

NORTH LINCOLNSHIRE COUNCIL

**SPORT, LEISURE AND CULTURE
CABINET MEMBER**

PLOWRIGHT THEATRE HIRE FEES

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To approve the fees and charges for the Plowright Theatre for 2010/11.
- 1.2 The key points of the report are as follows.
- Hire fees need setting to allow confirmation of bookings for the coming year.
 - Setting fees now enables the Drama Federation to plan their programme for the year.
 - Advice from the Finance Team is that income targets will increase by 2% next year. The proposal is to increase fees and charges by 2% to cover this increase.

2. BACKGROUND INFORMATION

- 2.1 Hire fees need setting to allow confirmation of bookings for the coming year. In particular, setting fees now allows the Drama Federation to plan their programme.
- 2.2 Corporate Finance has advised that income targets for services will increase by 2% next year.
- 2.3 The proposals take into account the following:
- The Council's Corporate Charging Framework
 - Customer Feedback
 - Projections of service use
 - The proposed 2% increase on income targets.

3. OPTIONS FOR CONSIDERATION

- 3.1 Option 1 - To increase the fees and charges as outlined in Appendix 1.

- 3.2 Option 2 - To increase the fees and charges by a different amount from those in appendix 1.

4. ANALYSIS OF OPTIONS

- 4.1 Option 1 is the best option. It will contribute to achieving the increased income target for the theatre with minimal customer resistance.
- 4.2 Option 2 might lead to customer resistance and adversely affect income generation. An increase by less than the amount suggested could result in a shortfall against income targets.

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

- 5.1 The proposed increases should help to meet the increased income target anticipated for the theatre in 2010-11.
- 5.2 There are no other resource implications.

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

- 6.1 The proposal should help in encouraging the widest range of groups to use the theatre from all sectors of North Lincolnshire's diverse range of communities, including the Youth Arts Festival and Drama Federation.
- 6.2 The proposal will contribute towards delivering on the Sustainable Community Strategy Shared Ambition SI 3/4 – *Improving wellbeing by promoting participation in leisure and cultural activities*, and National Indicator 11 *Engagement in the Arts*.
- 6.3 The Youth Arts Festival and Film Festival will hopefully continue to use the Theatre providing diversionary activities for young people in holiday times, thereby contributing to a reduction in crime and anti-social behaviour.

7. OUTCOMES OF CONSULTATION

- 7.1 Consultation took place with the Drama Federation on the proposed fees and charges. They accept the proposals.

8. RECOMMENDATIONS

- 8.1 That the proposed fees and charges set out in Appendix 1 are approved.

SERVICE DIRECTOR ASSET MANAGEMENT AND CULTURE

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Background Papers used in the preparation of this report: None

Appendix 1

**PLOWRIGHT THEATRE -
PROPOSED FEES AND CHARGES 2010/11**

Hire Type	£
COMMERCIAL	
Per day - 1 performance +10% commission on ticket prices	883
Per day without performance	643
Technician/Stage crew – per hour	16
Workshop rate – closed session	295
Workshop rate – open session	337
Sunday/Bank holiday (as above plus staffing)	
VOLUNTARY SECTOR/COUNCIL DEPTS/NON COMMERCIAL	
Evening performance (Mon-Fri)	321
Evening performance (Sat – including get out)	337
Full day to include 1 performance (Mon-Fri)	428
Full day to include 1 performance (Sat)	535
Additional performance eg matinee	160
Get-in/Tech/Dress Rehearsal (Mon-Fri)	193
Get-in/Tech/Dress Rehearsal (Sun)	249
Technician/Stage crew – per hour	13
Ticket provision – per performance	11
Dance Festival	392
Workshop rate – closed	296
DRAMA FEDERATION	
Evening performance (Mon-Fri)	198
Evening performance (Sat – including get out)	203
Full day to include 1 performance (Mon-Fri)	261
Full day to include 1 performance (Sat)	326
Additional performance eg matinee	112
Get-in/Tech/Dress Rehearsal (Mon-Fri)	117
Get-in/Tech/Dress Rehearsal (Sun)	157
Extra Hours (before 09:00 & after 22:30)	64
Ticket provision per performance	11
DANCE SCHOOLS	
Evening performance (Mon-Fri)	535
Evening performance (Sat – including get out)	562
Additional performance eg matinee (Mon-Fri)	257
Additional performance eg matinee (Sat)	278
Get-in/Tech/Dress Rehearsal (Mon-Fri)	326
Get-in/Tech/Dress Rehearsal (Sun)	348
Technician/Stage crew – per hour	16
Ticket provision per performance	11
Sunday/Bank holiday (as above plus staffing)	