

Agenda item:

Title of meeting: Culture, Leisure and Sport Decision Meeting

Date of meeting: 12 December 2014

Subject: Fees and charges for Portsmouth Museums and Visitor Services

Report by: Head of City Development and Cultural Services

Wards affected: ALL

Key decision: No

Full Council decision: No

1. Purpose of report

1.1 The purpose of the report is to propose a number of changes and additions to the current Fees and Charges for Portsmouth Museums and Visitor Services from April 2015.

2. Recommendations

- 2.1 **The increase in line with inflation to the Museum service's admission fees plus amendments to the Leisure Card rate to meet the 40% agreed discount, as listed in Appendix 1, are agreed.**
- 2.2 **The 5% increase to the Museum venue hire charges as listed in Appendix 2 are agreed.**
- 2.3 **The changes to charges for the hire of the Castle Keep, the D-Day Museum Dulverton Wing and new charges for spaces at Portsmouth Museums as listed in Appendix 2 are agreed.**
- 2.4 **Wedding charges, including a year on year increase of 5%, as listed in Appendix 3 are agreed through to March 2018 to enable future bookings.**
- 2.5 **The Museum Service will apply the same charges agreed for Archives for research fees, attaching images to a CD, photocopying and assisted photocopying, the daily photography permit and for photographic prints.**
- 2.6 **Officers are able to offer a promotional discount for weddings and continue to test the potential of new income generating activities such as markets and specialist 'master-classes'. Where such charges are applied Leisure Card holders will be offered a 40% reduction.**

3. Background

- 3.1 Fees and charges are reviewed annually and the income received from admissions, venue hire and weddings etc is an important element of the service's revenue budgets. Charges cover a range of activities including:
- Admission charges (D-Day Museum and Dickens' Birthplace)
 - Venue hire
 - Wedding and other celebratory event hire
 - Use of images (reproduction fees)
 - Research and related costs
- 3.2 A number of services available to the public are offered by both the museums and archives services. It makes sense that the same charge should apply. The rationale for the charges is explained in the Library and Archives Fines and Charges Review 2015-16. A list of the relevant charges is attached as Appendix 4.

4. Reasons for recommendations

- 4.1 It is proposed that the admission fees for individuals and groups for the D-Day Museum and Charles Dickens Birthplace Museum be increased in line with inflation in 2015. This small increase ensures that the service is able to meet income targets, while still making the museums accessible and attractive to both local residents and visitors to the city. Admission charges for Leisure Card holders will be reduced to meet the 40% discount this group should receive.
- 4.2 Portsmouth City Council (PCC) maintained schools and non PCC maintained schools purchasing core option 15 through the Traded Services will continue to receive free entry during normal operational hours, all other schools will be charged. Charges for led sessions will continue as previously agreed.
- 4.3 A new charge will be introduced for all sites (including sites with free admission) to enable pre booked groups to visit out of season or on closed days. The charge will cover staff time and a contribution towards lighting/ heating etc.
- 4.4 Venue hire charges have not increased since 2010/11. An increase of 5% plus rounding has been applied to these along with the addition of charges for new spaces and an hourly hire rate. These changes will offer customers more flexibility and help the service meet income targets going forward.
- 4.5 It is proposed to reduce hire charges for the Dulverton Wing at the D-Day Museum to increase bookings and to increase charges for the Castle Keep by above 5% in light of new wedding charges.
- 4.6 Charges are proposed for venue hire in two new spaces at Cumberland House, the Butterfly House and the Activity Room and in the Esther Room at Portsmouth Museum.

- 4.7 The proposed charges for weddings include an increase over the next three years at a rate of 5% per year plus rounding. Three years of charges are required to enable the service to book future year's weddings now and maximise income.
- 4.8 A discretionary discount of between 10% and 20% will be available if required for wedding bookings made at promotional events such as fairs.
- 4.7 The service will continue to look at options to increase income across all sites. These may include for example specialist or seasonal markets where a charge is made for stall holders to take part or expert sessions with one of our Curators. The aim is to recover the cost of providing the event, add to the Museum's offer and raise income. Charges will be benchmarked with similar providers to ensure they are competitive. It would be beneficial for these charges to remain flexible (rather than fixed) to enable a range of options to be explored.
- 5. Equality impact assessment (EIA)**
- 5.1 A preliminary EIA has been completed and there was found to be no negative impacts on service users
- 6. Legal implications**
- 6.1 This is a discretionary service for which the charges are required to be reasonable. As these charges are backed by appropriate reasoning they will not be open to challenge.
- 7. Head of Finance comments**
- 7.1 In order to ensure that museum sites remain accessible to all, the admission fees have only been increased in line with inflation.
- 7.2 Other income streams such as venue hire and wedding charges have been reviewed to remain comparable with other neighbouring authorities and competitors offering a similar service.
- 7.3 The revised charges will maximise the opportunity to generate income for the Museum Service and to enable full cost recovery where applicable.

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Signed by:
Stephen Baily
Head of City Development and Cultural Services

- Appendices:**
- Appendix 1** - Museums and Visitor Services Admission Fees 2015/16
 - Appendix 2** - Museums and Visitor Services Venue Hire Charges 2015/16
 - Appendix 3** - Museums and Visitor Services Wedding Hire Charges 2015/16 to 2017/18
 - Appendix 4** - Charges relating to use of Museum Collections

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
Appendix 1	Museums and Visitor Services Admission Fees 2015/16
Appendix 2	Museums and Visitor Services Venue Hire Charges 2015/16
Appendix 3	Museums and Visitor Services Wedding Hire Charges 2015/16 to 2017/18
Appendix 4	Charges relating to use of Museum Collections

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Culture Leisure and Sport on 12 December 2014.

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 Signed by:
Cabinet Member for Culture Leisure and Sport