

Title of meeting: Culture, Leisure and Economic Development Decision Meeting

Date of meeting: 10 February 2023

Subject: Museums and Visitor Services Fees and Charges

Report by: Director of Culture, Leisure and Regulatory Services

Wards affected: All

Key decision: No

Full Council decision: No

1. Purpose of report

1.1 To update Members on increases in Museums and Visitor Services fees and charges including some new charges not previously included.

2. Recommendations

2.1 To approve the charges as referred to in this report and as listed in Appendix 1 and Appendix 2.

2.2 That the Director of Culture, Leisure and Regulatory Services is given the authority to offer pricing in line with these fees and charges for bespoke requests.

3. Background

3.1 Portsmouth Museums and Visitor Services has a range of charges including entrance fees, venue and wedding hire, talks and tours, learning activities, consultancy fees and printing and reproduction fees.

3.2 The service has a budget requirement to achieve income in line with targets across all sites, with an increased target being set for Southsea Castle hire from April 2023.

3.3 The attached Fees and Charges spreadsheets at appendix 1 and appendix 2 bring together all charges in one place. We have increased most of our existing charges by approximately 2% year on year. This is in line with the previous increase, it was not thought commercially viable to increase charges in line with



the current high rate of inflation and remain competitive. All charges are exclusive of vat which is added when required.

- 3.4 Hire charges for the Dulverton room and use of the wider museum at The D-Day Story have increased by approximately 5%. There are a variety of charges depending upon the use required and upon time of hire. The new charges remain competitive and will continue to support growing usage of the Dulverton room which has seen an increase in bookings over the past year following increased marketing and promotion.
- 3.5 Guided tour charges at The D-Day Story have been increased from £20 to £30 per tour/group. These charges have not been reviewed for a number of years and do not currently cover the required costs in operating the tours. The new charge will also be applied to a newly developed tour of LCT 7074 in addition to tours of the Overlord Embroidery and the main D-Day Story galleries.
- 3.6 Charges relating to staff time have been increased by approximately 10% where relevant as we have seen a real increase in pay.
- 3.7 The entry charge for The D-Day Story remains the same with no increase. Dickens Birthplace admission is increased by 2% but remains free for Portsmouth residents. The D-Day Story offers promotional discounted entry to local residents during certain months of the year.
- 3.8 In order to achieve an increased income target at Southsea Castle we are introducing a new rate for winter weddings which will enable couples to get married and then have a smaller reception within the castle keep. The charge for ceremony and reception will be £1,750 and available only during our closed period, November to March. A charge for a reception or celebratory event without a ceremony in the same space will be £1,400.
- 3.9 Benchmarking for the above charges has taken place including looking at charges at The Square Tower and local hotels.
- 3.10 We are also changing the out of season hire rate for the castle marquee to an hourly rate going forward, based on the previously agreed charge plus 2% year-on-year to enable bookings during the day also.
- 3.11 Due to demand we are also introducing a hire charge for tables (£7.50 per day), tablecloths (£10 per day) and all-weather chairs (£2.00 per day).
- 3.12 In recent years the service has trialled a number of small market/sales events that have enabled us to both increase income and add to the museum offer. In order to continue with more of these sorts of events we would like to formalise charges as follows:



- If booking a table to sell at for example a Craft or Christmas Fair the charge will be £30 per day or £50 for two days with an additional charge of £5 per day for an electrical point, all plus vat.
- If booking an area of the museum to sell over a period of time, such as the Summer Jewels event, the charge will be the room hire charge for one day per week plus 25% of the overall takings.

- 3.13 This report also asks that charges for museum staff time be formalised and agreed, included in Appendix 1. These have been used in the past and agreed previously with the Cabinet Member. This includes requests for staff or volunteers to offer professional talks on or off site and also consultancy fees. We also would like to reserve the right to offer these activities at no cost for exceptions that would be agreed by the Head of Museums, for example if for co-production work with a local community group.
- 3.14 We are also keen to re-start and add to our learning activities. We had charges previously agreed for a 'toys, games and pastimes' activity and wish to add to this with:
Victorians
Talking Pictures
Stone Age to Iron Age
Activities will remain affordable at £2 per participant with a minimum £40 charge.
- 3.15 The final changes for approval are those for image copying and reproduction fees, itemised at Appendix 2. These fees have not been revised for many years. In most cases the revisions are not increasing the level of fees but adding categories that we are regularly asked for. The current fees have their origins in a scale of fees developed in the early 2000s and thus do not reflect today's use of images by broadcast media, and generally on websites and on social media.
- 3.16 On occasion the service receives bespoke requests for bookings beyond the scope of these fees and charges. On these occasions a senior member of the museum team will agree a bespoke price based on the fees and charges agreed and a record will be kept of the workings as relating to the approved fees and charges.

4. Reasons for recommendations

- 4.1 The revised charges will enable the Museums Service to offer a wider range of services and meet increased income targets.

5. Integrated impact assessment

5.1 An Integrated Impact Assessment is included at Appendix 3

6. Legal implications

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

7. Director of Finance's comments

7.1 In order to ensure that museum sites remain competitive and commercially viable, the fees have not been increased in line with current inflation but instead by previous years inflation.

7.2 New Income streams for winter weddings and hourly rates for out of season hires have been introduced in order to meet new income targets for Southsea Castle hire. These have been benchmarked against charges at other similar local venues used for weddings.

7.3 The revised charges and new offerings will maximise the opportunity to generate income for the Museum service and to enable cost recovery where applicable.

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Signed by:
Stephen Baily
Director of Culture, Leisure and Regulatory Services

Appendices:

- Appendix 1 - Portsmouth Museum and Visitor Services Fees and Charges, Jan 23
- Appendix 2 - Portsmouth Museums - Image Copying and Reproduction Fees 2023-2024
- Appendix 3 - Integrated Impact Assessment, Portsmouth Museums Fees and Charges Report Jan 23

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 Economic Development