



**COFNOD O BENDERFYNIAD WEDI'I DDIRPRWYO GAN SWYDDOG**  
**RECORD OF DELEGATED OFFICER DECISION**

**Penderfyniad Allweddol | Key Decision** ✓

**PWNC | SUBJECT:**


Proposed Revised Charges for Santa's Toy Mine Experience and Lido Ponty Seasonal Swimming Sessions 2022/23

**DIBEN YR ADRODDIAD | PURPOSE OF THE REPORT:**

The purpose of the report is to seek approval for proposed revised charges for entry to the 2022 Santa's Toy Mine Experience at A Welsh Coal Mining Experience, Rhondda Heritage Park and the cost of entry for the Seasonal Boxing Day and New Year's Day swims at Lido Ponty.

**PENDERFYNIAD WEDI'I DDIRPRWYO | DELEGATED DECISION:**

It is determined that the proposed revised ticket charges be implemented for the 2022 Santa's Toy Mine Experience (paragraph 4.5) and for the Seasonal Boxing Day and New Year's Day swims at Lido Ponty (paragraph 4.10) of the accompanying report.

	Louise Davies	07.09.2022
<b>Llofnod y Prif Swyddog</b> Chief Officer Signature	<b>Enw (priflythrennau)</b> Name (Print Name)	<b>Dyddiad</b> Date

**Mae'r penderfyniad yn cael ei wneud yn unol ag Adran 15 o Ddeddf Llywodraeth Leol 2000 (Swyddogaethau'r Corff Gweithredol) ac yn y cylch gorchwyl sy wedi'i nodi yn Adran 5 o Ran 3 o Gyfansoddiad y Cyngor.**

The decision is taken in accordance with Section 15 of the Local Government Act, 2000 (Executive Functions) and in the terms set out in Section 5 of Part 3 of the Council's Constitution.



RHONDDA CYNON TAF

**YMGYNGHORI | CONSULTATION**

*A Crumney*

07.09.2022

**LLOFNOD YR AELOD YMGYNGHOROL O'R CABINET**  
CONSULTEE CABINET MEMBER SIGNATURE

**DYDDIAD | DATE**

*Blair*

07.09.22

**LLOFNOD SWYDDOG YMGYNGHOROL**  
CONSULTEE OFFICER SIGNATURE

**DYDDIAD | DATE**

**RHEOLAU'R WEITHDREFN GALW-I-MEWN | CALL IN PROCEDURE RULES.**

**A YW'R PENDERFYNIAD YN UN BRYN A HEB FOD YN DESTUN PROSES GALW-I-MEWN GAN Y PWYLLGOR TROSOLWG A CHRAFFU?:**  
IS THE DECISION DEEMED URGENT AND NOT SUBJECT TO CALL-IN BY THE OVERVIEW AND SCRUTINY COMMITTEE:

**YDY | YES      NAC YDY | NO** ✓

**Rheswm dros fod yn fater brys | Reason for Urgency:**

.....

**Os yw'n cael ei ystyried yn fater brys - llofnod y Llywydd, y Dirprwy Lywydd neu Bennaeth y Gwasanaeth Cyflogedig yn cadarnhau cytundeb fod y penderfyniad arfaethedig yn rhesymol yn yr holl amgylchiadau iddo gael ei drin fel mater brys, yn unol â rheol gweithdrefn trosolwg a chraffu 17.2:**

*If deemed urgent* - signature of Presiding Member or Deputy Presiding Member or Head of Paid Service confirming agreement that the proposed decision is reasonable in all the circumstances for it being treated as a matter of urgency, in accordance with the overview and scrutiny procedure rule 17.2:

.....  
(Llywydd | Presiding Member)

.....  
(Dyddiad | Date)

**DS - Os yw hwn yn benderfyniad sy'n cael ei ail-ystyried yna does dim modd galw'r penderfyniad i mewn a bydd y penderfyniad yn dod i rym o'r dyddiad mae'r penderfyniad wedi'i lofnodi.**

**NB - If this is a reconsidered decision then the decision Cannot be Called In and the decision will take effect from the date the decision is signed.**

AT DDEFNYDD Y SWYDDFA YN UNIG | FOR OFFICE USE ONLY

**DYDDIADAU CYHOEDDI A GWEITHREDU | PUBLICATION & IMPLEMENTATION DATES**

**CYHOEDDI | PUBLICATION**

**Cyhoeddi ar Wefan y Cyngor | Publication on the Council's Website:-** 08.09.22

**DYDDIAD | DATE**

**GWEITHREDU'R PENDERFYNIAD | IMPLEMENTATION OF THE DECISION**

**Nodwch: Fydd y penderfyniad hwn ddim yn dod i rym nac yn cael ei weithredu'n llawn nes cyn pen 3 diwrnod gwaith ar ôl ei gyhoeddi. Nod hyn yw ei alluogi i gael ei "Alw i Mewn" yn unol â Rheol 17.1, Rheolau Gweithdrefn Trosolwg a Chraffu.**

**Note:** This decision will not come into force and may not be implemented until the expiry of 3 clear working days after its publication to enable it to be the subject to the Call-In Procedure in Rule 17.1 of the Overview and Scrutiny Procedure Rules.

**Yn amodol ar y drefn "Galw i Mewn", caiff y penderfyniad ei roi ar waith ar / Subject to Call In the implementation date will be**

14.09.22  
**DYDDIAD / DATE**

**WEDI'I GYMERADWYO I'W GYHOEDDI: ✓ | APPROVED FOR PUBLICATION :✓**

**Rhagor o wybodaeth | Further Information:**

Cyfadran   Directorate:	Public Health, Protection & Community Services
Enw'r Person Cyswllt   Contact Name:	Chris Richards
Swydd   Designation:	Visitor Attractions & Heritage Services Manager
Rhif Ffôn   Telephone Number:	07786523576



**RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL**

**DELEGATED OFFICER DECISION**

**7<sup>th</sup> SEPTEMBER 2022**

**PROPOSED REVISED CHARGES FOR SANTA'S TOY MINE EXPERIENCE AND  
LIDO PONTY SEASONAL SWIMMING SESSIONS 2022/23**

**REPORT OF DIRECTOR - PUBLIC HEALTH, PROTECTION AND COMMUNITY  
SERVICES IN DISCUSSIONS WITH THE RELEVANT PORTFOLIO HOLDER, CLLR.  
ANN CRIMMINGS, CABINET MEMBER FOR ENVIRONMENT, LEISURE AND  
HERITAGE SERVICES**

**Author(s): Chris Richards, Visitor Attractions & Heritage Services Manager**

**1. PURPOSE OF THE REPORT**

- 1.1 The purpose of the report is to seek approval for proposed revised charges for entry to the 2022 Santa's Toy Mine Experience at A Welsh Coal Mining Experience, Rhondda Heritage Park and the cost of entry for the Seasonal Boxing Day and New Year's Day swims at Lido Ponty.

**2. RECOMMENDATION**

It is recommended that:

- 2.1 The proposed revised ticket charges be implemented for the 2022 Santa's Toy Mine Experience (paragraph 4.5) and for the Seasonal Boxing Day and New Year's Day swims at Lido Ponty (paragraph 4.10).

**3. REASONS FOR RECOMMENDATION**

- 3.1 The Council is committed to facilitating quality seasonal events at its Visitor Attractions that are affordable to the Borough's residents and wider community. The fees for the Santa's Toy Mine Experience have been unchanged since 2018 and adult entry fees for Lido Ponty seasonal swims have remained unchanged since 2016. Following review, revised charges are proposed that reflect increased operating costs for both venues and events and will ensure they continue to be positioned as one of the lowest priced attractions in the region.

**4. BACKGROUND**

Santa's Toy Mine Experience

4.1 The Santa's Toy Mine Experience is a well-established annual event that attracts circa 15,000 visitors a year and operates on a commercial basis, with the income contributing to the cost of delivery of the experience and maintenance of the wider visitor attraction offer at A Welsh Coal Mining Experience.

4.2 Due to the pandemic, the Santa's Toy Mine event has operated at reduced capacity for the past two years and this year it is intended to start the process of gradually increasing capacity and content of the event towards pre-pandemic levels and a full return to providing a fun filled and magical experience for our visitors. The proposed increase in tour capacity is indicated below:

Per Tour Capacity	2021	2022
	20 persons	25 persons

4.3 The Council maintained Toy Mine entry prices at the same level between 2019 and 2021 and, based on the operating environment as at February 2022, prices for entry to the main attraction were frozen for 2022 as part of the 2022/23 budget setting process.

4.4. Since this time, there have been significant increases in supplier costs, in particular the costs associated with purchasing gifts and the specialist staffing agencies that supply the Santa Claus. In light of this, it is necessary to propose a small price increase that addresses the increased supply costs, whilst ensuring that the event continues to deliver a quality visitor experience and at an entry fee that will ensure it remains one of the lowest priced attractions in the region.

4.5 The proposed prices for Santa's Toy Mine Experience are outlined below:

<b>Admission Fees</b>	<b>2018 – 2021 Prices</b>	<b>2022 – Proposed Prices</b>
Child	£10.00	£11.00
Adult	£10.00	£11.00
School visit	£8.00	£8.50
Teacher on School visit	£4.00	£4.50
Under 18 months	£0	£3.00

4.6 The small increase in entry fee combined with the increased capacity will ensure this remains a high quality, value for money Christmas experience for our visitors that supports the wider heritage offer celebrated at Rhondda Heritage Park and A Welsh Coal Mining Experience.

Lido Ponty Seasonal Swimming Sessions 2022

4.7 The seasonal Boxing Day and New Year's Day swims have been a very popular addition to the programme of events at Lido Ponty since they began in 2016. The admission fee between 2016 and 2021 was maintained at the same level, and based

on the operating environment as at February 2022, prices were frozen for 2022 as part of the 2022/23 budget setting process. Each seasonal swim attracts around 500 swimmers and is now a firm part of many RCT residents Christmas tradition.

- 4.8 All swimmers attend a pre-booked session throughout the day and receive a hot drink and pastry at the end of the session.
- 4.9 Following a review of the current operating environment, increases in operating costs to run the events will be experienced and a revision to the admission fee will ensure the Council can maintain the same service to residents.
- 4.10 The proposed prices for Boxing Day and New Year's Day swims are outlined below.

<b>Admission Fees</b>	<b>2016 – 2021 Prices</b>	<b>2022/23 – Proposed Prices</b>
Under 5 old	Free of Charge	Free of Charge
Visitors Over 5yrs old	£5.00	£6.00

- 4.11 The proposed prices will mean the event continues to be extremely competitive in price when compared to similar seasonal events and will also continue to showcase the facility as a high quality year round visitor attraction.

## **5. EQUALITY AND DIVERSITY IMPLICATIONS / SOCIO-ECONOMIC DUTY**

- 5.1 The proposed revisions have a neutral impact on equality and diversity implications therefore a full assessment is not required at this time.

## **6. WELSH LANGUAGE IMPLICATIONS**

- 6.1 There are no Welsh language implications arising from the recommendation set out in this report.

## **7. CONSULTATION / INVOLVEMENT**

- 7.1 There are no consultation implications arising from the recommendation set out in this report.

## **8. FINANCIAL IMPLICATION(S)**

- 8.1 The proposed revised charge for entry to the Santa's Toy Mine Experience along with an increase in capacity per tour will realise an estimated £40,000 per annum of additional income and the proposal in respect of admission to the Lido Ponty Seasonal Swimming sessions is estimated to generate additional income of £800 per annum. Subject to agreement, the additional income generated will be built into the Service's budget moving forward as part of the Council's medium term financial planning arrangements.



- 8.2 Income levels will be monitored on an on-going basis and any future proposed changes to fees and charges levels will be considered by Cabinet as part of the annual fees and charges process.

**9. LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED**

- 9.1 There are no legal implications as a result of the recommendations set out in the report.

**10. LINKS TO CORPORATE AND NATIONAL PRIORITIES AND THE WELL-BEING OF FUTURE GENERATIONS ACT**

- 10.1 Improved facilities within local communities will have a positive impact on the lives of people that live, work and visit the County Borough.
- 10.2 Increased opportunities and improved participation will improve the health and wellbeing of those that live, work and visit Rhondda Cynon Taf.

**11. STRATEGIC OR RELEVANT TO ELECTORAL WARDS (*please specify*)**

- 11.1 The Santa's Toy Mine Experience and Seasonal Lido Ponty Swimming sessions are regional visitor attractions which benefit the wider economy of Rhondda Cynon Taf. There are no local ward issues arising from this report. Promotion of, and the success of the Christmas events and wider tourist and heritage offer at the Rhondda Heritage Centre and Lido Ponty forms part of the RCT Tourism Strategy.

**12. CONCLUSION**

- 12.1 The proposed revised charges will ensure that the Santa Toy Mine Event and Seasonal Lido Ponty Swimming sessions continue to provide visitors with a quality experience that remains affordable to residents and the wider community and supports the current RCT Tourism Strategy.



**LOCAL GOVERNMENT ACT 1972**

**AS AMENDED BY**

**THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985**

**RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL**

**DELEGATED OFFICER DECISION**

**7<sup>th</sup> SEPTEMBER 2022**

**REPORT OF DIRECTOR - PUBLIC HEALTH, PROTECTION AND COMMUNITY SERVICES IN DISCUSSIONS WITH THE RELEVANT PORTFOLIO HOLDER, CLLR. ANN CRIMMINGS, CABINET MEMBER FOR ENVIRONMENT, LEISURE AND HERITAGE SERVICES**

**PROPOSED REVISED CHARGES FOR SANTA'S TOY MINE EXPERIENCE 2022 AND LIDO PONTY SEASONAL SWIMMING SESSIONS 2022/23**

**Relevant Scrutiny Committee:**

Community Services Scrutiny Committee

**Contact Officer:**

Chris Richards – Visitor Attractions & Heritage Service Manager

**Background Papers:**

None