

NORTH LINCOLNSHIRE COUNCIL

LEISURE, ARTS AND CULTURE CABINET MEMBER

CULTURAL SERVICES FEES AND CHARGES

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To seek approval for the fees and charges in Cultural Services venues for 2009-10.
- 1.2 The key points of the report are:
 - Fees for Normanby Admission Tickets and the Plowright Theatre were agreed previously by the Cabinet Member.
 - The remaining fees and charges need approving to allow them to come into effect in April 2009.
 - The proposed charges attached as appendices reflect the budget that was approved by council on 25 February 2009, including a 2.5% increase on income targets.
 - In some cases it is proposed to restructure rather than increase the fees, and achieve the income target through additional usage rather than additional cost to the customer.

2. BACKGROUND INFORMATION

- 2.1 The increases proposed reflect the budget that was approved by council on 25 February 2009.
- 2.2 The following issues were taken into account in proposing the changes.
 - The Corporate Charging Framework (CCF) and the need to exercise commercial judgement in setting price levels
 - Customer feedback on current charges
 - Rounding of prices to fit within the CCF
 - Benchmarking with other services
 - Balancing keeping prices down with meeting targets from increased usage.

- The potential impact of the current economic climate

2.3 For the Museum Education Service two changes are proposed.

- **Schools Visits** – it is proposed that prices remain the same. In a time when school visit numbers are reducing it makes little sense to increase prices. It is proposed to meet the new income target by increasing the take up of school workshops, by re-launching a number of workshops and introducing some new ones.
- **School Loans** – it is proposed to restructure the way of charging which reduces the costs to North Lincolnshire schools, adopt a new marketing strategy to increase usage and introduce some promotional offers. The assistance of an Heritage Lottery funded post has allowed the completion of much work over the past two years with, to upgrade the loan packs to make them more relevant for school and community use. These are now ready for a re-launch of the Loans Service.

2.4 A fee increase is proposed for the Normanby conference centre in light of the recent ICT upgrade, which significantly improves the offer for customers.

2.5 An urgent decision is needed to enable new promotional material to be produced so that the charges can be implemented from 1 April.

3. **OPTIONS FOR CONSIDERATION**

3.1 To agree the proposed fees and charges as set out in the appendices.

3.2 To consider other fees and charges.

4. **ANALYSIS OF OPTIONS**

4.1 The proposed fees and charges were calculated to meet the budget approved by the council on 25 February 2009. They are proposed as the optimum price to achieve these targets.

4.2 It is possible to agree other prices. A reduction in the charges could result in not meeting the income targets, while any excessive increase could result in less income from customer resistance.

5. **RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 The proposed fees and charges will meet the new budget targets. There are no other financial implications.

5.2 There are no other resource implications.

6. **OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)**

6.1 Setting appropriate and reasonable fees and charges encourages participation in leisure related activity across all sectors of the diverse community of North Lincolnshire. Increasing positive participation in leisure can provide positive benefits toward reducing crime, particularly relating to incidents of anti-social behaviour.

7. OUTCOMES OF CONSULTATION

7.1 Customer feedback on fees and charges is taken into account when making proposals for new rates.

8. RECOMMENDATIONS

8.1 To approve the fees and charges for Cultural Services venues set out in the appendix.

SERVICE DIRECTOR ASSET MANAGEMENT AND CULTURE

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Background Papers used in the preparation of this report:

- Corporate Charging Framework

Normanby Hall Country Park Charges

ALL CHARGES INCLUSIVE OF VAT

	Proposed 2009/10
Camping:	
Per night (adult)	£2.30
Per night (junior)	£1.45
Caravans	
Caravan rallies per night	£4.10
Touring caravan per night	£7.20
Pony Club Rallies	£52.50
Outside Talks in NL (plus mileage at 50.5p per mile)	£65.00
Park Education Room Evenings, summer only	£22.00
Farming Museum Education Room	£40.00
Normanby Hall:	
Exhibitions	£185.00
Charity Concerts (Mon-Thur only)	£110.00
Civil Weddings Facility Hire (inclusive of flowers)	£425.00
Civil Wedding without Reception (Mon-Fri only)	£660.00
Evening Function – facility hire fee	£145.00
Venue Facility Hire	
Hire of the Hall	£880.00
Hire of the Park	£1,390.00
Hire of Caravan Site	£550.00
Hire of Campsite	£330.00
Conference Fees	
½ day per delegate	£15.75
½ day per delegate including lunch	£24.00
Full day per delegate	£27.00
Additional hours before 8.30 am and after 5 pm (per hour)	£27.00
Break off Rooms (Sheffield Lounge/Morning Room/Board Room)	£35.00
Break off Rooms (Conference Room/Regency Dining Room)	£52.50

North Lincolnshire Museum

	Proposed 2009-10
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Education	
Loan Pack – North Lincolnshire Schools	£20 (including delivery) Additional pack £10.00
Loan Pack – Out of area Schools	£25 Additional pack £15.00
Delivery and collection charge (per school) Outside North Lincolnshire	50.5p per mile
Single Workshops	£59
Double Workshops	£100
Single Workshops – out of area schools	£78
Double Workshops – out of area schools	£143
Our Secret Garden workshop – full day with art materials	£145
Half Day outreach session – North Lincs Schools	£98
Full Day outreach session – North Lincs Schools	£179
Half Day outreach session – out of area schools	£105
Full Day outreach session – out of area schools	£189
Self Guided visit – North Lincolnshire Schools	£33
Self Guided visit – Out of area schools	£42
Charged Holiday and family activities	£2
Birthday Parties up to 20 people	£100
Birthday parties, additional per person	£5
North Lincolnshire Museum	
Museum Rooms	
Day Rate (+VAT if applicable)	£65.00
Evening Rate 2 hours (+VAT if applicable)	£80.00
Additional Hours (+ VAT if applicable)	£20.00
Photographs – Image Archive	
A4 Photo Quality	£9.50
A5 Photo Quality	£5.50
Postcard	£3.50
Reproduction Fee *	£30.00
Curatorial	
Science Club	£3.75
Archaeology Club	£2.75
Archaeology Storage (+ VAT)	£78.00
Lectures	£65.00
SMR	
Commercial Users – first hour (+ VAT)	£98.00
Commercial Users – subsequent hours (+VAT)	£52.00

* plus a copy of the publication, if in a publication

20-21 VISUAL ARTS CENTRE

		Proposed 2009/10	
Room hire	Half day from 10.00am	£29.00	
	Full day 10.00 – 5.00	£53.00	
	Per hour or part outside hours	£25.00	
	Equipment hire per item	£6.00	
Education	NLC School loans		
	Moving Toys	£17.00	
	How Buildings Speak	£17.00	
	Other schools loans		
	Moving Toys	£22.50	
	How Buildings Speak	£22.50	
Resources	Big Draw curriculum pack	£3.20	
	Use of Education Room for lunch	£12.50	
Visits & Outreach	NLC Schools		
	Single sessions	£61.00	
	Double sessions	£103.00	
	Self Guided	£11.50	
	Gallery tour/talk	£25.00	
	Outreach half day	£99.00	
	Outreach full day	£181.00	
	Extended schools workshop (Max 1.5 hours)	£80.00	
	Introductory visit (Half day - One per school)	£30.00	
	Other Schools		
	Single sessions	£80.00	
	Double sessions	£148.00	
	Self guided	£17.00	
	Gallery tour/talk	£31.00	
	Outreach half day	£108.00	
	Outreach full day	£193.00	
		Bookable Art-tivities	£2.00
		Children's parties per head	£8.00