising the Park as a whole) and the users of more local open spaces that the Park funds and manages.

EQUALITY IMPLICATIONS

- 26 The Authority's Fees and Charges Policy sets out criteria to ensure access to services are available to disadvantaged groups through a concessionary pricing structure that considers income and ability to pay.

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PREVIOUS COMMITTEE REPORTS

Executive Committee	E/596/18	Fees and Charges Review 2018/19	22 November 2018
Executive Committee	E/528/17	Fees and Charges Review 2018/19	23 November 2017
Executive Committee	E/466/16	Fees & Charges Review 2017/18	20 October 2016
Executive Committee	E/430/15	Fees & Charges Review 2015/16	18 December 2015
Authority	A/4161/13	Fees and Charges Policy	24 January 2013

APPENDIX ATTACHED

Appendix A Proposed Authority Fees and Charges 2020/21

LIST OF ABBREVIATIONS

the Authority	Lee Valley Regional Park Authority
the Trust	Lee Valley Leisure Trust Ltd (trading as Vibrant Partnerships)
LSC	Leisure Services Contract

LEE VALLEY FISHERIES

1. Market Dynamics

- The current portfolio of angling venues includes 27 gravel pits and 18 stretches of River/Flood Channel that facilitate coarse angling comprising of 30 different venues of which 15 are directly managed by the Fisheries department, 14 are licensed to Angling Clubs, Societies and Consortia and one which is jointly managed.
- As the vast majority of our Angling Venues are large gravel pits, with the number of fish and the high standard offered, our fisheries are suited to experienced anglers.
- Due to the fisheries facilitating 'multi-use' – anglers have to share the Park with a range of other leisure users including: Sailing clubs, dog walkers, runners, cyclists. Furthermore, levels of disturbance to both angler and fish is increasing to the point now where this has influence on renewal and take up of angling permits.
- The previous two angling seasons have seen elongated heatwave periods which has exasperated our footfall issue with numerous ASB incidents occurring regularly, primarily swimming and the use of inflatables on angling venues.
- In contrast, the majority of commercial providers offer exclusive, non-public access to fisheries, additional secure parking and up to date facilities, e.g., Wi-Fi, USB points and power – factors that are increasingly important to modern anglers, which affects the flexibility of prices.
- Carp fishing continues in popularity sustaining the highest level of demand; however, many anglers are joining exclusive syndicates, commercial fisheries and or taking additional French/European trips, in contrast, there has been a notable decline in other traditional types of angling as a result. It has been suggested that the social aspect associated with carp fishing has been a significant contributor to its success.

2. Venue visitor and financial information

Year	Visitor numbers	Customer satisfaction	Operational Income	Net operational (Income) / expenditure	Net cost/ Income per visitor
2013/14	2,906	79%	(£144,256)	(£14,777)	(£5.08)
2014/15	3,216	85%	(£157,865)	(£25,124)	(£7.81)
2015/16	3,625	85%	(£155,919)	(18,614)	(£5.13)
2016/17	4,392	82%	(£164,124)	(£24,908)	(£5.67)
2017/18	4,175	82%	(£165,452)	(£26,963)	(£6.46)
2018/19	3,586	82%	(£170,500)	(£20,100)	(£5.61)

3. Impact of Last year's charges/ customer comments

- Very few customer comments and feedback regarding last year's charges.
- Bowyers Water, North Met Pit and Glen Faba no longer sustain waiting lists due to the escalation of anti-social behaviour in these areas whereby the permit allocation has not completely sold out at this point.

4. Proposed charges for 2020/21: Variance from Inflation

- **Day Tickets:**
 - Above inflationary increase is proposed for both Banjo Lake and Stock Pit on the 24 hour tickets; the effects of the mortality can still be felt, whereby rationalisation and re-stocking is planned this Spring. The demand for secure car parking either behind swims or in very near proximity is increasingly deterring anglers, who are un-willing to use the public car park.

- After inflationary increase a price freeze is recommended at Mill Stream due to the very low demand on this low key alternative on-site.
- **Season Permits:**
 - Abbots Lake and Nazeing Meads continue to perform well against their budgets sustaining demand, this is clearly due to the Carp stocked and car parking facilitated on these venues, Abbots Lake continues with a full waiting list and has experienced little ASB.
 - Admirals Walk has interest still due to our stocked Carp, but has neither any car parking nor night fishing which will always nullify its potential.
 - Walton's Walk: Has seen a slight decline in membership primarily due to increased public footfall on site.
 - A fourth year price freeze on both Ashley and Slipe Lane pits where Railway Pit is once again closed this summer/Autumn due to insufficient safe water levels. Ashley has received many likes on our newly launched Facebook page which has resulted in a few new members, however the distance from the car park continues as a deterrent.

5. Proposed charges for 2020/21: Estimated Income*

● 2019/20 Budgeted Income	£172.5k
● 2019/20 Estimated Income	£164k
● 2020/21 Estimated Income	£165.8k

LEE VALLEY FISHERIES

			Fee 2019/20	Proposed Fee 2020/21	% Increase	
Day Tickets	Banjo Lake	(12 Hour) Adult	£16.50	£16.50	0.0%	
		(12 Hour) Concession	£12.50	£12.50	0.0%	
		(24 Hour) Adult	£22.00	£23.00	4.6%	
		(24 Hour) Concession	£16.00	£17.00	6.2%	
	Stock Pit	(12 Hour) Adult	£16.50	£16.50	0.0%	
		(12 Hour) Concession	£12.50	£12.50	0.0%	
		(24 Hour) Adult	£22.00	£23.00	4.6%	
		(24 Hour) Concession	£16.00	£17.00	6.2%	
	Mill Stream	(12 Hour) Adult	£6.50	£6.50	0.0%	
		(12 Hour) Concession	£5.50	£5.50	0.0%	
Season Permits	Walton's Walk	(Day & Night) Adult	£70.00	£73.00	4.3%	
		(Day & Night) Concession	£60.00	£63.00	5.0%	
	Admirals Walk	(Day Only) Adult	£70.00	£73.00	4.3%	
		(Day Only) Concession	£60.00	£63.00	5.0%	
	Bowyers Water	(Day & Night) Adult	£260.00	£260.00	0.0%	
		(Day & Night) Concession	£230.00	£230.00	0.0%	
	Slipe Lane Pits	(Day Only) Adult	£42.00	£42.00	0.0%	
		(Day only) Concession	£32.00	£32.00	0.0%	
		(Day & Night) Adult	£60.00	£60.00	0.0%	
		(Day & Night) Concession	£40.00	£40.00	0.0%	
	Nazeling Meads	(Day Only) Adult	£120.00	£126.00	5.0%	
		(Day only) Concession	£110.00	£115.00	4.6%	
		(Day & Night) Adult	£175.00	£184.00	5.2%	
		(Day & Night) Concession	£130.00	£136.00	4.6%	
	North Met Pit	(Day Only) Adult	£135.00	£135.00	0.0%	
		(Day only) Concession	£120.00	£120.00	0.0%	
		(Day & Night) Adult	£200.00	£200.00	0.0%	
		(Day & Night) Concession	£145.00	£145.00	0.0%	
	Ashley	(Day & Night) Adult	£175.00	£175.00	0.0%	
		(Day & Night) Concession	£140.00	£140.00	0.0%	
	Glen Faba	Adult	£200.00	£200.00	0.0%	
		Concession	£150.00	£150.00	0.0%	
	Abbott's Lake	Adult	£330.00	£350.00	6.1%	
		Concession	£300.00	£315.00	5.0%	
	Anglers with Disabilities – 8 sites permit			£26.50	£28.00	5.7%
	Key purchase; required to gain access to certain Fisheries			£17.00	£18.00	5.9%

MYDDELTON HOUSE GARDENS

1. Market Dynamics

- As part of the funding agreement, the Gardens must be free to access for the public until at least 2021.
- Officers feel this model suits the operation well as it encourages secondary spend in the visitor centre and repeat visits. Parking on site is charged for at the rates set out below.
- Gardening in the UK is the most popular outdoor activity, with over 27 million active participants. Yet, the gardens tourism market has not had the high profile enjoyed by walking, for example, and for many tourism operators this niche product is not yet significant to their business.

2. Venue visitor and financial information

Myddelton House Gardens

Year	Visitor numbers	Customer satisfaction	Operational Income*	Net operational (Income) / expenditure*	Net cost per visitor*
2013/14	53,927	91%	(£13,901)	£209,344	£3.88
2014/15	49,735	92%	(£32,217)	£181,237	£3.64
2015/16	47,824	91%	(£44,428)	£187,530	£3.92
2016/17	43,158	89%	(£52,087)	£200,215	£4.64
2017/18	42,268	90%	(£47,230)	£180,356	£4.27
2018/19	63,859	88%	(£37,400)	£199,000	£3.12
2019/20 Budget			(£37,400)	£192,200	-
2020/21 Budget			(£45,400)	£189,200	-

* Figures do not include operational income and operational cost for catering but do include £25,000 of budgeted car parking income

3. Impact of Last year's charges / customer comments

- There have been 3 complaints in 2019 so far with regards to charges. All of these have been due to the parking charge. They seem to be from visitors who wish to visit the visitor centre only and not the gardens. They have been made aware that if they visit regularly they could save by purchasing an annual parking permit.

4. Proposed charges for 2020/21: Variance from Inflation

- Private Guided Walks**
 - Proposed is an above inflationary price increase on private guided walks during opening hours; the price fee is still very competitive and the demand remains high.
- Day Courses**
 - These weren't run throughout 2019/20 due to the absence of a Head Gardener. These will include educational lectures and short courses which some may include a light lunch. Minimum capacity is 20 persons. So the proposal is to freeze these charges due to the fact that this is a trial for 2020/21
- Head Gardener's Coffee Morning**
 - These are to be reinstated in 2020/21 after being replaced in 2019/20 by seasonal tours. The increase in cost when compared to 2018/19 is due to it including light refreshments and running slightly longer. These are to run every month March – October (max 16 persons)
- Walking In The Footsteps of Bowles**
 - Replacing the Head Gardener seasonal tour that was proposed for 2019/20 this tour gives customers a chance to explore the gardens through Bowles' eyes with the main body of the tour based on EA Bowles seasonal books. The tour also provides additional opportunities to tie in with E. A. Bowles's book sales and to increase secondary spend at the visitor centre.
- Events**
 - *BOOtanical** – A Halloween event that will encourage local people to visit the garden and help broaden the target market as well as generate an income. This event will also encourage more sales for the visitor centre.
 - *Santa's Grotto** - A Christmas event intended to boost the income for the gardens during an otherwise quiet period.
 - Music and Theatre** – These events will run at least 3 times per year accumulatively. Each event holds a minimum target audience of 100 visitors per event.

- ***Tulip Tea Party** – An event which was held traditionally by EA Bowles. This event was held as a free entry event in 2018/19. As well various stalls there will be one or two small traditional fair rides and games included in the 2020/21 entry fee.
- ***Plant hunters Fair** – A rare opportunity for local people to find a wide selection of specialist plant breeders in one place. This event will also generate sales for the visitor centre and car park.
- *** New event/activity**
- **Car Parking charges**
A price freeze is proposed with a view to increasing in 2020/21 (potentially above RPI). During next year officers will look at the cost of adding card payment facilities to remove the issue of requiring that visitors have the right loose change. This will also enable more accurate recording of car usage.

5. Proposed charges for 2020/21: Estimated additional income*

- 2018/19 Budgeted Income: £37.4k
- 2019/20 Estimated income: £37.5k
- 2020/21 Estimated income: £45.4K

MYDDELTON HOUSE GARDENS				
All charges per person except where otherwise stated		2019/20 Fee	Proposed Fee 2020/21	% Increase
Garden Entry	Entrance to the gardens at all times	Free	Free	n/a
Private Guided Walks. (Price per person, min. 16 people)	1 Hour - during opening hours	£5.00	£5.50	10%
Day Courses (Wreath making, Fungi, Medicinal plants, Pruning techniques etc.)	Half day (minimum price)	New Line	£20.00	-
	Full day (minimum price)	New Line	£40.00	-
Head Gardeners' coffee morning (1 hour		Replaced	£12.50	-
Walking In The Footsteps of Bowles (4 times a year max 15 people, replacing HG seasonal tour)		New Line	£12.50	-
Events	Music and Theatre	£10.00	£10.00	0.0%
	Entry on the door	£12.00	£12.50	4.1%
	*BOOtanical	New Line	£6.00	-
	*Santa's Grotto	New Line	£7.50	-
	*Tulip Tea Party	-	£5.00	-
	*Plant hunters Fair	New Line	£2.00	-
Courtyard Gallery Space	Per Hire (1 week)	£100.00	£100.00	0.0%
Car Park charges	Cars	£2.50	£2.50	0.0%
	Minibuses (under 16 seats)	£10.00	£10.00	0.0%
	Coaches	£20.00	£20.00	0.0%
	EA Bowles Society Annual Pass	£19.00	£19.00	0.0%
	Annual Pass	£25.00	£25.00	0.0%

LEE VALLEY GREEN SPACES

1. Market Dynamics

- Lee Valley Regional Park is a 26 mile stretch made up of a diverse mix of countryside, urban green spaces, country parks, nature reserves and riverside trails. Opportunities for generating income such as licensing, entry fees, festivals, events and hires are ways in which funding from the private sector and users of green spaces can be sourced.
- Generating additional income provides long-term investment and can encourage the involvement of local businesses.

2. Venue visitor and financial information

Year	Operational Income	Net operational (Income) / expenditure	Net cost/ income per visitor
2017/18 Budget	(£30 000)	n/a	n/a
2108/19 Budget	(£30 000)	n/a	n/a
2019/20 Budget	(£156 700)	n/a	n/a
2020/21 Budget	(£156 700)	n/a	n/a

3. Proposed charges for 2020/21

Since the introduction of Green Spaces fees and charges in 2017/18, there has been relatively low uptake and the operation so far has been used to understand whether or not charges are appropriate. It is proposed that the majority of charges remain unchanged to allow for growth and products to be developed.

- **Licenses:**
 - Licenses are required for commercial activities under the byelaws. The price of charges is based on benchmarking with comparable organisations such as HACO, and guidance from London Parks and Green Spaces Forum. The fees are also influenced by the location of the site and the number of sessions held. We have received no adverse feedback this year so officers are recommending an increase and to introduce pro-rata charging to allow for future year on year increases.
 - These are currently small scale income generators e.g. we only have 12 commercial dog walking licences issued. We are encouraging a better uptake from the users by increasing engagement and if required enforcement.
- **In House Events and Activities:**
 - Both the Guided Cycle Rides and the Guided Walks are offered as free activities and are volunteer led, take up of these has been mixed with attendees ranging from 3-11 participants but this is still an increase in use compared to the ranger lead activities that were chargeable.
 - Seasonal event –price freeze is recommended to encourage usage, allow the growth and product to be developed.
 - Almost Wild camping – small price increase only is recommended as usage and increase product development.
- **External Events and Activities**

The fees and charges have been benchmarked against other similar providers and organisations including all London Boroughs, London Legacy Development Corporation and the Royal Parks and more commercial organisations, and continues to be communicated to the London Park's Coordination Group for consistency. The small and medium community rates are proposed to increase slightly by 2%. These organisations often find it slightly more difficult to cover the fees and charges, due to their voluntary nature, so a very slight increase is recommended. For larger charity and commercial rates it is proposed that fees and charges are increased by £50- £250 (5.7% to 6.7%) in line with income targets, and further benchmarking across the commercial events industry. Commercial events over 5000 people will remain by negotiation to help provide greater flexibility when pricing up these sorts of event space hires

LEE VALLEY GREEN SPACES					
		2019/20 Fee	2020/21	% Increase	
Licenses	Commercial Dog Walker	Annual Licence per walker	£55.00	£60.00	9.0%
	Commercial Dog Training	Annual for weekly activity per site	£200.00 - £1000.00	£200.00 - £1000.00	0.0%
	Commercial Fitness Classes	Per session, per trainer	£10.00	£10.00	0.0%
In House Events and Activities	Guided Walks – Volunteer Led	1 – 2 hours	£0.00	£0.00	0.0%
	Guided Cycle Rides (Volunteer Led)		£0.00	£0.00	0.0%
	Workshop Events	Half Day	£15.00	£15.00	0.0%
		Full Day: Woodland Craft	£30.00	£30.00	0.0%
		Full Day: Bushcraft	Range £40.00 - £80.00	Range £40.00 - £80.00	0.0%
	Seasonal Events	Price per attendee (Adult or Child)	£5.00 - £10.00	£5.00 - £10.00	0.0%
	Almost Wild Camping	Per person per night	£13.00	15.00	15.0%
Site hire)		£50.00	Dependent on event min £60	20.0%	
External Events and Activities	Paranormal Investigations	Rye House Gate House (Event Company for Profit)	From £250.00	From £250.00	0.0%
		Rye House Gate House (Non-Profit Company) Max 6 People	From £150.00	From £150.00	0.0%
Community Events	Damage Deposit		Dependent on event	Dependent on event	0.0%
	Non-refundable deposit		25% of total hire fee	25% of total hire fee	0.0%
	Small Event - Basic Hire Fee (up to 500 people)		£500.00 per day	£500.00 per day	0.0%
	Medium Event - Basic Hire Fee (500 - 1999 people)		£1,250.00 per day	£1,250.00 per day	0.0%
	Large 1 - Basic Hire Fee (2000 – 3499 people)		£2,250.00 per day	£2,295.00 per day	2.0%
	Large 2 – Basic Hire Fee (3500 – 4999 people)		£3,250.00 per day	£3,315.00 per day	2.0%
	Large 3 – Basic Hire Fee (over 5000 people)		By Negotiation	By Negotiation	0.0%
	Additional Rig Day		50% of 'Event day hire fee'	50% of 'Event day hire fee'	0.0%
Commercial Events	Small Event – Basic Hire Fee (up to 499 people)		£750.00 per day	£800.00 per day	6.7%
	Medium Event - Basic Hire Fee (500 – 1999 people)		£1,750.00 per day	£1,850.00 per day	5.7%
	Large Event - Basic Hire Fee (2000 – 3499 people)		£3,000.00 per day	£3,200.00 per day	6.7%
	Large (2) Event Basic Hire Fee (3500 – 4999 people)		£4,250.00 per day	£4,500.00 per day	5.9%
	Large (3) Event – Basic Hire Fee (over 5000 people)		By negotiation	By negotiation	0.0%
	Rig Day Hire Fee		50% of 'Event day hire fee'	50% of 'Event day hire fee'	0.0%
	Damage Deposit		Dependent on scale of event	Dependent on scale of event	0.0%

LEE VALLEY YOUTH AND SCHOOLS SERVICE

1. Market Dynamics

- The Youth & Schools Service provides outdoor learning and heritage education programmes to over 20,000 people of all ages and abilities annually from across the region. The Service works with all ages from pre-school to adults. Primary schools provide by far the majority of the income,
- Youth and Schools usage comes from our outdoor learning programmes engaging schools, colleges, pre-schools and youth groups. Our events programme engages family groups and schools in the Park and schools at external regional events. The aim of the Service is to engage young people in the park and outdoor activity, whilst raising the profile and future support for the Park and educating people on topics such as biodiversity.
- The Service has a very strong customer base, demand for outdoor learning is high and there is particular interest in Forest Schools and mindfulness in the outdoors both of which the Service offer.
- Despite challenging school, family and youth group budgets, the Service has managed to maintain and grow its customer base through ensuring price increases near inflation and greater increases on half day than full programmes to encourage a shift in demand increasing spend per visit.

2. Venue visitor and financial information

Year	Visitor Numbers	Customer Satisfaction	Operational Income	Net operational (Income) / expenditure
2016/17	21,307	95%	(£43,838)	£190,904
2017/18	20,341 ^{ab}	95%	(£56,188)	£195,913
2018/19	20,486 ^b	96%	(£52,477)	£195,797
2019/20 Budget (predicted)			(£91,000) ^c	£193,000 ^c
2020/21 Proposed Budget			(£49,900)	£204,400

^{aa} In 2017/18 a project with L&Q provided £5687 in external funding

^b Usage appears reduced due to movement of customers to full days rather than two half days

^c In 2019/20 a project (L&Q) provided £37,700 of external funding providing coach & engagement costs for over 500 young people.

3. Impact of Last year's charges/customer comments

- Income has been maintained partly by keeping full day price increases to inflation or freezing prices when near a price point. This has helped shift groups onto full rather than half day programmes which has also helped increase income. (Full days are more efficient for Service operations in addition to creating a greater spend per group.)
- Coach travel costs are a key issue, using the CAF fund to support access for those in deprived areas across the region by providing coach costs so they only pay session fees has proved very successful.

4. Proposed charges for 2020/21: Variance from Inflation

- The majority of schools accept the rising session cost, however a minority of schools that have been using our services for years have had to cancel due to the rising cost. In addition schools are now not able to make parental contributions compulsory. This means many schools are having to fund visits themselves, as our USP is catering for multiple classes on average most visits they are paying for 60 students but many bring 90 plus students. For clarity this cost is reflected in the table below.
- The Service keeps prices to a level where it can maintain and grow its customer base and continue to achieve high customer satisfaction scores. However the Service is mindful of the pressures on the Authority, including its Services so has proposed price increases that are higher than normal.
- For simplicity to avoid customer confusion, complaints and misquoting of prices, fees for secondary education remain as they are for primary.

YOUTH AND SCHOOLS SERVICE

		2019/20 Fee	Proposed Fee 2020/21	% Change
Schools/ Youth Programme	Half Day per pupil	£5.40	£5.60	3.7%
	Half day price for 60 students	£324	£336	
	Full Day per pupil	£8.40	£8.60	
	Full day price for 60 pupils	£504	£516	2.3%

LEE VALLEY CAMPSITES

1. Market Dynamics

- With regards to setting the pricing for the campsites for 2020/21, it is proposed that due to the limited financial information currently available, the process of transferring venues back, (during what will already be a busy period of transfer of operational controls), that most prices will increase by inflation.

2. Proposed charges for 2020/21:

- It is proposed that touring (or short term camping) accommodation charges are frozen for 2020/2021, as it has become apparent that the local competition to Dobbs Weir are charging less and it is believed that this may be drawing income away from the Dobbs Weir site. Holiday Home prices will rise by more than inflation to reflect the good demand and strong product offer at Dobbs Weir

LEE VALLEY CARAVAN PARK - DOBBS WEIR				
pitch fees include the £4.00 daily electric charge.		2019/20 Fee	Proposed 2020/21	% Change
Low Season Prices (per night)	Pitch Fee Minimum Charge	£15.00	£15.00	0.0%
	Adult	£7.50	£7.50	0.0%
	Junior – Under 18	£4.00	£4.00	0.0%
	Backpacker	£10.00	£10.00	0.0%
	Wigwams - Big Chief	£85.00	£85.00	0.0%
	Wigwams - Wee Brave	£75.00	£75.00	0.0%
	Safari Tents	£103.00	£103.00	0.0%
Mid-Season Prices (per night)	Pitch Fee Minimum Charge	£19.00	£19.00	0.0%
	Adult	£9.50	£9.50	0.0%
	Junior – Under 18	£5.00	£5.00	0.0%
	Backpacker	£12.00	£12.00	0.0%
	Wigwams - Big Chief	£85.00	£85.00	0.0%
	Wigwams - Wee Brave	£75.00	£75.00	0.0%
	Safari Tents	£103.00	£103.00	0.0%
High Season Prices (per night)	Pitch Fee Minimum Charge	£24.00	£24.00	0.0%
	Adult	£12.00	£12.00	0.0%
	Junior – Under 18	£6.00	£6.00	0.0%
	Backpacker	£14.00	£14.00	0.0%
	Wigwams - Big Chief	£85.00	£85.00	0.0%
	Wigwams - Wee Brave	£75.00	£75.00	0.0%
	Safari Tents	£103.00	£103.00	0.0%
Additional Charges	Service pitch charge	£4.00	£4.00	0.0%
	Gazebo / Awning	£3.00	£3.00	0.0%
	Dog	£2.00	£2.00	0.0%
	Day visitors - adult	£5.00	£5.00	0.0%
	Large Tent Surcharge	£10.00	£10.00	0.0%
Early Arrival / Late Departure (subject to availability)	Low Season	£8.00	£8.00	0.0%
	Mid-Season	£10.00	£10.00	0.0%
	High Season	£12.00	£12.00	0.0%
	Late arrival	30.00	£30.00	0.0%
Holiday Home Pitch Fee	Bronze	£2,375.00	£2,480.00	3.6%
	Silver	£2,900.00	£2,990.00	3.1%
	Gold	£3,550.00	£3,655.00	3.0%
	Decking Fee	£280.00	£275.00	5.8%
Caravan Storage	Annual	£700.00	£700.00	0.0%
Additional Car Parking	Annual	£170.00	£170.00	0.0%

LEE VALLEY CAMPSITE - SEWARDSTONE				
		2019/20 Fee	Proposed Fee 2020/21	% Change
Low Season Prices per night	Pitch Fee Minimum Charge	£15.00	£15.30	2.0%
	Adult	£7.50	£7.60	1.3%
	Junior – Under 18	£4.00	£4.10	2.5%
	Backpacker	£10.00	£10.20	2.0%
	Cocoon - 2 people	£35.00	£35.50	1.4%
	Woodland Cabin – 4 People	£50.00	£51.00	2.0%
Mid-Season Prices per night	Pitch Fee Minimum Charge	£19.00	£19.30	1.6%
	Adult	£9.50	£9.70	2.1%
	Junior – Under 18	£5.00	£5.1	2.0%
	Backpacker	£12.00	£12.20	1.7%
	Cocoon - 2 people	£40.00	£40.50	1.25%
	Woodland Cabin 4 People	£60.00	£61.00	1.7%
High Season Prices per night	Pitch Fee Minimum Charge	£24.00	£24.50	2.1%
	Adult	£12.00	£12.20	1.7%
	Junior – Under 18	£6.00	£6.10	1.7%
	Backpacker	£14.00	£14.20	1.5%
	Cocoon - 2 people	£45.00	£46.00	2.2%
	Woodland Cabin – 4 People	£65.00	£66.00	1.5%
Additional Charges	Service pitch charge	£4.00	£4.10	2.5%
	Awning	£3.00	£3.10	3.3%
	Dog	£2.00	£2.00	0.0%
	Day visitors - adult	£5.00	£5.00	0.0%
	Large Tent Surcharge	£10.00	£10.20	2.0%
	Premium Pitch	£3.50	£3.60	2.9%
Early Arrival / Late Departure (subject to availability)	Low Season	£8.00	£8.20	2.5%
	Mid-Season	£10.00	£10.20	2.0%
	High Season	£12.00	£12.20	1.7%
	Late Arrival	£30.00	£30.00	New line
Holiday Homes Pitch Fee	Sewardstone only	£2,575.00	£2,665.00	3.0%
	Premium	N/A	£2,900.00	0.0%
Decking	Decking Fee	N/A	£275	0.0%

LEE VALLEY CAMPING AND CARAVAN PARK - EDMONTON

		2019/20 Fee	Proposed Fee 2020/21	% Change
Low Season Prices (per night)	Pitch Fee Minimum Charge	£15.00	£15.30	2.0%
	Adult	£7.50	£7.60	1.3%
	Junior – Under 18	£4.00	£4.10	2.5%
	Backpacker	£10.00	£10.20	2.0%
	Cocoon - 2 people	£35.00	£35.50	1.4%
Mid-Season Prices (per night)	Woodland Cabin – 4 People	£50.00	£51.00	2.0%
	Pitch Fee Minimum Charge	£19.00	£19.30	1.6%
	Adult	£9.50	£9.70	2.1%
	Junior – Under 18	£5.00	£5.10	2.0%
	Backpacker	£12.00	£12.20	1.7%
High Season Prices (per night)	Cocoon - 2 people	£40.00	£40.50	1.3%
	Woodland Cabin – 4 People	£60.00	£61.00	1.7%
	Pitch Fee Minimum Charge	£24.00	£24.50	2.1%
	Adult	£12.00	£12.20	1.7%
	Junior – Under 18	£6.00	£6.10	1.7%
Additional Charges	Backpacker	£14.00	£14.20	1.5%
	Cocoon - 2 people	£45.00	£46.00	2.2%
	Woodland Cabin – 4 People	£65.00	£66.00	1.5%
	Service pitch charge	£4.00	£4.10	2.5%
	Gazebo / Awning	£3.00	£3.10	3.3%
Early Arrival / Late Departure (subject to availability)	Dog	£2.00	£2.00	0.0%
	Day visitors - adult	£5.00	£5.00	0.0%
	Large Tent Surcharge	£10.00	£10.20	2.0%
Early Arrival / Late Departure (subject to availability)	Low Season	£8.00	£8.20	2.5%
	Mid-Season	£10.00	£10.20	2.0%
	High Season	£12.00	£12.20	1.7%
	Late Arrival	£30.00	£30.00	0.0%

LEE VALLEY MARINAS

1. Market Dynamics

With regards to setting the pricing for the Marinas for 2020/21, it is proposed that due to the limited financial information currently available, the process of transferring venues back, (during what will already be a busy period of transfer of operational controls), that most prices will increase by inflation.

2. Proposed charges for 2020/21:

- Most prices below have been increased by inflation, however, specific focus on charging for rechargeable works services will continue in 2020 and there will be rises across most rechargeable works services to reflect the demand and costs for providing this service to boat owners.

LEE VALLEY MARINA – STANSTEAD ABBOTS					
			2019/20 Fee	Proposed Fee 2020/21	% Change
Moorings: Marina (per metre/ per month)		Monthly - Late Payment	£33.00	£33.65	2.0%
		Direct Debit	£18.00	£18.35	1.9%
Moorings: Hard standing (per metre/ per month)	Large Boats (10m+)	Monthly - Late Payment	£33.00	£33.65	2.0%
		Direct Debit	£15.50	£15.80	1.9%
	Medium Boats (Under 10m)	Monthly - Late Payment	£33.00	£33.65	2.0%
		Direct Debit	£14.50	£14.75	1.7%
	Small Boats (Under 6m)	Monthly - Late Payment	£33.00	£33.65	2.0%
		Direct Debit	£11.00	£11.25	2.5%
Trailer Rental		Price per week	£100.00	£105.00	5.0%
Visitor Temporary Mooring Rate		Per 24 hour (max. 1 week stay)	£33.00	£33.65	2.0%
Craning Boats		Single lift	From £70.00	From 71.50	2.1%
		Double lift	From £350.00	From 357.00	2.0%
		Additional cost crane off lorry + a cost for wide beam	From £280.00	From £295.00	5.4%
Slipping - Small Boats		Use of slipway	£20.00	£25.00	25.0%
Workshop Services		Pump Out (Self Service)	£18.00	£18.00	0.0%
		Pump Out (attended)	£26.00	£26.00	0.0%
		Labour rate per hour incl. VAT	£58.00	£60.00	3.4%
		Call out fees	From £155.00	From £170.00	9.7%
		Trailer Hire (per week)	£135.00	£148.50	10.0%
Storage	Caravan	Direct debit	£58.50	£59.65	2.0%
	Undercover Charge	per calendar month - added to mooring cost	£132.00	£158.40	1.8%
	Boat Trailer Storage	Price per year	£175.00	£178.50	2.0%

LEE VALLEY MARINA - SPRINGFIELD				
		2019/20 Fee	Proposed Fee 2020/21	% Change
Marina Moorings: (per metre / per month)	Monthly - Late Payment	£33.00	£33.65	2.3%
	Direct Debit	£28.50	£30.00	5.3%
Marina Basin Moorings Widebeam: (per metre / per month)	Monthly - Late Payment	£46.50	£47.50	2.2%
	Direct Debit	£38.50	£39.25	1.9%
Hard standing Moorings: (per metre / per month)	Monthly - Late Payment	£33.00	£33.65	2.0%
	Direct Debit	24.25	£24.75	2.1%
Riverbank Moorings: (per metre / per month)	Monthly - Late Payment	£27.50	£28.00	1.8%
	Direct Debit	£24.25	£24.75	2.1%
Leyton Marsh Moorings: (per metre / per month)	Monthly - Late Payment	£25.25	£25.75	2.0%
	Direct Debit	£21.50	£22.00	2.3%
Visitor Temporary Mooring Rate	per 24 hours (service)	£36.00	£36.75	2.1%
	per 24 hours (non-service)	£33.00	£33.75	2.3%
Power Wash	Up to 9 metres	£74.00	£80.00	8.1%
	9 metres to 15 metres	£112.00	£125.00	11.6%
	15 metres to 22 metres	£147.00	£155.00	5.4%
Hydro-Lift - Launching and/or Recovering	Single Lift per metre	£25.00	£25.00	0.0%
	Double Lift per metre	£45.00	£45.00	0.0%
	Small Boat per metre	£20.00	£20.00	0.0%
Slipping	Use of slipway	£34.00	£40.00	17.6%
Workshop	Pump Out (attended)	£20.00	£20.00	0.0%
	Elsan disposal	5.00	£5.00	0.0%
	Base Labour Rate	£58.50	£60.00	2.6%
	Call out fees	From £155.00	From £175.00	12.9%
Storage (per month)	Canoe	£25.00	£30.00	20.0%
	Row boat	£48.00	£60.00	25.0%

RYE HOUSE WATER MOORINGS				
		2019/20 Fee	Proposed Fee 2020/21	% Change
Moorings: (per metre / per month)	(per Direct Debit	£15.50	£15.80	1.9%

LEE VALLEY PARK FARM

1. Market Dynamics

- The visitor farm at Hayes Hill will have no significant investment during 2020/2021 and the focus will be on maximising efficiency within operations whilst maintaining high levels of customer service. Officers will be working with the team at the farm to streamline where possible all resources to aim for a break-even position.

2. Proposed charges for 2020/21:

- Most prices at the farm, particularly the entry fees, were frozen for the current financial year, therefore an increase of £1 is proposed for the standard entry price and a new price of +£3 proposed for 2020/2021, for exceptionally busy days such as the Easter opening period and special event days when there is high demand. Annual pass prices have been either frozen or reduced slightly to make this product a more attractive financial option to drive up numbers for regular customers.

LEE VALLEY PARK FARMS				
		2019/20 Fee	Proposed Fee 2020/21	% Increase
Event Day Price (Easter, Summer, May & October Half term Holidays)	Entry	New Line	£13.00	New Line
	Group Rate (7 people +)			
Standard Prices (School holidays/ weekends)	Entry	£10.00	£11.00	10.0%
	Group Rate (7 people +)	£9.00	£10.00	11.1%
Off Peak Charges (Term time weekdays)	Entry	£6.50	£7.00	7.7%
	Group Rate (7 people +)	£5.50	£6.00	9.1%
	Schools (Self-Led Visits)	£5.50	£6.00	9.1%
Annual Passes	Standard - Adult	£42.00	£39.00	-7.1%
	Standard - Child/Concession (2-18 or senior citizen)	£42.00	£39.00	-7.1%
	Off Peak - Adult	£30.00	£30.00	0.0%
	Off Peak - Child/Concession (2-18 or senior citizen)	£30.00	£30.00	0.0%
	Summer Pass	£18.00	£18.00	0.0%
Birthday Parties		From £18.00	From £18.00	0.0%
Child Minder Passes	1 adult + 3 children	£110.00	£112.00	1.85%
	1 adult + 6 children	£190.00	£195.00	2.6%
Off-Peak Annual Pass Entry on Standard Days		£5.00	£5.50	10.0%

LEE VALLEY GOLF COURSE

1. Market Dynamics

The Picketts Lock golf course has undergone an extensive period of disruption throughout the current financial year, with ground investigations covering all of the back 9 holes in preparation for the developing Wave project. During this period of closure of the back 9 holes, extensive improvements were carried out across all areas of the golf courses to improve all of the playing areas such as the tees, greens, fairways and bunkers. The works are now complete, the course is recovering, and all 18 holes are available to the public again.

2. Proposed charges for 2020/21:

In recognition of the significant disruption to the regular users of the golf course, especially the Leaside Golf Club, however that the standard of the course is improving, the proposed price rises are in line with inflation for the season ticket members, but more for pay and play users. Foot golf prices are suggested to be frozen as this product is becoming less popular at the Picketts Lock site and this may help to stimulate demand

LEE VALLEY GOLF COURSE - EDMONTON				
		2019/20 Fee	Proposed Fee 2020/21	% Change
Season Ticket	7 Day Adult	£475.00	£485.00	2.1%
	5 Day (Weekday) Adult	£375.00	£385.00	2.7%
	7 Day Cadet '19-21'	£260.00	£265.00	1.9%
	5 Day (Weekday) Cadet '19-21'	£130.00	£135.00	3.8%
	Unlimited Golf Junior/ 17 and under	£25.00	£25.00	0.0%
Non Members Charges Practice Hole	Monday to Friday	£15.00	£16.00	6.7%
	Monday to Friday: Concessions	£10.00	£11.00	10.0%
	Sat/Sun/Bank Holidays	£18.50	£19.50	5.4%
	Practice hole - 1 Hour	£5.50	£5.50	0.0%
Foot Golf	Adult	£12.50	£12.50	0.0%
	Junior – 17 and Under Concessions	£6.50	£6.50	0.0%
Golf Buggy	Weekday	£12.50	£13.50	8.0%
	Weekend/Bank Holiday	£15.00	£16.00	6.7%

ALLOTMENTS

1. Market Dynamics

Description of Charges

- Allotments: Rent - per 10 pole plot (25 sq. m):
 - Allotment prices do not include £20 water charge and £3.50 insurance which the Authority does not set and is administered and collected by East Hale Allotments Association.

Competitor Prices

- East Hale Allotments provide a better quality of security and common area maintenance.

2. Allotment Plots Financial Information

Year	Visitor Numbers	Operational Income	Net operational (income) / expenditure*	Net cost per visitor*
2013/14	n/a	£6,867	n/a	n/a
2014/15	n/a	£6,959	n/a	n/a
2015/16	n/a	£6,959	n/a	n/a
2016/17	n/a	£7,251	n/a	n/a
2017/18	n/a	£8,000	n/a	n/a
2018/19	n/a	£8,911	n/a	n/a
2019/20 Budget		£9,077	n/a	n/a
2020/21 Budget		£9,300	n/a	n/a

3. Impact of Last year's charges/ customer comments

None made.

4. Proposed charges for 2020/21: Variance from inflation

Recommended charges are in line with RPI as the allotments are highly priced compared with other local Borough allotments. Although East Hale Allotments do provide a better quality of security and common area maintenance it is not felt that a higher increase should be put in place at this time

5. Proposed charges for 2020/21: Estimated additional Income*

- 2019/20 Budgeted Income: £9,077
- 2020/21 Estimated income: £9,300

ALLOTMENTS				
		2019/20 Fee	Proposed Fee 2019/20	% Increase
Allotments	*Rent - per 10 pole plot (25m ²)	£82.25	£ 84.00	2.1%

*Prices do not include £20 water charge and £3.50 insurance

ACCESS TO INFORMATION

Description of Charges

Members agreed the 'Access to Information Fees and Information Security Policy' in October 2013 (E/298/13).

- The policy sets out the conditions that must be met for charging to apply to information requests and the charges that may be made.
- In reality the majority of information requests are made electronically (via e-mail) and responses made likewise therefore there is negligible demand for paper correspondence.
- Recommend price freeze as there has been no uptake of these services to date.

ACCESS TO INFORMATION				
		2019/20 Fee	Proposed Fee 2020/21	% Increase
A4/A3 Sheet or smaller	Black & white (per copy)	£0.10	£0.10	0.0%
A4/A3 Sheet or smaller	Colour (per copy)	£0.50	£0.50	0.0%
A2 Sheet	Black & white or colour (per copy)	£0.50	£0.50	0.0%
A1 and A0 Sheet	Black & white or colour (per copy)	£0.50	£0.50	0.0%
CD/DVD	Per disk	£2.00	£2.00	0.0%
Postage costs	Variable (weight and size).	Costs based on Royal Mail Standard 2nd Class	Costs based on Royal Mail Standard 2nd Class	0.0%

LEE VALLEY CAR PARK CHARGES

1. Market Dynamics

- Members approved as part of the levy strategy that a roll out of charging across our car parks would be implemented.
- Therefore, Officers have been working with various agencies implementing this scheme. Members are aware this has proven difficult, and continues to have a negative impact on officer time, but the first car parks came on line 23rd October 2017 under the management of a private company – ParkingEye.
- The 3 car parks in Broxbourne (Pindar, Cheshunt and Mill & Meadows) started charging on 22nd October 2018.
- Due to the fact that two pricing structures are in place as a result of different operators, officers continue to review the usage and customer feedback of both charging rates to establish the most appropriate option across the board ahead of the contract re tender due in 2021. Therefore it is not proposed at this stage to standardise charging across the Park which may remain (in the long term) an aim for ease of visitor use and understanding and would be part of the re tendering exercise.

2. Venue visitor and financial Information

Year	Visitor numbers	Customer satisfaction	Operational Income	Net operational (income) / expenditure	Net cost/ income per visitor
2018/19 Budget			(£130,000)	n/a	n/a
2019/20 Budget			(£137,000)		

3. Proposed charges for 2020/21

- Where car-park charges are introduced then visitor numbers do decrease in the short term but over a period of time do start to recover as demonstrated in the table below:

Name	2019	2018	2017
Pindar Car Park Entrance	88,165	81,021	81,873
Turnford	110,525	84,363	80,095
Broxbourne Mill & Meadows	74,625	69,883	75,498
Gunpowder Park	50,548	42,567	41,777
Waltham Abbey Gardens	72,909	58,855	71,277
Hooks Marsh	23,598	18,390	25,275
Fishers Green	43,906	43,121	45,299
Clayton Hill	34,272	32,028	35,216
Tottenham Marshes	55,280	27,931	55,585

- The car parks without cameras continue to result in a net cost to the Authority due to management and income collection costs, however as usage/demand and visitors adapt to the new charging regime, income levels should rise. Officers are also investigating the potential of implementing cameras at these sites to further reduce these costs in the medium term. Where a power connection is possible, a single card only machine will be installed to reduce vandalism and theft.
- The car parks where the installation of electricity is too expensive (i.e. Hooks Marsh), officers propose that these will become cashless and have no machines. This removes the management fee (£475.00 per month) and also the cash collection fees and leaves nothing to be vandalised.
- Officers are also proposing that if machines are removed the Authority absorbs any additional payment for the use of the Apps and phones as it would be the only payment method available. To not pass these costs on to the public will minimise one source of complaints. This would result in the income per visit reducing from £2.00 to £1.70 as use of Apps and phones incurs an additional charge of 30p. Members will wish to consider how these car parks sit within the wider strategy for charging against the potential longer term financial benefits.

- The costs and income to October 2019 are detailed below. Parking Eye are also rolling out their own telephone payment system called Good to Go which works similar to the Dart Charge where you register either a card or account in advance and the APNR camera's automatically debit this with the correct charge without the need to do anything on the day, this will be going live from 1st January 2020 in all Parking Eye controlled Car Parks where electricity and APNR cameras are present.
- From 1st April 2019 to 31st October 2019 total Income across all car parks (other than those detailed below) generated £56,474, of which £13,620 relates to Parking Permits, Expenditure incurred to October 2019 £36,319 – giving total net Income of £20,155
- Other established car parks (Myddelton House Gardens and Broxbourne Riverside not included in above figures) already generate income of £25,000 and £43,300 respectively.
- The total income included in the budget for car parking in all venues is £204,500. It is forecast that in 2019/20 potentially half of this income target will be achieved.
- Members agreed to follow the "local" charges set and managed in Broxbourne and officers are recommending that we continue with this approach, until the whole contract is retendered in 2021.
- Officers propose leaving the cost of the Annual Permit the same for a further 12 months at £50 (264 sold to end October) and £20 for Licensed Clubs (116 sold to end October).

CAR PARK CHARGES			
Site		2019/20	Proposed Fee 2020/21
Annual Permits		£50.00	£50.00
Annual Club and Angling Permits		£20.00	£20.00
Pindar Cheshunt Broxbourne Mill & Meadows (these will be set by Broxbourne In Feb 2020)	Up to 2 hours	£1.60	TBD
	Up to 3 hours	£2.40	TBD
	Up to 4 hours	£3.40	TBD
	Over 4 hours	£4.40	TBD
Gunpowder Park Waltham Abbey Gardens Hooks Marsh Fishers Green Clayton Hill Cornmill	Up to 1 Hour	£1.00	£1.00
	All Day	£2.00	£2.00

Tottenham Marshes - Not cost effective to introduce power therefore officers recommend at present that this car park is not added to the chargeable ones.