



Belfast City Council

Report to:	Parks and Leisure Committee
Subject:	Belfast Zoological Gardens Adoption Package Review
Date:	10 October 2013
Reporting Officer:	Rose Crozier, Assistant Director of Parks and Leisure
Contact Officer:	Mark Challis, Zoo Manager

1.	Relevant Background Information
1.1	The Committee will recall the report presented at the September 2013 meeting regarding the review of the Zoo's animal adoption package. The report from September 2013 Committee is attached as Appendix 1.
1.2	Following the Committee's consideration in September, a further review has taken place and officers have made further enhancements to the various adoption packages, taking into account Members comments.

2.	Key Issues
2.1	<p>The full proposal for each adoption package is attached in Appendix 1. It outlines that:</p> <p>The adoption package costs remain unchanged from the original proposal in September and include a new package for our younger visitors. This includes a gift bag, a free child entrance ticket, a fact sheet and certificate. This is priced at £25.00 and is aimed at the gift market.</p> <p>The bronze package has been enhanced, and now includes one free entrance ticket, and the chance for the adopter and one guest to attend an exclusive behind the scenes evening tour of the Zoo, as well as a number of features that were previously outlined.</p> <p>The silver package now includes four free entrance tickets to the Zoo, a personalised guided tour of the zoo during the summer for the adopter and one friend, and the chance for the adopter and three guests to attend an exclusive behind the scenes evening tour of the Zoo, as well as a</p>

	<p>number of features that were previously outlined;</p> <p>The gold package now includes eight free entrance tickets to the zoo, a personalised guided tour of the Zoo during the summer for the adopter and up to ten guests, the opportunity to meet the zookeeper who manages the adopter's chosen animal and learn more about how it is looked after (including the chance to access areas normally restricted to visitors), and the chance for the adopter and three guests to attend an exclusive behind the scenes evening tour of the Zoo, as well as a number of features that were previously outlined.</p>
2.2	<p>Further work is ongoing to consider enhancements to the adoption packages through offers at the Zoo's gift shop and catering outlets and proposals will be brought forward in due course.</p>
2.3	<p>Work is also in progress to review the current names of the four packages with a view to considering options regarding their branding.</p>

3.	Resource Implications
	<p><u>Financial</u></p> <p>The Zoo's income has been under pressure for the last few years and it is hoped that the review of the adoption packages and the promotion around these can help to stimulate their use. A new package aimed at children has been recommended and the price of the Bronze package has been reduced to reflect the benchmarking information. All these changes will be reflected in the fees and charges for the Zoo which will be brought to committee in the Autumn. The new prices will be effective from April 2014 however the use of previously agreed delegated authority from the Director may be required for any special promotions and in particular to launch the new basic package in time for the Christmas period. A review of membership packages is also underway and will be included in the fees and charges report.</p> <p><u>Human Resources</u></p> <p>The adoption scheme is overseen by the Zoo's commercial and marketing team and there are no additional human resource needs following the review.</p> <p><u>Asset and Other Implications</u></p> <p>None.</p>

4.	Equality Implications
4.1	<p>There are no Equality and Good Relations Considerations attached to this report.</p>

5.	Recommendations
5.1	The Committee is asked to note the above report and approve the new adoption packages as outlined above and in Appendix 2.

6.	Decision Tracking
6.1	All actions from the above will be carried out and managed by zoo staff. A further report on the adoption package and the success of the new scheme will be brought to Committee in 2014.

7.	Key to Abbreviations
	None

8.	Documents Attached
	Appendix 1 September Committee Report Appendix 2 Animal Adoptions Package October 2013