

<b>Report on</b>	Pricing Tariff for Ballyronan House Boats
<b>Date of Meeting</b>	Thursday 13th May 2021
<b>Reporting Officer</b>	N Hill Head of Parks
<b>Contact Officer</b>	A Reid, Parks & Countryside Development Officer

<b>Is this report restricted for confidential business?</b> If 'Yes', confirm below the exempt information category relied upon	Yes	
	No	x

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To seek Members approval for tariff structure associated to the provision of new house boat accommodation units introduced to Ballyronan Marina for 2021-22 season.
<b>2.0</b>	<b>Background</b>
2.1	Ballyronan Marina is a blue flag marina and caravan site with 20 hard stand caravan pitches and tent pitches. The current facilities include a woodland walk, BBQ site, football facilities, disabled toilets and a children's play area.
2.2	Following recent development Ballyronan Marina will provide state of the art all accessible play, improved woodland walk, landscaping, improved toilet facilities and a changing places toilet.
2.3	As part of this development there will also be four luxury floating glamping pods complimented by state of-the-art interpretive displays to enthuse visitors with the mythology of Lough Neagh. This will be developed in the form of augmented reality whereby visitors staying in the glamping pods will be able to experience the myths and legends of Lough Neagh and learn about the cultural heritage through innovative technology.
2.4	It is anticipated that this innovative project will enhance the appeal of the area for overnight visitors and will feed a growing demand for unique experiences on Lough Neagh. This is the first on-water glamping accommodation to be developed on Lough Neagh. It will also be the first accommodation with built in technology to tell visitors about the myths and legends of the area in a modern and engaging way. The project can therefore be classed as unique and innovative.
2.5	There is currently two glamping facilities in Mid Ulster District Council area: Sperrin View Glamping and Carntogether Cabins however these are not water-based pods. In addition to the Ballyronan caravan and camping site, there are 5 other campsite facilities in Mid Ulster: Dungannon Park, Roundlake Park Fivemiletown, Drum Manor Forest Park Cookstown, Annaginney Farm, Dungannon and The Shepherds Rest Draperstown.

Artists impression of Glamping pods at Ballyronan Marina.



**3.0 Main Report**

3.1 Following the completion of the development within Ballyronan and the installation of the House Boats these will be marketed for short staycation rental. The all new House Boat units will be available for use and hire from early July 2021.

3.2 Regional and local Market Research has been carried out on similar products to enable council to establish an introductory mid-point tariff structure for the launch of the Ballyronan House Boat experience.

3.3	Glampsite	Sleeps	Price (£)/pod/night	Minimum stay
	Let's Go Hydro, Belfast	6	200 (Apr – Oct) 150 (Nov & Dec)	2 night
	Ocean View, Glenarm Castle	4	170 per week 180 wkend	2 night
	Sperrin View, Davagh	5	110 – 150	none
	Carntogher Cabins, Maghera	5	100 (plus £63 fees per booking)	2 night
	Fair Head, Ballycastle	4	161 167 (July & Aug mid week) 178.50 (wkend July & Aug)	None 2 nights

The demand in self-catering accommodation has escalated since 2020. Based on market research and the uniqueness of the Ballyronan offering the following price structure is proposed:

<b>House Boat, Ballyronan</b>	<b>4/6</b>	<b>120</b>	<b>2 night (min stay)</b>
-------------------------------	------------	------------	---------------------------

3.4 The normal House Boat season will run from 1<sup>st</sup> March – 31<sup>st</sup> October (as per the caravan park) and weekends only from Nov – Feb. The proposed tariff structure will be reviewed annually to reflect demand and market fluctuations.

3.5 The table below estimates the number of guests at the floating glamping pods per year. The occupancy rate is taken from the NI Local Government Statistics Self Catering Occupancy Rate for Mid Ulster District Council for 2018. (Information taken from Economic Appraisal Ballyronan Marina August 2020, CavanaghKelly)

No Pods	No guests per pod	No. nights available	Occupancy rate	No. guests per year
4	4	350	41%	2296

**4.0 Other Considerations**

**4.1 Financial, Human Resources & Risk Implications**

Financial:  
Income from House Boats £17,220 (based on 41% occupancy rate)

Human:  
Staffing levels at Ballyronan Marina have been under review given the recent developments, redeployment of resources within Leisure and Outdoor Recreation will provide for an interim staffing solution, which will be subject to review.

Risk Management:  
In line with Council policies and procedures

**4.2 Screening & Impact Assessments**

Equality & Good Relations Implications:  
In line with Council policy and procedures

Rural Needs Implications:  
In line with Council policy and procedures

**5.0 Recommendation(s)**

5.1 Members approval is sought for the proposed tariff structure as presented for the Ballyronan House Boat accommodation units at £120 per night, per boat for a minimum stay of two nights.

	Members also approve discretionary pricing flexibility as and when required under the Scheme of Delegation to the Director to allow scope for sales promotions, site specific usage trends, etc.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
	N/A