

**Report to the Cabinet Member for Environment, Planning and Cultural Services**  
**Report submitted by: Executive Director of Adult Services, Health and Wellbeing**  
**Date: 6 March 2015**

**Part I**

Electoral Division affected:  
All

**Cultural Services Fees and Charges Review**  
(Appendices 'A' and 'B' refer)

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Proposals to increase charges across Cultural Services following a review by a working group of managers from Libraries, Museums, Archives and Community Heritage. The context for this review is that all strands of Cultural Services are experiencing a reduction in their revenue budgets and these measures are designed to offset some of the negative financial impact on the service. The introduction of these measures will help the service to continue to deliver its core services free of charge.

This is deemed to be a Key Decision and the provisions of Standing Order 25 have been complied with.

**Recommendation**

The Cabinet Member for Environment, Planning and Cultural Services is asked to approve proposals for changes to fees and charges across Cultural Services:

- i. To remove all existing exemptions from fines and charges except those for children and Young People under 18.
- ii. All members will pay the appropriate fee for audio visual items with the exception of:
  - Visually impaired members
  - Members with dyslexia or who have a disability which significantly impairs their ability to read standard print materials
  - Members who are deaf and/or hard of hearing
- iii. Interlibrary loan rate to be increased to £5 from £0.60 if sourced from the British Library but to remain at £0.60 for all other loans.
- iv. Increase the cost of a Museums Xplorer multipass family ticket from £20 to £25, the Adult season ticket for a single museum site from £8 to £10 and the Adult Xplorer multipass from £12 to £15.
- v. Increase the fee to join the staff library to £150 per year in the first year and then £140 per year for renewal for subsequent years. This is an increase on current membership costs of an additional £10 for the first year and £5 for subsequent years. Membership of the staff library is currently only available to departments

of the County Council and it is proposed to widen this and to allow staff to have individual membership on payment of the appropriate fee.

- vi. Increased fee for music – orchestral sets to go from £20 to £50 and vocal scores for a set of 40 to go from £10 to £20.
- vii. To introduce a 50p charge for all children's craft activities.
- viii. Introduce standard charging for professional advice, consultancy and training to external organisations by the Archives and Community Heritage Services of £450 per day.
- ix. Review of increase in charges for reproduction and ordering of images from The Lantern Image Archive. Details on proposed charges for the lantern image archive are attached at Appendix 'B'.
- x. Provide donations boxes in all of our Cultural Service venues.
- xi. To have a differential charge of £5 for the loan of box sets of DVDS and to increase the loan period of box sets from one to three weeks. Other DVDs to stay at the current rate and loan period.
- xii. When the Lancashire, Blackburn and Blackpool material from the North West Sound Archive is transferred to Lancashire Archives in April 2015 we intend to provide free access to copies of the original sound recordings. Where there is no existing copy of an original sound recording we will make a charge for the creation of an access copy based on full cost recovery.

## Background and Advice

### 1. Removal of exemptions

The removal of the exemptions for the issuing of fines on overdue stock for members who are aged 65 or over and those members who have or consider themselves to have a disability or who are long term sick.

At present, some customers who are exempt from fines keep items for longer than the agreed loan periods. This results in loss of income generation from audio visual items and also prevents other customers from accessing our full range of stock.

There are a number of measures in place to ensure that members should never have to pay fines. These are listed below:

- Library Elf- This is an on line facility which enables you to receive text or email notifications if your items are approaching the renewal date. You can see all your family member's tickets and also receive notification when reserved items are in. This is a free service.
- On line renewal. Customers can manage their account online. Books can be renewed up to a maximum of 10 times (if they have not been reserved elsewhere).
- By phone.
  1. Lancashire County Council's call centre is open from 8am until 6pm Mon to Fri and from 8am to 4pm on Saturdays and Sundays
  2. A 24 hour renewal line is in operation. Customers can renew their items at any time using this automated system

- Email. An email message can be sent at any time. The email addresses are listed on the library website.
- Items can also be renewed at any Lancashire library in person. The library service increased its opening hours in 2015 so that customers can access a member of staff at a time convenient for them.

Members affected by these proposals represent 15% of our total membership. Current income from fines is £15,341 per month. If these members pay fines at the same rate as other members then this would give a monthly increase in fines income of £2,301.

There will continue to be no charge for the late return of items to mobile libraries or the home library service.

These proposals have been subject to public consultation, details of which are included in the equality impact assessment listed in the background papers.

## **2. All members will pay the appropriate fee for Audio Visual items**

The following groups of people to be exempt:

- Visually Impaired members
- Members with dyslexia or who have a disability which significantly impairs their ability to read standard print materials
- Members who are deaf and/or hard of hearing

Due to the way charges generated on the Talis library management system are recorded as paid by staff, it is impossible to put together any meaningful figures to show the actual amounts of the hire charges that are not paid due to borrower exemptions. It is not possible to ascertain from the system, what reasons have been given for the exemption and disability status on Borrower type without looking at individual records in detail

However, the total actual banked revenue for the hire of Audio Visual materials for financial year 2013/14 was £122,060.

This figure for actual hire charges to the current exempted groups represents 35.8% of the potential chargeable loans of £340,950 and those with exemptions make up 32.4% (£110,468) with non-charged for services such as those for Junior borrowers and the Home Library service make up the rest.

## **3 British Library (BL) loans**

Other authorities charge between £1 and £15 for reservations. It costs the service £12.05 for a standard BL delivery of a paper publication. Charging £5 for a BL reservation of which there were 431 in the financial year 12/13 would bring in £2,155 income rather than the £258 generated from the current £0.60 charge. This assumes that demand stays constant in spite of the increased charge. The proposed charge does not go as far as to recover the full direct costs.

#### **4 Increase cost of museums Xplorer family ticket**

To increase from £20 to £25. This covers unlimited admission to 9 different museum sites across Lancashire (two are already free to enter). This still represents a significant saving over individual admission charges to single sites which range between £3 and £4 per adult per visit.

Based on a projected issue of 1,310 tickets this would bring the total of income generated to £32,750, an increase of £6,550.

The adult explorer ticket covers the same sites as the family ticket and will cost £15 per ticket rather than the current £12. Based on projected full year issues of 168 this would give an increase of £504.

In addition single site season tickets which allow multiple visit to the same site to be increased to £10 from £8. There are no issue figures available for these tickets but the proposal brings the rises into line with other multi visit tickets.

#### **5. Increased fees for staff library**

The current membership stands at 42. There are 19 new members this year and there have been 23 renewals. Based on the proposed increases in charges this would result in additional income of £305 per year.

#### **6. Increased fees for music:**

Vocal score sets are currently charged at £10 and the proposal is that this should be increased to £20. Issues of vocal score sets total around 350 per year. This would generate extra income of £3,500 per year.

Orchestral sets are currently charged at £20 and it is proposed will be charged at £50. Issues are 310 per year giving a potential increase in revenue of £9,300

#### **7. Children's craft events:**

Proposed to charge £0.50 charge per child for all craft designated events: Projected full year attendance at craft activity events based on calculations made on levels of attendance so far this year will be 5,500. A proposed cost per ticket of £0.50 gives a potential annual income of £2,750.

#### **8. Professional advice/consultancy/training to external organisations**

Standard charging for to be introduced by Archives and Community Heritage services. These to be set at £450 per day plus VAT. Expenses will be charged if this service is provided off site. The half day charge will be £250 plus VAT and expenses charged as appropriate. There would be no charge for an initial contact to discuss requirements including letter of support or similar. This would result in estimated income of £9,900 per year from 22 full days of consultancy based on take up from 2013/14 financial year.

## **9. Increase to the reproduction charges for Lantern Image Archive.**

These charges have not been increased since 2006. The proposed increases in charges are similar to those charged by other organisations and Local Authorities with similar image archives. On average the proposal is a 20% increase across all categories, taking the current income figure for 2014/15 of £5,857 a 20% price increase should generate an extra £1,171 income if activity levels remain the same in light of the increases.

Please see background paper Appendix ii proposed charges lantern image archive.

## **10. Donations boxes for each of our 74 libraries**

Provision for all sites at £50 per site would be £3,700. If each site received a donation of £20 per month then this would provide net income of £14,060 for the first year and £17,760 for subsequent years. This rate of donation is based on average rates of donations at our museum sites who already charge for admission so this may be an underestimate. The Museum of Lancashire, which currently has free entry takes around £400 per month in donations.

## **11. Increase charges and loan period for DVD box sets**

The number of box set DVDs comprising 3 or more discs in stock in Lancashire libraries is 2,696 and this resulted in 5,726 issue transactions in the calendar year 2014 (Jan – Dec).

Of these 2,620 sets are charged at full £2.00 rate and accounted for 4,329 loans, 63 are "U" certificate charged at the lower £1.00 rate and 117 are classed as Information/Educational with no charge.

This leaves a total of 4,329 at the full rate of £2.00 resulting in income of £8,658.

If the charge were to be increased to £5 then this would result in increased income of £12,447. Exemptions for these charges however would mean that only 2409 issued at full rate would currently be chargeable which results in income of £4,818 at £2 and £12,045 at £5 providing total additional income of £7,227.

## **12. Charges for copying of sound recordings at Lancashire Archives**

It is very difficult to provide an income projection for this. This is a newly relocated service so there is no information available on requests to visits ratio and no way to tell how many future requests there will be for existing copies of an original sound recording or whether we will have to make a charge for the creation of an access copy. Where we have to make a charge we will do so based on the principle of full cost recovery. These charges will vary widely according to how long it takes to produce a copy of the requested material. Please note that most requests for access to this type of material are for academic study and research.

## **Consultations**

Service managers have been consulted in reviewing current fees and charges and to identify where changes should be made in order to help meet the financial challenges faced by cultural services.

Appropriate consultation has taken place with people who may be affected by the proposed changes to our exemptions policy, detailed in the Equality Analysis at Appendix 'A'.

### Implications:

This item has the following implications, as indicated:

There is a possibility that some services may be less frequently used and that some of the proposals in this report may attract negative publicity.

Increases in charges in other areas should have a minimal impact. There is a risk that museum visitor numbers could be affected by rising Xplorer ticket costs but admission prices to individual sites are not being increased at this time and the explorer tickets still offer excellent value for money.

The exemptions issues are detailed in the background paper equality impact assessment although it is felt that any negative impact from these changes will be offset by the increase in new and in-demand stock we can offer to all our customers.

### Finance implications:

<b>Proposal</b>	<b>Potential Extra Income per annum</b>
1. Remove exemptions for fines	£27,612
2. Fees for audio visual items	Not quantifiable
3. Increase to British Library loan rate	£1,897
4. Increase price of museum passes	£7,054
5. Increase fees for use of staff library	£305
6. Increase fees for music loans	£12,800
7. Charge for children's craft activities	£2,750
8. Introduce standard charging for professional advice/consultancy	£9,900
9. Increase to charges for Lantern Image Archive	£1,171
10. Introduction of donation boxes in all buildings	£17,760
10. One-off cost of donation boxes (2015-16 only)	(£3,700)
11. Increase to charges for box set loans	£7,227
12. Access copy charges for Sound Archives	Not quantifiable
<b>Total potential increase to annual income</b>	<b>£88,476</b>
<b>One-off costs (2015-16 only)</b>	<b>(£3,700)</b>
<b>Net income (2015-16)</b>	<b>£84,776</b>

### Risk management:

If the proposals in the report are not followed then there is a risk that we are unable to raise enough income to continue to provide a high quality service.

Following the recommendations in this report will ensure that the most widely used services we offer continue to be made available either free or at very competitive rates with other local authorities.

### **List of Background Papers**

Paper	Date	Contact/Directorate/Tel
Equality Impact Assessment	11 March 2014 Reviewed January 2015	Gareth Jones, Adult Services, Health and Wellbeing 01772 534007
Proposed increases to Lantern Image Archive 01772 534021	6 November 2014	Julie Creer, Adult Services, Reproduction charges for Health and Wellbeing

Reason for inclusion in Part II, if appropriate

N/A