

Parks and Open Spaces Retail Guidance.

A sub-document of 'A policy for financial income generation in support of parks and open spaces'.

Drafted for HCP Visitor Centre but can be applied flexibly where relevant for other open space offers.

Currency Accepted

Sterling currency (including Scottish bank notes)

Not Euro or Northern Ireland bank notes

Information required from a customer paying by cheque.

Cheques to be made payable to City of Lincoln Council

No credit or terms are offered to customers

Credit cards accepted

When card machine provided and operating: All cards accepted. - Contactless payments accepted including Apple Pay

Reserving Stock

We can keep an item of stock for a customer but require payment to be made in full and contact details to be taken.

Returns and Exchanges

We have a no exchange or refund policy unless the goods are faulty and returned within 28 days of purchase in the original packaging. Proof of purchase is required.

Policy for groups soliciting donations

It is the discretion of the HCP site manager to give items to local charities for raffle prizes.

Product loss due to damage or theft

Products that are damaged on delivery need to be reported to the supplier to be credited. Products that are damaged in the shop must be removed from sale and put to one side to be recorded and written-off or put out for resale with a price reduction.

Sale Goods

Products that are lightly damaged, seconds, past season or need to be price tested can be discounted; put on clearance or on sale at the manager's discretion.

- Price adjustment - If a new product fails to turnover quickly enough the retail price will be re-evaluated and re-priced at a lesser amount and sales performance monitored.
- Products that are difficult to sell are to be sold at cost price. In some situations, to clear a product line it may be that discounting drops below cost.
- Sale reduction points are 10%, 20%, 50%, 70% off retail price.
- Write offs – it may be required to completely write off a product line if reductions are not successful.

Discounted Goods

- Discounts for general customers on bulk goods purchases are at HCP site manager's discretion between 10-20%
- Employee discount 20% (goods only, excluding special event merchandise - not applicable for event/activity tickets)

Shoplifting policy and procedures

If it is suspected an item has been stolen then a description, date and time needs to be recorded so that CCTV footage can be checked and reported to the Police.

Postal / Delivery Service

Goods can be posted at the manager's discretion upon receiving a postage quote from the post office and packaging costs. Payment to be taken in advance of sending the items and a proof of postage receipt to be given from the Post Office.

Stock Audit

Full stock check takes place at the end of March. Random product stock checks will take place.

Stock Purchase

Suppliers of goods are selected based on competitive pricing, quality and availability. Suppliers are local, regional, national and European companies. All the suppliers are not guaranteed business, there is no contractual relationship outside of the purchase order in hand. The sale or return agreements will be at the manager's discretion.

Shared Purchases

To achieve economies of scale the HCP site manager can share product development costs and bulk orders with other businesses i.e. LWT, Whisby Natural World.

Sale or Return

The sale or return of a small number of products is useful in that there is no financial initial outlay for goods. It is a good way to trial a new product without the risk. This should be kept to a minimum due to the administration role of monitoring those sales and their reconciliation. Sale or Return goods typically involve small independent suppliers whose cost prices tend to be at a premium, there is a requirement to use these suppliers to give the customer a varied shopping offer. As a consequence, the pricing policy below needs to be flexible in that the 100% mark up may be reduced to 80%.

Product Pricing

Mark up on VAT goods is up to 100% (cost price +% mark up+VAT =retail price)
Mark up on non-VAT goods is up to 100% (cost price +%mark up = retail price)

Pricing strategy

Retail prices to be increased / decreased based on purchase or price or sale strategy.

The stock cost prices are to be checked against existing retail prices when ordering and ensure that if the price has increased on an existing product that this is changed with immediate effect on any products already on sale.

Pricing factors are cost, mark up targets, competition, market condition, quality of product. To consciously use price skimming as a strategy for certain products especially thematic, event related goods i.e. some products to set an initially high price to maximise profit at a premium time and to then lower the price to shift remaining stock. Price discrimination should only apply when selling Business to Business where a discounted trade arrangement is agreed with the site manager's discretion. Things to consider are existing price points and psychological pricing. Bundle pricing to be kept to a minimum for stock control.

External Trading

Where required the staff can trade from external sites. i.e. other parks locations, or as a part of other events.