

Proposals for admission charges to Donington le Heath Manor House and Gardens

1. Background

When the site re-opens in Spring 2016 following its transformation into a 1620 style manor house and gardens, a visitor admission charge will be introduced for the first time.

The season of opening will be from the beginning of April through to the end of September each year, Thursday to Sunday inclusive, 10.30am-4.30pm.

It is recommended that the pricing structure as detailed below should include entry to the house and gardens on a non-event day. Separate prices (which will attract a premium rate) are proposed for special event days.

The pricing proposals have been modelled on desk top research of similar attractions and evidence gathered from both the existing admission charges at Bosworth Battlefield and the new National Trust property at Stoneywell House, Ulverscroft. www.nationaltrust.org.uk/stoneywell

2. Proposed admission charges

<u>General Admission</u> (non-event day)	Base Price	% of Adult Price	Proposed Price for 2016-2017 season
Adult	£5.95	n/a	£5.95
Concession – (Senior, Student and Disabled/ Special Needs)	£5.00	84%	£5.00
Child – (3 to 15 years)	£3.50	59%	£3.50
Family of 3 = (2+1)	£13.00	84%	£13.00
Family of 4 = (2+2)	£16.00	85%	£16.00
Family of 5 = (2+3)	£19.00	85%	£19.00
Child under 3 years	Free	n/a	Free
Carer	Free	n/a	Free

<u>Special event days (including entrance to the house and gardens)</u>	Base Price	% of Adult Price	Proposed Price for 2016-2017 season
Adult	£7.50	n/a	£7.50
Concession – (Senior, Student and Disabled/ Special Needs)	£6.50	87%	£6.50
Child – (3 to 15 years)	£4.50	60%	£4.50
Family of 3 = (2+1)		85%	£16.50
Family of 4 = (2+2)		83%	£20.00
Family of 5 = (2+3)		84%	£24.00
Child under 3		n/a	Free
Carer		n/a	Free

3. Considerations / further proposals regarding the admission charges

- a) To promote the offer to local residents and repeat visitors to the site it is proposed that each ticket purchased will entitle the holder to free repeat visits for 12 months from the date of the initial ticket purchase. This will encourage multiple visits to the sites, will entice secondary spend (catering and retail), and encourage local communities to use and visit the site on a regular basis. This would be offered to all holders of non-event admission tickets. However if a visitor purchased a non-event day ticket they could not use the repeat visit element on special event days.
- b) It is proposed that there may be 5-6 special event days per season, each attracting its own specific audience. It would therefore be non-productive to offer a discount to these premium events.
- c) Group rates would be offered for parties of 10 or more visitors. These would be priced at 75% of the adult non-event day admission charge.
- d) Consultation undertaken with schools shows an interest in key specific activities at the site (Guy Fawkes and the Gun Powder Plot, and Christmas at the Manor). As these activities fall outside of the proposed opening times, prices for school visits will be determined by the cost of providing the activity. The price set will include entrance to the house and garden, along with the national curriculum activity requested by the school.

- e) Admission tickets will be available on-line through the new Donington le Heath Manor House website which will be launched in the spring of 2016. Admission tickets purchased on-line will attract a discount of 10% (which is in line with other leading visitor attractions locally and nationally).
- f) Promotional activities including discounting schemes will be introduced throughout the season depending upon visitor figures. Bosworth Battlefield has seen visitor numbers increase through targeted discounting offers, for example, Amazon Local.
- g) A review of the pricing structure will take place after the initial season of operation. Although quite early in the life of the redeveloped Donington, it should give a good indication of the visitation and feedback from customers, whilst providing the opportunity for benchmarking again with competitor attractions.

4. Communication plan

Heritage Services, along with the corporate Comms Unit, will be responsible for ensuring prices are notified to customers. This will cover:

- a) Websites
- b) Social Media
- c) Literature
- d) IT systems including tills
- e) Admission price notices at key locations including Donington, Bosworth and the Century Theatre