

Fees & Charges 2017/18

Appendix 1b - Benchmarking for Volks Electric Railway

Volk's Electric Railway is unique in its offer not only due to its nature as an electric train (many similar attractions are steam), but also thanks to its seaside location. However, the following have been identified as similar sized attractions that are likely to appeal to the same audiences:

Seaton Tramway

Seaton Tramway in Devon runs along a 3 mile route through the Axe Valley between the coastal resort of Seaton, the small village of Colyford and the ancient town of Colyton. The journey takes half an hour to complete and operates in all weather conditions. The tramway is open to the public from the beginning of April through to the end of October, with some out of season events.

Here is an example of the various fares

	Seaton to Colynton (return)	Halfway	Dinosaur Tramway	Santa Special
Adult	£10.00	£7.00	£14.95	£19.95
Child	£6.50	£4.60	£9.95	£15.95

Great Orme Tramway, Llandudno

The Great Orme Tramway is a unique Victorian innovation, considered to be the most spectacular of all the UK's funicular railways. Like the majority of other similar attractions, the tramway only runs from the end of March until the end of October. The journey is a mile up from the town centre to a nature reserve.

Examples of their entry charges are as follows:

	Return
Adult	£6.50
Child	£4.50
Schools	£3.20

There is also a 10% discount offered for families and groups.

Romney, Hythe and Dymchurch

Romney, Hythe and Dymchurch Railway has been running for the last 87 years and is known as the miniature mainline of Kent. The trains are a third of the size of standard steam and diesel locomotives and follow a 13.5 mile route through Kent, travelling from Hythe to Dungeness. Although the train does not have the history Volk's Railway has, it does have the advantage of having a destination point at each of the 4 stations along the route. The train operates mainly from the beginning of April until the end of October.

Here is an example of their pricing:

	Hythe to Dymchurch	Romney Rover (all day ticket)	Mother's Day	Evening Dining Train
Adult	£9.90	£17.00	£14.00 (not including train ride)	£46.00
Concession	£8.60	£15.00		
Child	£4.95	£8.50	£9.00 (not including train ride)	

To show how the proposed prices compare with other charging heritage organisations in Brighton & Hove, here is a list of their entry charges. As with the above figures these prices are from 2014 and have increased over time.

These figures are for standard entry, and do not reflect additional charges for special events:

Organisation	Price
The Royal Pavilion	Adult £11 Child £6 Family (2 adults and up to 2 children) £28 Family (1 adult and up to 2 children) £17 Concessions £9 Local residents £5.50
Brighton Toy and Model Museum	Adults £4.50 Concessions £3.50 Family (2 adults and 2 children) £12.50
Preston Manor	Adult £6.40 Child £3.40 Family (2 adults and up to 2 children) £16.10 Family (1 adult and up to 2 children) £9.80 Concessions £5.20
Whitehawk Air Raid shelter	Adults £2 Concessions £1.50

