

Tables showing current Poppy Pod access and pricing arrangements together with two sets of amended arrangements comprising Options 1 and 2 contained in the report, Customer Journey and Pricing

Table 1 - Current Poppy Pod access and pricing arrangements together with two sets of amended arrangements comprising Options 1 and 2 contained in the report

Current Poppy Pod Access and Pricing Arrangements	Proposed Arrangements Consulted Upon in March 2022 - Option 2 in the report	Amended Proposed Arrangements Following the Consultation - Option 1 in the report, which is the preferred option recommended to the Executive Member for approval.
<p>3.1 Provision of current military family bookings</p> <p><i>The current arrangements are that members of the full time serving military or veteran military personnel once registered have full and complete access to stay in all 20 Poppy Pods with their family during all weekends or school holiday weeks between March and October each year.</i></p> <p><i>The cost to the family is a £15 booking fee per pod/per night. Total cost of a stay for a family of 4 for a weekend is £30 or for a 4-night week £60. Larger families can still access the pods but would have to book 2 adjacent pods thus doubling the cost.</i></p> <p><i>This access arrangement has been in place since 2019 when we changed from an annual membership fee system. At</i></p>	<p>a) Except for the provision of military-only weekends (see item (b) below), all customers of Tile Barn Outdoor Centre, both military and non-military, will have equal opportunity (subject to the priority booking window referenced in item (c) below) to book a stay in the Pods during weekends and school holiday periods, subject to when the facility is open.</p> <p>b) The centre would advertise a minimum of two ‘military- only’ free weekends specifically targeted at respite for physically and mentally disabled personnel and those on low income. We envisage engaging with current military charities (i.e Blesma, RBL and MOD unit welfare officers) to refer suitable families and administer their stay with the centre.</p>	<p>As per Proposal (a) in column 2 although the number of military-only weekends is significantly increased (see item (b) below).</p> <p>As per Proposal (b) in column 2 and dates for these respite weekends would be confirmed in January 2023. If demand for Pods was not maximised on these respite weekends, then any excess availability would be offered out to the general military membership but not the public.</p> <p>Existing access and payment arrangements would apply up until 31st August 2022.</p> <p>From 1st September 2022, the Centre would advertise half of</p>

<p><i>this time the military families paid an annual membership fee and had free access to the pods once a member. This led to large numbers of cancellations of pods mostly at last minute meaning we had an underutilised facility.</i></p>	<p>c) Military families will also be offered a priority booking window for one month before the Pods go on general sale. This will ensure military families have first refusal for popular holiday periods.</p> <p>d) The current booking fee would be replaced by a discount payment scheme, where a discount code will be provided to military families enabling reduced prices based on the public rate. Please see item (e) below and Appendix B for details.</p>	<p>the available term-time weekends as military only. Subject to availability and the respite weekends, the other 50% of term-time weekends and all school holiday periods would be accessible to both military and non-military families. The breakdown of these dates would be made available on the booking website.</p> <p>As per Proposal (c) in column 2 except with a priority 2-month early booking window starting 1st January 2023.</p> <p>As per Proposal (d) in column 2. Adjustments to the discount rates are explained in item (e) below.</p>
<p>3.2 Military Discounts</p> <p><i>The current arrangements are that members of the full time serving military or veteran military personnel once registered pay a £15 booking fee per pod/per night.</i></p>	<p>e) The Centre proposes to introduce a military discount code providing a 25% discount from the public rate for both peak and off-peak periods during 2022, reducing to 15% discount from 1st April 2023. Proposed pricing can be seen in [Table 4].</p>	<p>As per Proposal (e) in terms of the introduction of a military discount code but with increased discount levels. The Centre would increase the costs to military personnel in a phased approach.</p>

<p><i>This is a 77% discount based on our current public rate of £65 per pod per night in the peak period. The discount equates to 62.5% in the low season when the current public rate is £40 per pod.</i></p>	<p>f) The Centre would continue to advertise at least two military only free weekends. Please see item (b) above.</p>	<p>For arrival dates from now until 31 August 2022, the current fee arrangements would apply. In respect of arrival dates on or after 1st September 2022 to 31st December 2022, all military Pod bookings would receive a 65% discount from the publicised rates. (The Pods are normally closed to all bookings from the first weekend of November to the last weekend of February).</p> <p>For arrival dates on or after 1st January 2023, commissioned and non-commissioned Officers would receive a 25% discount off the public rate. Enlisted ranks (non-officers) would receive a 50% discount from the public rate. Proposed pricing can be seen in Table 3.</p> <p>The Centre reviews all its pricing on an annual basis to ensure it achieves a balanced budget position. Military discount rates would be reviewed in 2023, as part of a wider review of the arrangements relating to the Pods, and thereafter annually and would be subject to change.</p> <p>Poppy Pod Members would be consulted about any significant changes to these arrangements. The discounts would be applicable to current and ex-service/retired personnel.</p> <p>Regarding the military only free weekends, see item (b) above.</p>
<p>3.3 School and youth group bookings</p>	<p>g) The Centre does not anticipate altering the access arrangements for</p>	<p>As per Proposal (g).</p>

<p><i>Schools and youth groups can currently book the pods during term time Monday-Friday for outdoor educational experiences in the New Forest in line with the service mission.</i></p> <p>The current 2022 cost to school users for using the facility is £16.38 per person or £65.52 for a pod with 4 occupants. (prices INC VAT)</p> <p><i>“We strive to improve the lives of our customers and deliver a safe, highly valued, cost effective and quality focused service through the provision of accessible outdoor education and recreational facilities.”</i></p>	<p>these user groups however the Pods may be used by schools and youth groups at weekends and school holidays if there is availability.</p>	
<p>3.4 Stakeholder use</p> <p><i>The centre supports the local branch of the RBL with free facility use at tile Barn during the local Anzac commemoration event held on the last Sunday in April. This includes use of the pod roundhouse area and the Anzac room of the Bunkhouse building. This is largely organised and supported by the Brockenhurst branch of the RBL.</i></p>	<p>h) The Centre proposes to continue offering this support to the RBL and will liaise with them around their access needs.</p>	<p>As per Proposal (h).</p>

Table 2 - Revised Poppy Pod Customer Journey for both Options 1 and 2 contained in the report

Stage 1: Military personnel register with the Poppy Pod scheme	Stage 2: Pod Bookings & Availability	Stage 3: Military Mailing list
<p>Military personnel and families register for the Poppy Pod scheme on the Centre’s website.</p> <p>The Centre will then verify applicant military credentials and email a discount code for members to use when booking a Poppy Pod.</p>	<p>Each year, (commencing 1st January 2023) the Centre will open an early booking window for Military members to book Pods throughout the year. The booking system will show the dates which are military only and those open to the public.</p> <p>All customers will book Pods directly through the Centre’s website. Customers will be able to request specific Pods and the Centre will accommodate this if possible. Pod availability will be in real time and payment will be taken at the time of booking.</p> <p>Military families will be able to use their discount code at the checkout stage.</p> <p>All Pod bookings will be subject to the Centre’s normal Booking Terms & Conditions.</p>	<p>Registered military users of the Poppy Pod scheme will normally receive an email in December, explaining the process and providing links to the booking portal.</p>

Tables 3 and 4 - Military and Public Prices for Options 1 and 2 contained in the report

Table 3 - Military & Public Prices – Option 1 contained in the report

	2022 Public price	Current Military booking fee per pod/per night.	Military price From 1st September to 31st December 2022 per pod/per night. Including 65% discount.	2023 military prices officer ranks per pod/per night. Including 25% discount.	2023 military prices non-officer ranks per pod/per night. Including 50% discount.
Peak 1st May – 30th September	£68.25	£15.00	£23.89	£51.19	£34.12
Off Peak 1st October – 30th April	£42.00	£15.00	£14.70	£31.50	£21.00

*All prices are inclusive of VAT at the appropriate rate.

** 2023 Prices will be subject to inflation.

*** The Pods are normally closed to all bookings from the first weekend of November to the last weekend of February

Table 4 - Military & Public Prices – Option 2 contained in the report

	2022 Public price	Current Military booking fee per pod/per night.	Military price From 1st September to 31st December 2022 per pod/per night. Including 25% discount.	2023 military prices (all ranks) per pod/per night. Including 15% discount.
Peak 1st May – 30th September	£68.25	£15.00	£51.19	£58.01
Off Peak 1st October – 30th April	£42.00	£15.00	£31.50	£35.70

*All prices are inclusive of VAT at the appropriate rate.

** 2023 Prices will be subject to inflation.

*** The Pods are normally closed to all bookings from the first weekend of November to the last weekend of February