

<b>Subject:</b>	<b>Royal Pavilion &amp; Museums Fees and Charges</b>		
<b>Date of Meeting:</b>	<b>17 November 2016</b>		
<b>Report of:</b>	<b>Executive Director for Environment, Economy &amp; Culture</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Janita Bagshawe</b>	<b>Tel: 29-2840</b>
	<b>Email:</b>	<b>Janita.bagshawe@brighton-hove.gov.uk</b>	
<b>Ward(s) affected:</b>	<b>All</b>		

**FOR GENERAL RELEASE****1. PURPOSE OF REPORT AND POLICY CONTEXT**

- 1.1 The purpose of this report is to set out the proposed fees and charges for the Royal Pavilion & Museums services for 2017/18 and where appropriate for 2018/19.
- 1.2 The Council's Corporate Fees and Charges Policy require that all fees and charges are reviewed at least annually and should normally be increased by either: the standard rate of inflation, statutory increases, or actual increases in the costs of providing the service. The corporate inflation rate for income for 2017/18 has been set at 2%. The council's Standard Financial Procedures states that service committees shall receive a report from Executive Directors on fees and charges variations above or below the corporately applied rate of inflation.
- 1.3 In the context of the report on the future governance of the Royal Pavilion and Museums future fees and charges, if it is recommended that the Royal Pavilion and Museums moves into a new entity, the setting of these will become the responsibility of the new entity. As it is necessary to be able to provide an indication to some markets of what charges will be at least eighteen months in advance of bookings, charges for 2018-19 have been included.

**2. RECOMMENDATIONS:**

- 2.1 That the Committee approve the fees and charges for Admissions for 2017/18 & 2018/19 in Appendix A.
- 2.2 That the Committee approve the fees and charges for Room Hire for 2017/18 in Appendix B.
- 2.3 That the Committee approve the fees and charges for Photography & Reproduction 2017/18 Appendix C.

- 2.4 That the Committee note previously agreed fees and charges for Schools and Bookings for 2017/18 in Appendix D.

### **3. CONTEXT / BACKGROUND INFORMATION**

- 3.1 The fees and charges proposed in the attached appendices have been calculated to reflect the requirement to achieve an overall 2% increase in the income budgets balanced against offering a competitive price to ensure visitor numbers are maximised.

- 3.2 In some cases, the fees and charges proposed have been rounded for ease of administration and payments, therefore where the corporate inflation rate of 2% is appropriate, the actual percentage increase is often not exactly 2%. Where a percentage increase above inflation is proposed an explanation is given in this main report. The proposals for each of the service areas are now considered and charges will increase from 1 April.

#### **3.2 ADMISSIONS CHARGES**

- 3.2.1 Admission charges are applied at three of the Royal Pavilion & Museum venues; the Royal Pavilion, Preston Manor and Brighton Museum and were last taken for Committee approval in November 2015.
- 3.2.2 The overall admission income targets for the Royal Pavilion & Museums are £2.922m in 2016/17 rising to £2.981m in 2017/18 and £3.040m in 2018/19 i.e. £0.118m inflationary uplift over two years. As a result there is very limited scope to generate additional income from Royal Pavilion admissions to offset reductions in core budgets.
- 3.2.3 Travel Trade and group bookings in 2016/17 made up 44% of business to the Royal Pavilion, and 27% of visits to the Royal Pavilion & Museums overall. Due to booking timescales, marketing and pricing strategies for travel trade must be planned a year to 18 months in advance to fit in with industry press offers. We are already contracting with third party resellers including local hotels and the i360 as well as national travel trade companies and on-line sellers such as Visit Britain to sell slots for 17/18. Proposed admission prices are included for both 2017/18 and 2018/19 to allow sufficient planning for this key business area.
- 3.2.4 Visitor trends are consistently monitored and gathered through inbound tourism figures, Visit England attraction monitor reports and discussions with other museums and attractions in the sector both regionally and nationally. Visitor figures for the Royal Pavilion & Museums, in line with trends for other major tourist attractions, are cyclical and influenced by a wide range of factors. The weather is perhaps the single biggest factor in Brighton with holiday makers and day trippers preferring to spend the day on the beach if the weather is fine. With 44% of all visitors coming from overseas the influences are far reaching with the strength of the £, world events and Channel crossing disruption all impacting on visitor numbers in recent years.
- 3.2.5 During the period 2012-14 Brighton benefitted from the Olympic effect with the UK representing a popular destination, but in 2014/15 -2016/17 we have seen visitor

numbers decline again. For 2016/17 nationally, indoor seaside attractions have seen a drop in visitor numbers; the trend at the Royal Pavilion (where the bulk of admission income is generated - £2.618m target in 2016/17) is downward with a year-end prediction of around 3-4% fewer visits. Visits to England's National Museums and Galleries are down 5.7% in the period April – August 2016 as compared to the same period 2015.

3.2.3 The charging practices of comparable paid for visitor attractions are also kept under review and comparable pricing is shown in the table below. Royal Pavilion comparators are other Historic houses/castles from Visit England's top attractions monitor plus leading attractions in 45 minute drive time. Preston Manor comparators are historic houses/castles of similar scale within 45 minute drive time. Brighton Museum comparators are other charging local authority or former local authority museums and museums within a 45 min drive time: -.

<b>Prices 2016/17</b>			
	<b>CHILD</b>	<b>ADULT</b>	<b>CONCESSION</b>
<b>Royal Pavilion 16/17</b>	£6.90	£12.30	£10.50
<i>Royal Pavilion Proposed 17/18</i>	<i>£7.50</i>	<i>£13.00</i>	<i>£11.00</i>
Arundel Castle	£9.00	£18.00	£15.50
Buckingham Palace	£12.30	£21.50	£19.60
Hampton Court Palace & Gardens	£10.50	£21.00	£17.10
Leeds Castle	£16.50	£24.50	£21.50
Petworth House & Park	£6.75	£13.50	NA
Sea Life Centre	£16.50	£16.50	£16.50
The Roman Baths, Bath	£9.50	£15.00	£13.25
Waddesdon Manor & Gardens	£9.00	£18.00	N/A
Warwick Castle	£21.60	£21.60	£21.60
Windsor Castle	£11.70	£20.00	£18.20
<b>Preston Manor 16/17</b>	£3.50	£6.60	£5.50
Preston Manor previously agreed 17/18	£3.80	£6.80	£5.70
Anne of Cleves House	£3.10	£5.60	£5.30
Charleston	£7.00	£12.00	£11.00
Michelham Priory	£4.50	£8.90	£7.90
Parham Park	£5.50	£10.50	£9.50
<b>Brighton Museum 16/17</b>	£3.00	£5.20	£4.20
<i>Brighton Museum proposed 17/18</i>	<i>£3.00</i>	<i>£5.20</i>	<i>£4.20</i>
Brighton Toy and model Museum	£4.00	£6.50	£5.50
Ditchling Museum	Free	£6.50	£5.50
Lewes Castle Museum	£4.00	£7.40	£6.80

Hastings Jerwood	£3.50	£9.00	£6.00
Seaford Museum	£1.50	£2.50	£2.00
Newhaven Fort	£4.60	£7.00	£5.75
Norwich Castle	£7.00	£8.80	£7.90
Bath Museum & Assembly Rooms	£6.75	£8.75	£7.75
York Museum	Free	£7.50	N/A

3.2.7 Proposed admission prices across the Royal Pavilion & Museums 2017/18 and 2018/19 have been calculated based on current audience numbers and trends at each site, comparable attraction pricing, and known programmed activity for these years. The prices proposed will ensure that the Royal Pavilion & Museums achieves admission income targets. In summary the following proposals are included in Appendix A

- Royal Pavilion and Preston Manor prices will increase by above inflation, but will continue to remain competitive. This will provide additional income to cover the small service pressure in Brighton Museum's admissions income.
- Brighton Museum's visitor numbers have fallen since charging so it is now proposed to hold prices at 2016/17 rates to encourage further admissions.

### 3.3 CORPORATE HIRES & WEDDINGS

3.3.1 Corporate and private hires have been an area of growth for the Royal Pavilion since 2015 as a result of Arts Council Major Partner Museum funding for Business Development. Hire fees are detailed in Appendix B and include inflationary increases of between 1.69% -9% with prices being rounded to reflect the strength of this market. In areas where demand is strong prices have been increased significantly above 2% to capitalise on market demand. .

### 3.4 IMAGE REPRODUCTION

3.4.1 The income target for image reproduction services is just £2,500. The Royal Pavilion & Museums has removed many of its charges for non-commercial use of its images by adopting open licensing. We are using a BY-SA licence as a regular standard form of licence, along with many European museums.

3.4.2 All image reproduction fees will remain at 2016/17 prices as shown in Appendix C, however a new fee of £25 for image supply will be introduced for copyright protected images to cover staff admin costs. This charge will be applied per image in cases where an image is requested from a work in the Royal Pavilion & Museums' collections. Images will only be supplied when permission has been obtained from the copyright holder, or, in the case of orphan works, a licence has been acquired from the government's orphan works licensing scheme.

### **3.5 SERVICES TO SCHOOLS GUIDING & BOOKING FEES**

- 3.5.1 No changes are proposed beyond pricing previously agreed for 2017/18 as reported to Economic, Development & Culture Committee in November 2015. See Appendix D for information only.

## **4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS**

- 4.1 The rationale for the proposed increases in the fees and charges are indicated in the body of the report.

## **5. COMMUNITY ENGAGEMENT & CONSULTATION**

- 5.1 *Admission charges:* i360, Sealife Centre, Leeds Castle, Historic Royal Palaces; Petworth House, Arundel Castle, Roman Baths, Waddesdon manor & Gardens, Warwick Castle; Charleston; Firlie Place; Michelham Priory, Sussex Museums Group, Sussex Past, York Museums Trust; Norfolk Museums, Bath & North East Somerset Council
- 5.2 *Admission charges:* on-going user surveys of customers. 3% all visitors surveyed across all sites April – September 2016 (8,700 surveys).
- 5.3 *Corporate Hire:* Extensive benchmarking exercise carried out in 2014/15 and updated annually.
- 5.4 *Image Reproduction:* Europeana, V&A, National Gallery, Science Museum, Ashmolean Museum and Museum of London.
- 5.5 *Schools, Guiding & Booking Fees:* Brighton Dome & Festival, Sussex Past, Hampshire Museums Trust, Wealden Downland.

## **6. CONCLUSION**

- 6.1 The proposed fees and charges across the four service areas are considered proportionate and reasonable. Where charges are proposed for increases above inflation there are sound business reasons.

## **7. FINANCIAL & OTHER IMPLICATIONS:**

### Financial Implications:

- 7.1 The fees and charges have been reviewed in line with the corporate fees and charges policy and with budget assumptions approved by Policy and Resources Committee in July 2016. The proposed fees and charges are expected to achieve the required corporate inflation rate of 2% as well as providing additional income to fund the current service pressure on Brighton Museum and proposed savings targets for 2017/18. Income budgets in relation to the areas included in this report are estimated to total £3.430m for 2017/18.

*Finance Officer Consulted: Sue Chapman*

*Date: 3/11/2016*

Legal Implications:

- 7.2 The Fees and Charges Policy has been properly applied and the proposals in the report are considered to be reasonable, proportionate and appropriate.

*Lawyer Consulted:*

*Alison Gatherer*

*Date: 1/11/2016*

Equalities Implications:

- 7.3 When fees and charges are proposed, a balance needs to be found to ensure services remain financially sustainable whilst still providing value for money. The proposed fees and charges provide a range of flexible pricing to minimise price being a barrier to participation.

Concessionary admission charges are available to senior citizens, students, unemployed people, and people with a disability. A charity group rate is offered. Resident adults are offered half price admission and resident children don't pay admission. Brighton and Hove schools don't pay admission. Brighton & Hove young people and children in care also gain free admission whether resident in Brighton & Hove or not through the Children & Young People's Trust Listen Up scheme. The Royal Pavilion has an Annual free day and Brighton Museum hosts regular free community days.

Sustainability Implications:

- 7.4 In order to assist with the long-term sustainability of services and to continue providing a quality service, it is necessary that the charges be set at an appropriate level.

Any Other Significant Implications:

- 7.5 None

## **SUPPORTING DOCUMENTATION**

### **Appendices:**

1. Appendix A –Proposed 2017/19 Admission Charges
2. Appendix B – Proposed 2017/18 Corporate Hire & Wedding Rates
3. Appendix C – Proposed reproduction & Licensing Rates 2017/18
4. Appendix D – Agreed School Guided Session & Booking Charges 2017/18

