

Report to the Cabinet

Meeting to be held on Thursday, 16 January 2020

Report of the Head of Service - Libraries, Museums, Culture and Archives

Part I

Electoral Division affected:
(All Divisions);

Libraries, Museums and Archives Fees and Charges Review 2019/20

Contact for further information:

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Executive Summary

This report presents proposals relating to fees and charges in the Libraries, Museums, Culture and Archives service following an annual review to ensure that they support service objectives, efficiency and effectiveness.

Recommendations

Cabinet is asked to approve changes to Libraries, Museums, Culture and Archives service fees and charges with effect from the 1 April 2020 as set out below:

- (i) To introduce standardisation of image reproduction charges across the Libraries, Museums, Culture and Archives service.
- (ii) To introduce a reduced adult admission rate for the Judges Lodgings from £3 to £2 when adult tickets are bought to visit Lancaster Castle.

Background and Advice

Standardisation of image reproduction charges

There are no standard image reproduction charges across Libraries, Museums, Culture and Archives and it is proposed that, in order to simplify and streamline charging, rates across the service are made the same. The following rates have been benchmarked where possible against other local authorities which provide a similar service.

Prices are per single image use and where this is chargeable (see tables below), is in addition to the cost of producing a copy of the image for the customer. All charges are subject to the addition of VAT.

Fees for use of a Lancashire image in printed material including, books, postcards, greetings cards, calendars or similar

	Local and non-profit-making	Local and small-scale publications	UK only or one country, one language	World rights, one language	World rights, any language
Half a page or less	No additional fee	£10	£50	£70	£90
Full page	No additional fee	£10	£70	£90	£120
Double page spread	No additional fee	£10	£90	£120	£160
Front Cover	No additional fee	£10	£150	£200	£260
Back Cover	No additional fee	£10	£100	£130	£170
Wraparound	No additional fee	£10	£160	£210	£280

Fees for use of a Lancashire image in TV/Film/DVD

	Regional	National	World
Flash (up to 6 seconds)	£50	£70	£90
10 year rights	£100	£150	£200
Advertising	£100	£200	£300
Institutional/ Educational use	£30	£50	£70

Fees for filming on location at Libraries, Museums, Culture and Archives premises are usually payable. Quotations will be supplied by the premises manager to any interested party and will reflect the specific requirements of the request. If there is a significant reputational or promotional benefit to Lancashire County Council then fees may be waived at the discretion of the head of service.

Fees for displaying a Lancashire image

	Charities, non-charging, non-profit-making	Commercial UK	Commercial World
Exhibitions	No additional fee	£50	£90
Lectures	No additional fee	£50	£90
Interior decoration of premises	£10	£50	£90

Fees for use of a Lancashire image on the Internet - websites, social media, in online presentations or similar

Non-commercial use e.g. family photograph on own website	Educational	Commercial
No additional fee	£25	£50

Judges Lodgings admission rate

It is proposed that during the open season an incentive scheme is put in place to encourage people who have visited Lancaster Castle to also visit the Judges Lodgings. Visitors would be offered a discounted rate of £2 rather than £3 to visit the Lodgings as well as being eligible for a 10% discount in the Judges Lodgings museum shop.

Lancaster Castle is open all year round, whereas the Judges Lodgings is open part of the year and part of the week. Projection of visitor figures will take this into account by calculating the number of visitors to Lancaster Castle who would be able to take advantage of the opportunity for the reduced entrance rate to the Judges Lodgings. This equates to 25% (12,000) of the annual visitor numbers to Lancaster Castle who would be eligible as additional visitors to the Judges Lodgings. If it is assumed that these customers were not already planning a visit to the Lodgings and a very conservative estimate of 5% take up of this offer is assumed, an additional £1,200 of income would be generated. Additional income from the visitors' shop was also anticipated.

Consultations

The recommendations in this report have been proposed following an annual review of all fees and charges across the Libraries, Museums and Archives service by a group of staff, including senior managers, operational managers, front line and technical support staff. The service will monitor the proposed changes, should they be approved, and any findings will be considered during the annual review in 2020/21.

Fees and charges in the Library, Museums and Archives services are benchmarked against those made by other local authorities who are in the same Chartered Institute of Public Finance and Accountancy comparator groups.

The county council's Equality and Cohesion Manager has considered these proposals and confirmed that there would be no likely detrimental impact on any group of people with protected characteristics.

Implications:

This item has the following implications, as indicated:

Financial:

It is anticipated that there would be minimal financial impact with regard to the proposed standardisation of image reproduction charges. The transaction reports for the service don't currently allow this income to be identified, so the exact impact of the changes cannot be quantified. If the recommendation is approved, a new income code will be created so this can be reported on as part of future fees and charges reviews. The proposals aim to provide a clear and consistent statement of charges across Libraries, Museums and Archives services.

It is anticipated that there would be additional income of around £1,200 during the Judges Lodgings open season in 2020, as well as additional spend in the visitors' shop.

Risk management

It is felt that there are no significant identifiable risks if these proposals are agreed and implemented.

List of Background Papers

Paper	Date	Contact/Tel
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None		
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Reason for inclusion in Part II, if appropriate		
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