

September 2018



## Ref: Pricing changes for 2019

Dear friend,

Each year, in September, we publish our pricing for the following year and we put a lot of thought into our pricing changes to ensure that we remain great value for money at Bibbys Farm whilst maintaining enough income to re-invest into our activities and facilities. We are proud to be a "Not for profit" Organisation and plough 100% of our income back into the development of the site for the benefit of all our visitors.

For 2019, we have continued with our trend of a small increase for camping and building use with 5p per person per night increase on camping and around £5 per night for each accommodation option. This will just about cover the usual inflationary increases on fuel and consumables that we have no option but to use.

2018 has been a remarkable year for us with a massive increase in both visitor numbers and activity bookings. We pride ourselves on having the largest range of activities locally and our track record of never letting anyone down by not being able to provide what they booked. That said, with the level of business this year, we have been stretched to the limit and on several occasions, we have had to buy-in freelance instructors which although financially unviable, meant we could still satisfy our visitor's needs which is the most important factor.

So, our biggest price change for 2019 is around the instructed activity prices. If you use the self-led activities or source your own instructor, prices remain unchanged but we have had no choice but to raise the instructed session prices by £5 for those activities where we have several instructors and by £10 for those where we continually struggle such as Climbing or water activities.

Please be assured that this change is in no way designed to "Make more money". It is there to encourage groups to source their own instructors where possible and where they can't, it will give us enough income to buy-in freelance instructors so we can continue our 100% track record of delivering everything that has been booked. We have also commissioned a whole range of activity courses for 2019 if you would like to create your own instructors.

Over the past 9 months, we have invested over £300,000 in our new Bunkhouse facility which is due to open this month, continued to provide free evening visits for Scouts & Guides and saved adult Scout & Guide leaders over £15,000 by not charging them for camping when they visit with their young people.

Thank you for your continuing custom, we hope you agree with our reasons for the price changes and we genuinely look forward to seeing you again soon.

A handwritten signature in blue ink, appearing to read 'Pete Sturgess'.

**Pete Sturgess, Centre Manager**

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