

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 27

Brighton & Hove City Council

Date of Meeting:

**Royal Pavilion & Museums
Fees & Charges**

21 September 2010

Report of:

**Acting Director of Housing,
Culture & Enterprise**

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Key Decision: No

Wards Affected: All

FOR GENERAL RELEASE/ EXEMPTIONS

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed changes to fees and charges for admission charges, guiding, commercial hire and image reproduction to assist with business planning.

2. RECOMMENDATIONS:

- 2.1 To approve the changes to charges for admission and guiding for the period Jan 2011 – March 2014, overriding previous price changes to take into account changes to VAT and the price sensitivity of the market.
- 2.2 To approve proposed prices for commercial hire of Royal Pavilion & Museum venues 2011/12.
- 2.3 To approve charges for image reproduction services September 2010 - March 2012 with immediate effect

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

3.1 Proposed new charges

- 3.1.1 Due to booking timescales, marketing strategies for travel trade must be planned six months to a year in advance to fit in with industry press offers. It is therefore imperative that prices are agreed well in advance to maximise coverage in industry press, and provide correct information at trade fairs to secure bookings. To allow sufficient planning for this key business area we have attached in Appendix A prices for approval for the period Jan 2011 to March 2014
- 3.1.2 On 22 June 2010, the Chancellor delivered his budget statement including the increase in the standard rate of VAT from 17.5% to 20% as of 4 January 2011. New prices therefore need to be introduced earlier than the annual 1 April price changes. To minimise cost to the business and aid communication with our customers, it is proposed to introduce new charges on 4 January and hold these until 31 March 2012. All proposed price changes are shown in Appendix A.

Royal Pavilion Admission Charges

- 3.1.3 In September 2009, Cabinet Member approval was given for charges up to March 2013, this was prior to the increase in VAT to 20%. The full adult price agreed for 2011-12 in September 2009 was £10. In the current economic climate we need to be mindful of price sensitivity and therefore recommend a revision to minimise price increases only adding further 1% to the 2.5% VAT increase on the basic adult price. Residents will continue to get half price entry and Brighton and Hove children remain free.
- 3.1.4 The charging practices and visitor trends of comparable visitor attractions are kept under review on a continuous basis. These charges show that the Royal Pavilion is still good value for money (currently £9.50 for adults compared with £16.00 at Arundel castle and £9.90 at Petworth House). (See Appendix B for further price comparisons).
- 3.1.5 Recent visitor research shows that the Pavilion is still perceived as providing good value for money and visitor numbers have increased by 13% during the first 4 months of 2010/11 on the previous year.

Preston Manor Admissions

- 3.1.6 The majority of adult visits to Preston Manor are from people living outside the Brighton & Hove area. 98.3% of survey respondents indicated their visit was 'excellent' or 'good'.
- 3.1.7 67% of visitors to Preston Manor are children in school groups, many of whom are from outside Brighton & Hove. This particular market is highly price sensitive, given rising price of coach prices.
- 3.1.8 We propose that the previously agreed adult price of £5.40 is increased to £5.50 to cover the VAT increase and that there is a reduction in the previously agreed child price from £3.40 to £3.10. Residents will continue to get half price entry at £2.75.

Exhibitions

- 3.1.9 Prices have been held since exhibition charges were first introduced in April 2008. They now need to be increased due to VAT rises. An increase to £6.00 basic adult price is proposed. The Towner Art Gallery Eastbourne is currently charging £5.50 for its Eric Ravilious Exhibition. Residents would enjoy admission at half price - £3.00.

3.2 Commercial Hire

- 3.2.1 In line with many corporate hire venues, 2009/10 was a difficult year for the Royal Pavilion & Museums due to the economic downturn. The decision was made to hold pricing for 2010/11 and it is suggested pricing is held again for 2011/12.
- 3.2.2 Wedding ceremony prices have been reviewed and it is proposed to increase charges by £40 to £600 for a Ceremony in peak season in the Red Drawing Room. This compares to £500 for the Bandstand (2010-11).
- 3.2.3 It is proposed to introduce charges for the hire of the Eastern Lawns. The proposal for use of Eastern Lawns has been laid out in the Royal Pavilion & Museums Garden Strategy agreed by the Culture, Recreation & Tourism Cabinet member at the meeting on 15 June 2010. All events on the Eastern lawns to be agreed on a commercial hire basis ie no free events and events must meet the specific criteria of the Gardens Strategy. All above prices are laid out in Appendix C.

3.3 Image Reproduction

- 3.3.1 Over the last five years, huge developments in the use of digital technologies for creating, supplying and promoting the images contained within our collection have taken place. These developments have completely changed the way we work and competition within the market place has made it necessary to overhaul the way we supply and charge for image reproductions from our collections as existing charges are based on the production and sale of slides and transparencies rather than digital formats.
- 3.3.2 Through Renaissance in the Regions funding we have invested in new technology to make images for which we have copyright purchasable on-line. It is planned to launch this service in September so prices will need to have immediate effect. Proposed pricing is attached in Appendix D.
- 3.3.3 Research has been carried out into pricing of other Museum image services including those of the V&A, National Gallery, Science Museum, Ashmolean Museum and Museum of London.

4. CONSULTATION

- 4.1 *Admission charges:* Sealife Centre, Leeds Castle, Historic Royal Palaces; Petworth House, Arundel Castle, Roman Baths, Waddesdon manor & Gardens, Warwick Castle; Charleston; Firle Place; Michelham Priory.
- 4.2 *Admission charges:* on-going user surveys of customers. 11,000 surveyed at Royal Pavilion 09/10, 60 surveyed at Preston Manor 09/10
- 4.3 *Corporate Hire:* Jubilee Library, Hove Centre, Brighton Centre, Lighthouse, Sallis Benny, Historic Royal Palaces.
- 4.4 Image Reproduction: V&A, National Gallery, Science Museum, Ashmolean Museum and Museum of London.

5. FINANCIAL & OTHER IMPLICATIONS:

Draft Financial Implications:

- 5.1 The Royal Pavilion & Museums (RPM) has a current year income target of £3.149m (£1.830m for services outlined in this report) increasing by 2% in line with corporate budget setting guidelines to £3.212m (£1.867m relating to this report) in 2011/12. Currently, income targets are expected to be achieved in 2010/11.

By adopting the fees and charges policy mentioned in the report, admission income at the Royal Pavilion will improve by approximately £5k against target for the period January to March 2011, but will lose £13k against target in 2011/12 because net income to the service will rise less than the target inflation of 2%. This assumes current visitor projections (285,000) occur again next year, but there are indications (as in para 3.1.5 of the report) of a possible up-turn in visitor numbers.

For commercial hire services, prices (other than ceremonies) have been held, but new services have been added such as hiring of the Eastern Lawns which will hopefully ensure targets are met after a period when the RPM has struggled to attract this type of income. New services and ways of achieving income are important to the future development of the RPM and Appendix D details the new digital imaging charges. The likely income from these have yet to be calculated, but should help towards achievement of RPM income targets.

Finance Officer Consulted: Peter Francis

date: 23 August 2010

Legal Implications:

- 5.2 The recommendations in this report are considered to be reasonable and there are no adverse legal implications arising

Lawyer consulted: Bob Bruce

date: 23 August 2010

Equalities Implications:

- 5.3 Concessionary admission charges are available to Senior Citizens, students, unemployed people, and people with a disability. A charity group rate is offered. There is an annual free day. Resident adults are offered half price admission and resident children don't pay admission. Brighton and Hove schools don't pay admissions. 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.

Equalities Officer Consulted : Maureen Pasmore date: 23 August 2010

Sustainability Implications:

- 5.4 Many services have to generate income in order to contribute towards the costs of the provision. If Royal Pavilion & Museums are not run and marketed in the same way as comparable visitor attractions, and consequently generate reasonable amounts income, the service to the public is placed at risk.

Crime & Disorder Implications:

- 5.5 None

Risk & Opportunity Management Implications:

- 5.6 Failure to increase charges will have an impact on the service's ability to meet income targets and efficiency savings.

Corporate / Citywide Implications:

- 5.7 The Royal Pavilion & Museums play a vital role in the cultural, learning and economic life of the city, and its visitor offer.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 Action is required to meet income targets.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 **Admission charges.** To continue to remain competitively priced within the visitor attraction industry. Advance price setting important for good customer relations and means that we can maximise coverage in the industry press, and provide correct information at trade fairs to help secure bookings.

- 7.3 **Commercial hire Prices.** To agree prices for commercial hire.
- 7.4 **Image Reproduction:** To enable the service to launched its new on-line image reproduction service.

SUPPORTING DOCUMENTATION

Appendices:

1. Appendix A: Proposed admission charges 2011-2014
2. Appendix B: Comparator admission charges
3. Appendix C: Proposed corporate hire rates 2011/12
4. Appendix D: Proposed image reproduction fees

Documents in Members' Rooms

- 1.
- 2.

Background Documents

1. Culture, Recreation & Tourism Committee, Admission Charges for the Royal Pavilion & Preston Manor, 12 September 2007
2. Cabinet Member Report Royal Pavilion & Museums Fees & Charges, December 2008
3. Cabinet Member Report Royal Pavilion & Museums Fees & Charges, September 2009

Proposed 2011/14 Admission Charges

N/A prices not previously agreed

(Charges are inclusive of VAT at the rate indicated)

Dates	2010/2011	4/1/2011- 31/3/2012	2011/12		2012/13		2013/14	
	Current	Proposed	Previously Agreed	Proposed	Previously Agreed	Proposed	Previously Agreed	Proposed
VAT Rate	17.5%	20.0%	17.5%	20.0%	17.5%	20.0%	17.5%	20.0%
Royal Pavilion								
Adult	£9.50	£9.80	£10.00	£10.00	£10.50	£10.50	£10.50	£10.50
Adult groups/promotions	£8.55	£8.80	£9.00	£9.00	£9.45	£9.45	£9.45	£9.45
B & H Schools	Free	Free	Free	Free	Free	Free	Free	Free
Child	£5.40	£5.60	£5.70	£5.70	£5.90	£5.90	£5.90	£5.90
Child Group	£4.85	£5.00	£5.10	£5.10	£5.30	£5.30	£5.30	£5.30
Concession Senior/Student	£7.50	£7.80	£8.00	£8.00	£8.50	£8.50	£8.50	£8.50
Concession Group	£6.75	£7.00	£7.20	£7.20	£7.65	£7.65	£7.65	£7.65
Family 1 Adult & 2 Children	£14.90	£15.40	£15.70	£15.70	£16.40	£16.40	£16.40	£16.40
Family 2 Adult & 2 Children	£24.40	£25.20	£25.70	£25.70	£26.90	£26.90	£26.90	£26.90
Resident Adult	£4.75	£4.90	£5.00	£5.00	£5.25	£5.25	£5.25	£5.25
Resident Child	Free	Free	Free	Free	Free	Free	Free	Free
Preston Manor								
Adult	£5.00	£5.50	£5.40	£6.00	£5.80	£6.20	£5.80	£6.20
Adult groups/promotions	£4.50	£5.00	£4.85	£5.40	£5.20	£5.60	£5.20	£5.60
B & H Schools	Free	Free	Free	Free	Free	Free	Free	Free
Child	£3.00	£3.10	£3.40	£3.20	£3.80	£3.30	£3.80	£3.30
Child Group	£2.70	£2.80	£23.05	£2.90	£3.40	£3.00	£3.40	£3.00
Concession Senior/Student	£4.00	£4.50	£4.40	£5.00	£4.80	£5.20	£4.80	£5.20
Concession Group	£3.60	£4.00	£3.95	£4.50	£4.30	£4.70	£4.30	£4.70
Family 1 Adult & 2 Children	£8.00	£8.60	£8.60	£9.20	£9.60	£9.50	£9.60	£9.50
Family 2 Adult & 2 Children	£13.00	£14.10	£14.00	£15.20	£15.40	£15.70	£15.40	£15.70
Resident Adult	£2.50	£2.75	£2.50	£3.00	£2.90	£3.10	£2.90	£3.10
Resident Child	Free	Free	Free	Free	Free	Free	Free	Free
Exhibitions								
Adult	£5.00	£6.00	N/A	£6.00	N/A	£6.00	N/A	£6.00
Adult groups/promotions	£4.50	£5.40	N/A	£5.40	N/A	£5.40	N/A	£5.40

B & H Schools	Free	Free	N/A	Free	N/A	Free
Child	Free	Free	N/A	Free	N/A	Free
Child Group	Free	Free	N/A	Free	N/A	Free
Concession Senior/Student	£3.00	£4.00	N/A	£4.00	N/A	£4.00
Concession Group	£2.70	£3.60	N/A	£3.60	N/A	£3.60
Resident Adult	£2.50	£3.00	N/A	£3.00	N/A	£3.00
Resident Child	Free	Free	N/A	Free	N/A	Free
Guided Tours	£3.00	£3.50	£4.00	£4.00	£5.00	£4.50
Corporate Guided tours	£4.15	£5.00	N/A	£5.50	N/A	£6.00

Comparator Pricing

Prices 2010/2011			
	CHILD	ADULT	CONC
Royal Pavilion	£5.40	£9.50	£7.50
Arundel Castle	£7.50	£16.00	£13.50
Buckingham Palace	£9.75	£17.00	£15.50
Hampton Court Palace & Gardens	£7.50	£14.00	£11.00
Harewood House	£6.50	£13.00	£12.00
Kensington Palace	£6.25	£12.50	£11.00
Leeds Castle	£10.00	£17.50	£15.00
Petworth House & Park	£5.00	£9.90	£9.90
Sea Life Centre	£10.50	£15.50	£13.00
The Roman Baths, Bath	£7.50	£12.25	£10.00
Waddesdon Manor & Gardens	£11.00	£15.00	£15.00
Warwick Castle	£11.95	£19.95	£13.95
Windsor Castle	£9.50	£16.00	£14.50
Preston Manor	£3.00	£5.00	£4.00
Anne of Cleves House	£2.10	£4.20	£3.70
Charleston	£5.00	£9.00	£8.00
Firle Place	£3.50	£6.50	£6.00
Luxted, Home of Charles Darwin, Kent	£4.70	£9.30	£7.90
Michelham Priory	£3.40	£6.50	£5.50
Parham Park	£4.00	£8.00	£7.00
St Mary's House & Garden Bramber	£3.00	£7.00	£6.50
Brighton Museum & Art Gallery Exhibition	£0.00	£5.00	£4.00
Towner, Eastbourne (Ravilious Exhibition)	£0.00	£5.50	£4.00
Birmingham (T Rex Exhibition)	£4.00	£5.00	£4.00

Proposed 2011/12 Corporate Hire Rates

NB. Concessionary rate and BHCC internal hiring 20% discount applies
(Room hire is VAT exempt)

Venue / Room	2010/11 Rate	Proposed 2011/12 Rate
Royal Pavilion		
Great Kitchen	£2,200	£2,200
Great Kitchen and Banqueting Room	£3,255	£3,255
Music Room	£2,200	£2,200
Music Room, Banqueting Room and Great Kitchen	£4,750	£4,750
William IV Room		
4 hour booking - corporate	£980	£980
4 hour booking – wedding reception	£1,020	£1,020
all day rate (8am-6pm)	£1,350	£1,350
Red Drawing Room		
evening hire	£980	£980
all day rate (8am-6pm)	£1,350	£1,350
civil wedding ceremony (high season May-Sept)	£560	£600
civil wedding ceremony (low season Oct-April)	£510	£560
William IV and Red Drawing Room - wedding ceremony and reception package (high season May-Sept)	£1,480	£1520
William IV and Red Drawing Room - wedding ceremony and reception package (low season Oct-April)	£1,430	£1480
William IV and Red Drawing Room Day Conference package	£1,600	£1,600
Evening guided tour - charge per person - min charge for 25	£4.15	£5.00
Small Adelaide		
per 2 hour booking	£100	£100
Gardens (half day – Western Lawns)	£700	£700
Gardens (eastern lawns) Grounds Fee	New	£3-5,000
Gardens (eastern lawns) event management fee day rate	New	£2,000
Preston Manor		
House Dinner	£900	£900
House Drinks Reception	New	£550
Lawns	£1,400	£1,400
Meeting Room - New facility		

4 hour booking	£50	£50
all day rate (9am-5pm)	£100	£100
NB. Stewarding for meeting room charged separately		
Brighton Museum & Art Gallery		
Entire Museum	£2,200	£2,200
Ground floor	£1,420	£1,420
Education Pavilion -		
4 hour booking	£65	£65
all day rate (9am - 5pm)	£130	£130
NB. Stewarding for Education Pavilion charged separately		
Seminar Room -		
4 hour booking	£45	£45
all day rate (9am - 5pm)	£90	£90
NB. Stewarding for Seminar Room charged separately		
Courthouse lecture theatre		
half day rate / evening lecture	£525	£525
all day rate (8am-6pm)	£1,000	£1,000

Proposed Image Reproduction & Licensing rates – Immediate effect

Hardcopy Prints

A4 (8x10 inches; 254x203mm)	10.00
A3 (16x12 inches; 406x305mm)	30.00
A2 (24x20 inches; 609x508mm)	60.00
A1 (36x24 inches; 914x609mm)	90.00
A0 (48x36 inches; 1219x914mm)	150.00

Digital Images

Digital Image (for private, non-reproduction purposes) From existing digital images	
Low resolution	0.00
High resolution	10.00

Image Supply	
By email or online transfer	0.00
By CD (per disc)	5.00

Creation of new images

New Digital Images	
Scanning	15.00
In-house photography	50.00
External photography	Negotiable

Commercial Licensing

The intention is to streamline the charges for commercial licensing of images and to take into account all types of new media formats. Based on the experience of the last two or three years pricing has been rationalised to be competitive and encourage sales of images from out collections.

Books (including audio books, podcasts and e-books)		
	inner page	cover
Print run up to 1000 units: No reprint charge	£10.00	£50.00

Print run over 1000 units		
Single country	£60.00	£200.00
World	£100.00	£300.00
Reissue in a different format (eg e-book, revised edition) will be charged again. All podcasts and e-books will automatically be considered to have an equivalent print run over 1000.		

Newspapers (includes web use for same feature)	inner page	cover
Provincial paper	£20.00	£50.00
National paper	£60.00	£150.00

Magazines (includes web use for same feature)		
	inner page	cover
Local	£20.00	£50.00
National	£60.00	£150.00

Television (cable, digital, satellite, terrestrial and web streaming / on-demand)		
Provincial broadcast:	£40.00	
Single country broadcast:	£75.00	
World broadcast rights:	£150.00	
10 year buyout	£300.00	
All retail DVD, Blu-Ray and direct pay per view will require 10 year buyout rights.		

Commercial Web, Product and Site use (eg display panels, greeting cards, stationery etc.)		
One time use, Brighton & Hove based business	£25.00	
One time use, Non Brighton & Hove based business	£100.00	
10 year buyout	£300.00	

