

Title of meeting:	Culture, Leisure and Sport Decision Meeting
Date of meeting:	21 July 2017
Subject:	D-Day Museum Admission Charges and Southsea Castle Hire Charges
Report by:	Director of Culture and City Development
Wards affected:	All
Key decision:	No
Full Council decision:	No

1. Purpose of report

- 1.1 To propose changes to the admission charges, free entry days and venue hire fees for the D-Day Museum from July 2017 and to propose a change to the venue hire charge for Southsea Castle outside of season.

2. Recommendations

- 2.1 **Agree the new D-Day Museum admission charges as in Appendix A.**
- 2.2 **Agree flexible pricing for events at D-Day Museum to allow full cost recovery and income generation.**
- 2.3 **Agree to reduce free entry days at D-Day Museum from 4 to 2 annually.**
- 2.4 **Agree to introduce a charge for entry to D-Day Museum for Portsmouth City Council managed schools.**
- 2.5 **Agree that The Museum Service is able to discount tickets up to 75%.**
- 2.6 **Agree a reduced rate of £200 for the hire of Southsea Castle marquee out of season.**

3. Background

- 3.1 The D-Day Museum is currently undergoing a £5 million transformation. Operation of the new Museum is underpinned by a business plan that was submitted and agreed as part of the Heritage Lottery Fund bid. It includes a

target income from admissions and other income generating activity that will enable the Museum to cover its increased operating costs.

3.2 During December 2016 to May 2017 a review of the existing pricing structure has been carried out, including income modelling and benchmarking against similar attractions. We have also considered.

- Discounted entry
- Charges for PCC managed schools
- Introducing an annual pass
- Setting charges for events
- Reducing the number of free entry days.

3.3 Although the marquee at Southsea Castle has very successful venue hire during the peak months of April to September, it struggles to attract business during the winter months. A revision to charges is proposed to address this.

4. Reasons for recommendations

4.1 The current admission pricing structure will not allow us to meet the income generation target as outlined in the project business plan.

4.2 The existing fees and charges will not reflect the quality of the offer at the new D-Day museum.

4.3 Benchmarking demonstrates the need to bring our prices in line with attractions of a similar size and type.

4.4 Discounting admission prices is a widely used promotional tool in the tourist industry enabling an increase in marketing and visitors in quieter months, using online offers such as 2 for 1 and GroupOn. Having the flexibility to discount tickets enables D-Day Museum to run promotions to boost attendance during quieter periods or on special events. The museum would also look to offer targeted discounts, for example to local residents.

4.5 The Museum Service no longer receives funding direct from Education Services to provide free entry to the council's museums i.e. the D Day Museum. This change took effect from 1st April 2017. The funding previously received underpinned the events and learning budgets for the service as a whole and funding from elsewhere will need to be generated in order to maintain the same level of activity.

4.8 As a means of encouraging repeat visits, the ability to convert a general ticket to an annual pass would be invaluable. This will also enable us to capture visitor data and use this to market the museum going forward. The annual pass may be introduced at opening or at a later date as a marketing option.

4.9 A substantial programme of events is planned for the D-Day Museum following the reopening in 2018, designed to boost attendance and expand our audience demographic. The cost of running the events programme at the Museum will vary depending on the format of the event being held. Flexibility over pricing will enable cost recovery and income generation from events.

4.10 Currently the D-Day Museum offers free entry on:

- 27th January (Holocaust Memorial day)
- 6th June (Anniversary of D-Day)
- 24th June (Armed Forces Day)
- 11th November (Remembrance Day)

4.11 Offering free entry during peak visiting months reduces the ability of the D-Day Museum to meet its income targets as outlined in the business plan. Maintaining free entry during quieter months (November and January) would allow us to increase attendance from local people during a period when visitor numbers are lower. On this basis we plan to keep Remembrance Day and Holocaust Memorial Day as free entry. We will offer free entrance to serving personnel on Armed Forces Day.

4.12 The marquee at Southsea Castle has very successful venue hire during the peak months between April and September but struggles to attract the same level of business in the winter months.

4.13 The current charge for hiring the Castle Marquee for an evening function in the winter months is between £770 and £1260 per event.

4.14 Agreeing a reduced fixed price of £200 for hire of the Castle Marquee out of season (November to February) will enable Café Henry to significantly increase bookings and income for the service.

5. Equality impact assessment (EIA)

5.1 A preliminary EIA is attached as Appendix 2

6. Legal comments

6.1 There are no legal implications arising directly from the recommendations in this report.

7. Director of Finance comments

7.1 The admission fees and charges proposed in this report will take effect when the D Day Museum re-opens in March 2018 after the completion of the transformation works.

- 7.2 In addition to historical data on the profile and number of visitors, the business plan submitted to the Heritage Lottery Fund, as part of the original funding bid, has also informed the admission charges proposed in this report. Market testing has been carried out to benchmark these charges against other similar local visitor attractions.
- 7.3 Income generated from Museum events needs to be sufficient to recover all of the associated costs. The charge for event tickets will therefore be calculated on this basis and will be separate from admission charges.
- 7.4 It is proposed that a charge is introduced for Portsmouth City Council managed schools. Previously these schools had 'free' entry to the D Day Museum as there was a service level agreement in place between PCC Culture and Education Services. This is no longer the case and all school visits will be subject to the charges shown on Appendix 1.
- 7.5 It is anticipated that the approval of the recommendation to introduce a flat fee of £200 for the winter booking of the marquee at Southsea Castle will generate additional income for the service.

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Signed by:
Stephen Baily
Director of Culture and City Development

Appendices:

- Appendix 1 - Admission charges for the D-Day Museum
- Appendix 2 - Preliminary EIA

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

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Signed by:
Cabinet Member for Culture, Leisure and Sport