

**NORTH LINCOLNSHIRE COUNCIL**

**ASSETS, CULTURE AND HOUSING  
CABINET MEMBER**

**MUSEUM SERVICE FEES AND CHARGES - 2015/16**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 To approve Museum Service fees and charges for 2015/16.
- 1.2 The key points of the report are:
  - There is a corporate requirement to increase income budgets by 1.2%.
  - Fees and charges have already been set for Normanby Hall Country Park admissions and annual passes.
  - We need to agree the pricing structure for the new caravan and campsite at Normanby Hall Country Park.

**2. BACKGROUND INFORMATION**

- 2.1 This report seeks approval for the Museum Service fees and charges for 2015/16.
- 2.2 There is a corporate requirement to increase income budgets by 1.2%. We need to set fees and charges to help in meeting revised income targets. The inflation figure of 1.2% is the maximum level of increase applicable.
- 2.3 We have carried out a benchmarking exercise against similar venues.
- 2.4 The fees and charges need to be flexible to respond to changing market conditions.

**3. OPTIONS FOR CONSIDERATION**

- 3.1 Option 1 - To approve for implementation the fees and charges set out at Appendix 1.
- 3.2 Option 2 - To consider other fees and charges.
- 3.3 Option 3 - To give managers more discretion in applying fees and charges.

## **4. ANALYSIS OF OPTIONS**

### **4.1 Option 1 - To approve the proposed schedule of fees and charges as set out at appendix 1.**

4.1.1 Officers have proposed increases to the schedule of fees and charges where it is felt that the increase will not result in customer resistance. There is still a commitment to maintain free access at the North Lincolnshire Museum.

4.1.2 There is a risk that increasing fees and charges could result in a reduction in the number of people who use the Museum and Normanby. Where officers feel this might occur, we propose making no increase to existing fees and charges.

4.1.3 We will continue to monitor usage and take appropriate action if income fails to meet targets.

### **4.2 Option 2 - To consider alternative fees and charges.**

4.2.1 It is possible to agree other prices. Any reduction in the charges proposed could result in a failure to meet the income targets. Increasing charges too much could put potential customers off. This will have an adverse effect on income.

### **4.3 Option 3 - To give managers more discretion in applying fees and charges.**

4.3.1 To maximise income and usage levels managers need to react quickly to changes in the local market place. To achieve the best possible outcomes they should be able to:

- a. apply discounts;
- b. introduce promotional prices.

4.3.2 We will develop a protocol for managers in consultation with Corporate Finance. We propose to develop this option for the whole service, not just the Museum and Normanby. The protocol will be presented to the Cabinet Member for approval.

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

5.1 It is not always possible when amending fees and charges to increase by the exact inflation figure due to rounding issues. Therefore some fees and charges are set to the nearest round figure for ease of payment and administration.

## **6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)**

6.1 Not applicable.

## **7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

7.1 Not applicable.

## **8. RECOMMENDATIONS**

8.1 That the Cabinet Member approves fees and charges the museum service set out in the Appendix 1.

8.2 That managers are given greater discretion to make changes to fees and charges in line with Option 3 and that a protocol for managing this area of work is developed with Corporate Finance for consideration and approval by the Cabinet Member.

### **DIRECTOR OF PLACES**

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Date: 29 June 2015

**Background Papers used in the preparation of this report: None**

## Appendix 1

### Normanby Hall Country Park

All Charges include VAT @ 20%

| <b>Normanby Hall</b>   | <b>2014/15</b>     | <b>Proposed<br/>2015/16</b> |
|--|--------------------|-----------------------------|
| Charity Concert (Mon–Thur only) Registered charity<br>Request charity number and enter onto booking form   | £160.00            | £165.00                     |
| Meetings / Exhibitions – Regency Dining Room Only<br>Exhibitions – Regency Dining Room plus two others<br>(whilst hall is open to the public only) | £220.00<br>£495.00 | £225.00<br>£500.00          |
| Hire of the Hall - Exhibitions all rooms, Wedding Fair, etc  | £1020.00           | £1050.00                    |
| Civil Wedding Facility Hire (inclusive of flowers)<br>Naming Ceremonies – during hall opening hours  | £485.00            | £500.00                     |
| Civil Wedding without Reception (Mon-Fri only)   | £760.00            | £780.00                     |
| School Proms – Facility Hire Fee (no catering mon-fri)   | £760.00            | £780.00                     |
| School Proms – Facility Hire Fee (+ catering mon-fri)  | £485.00            | £500.00                     |
| Wedding Reception Facility Hire Fee<br>Plus deposit towards the catering charges   | £350.00<br>£500.00 | £360.00<br>£500.00          |
| Minimum Spend applies for weekend Weddings/Bookings  |                    |                             |
| Saturdays  | £2,500.00          | £2500.00                    |
| Sundays  | £3,000.00          | £3000.00                    |
| Inclusive Wedding Package (Oct-March, excluding Dec)<br>Mon-Fri<br>Deposit of £500.00  | £2,450.00          | £2500.00                    |
| Saturday   | £3,000.00          | £3000.00                    |
| Facility Hire Fee / Evening Functions<br>(Luncheons, naming ceremonies with catering weekday, etc)   | £350.00            | £360.00                     |
| Evening Tours of the Hall, per person (catering is extra)  | £9.70              | £9.75                       |
|  |                    |                             |
| <b>Conference Fees – External</b>  |                    |                             |
| Full day per delegate including lunch<br>Non-refundable deposit required   | £30.00<br>£300.00  | £30.75<br>£300.00           |
| Half day meeting room hire per hour (Conference Room, Board<br>Room, Morning Room, Sheffield Lounge)<br>Non refundable deposit required            | £36.00<br>£144.00  | £37.00<br>£144.00           |
| Tea & Coffee, per person   | £2.00              | £2.10                       |
| Lunch, per person  | £10.25             | £10.50                      |
| Additional hours before 9am and after 5.00pm (per hour)  | £36.00             | £37.00                      |
| Break off rooms:<br>Sheffield Lounge, Morning Room, Board Room   | £42.00             | £42.00                      |
|  |                    |                             |

| <b>Conference Fees – Internal</b>   | <b>2014/15</b>                      | <b>Proposed 2015/16</b>             |
|---|-------------------------------------|-------------------------------------|
| Full day per delegate including lunch<br>Non-refundable deposit required  | £25.00<br>£250.00                   | £25.65<br>£255.00                   |
| Half day meeting room hire per hour (Conference Room, Board Room, Morning Room, Sheffield Lounge)<br>Non-refundable deposit required (based on min of 4 hours)<br>Tea & Coffee, per person<br>Lunch, per person | £30.00<br>£120.00<br>£1.70<br>£8.40 | £30.00<br>£120.00<br>£1.70<br>£8.65 |
| Additional hours before 9am and after 5pm (per hour)  | £30.00                              | £30.00                              |
| Break off rooms:<br>Sheffield Lounge, Morning Room, Board Room  | £35.00                              | £35.00                              |
|   |                                     |                                     |
| <b>Venue Facility Hire Fee</b>  |                                     |                                     |
| Marquee Functions / Events – Hire of grass area – no electric (motor show etc)  | £1630.00                            | £1700.00                            |
| Hire of Caravan Site – Mini Day, Morris Minor Day etc   | £630.00                             | £645.00                             |
| Hire of Campsite  | £385.00                             | £395.00                             |
| Park Education Room   | £25.00                              | £26.00                              |
| Farming Museum Storey Education Room  | £47.00                              | £48.00                              |
| Outside Talks in North Lincolnshire plus mileage @ 50.5p per mile   | £70.00                              | £75.00                              |
|   |                                     |                                     |
| <b>Caravans &amp; Camping</b>   |                                     |                                     |
| <b>All prices are per night &amp; include entry into the Park</b>   |                                     |                                     |
| Caravans, motorhomes, trailer tents (large tents) - <b>with</b> electric hook up (allows for 2 adults & 2 children)   |                                     | £20.00                              |
| Caravans, motorhomes, trailer tents (large tents) - <b>without</b> electric hook up (allows for 2 adults & 2 children)  |                                     | £17.00                              |
| Two man tents (smaller tents) - <b>with</b> electric hook up  |                                     | £15.00                              |
| Two man tents (smaller tents) - <b>without</b> electric hook up   |                                     | £12.00                              |
| Extras<br>Electric hook up<br>Extra adults<br>Extra children  |                                     | £3.00<br>£5.00<br>£2.00             |
| <b>Caravan &amp; Camping at South Lodge</b>   |                                     |                                     |

|  |        |        |
|--|--------|--------|
| Caravan rallies per night – registered groups only | £4.80  | £4.90  |
| Pony Club rallies – using caravan site field       | £60.00 | £60.00 |
| <b>Camping</b> – registered groups only            |        |        |
| Adult per night                                    | £2.70  | £2.80  |
| Junior per night                                   | £1.75  | £1.80  |
|  |        |        |
|  |        |        |
|  |        |        |

### North Lincolnshire Museum

All charges include VAT @ 20%

|  | 2014/15 | Proposed<br>2015/16 |
|--|---------|---------------------|
| <b>Loans</b>   |         |                     |
| Loan Pack – Community Groups                         |         |                     |
| Annual Subscription – max 10 boxes                   | £100.00 | £100.00             |
| Quarterly Subscription – max 3 boxes                 | £50.00  | £50.00              |
| One-off charge – per box                             | £20.00  | £20.00              |
|  |         |                     |
| <b>Museum Rooms</b>                                  |         |                     |
| Day Rate   | £84.00  | £84.00              |
| Evening Rate 2 hours                                 | £104.00 | £110.00             |
| Additional Hours                                     | £27.00  | £30.00              |
| Hire of Exhibition Room for 6 weeks                  | £120.00 | £120.00             |
| Guided Tours of the Museum (per person)              | £3.50   | £3.50               |
|  |         |                     |
| <b>Image Archive</b>                                 |         |                     |
| A4 Photo Quality                                     | £10.00  | £10.00              |
| A5 Photo Quality                                     | £6.00   | £6.00               |
| Postcard   | £4.00   | £4.00               |
|  |         |                     |
| <b>Curatorial</b>                                    |         |                     |
| Archaeology Storage                                  | £96.00  | £100.00             |
| Outside Talks in NL (plus mileage at 50.5p per mile) | £70.00  | £75.00              |