



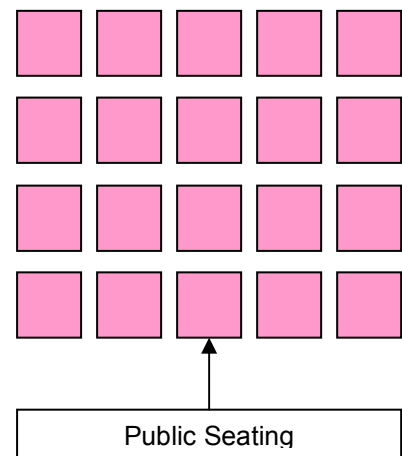
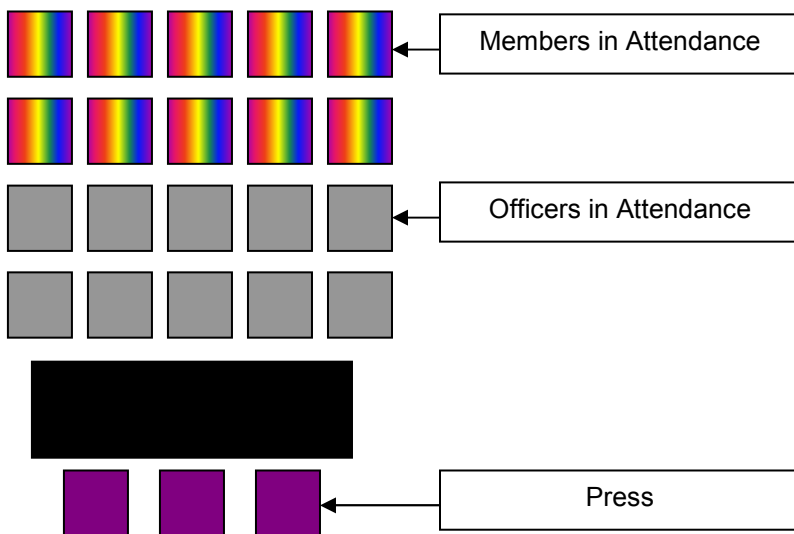
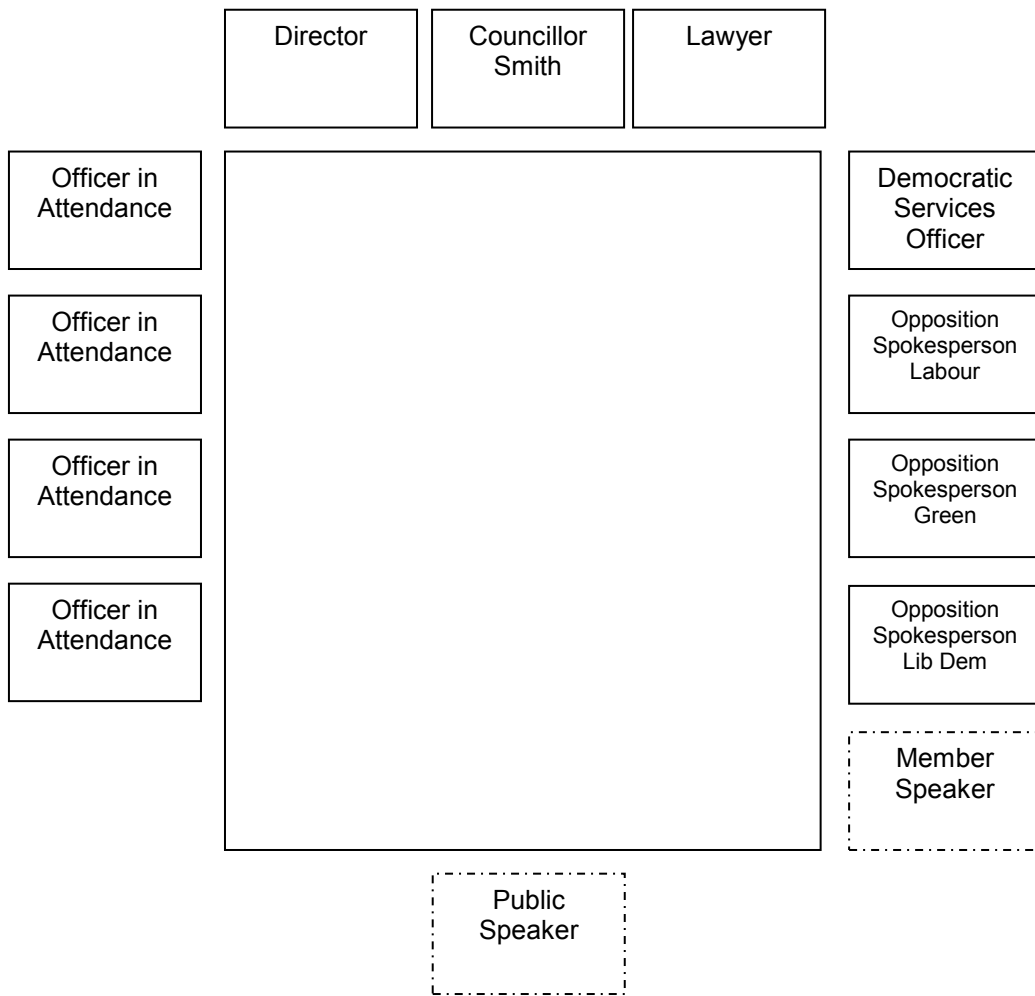
Brighton & Hove
City Council

Cabinet Member Meeting

Title:	Culture, Recreation & Tourism Cabinet Member Meeting
Date:	15 September 2009
Time:	4.00pm
Venue	Committee Room 1, Hove Town Hall
Members:	Councillor: Smith (Cabinet Member)
Contact:	Caroline De Marco Democratic Services Officer 01273 291063 caroline.demarco@brighton-hove.gov.uk

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Democratic Services: Meeting Layout



AGENDA

22. PROCEDURAL BUSINESS

- (a) Declarations of Interest by all Members present of any personal interests in matters on the agenda, the nature of any interest and whether the Members regard the interest as prejudicial under the terms of the Code of Conduct.
- (b) Exclusion of Press and Public - To consider whether, in view of the nature of the business to be transacted, or the nature of the proceedings, the press and public should be excluded from the meeting when any of the following items are under consideration.

NOTE: Any item appearing in Part 2 of the Agenda states in its heading either that it is confidential or the category under which the information disclosed in the report is exempt from disclosure and therefore not available to the public.

A list and description of the categories of exempt information is available for public inspection at Brighton and Hove Town Halls.

23. MINUTES OF THE PREVIOUS MEETINGS

1 - 10

Minutes of the Meetings held on 9 June and 14 July 2009 (copies attached).

24. CABINET MEMBER'S COMMUNICATIONS

25. ITEMS RESERVED FOR DISCUSSION

- (a) Items reserved by the Cabinet Member
- (b) Items reserved by the Opposition Spokespersons
- (c) Items reserved by Members, with the agreement of the Cabinet Member.

NOTE: Public Questions, Written Questions from Councillors, Petitions, Deputations, Letters from Councillors and Notices of Motion will be reserved automatically.

26. PETITIONS

No petitions have been received by the date of publication.

27. PUBLIC QUESTIONS

(The closing date for receipt of public questions is 12 noon on 8

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

September 2009)

No public questions have been received by the date of publication.

28. DEPUTATIONS

(The closing date for receipt of deputations is 12 noon on 8 September 2009)

No deputations have been received by the date of publication.

29. LETTERS FROM COUNCILLORS

11 - 12

Letter from Councillor Davis (copy attached).

30. WRITTEN QUESTIONS FROM COUNCILLORS

No written questions have been received.

31. NOTICES OF MOTIONS

No Notices of Motion have been received by the date of publication.

32. HOME DELIVERY SERVICES AND THE MOBILE LIBRARY

13 - 22

Report of Director of Culture & Enterprise (copy attached).

Contact Officer: Sally McMahon *Tel:* 29-6963

Ward Affected: All Wards;

33. LIBRARIES FEES AND CHARGES

23 - 34

Report of Director of Culture & Enterprise (copy attached).

Contact Officer: Sally McMahon *Tel:* 29-6963

Ward Affected: All Wards;

34. MUSEUM FEES AND CHARGES

35 - 44

Report of Director of Culture and Enterprise (copy attached).

Contact Officer: Janita Bagshawe *Tel:* 29-2840

Ward Affected: All Wards;

35. VENUES FEES AND CHARGES

45 - 48

Report of Director of Culture & Enterprise (copy attached).

Contact Officer: Steve Piper *Tel:* 01274 292640

Ward Affected: All Wards;

36. THE VISITBRIGHTON GREETER SCHEME

49 - 62

Report of Director of Culture & Enterprise (copy attached).

Contact Officer: Liz Brand *Tel:* 01273291614

Ward Affected: All Wards;

37. FOREDOWN TOWER

63 - 70

Report of Director of Culture & Enterprise (copy attached).

Contact Officer: Janita Bagshawe Tel: 29-2840

*Ward Affected: Hangleton & Knoll; North
Portslade;*

PART TWO

38. PART 2 MINUTES

71 - 72

Minutes of the meeting held on 14 July 2009 (copy circulated to Members only).

[Exempt Category 3]

39. PART TWO ITEMS

To consider whether or not any of the above items and the decisions made at the CMM should remain exempt from disclosure to the press and public.

The City Council actively welcomes members of the public and the press to attend its meetings and holds as many of its meetings as possible in public. Provision is also made on the agendas for public questions to committees and details of how questions can be raised can be found on the website and/or on agendas for the meetings.

The closing date for receipt of public questions and deputations for the next meeting is 12 noon on the fifth working day before the meeting.

Agendas and minutes are published on the council's website www.brighton-hove.gov.uk. Agendas are available to view five working days prior to the meeting date.

Meeting papers can be provided, on request, in large print, in Braille, on audio tape or on disc, or translated into any other language as requested.

For further details and general enquiries about this meeting contact Caroline De Marco, (01273 291063, email caroline.demarco@brighton-hove.gov.uk) or email democratic.services@brighton-hove.gov.uk

Date of Publication - Monday, 7 September 2009

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 23a

Brighton & Hove City Council

BRIGHTON & HOVE CITY COUNCIL

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

4.00pm 9 JUNE 2009

COMMITTEE ROOM 1, HOVE TOWN HALL

MINUTES

Present: Councillor Smith (Cabinet Member)

Also in attendance: Councillor Davis (Opposition Spokesperson)

PART ONE

1. PROCEDURAL BUSINESS

1a Declarations of Interests

1.1 There were none.

1b Exclusion of Press and Public

1.2 In accordance with section 100A of the Local Government Act 1972 (the Act), the Cabinet Member for Culture, Recreation and Tourism considered whether the press and public should be excluded from the meeting during an item of business on the grounds that it was likely, in view of the nature of the business to be transacted or the nature of the proceedings, that if members of the press or public were present during that item, there would be disclosure to them of confidential information (as defined in section 100A(3) of the Act) or exempt information (as defined in section 100(I) of the Act).

1.3 **RESOLVED** - That the press and public be not excluded from the meeting.

2. MINUTES OF THE PREVIOUS MEETING

2.1 **RESOLVED** - That the minutes of the Culture, Recreation and Tourism Cabinet Member Meeting held on 5 May 2009 be agreed and signed by the Cabinet Member.

3. CABINET MEMBER'S COMMUNICATIONS

Visit Brighton

- 3.1 The Cabinet Member reported that Visitbrighton had achieved 281 signed up partners so far this year. The partners contributed to the marketing of the destination and ensured the City and local tourism businesses continued to prosper. The team had a target of 280 partners, having achieved 265 in 2008, and was delighted to have achieved this in an otherwise difficult economic climate. There were, however, many more businesses who could become signed up partners and help promote the city and deliver the visitors from which they would benefit. The Cabinet Member urged any business who was not a partner of Visitbrighton to join. Visitbrighton hoped that by the end of the year they would have over 300 partners.

Corporate Games

- 3.2 The Cabinet Member was delighted that the City played host to the UK Corporate Games last weekend and that over 3,000 participants stayed, played and took part in 23 different sports. The Cabinet Member stressed that despite holding this event in the middle of a national recession it was great that so many companies were persuaded to send athletes and that they were so obviously attracted by the City and the city's outstanding sporting facilities. The results of this were fantastic for Brighton; with Sussex University winning the Basketball and Brighton University winning the Volleyball.

Brighton Festivals

- 3.3 The Cabinet Member reported that the Brighton Festivals were continuing to get better and bigger each year reaching more local people through free events, attracting tourists to the city, appealing across more and more local communities and attracting significantly more national press. The Cabinet Member particularly enjoyed the work of guest artistic director Anish Kapoor with over 80,000 people enjoying his collection of six pieces. More than 10,000 made the pilgrimage to the Chattri to see C Curve which was featured across the nationals. It was also exciting to see the municipal market being used so creatively during the Festival pointing the way to the new development at Circus Street which has culture at its heart.
- 3.4 The Cabinet Member also enjoyed the Erpingham Camp on Brighton Pier. This was the first time the pier had been used for the Festival and indicated the new approach that the Festival was taking building bridges with venues and businesses across the city. Erpingham Camp was featured in the Independent and Radio 4.
- 3.5 The Festival Fringe was larger and more successful than last year increasing its number of events from 600 last year to 700 this year, including exciting new venues at St Andrews Church and above shops and pubs across the city. The Fringe increased its number of free outdoor events with a particularly successful Fringe Street day on the last weekend which filled New Road and Jubilee Square with smiling crowds.
- 3.6 The return of the Spiegel tent in Old Steine was also very well received by audiences and the city council worked hard with the producers to ensure that the site would be returned in a much better condition than in previous years, which was achieved and was a further testament of how well the council could work in partnership across the city to balance the needs of residents and visitors.

- 3.7 The Artist Open Houses had a new strand of curated work called House which included special exhibitions at the Regency Town House, Lighthouse and the Permanent Gallery. Feedback has been very positive from these new venues.
- 3.8 The Great Escape – the music festival and industry showcase that takes place on the 3rd weekend of May – was also very successful. They managed to increase their audience numbers to 12,500 and the council's Licensing department had said they were extremely impressed with the good management of the festival.

Extreme Sports

- 3.9 The Cabinet Member reported that he had attended the launch of Extreme Sports which would be held in September on the seafront. The RAF and admiralty would be in attendance. The Red Arrows would be flying and the public would have the opportunity to be taken to an aircraft carrier and be brought back by helicopter.

4. ITEMS RESERVED FOR DISCUSSION

- 4.1 **RESOLVED** – That the Museum Plan be reserved for discussion.

5. PETITIONS

5(i) Petition – Jubilee Library Shelving

- 5.1 The Cabinet Member considered the following petition presented at Council on 19 March 2009 by Councillor Kennedy and signed by 72 people:

“We, the undersigned call upon the council to publicise details of much needed, ample, well filled shelving in the Jubilee Library, as requested in the recent petition, so that the place is no longer described as a ‘non-book’ library.”

- 5.2 The Cabinet Member responded as follows: “The Jubilee Library could never be described as a ‘non-book’ library by anyone who knows anything about the library, its stock and its services. There are over 170,000 items of stock in the library, with around 35,000 items on loan at any one time. According to the latest CIPFA statistics, Brighton and Hove Libraries have the third highest numbers of books per 1000 population compared with similar authorities, with 1,871 books per 1000 population, compared with an average of 1,577.
- 5.3 The Jubilee Library design included as many shelves as was needed to accommodate the stock, and to deliver the range of services required. The space between shelves and the height of the shelves are at the correct levels to meet accessibility standards, so that disabled people can move around the building easily and reach the stock on display.”
- 5.4 **RESOLVED** – That the petition be noted.

5(ii) Petition – Request for Longer Hours and Increased Stock – Portslade and Hangleton Libraries

- 5.5 The Cabinet Member considered the following petition presented at Council on 19 March 2009 by Councillor Hamilton and signed by 60 people:

“We, the undersigned call upon the council to inform residents of the progress with plans for longer hours and increased stock in Portslade and Hangleton Libraries as sought in the recent petition”.

- 5.6 The Cabinet Member responded as follows: “Hangleton and Portslade Libraries are both open longer hours than all other community libraries in the city, being open 38.5 hours over six days every week. Hangleton Library has around 14,000 items of stock, and Portslade around 17,000 items, both of these are higher figures than other community libraries.
- 5.7 The Libraries Plan, which was unanimously supported at full council in January, has set out our commitment to continue to improve our Libraries Services, including reviewing community libraries opening hours and seeking ways to increase the number of books bought. Hangleton and Portslade Libraries will be included in this planned review of opening hours.”
- 5.8 **RESOLVED** – That the petition be noted.

5(iii) Petition – Request for Longer Hours and Increased Stock – Whitehawk and Rottingdean Libraries

- 5.9 The Cabinet Member considered the following petition presented at Council on 30 April by Councillor Turton and signed by 101 people:

“Happy as we are for Patcham residents that they will now enjoy longer library hours, we must ask the council to publicise news of any progress achieved by a previous request for Whitehawk and Rottingdean libraries to have longer hours and increased stock”

- 5.10 The Cabinet Member responded as follows: “It is worth noting that Whitehawk Library is already open longer hours than Patcham Library, being open 27 hours per week over four days, and has over 16,000 items of stock – more than most of our community libraries. As mentioned in my response to the last petition, the Libraries Plan, approved at Council in January, has set out our commitment to continue to improve our Libraries Services, including reviewing community libraries opening hours and seeking ways to increase the number of books bought. Whitehawk and Rottingdean Libraries will be included in this planned review of opening hours.”
- 5.11 **RESOLVED** – That the petition be noted.

5(iv) Petition – Request for Preservation Treatment to the front of Hove’s Carnegie Library

- 5.12 The Cabinet Member considered the following petition presented at Council on 30 April 2009 by Councillor Davis and signed by 116 people:

“Glad as we are that Hove’s Carnegie Library is now open on a Monday afternoon, we urge that its front be given preservation treatment and funding sought for the re-instatement for the historic much-missed cupola.”

5.13 The Cabinet Member responded as follows: “The cost of renovating the stonework at the front of the building is expensive. And we are currently investigating the possibility of HLF funding to contribute towards the cost of improving Hove Library facilities. Putting together a viable funding plan for this level of restoration work takes time, and the costs remain high as these works were not included in the refurbishment work instigated by the last administration.”

5.14 **RESOLVED** – That the petition be noted.

6. PUBLIC QUESTIONS

6.1 There were none.

7. DEPUTATIONS

7.1 There were none.

8. LETTERS FROM COUNCILLORS

8.1 There were none.

9. WRITTEN QUESTIONS FROM COUNCILLORS

9.1 There were none.

10. NOTICES OF MOTIONS

10.1 There were none.

11. MUSEUM PLAN

11.1 The Cabinet Member considered a report of the Director of Culture and Enterprise which presented the Royal Pavilion & Museums Strategic Forward Plan 2009-2012 (for copy see minute book). The Plan set out the Council’s vision for the service, building on the recent successes, and outlining the priorities and objectives for the next three years, in the context of the overall plans and ambitions for the city. The Plan demonstrated how the Royal Pavilion & Museums supported the Corporate Priorities and contributed to the key strategies for the city, including the Local Area Agreement and Corporate Plan.

11.2 The Head of Museums & Royal Pavilion highlighted the key aims for the division for the next three years as set out in paragraphs 3.3. Paragraph 3.4 set out the key areas in terms of priorities. Consultation on the plan had included a workshop held for the Culture, Tourism and Enterprise Overview & Scrutiny Committee in January 2009. The Plan would be subject to continual review, monitoring and updating.

- 11.3 Councillor Davis considered the plan to be of a high standard and supported developing audiences. However, she expressed concern about the reliance on Renaissance funding. She stressed that the funding position was less certain after 2011. She asked for confirmation that the funding was in place for 2009-2011. The Head of Museums & Royal Pavilion confirmed that funding was definitely secured for the period 2009-2011. Funding after that period was subject to review.
- 11.4 Councillor Davis made the point that it was clear that there needed to be investment in a number of areas such as IT and disabled access. She asked if the Cabinet Member Meeting could receive updates about Renaissance Funding, in addition to the report to the CMM and Culture, Tourism & Enterprise Overview & Scrutiny Committee on an annual basis. The Head of Museums & Royal Pavilion confirmed that an update could be given to the CMM when the review was completed. She stressed that a great deal of work would be completed by 2011. Meanwhile, she considered it important to develop a fundraising unit, and that museums across the UK were being encouraged to become less reliant on government funding such as Renaissance.
- 11.5 Councillor Davis asked about Invest to Save. The Head of Museums & Royal Pavilion explained that this was a Council initiative which was enabling the Division to modernise its business systems to maximise its earned income through the development of new booking and ticket systems and a web link for online sales.
- 11.6 The Cabinet Member asked how much Renaissance funding had been provided nationally. The Head of Museums replied that the South East hub alone had received approximately 12 million for the period 2009-2012.
- 11.7 **RESOLVED** – Having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendation:
- (1) That Cabinet be recommended to agree the Royal Pavilion & Museums Strategic Forward Plan 2009-2012.
- (2) That the Cabinet Member Meeting receives an update about Renaissance funding in due course.

The meeting concluded at 4.24pm

Signed

Chair

Dated this

day of

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 23b

Brighton & Hove City Council

BRIGHTON & HOVE CITY COUNCIL

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

11.00am 14 JULY 2009

COUNCIL CHAMBER, HOVE TOWN HALL

MINUTES

Present: Councillor Smith (Cabinet Member)

Also in attendance: Councillor Davis (Opposition Spokesperson)

PART ONE

12. PROCEDURAL BUSINESS

12a Declarations of Interests

12.1 There were none.

12b Exclusion of Press and Public

12.2 In accordance with section 100A of the Local Government Act 1972 (the Act), the Cabinet Member for Culture, Recreation and Tourism considered whether the press and public should be excluded from the meeting during an item of business on the grounds that it was likely, in view of the nature of the business to be transacted or the nature of the proceedings, that if members of the press or public were present during that item, there would be disclosure to them of confidential information (as defined in section 100A(3) of the Act) or exempt information (as defined in section 100(I) of the Act).

12.3 **RESOLVED** - That the press and public be not excluded from the meeting.

13. CABINET MEMBER'S COMMUNICATIONS

13.1 There were none.

14. ITEMS RESERVED FOR DISCUSSION

14.1 **RESOLVED** – That item 21 be reserved for discussion.

15. PETITIONS

15.1 There were none.

16. PUBLIC QUESTIONS

16.1 There were none.

17. DEPUTATIONS

17.1 There were none.

18. LETTERS FROM COUNCILLORS

18.1 There were none.

19. WRITTEN QUESTIONS FROM COUNCILLORS

19.1 There were none.

20. NOTICES OF MOTIONS

20.1 There were none.

21. THE FUTURE MANAGEMENT OF THE COUNCIL OWNED GOLF COURSES AT HOLLINGBURY AND WATERHALL

21.1 The Cabinet Member considered a report of the Director of Environment which set out the options for the future management of the two council owned municipal golf courses at Hollingbury and Waterhall and sought Cabinet Member approval to pursue option 3 as detailed in the report (for copy see minute book). Option 3 recommended the appointment of a management company to manage both courses on behalf of the council. Consultation had taken place with staff affected by the potential change in management arrangements including greenkeepers and golf assistants. In addition, consultation was ongoing with the golf professional at Hollingbury and with representatives of the two clubs. Consultation had also taken place with the Culture, Recreation and Tourism Overview and Scrutiny Committee with a report to the meeting on 2 July 2009.

21.2 The Head of Sport & Leisure reported that the purpose of the proposals was to secure the long term future of both public golf courses. The aim was to attract investment and improve the overall service provision. At the moment there were fragmented arrangements. The proposal was to have an operator who had one overall arrangement.

21.3 The Head of Sport & Leisure explained that the Culture, Recreation and Tourism Overview and Scrutiny Committee had noted that the intention of the proposal was to try and simplify arrangements at the clubs. They had asked for details about levels of usage. With regard to Season Ticket Holders, in 2007 there were 747

ticket holders. In 2008 there were 693. With regard to Green Fee Rounds, there were 11,524 in 2007 and 10312 in 2008. The Scrutiny Committee had noted that integrated management arrangements were needed to sort out this decline. They had asked if it was the intention for the external operator to work in partnership with the council. It was the desire of the Scrutiny Committee to have more junior and women members. They considered that there should be better marketing of the golf courses and better promotion of the service. The Scrutiny Committee had asked about the possibility of a third sector partner or leisure trust operating the courses.

- 21.4 With regard to the accommodation on the courses, the Principal Solicitor reported that a colleague was investigating the position of occupancy on the golf courses. This could be explained in more detail if the meeting moved into confidential session.
- 21.5 The Head of Sport & Leisure explained that the staff currently employed on the courses would be protected by TUPE regulations (The Transfer of Undertakings (Protection of Employment) Regulations).
- 21.6 The Cabinet Member asked about the difference between a company and a trust. The Head of Sport & Leisure replied that a trust could make savings on rate relief. Councillor Davis commented that there were a number of successful trusts in operation. Greenwich was one such example. She hoped this option could be explored further and that leisure trusts could be encouraged to make a bid. The Head of Sport & Leisure replied that Greenwich and other leisure trusts were primarily managing sport centres but he was aware that a couple of golf courses in Kent were managed by a Leisure Trust. Golf courses operated in a specialist market. By going out to tender it would be interesting to see if a Trust made a bid.
- 21.7 Councillor Davis stressed that the views of the Scrutiny Committee had been cross party. The golf courses were a big asset for the City. They were large green spaces and needed investment. The scrutiny members would have liked to have seen more options explored for the courses. There was no evidence that anyone had thought how to use these two green spaces and market them better. They should be as open and accessible to the local population as possible. Councillor Davis expressed surprise that the notes from the Scrutiny Committee had not been made available for the Cabinet Member Meeting. Concern had been expressed about staff and the people living on site. She hoped that the suggestion of a not for profit trust would be explored. The emphasis on partnership should be made stronger. Finally, Councillor Davis stated that she would like to see the matter referred back to scrutiny for further discussion.
- 21.8 The Head of Sport and Leisure replied that he would be happy to see if he could draw the tendering process to the attention of the main leisure trusts and not for profit operators. The Head of Service Improvement & Review stated that there was nothing to stop officers encouraging leisure trusts and not for profit operators from tendering. It would be important to fully consider the specification for the tender and include matters such as marketing.

21.9 The Principal Solicitor suggested that option 3 be amended to state – Appoint a management company or leisure trust to manage both courses on behalf of the council. He suggested there could be an opportunity for scrutiny to have a report on the evaluation process before going to Cabinet. The Head of Service Improvement & Review informed the Cabinet Member that the tenders were scheduled to be evaluated by 16 November 2009. There could therefore be a report to the Scrutiny Committee on 19 November 2009. Invitations for tender would be sent out by 21 September 2009.

21.10 **RESOLVED** – Having considered the information and the reasons set out in the report, the Cabinet Member accepted the following recommendations:

- (1) That approval is given for the Council to prepare tender documents and carry out a procurement process based on option 3 of the report as amended below, in accordance with the timescales set out in paragraph 5.1.

Option 3 to read “Appoint a management company or leisure trust to manage both courses on behalf of the council.” It is further agreed that the officers shall actively encourage leisure trusts as well as management companies to bid for the management of the golf courses to be operated in partnership with the City Council.

- (2) It is agreed that the Culture, Recreation and Tourism Overview and Scrutiny Committee should have the opportunity of receiving further updates at their meetings on 7 October and 19 November 2009.

The meeting concluded at 11.53am

Signed

Chair

Dated this

day of

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 29
Brighton & Hove City Council

David Smith,
Cabinet Member
Culture, Recreation and Tourism

King's House etc.

Dear David Smith,

I understand that the Amber Cup is no longer on display at Hove Museum. I have been led to believe that there are no plans for its return to public display because of costs. I would appreciate it if you could explain what is happening to one of the most important Bronze Age artifacts in the country and let us know when the public will be able to see it again.

Yours sincerely,

Melanie Davis

Councillor Melanie Davis
Labour, Goldsmid ward
Opposition Spokesperson Culture, Recreation and Tourism

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 32

Brighton & Hove City Council

Subject: Home Delivery Services and the Mobile Library
Date of Meeting: 15 September 2009
Report of: Director of Cultural & Enterprise
Contact Officer: Name: Sally McMahon Tel: 29-6963
E-mail: sally.mcmahon@brighton-hove.gov.uk
Key Decision: No Forward Plan No.
Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The purpose of the report is to agree changes to Libraries Services provided (a) to people in residential homes, (b) to housebound people and (c) by the Mobile Library, following a comprehensive review of these services through 2008 and 2009.
- 1.2 The improvement and development of these services forms part of the Libraries Plan 2009-2012 commitment to deliver more accessible and inclusive services. The aim is to deliver more targeted and tailored services to people in residential homes and the housebound, and to make more effective use of the Mobile Library in reaching those people who are unable to visit a community library building.
- 1.3 The proposed improvements will be achieved within existing resources, the key being reorganising how these services are delivered and thereby also improving value for money.

2. RECOMMENDATIONS:

- 2.1 (1) To agree the proposals for improvements to the Libraries Equal Access Services and Mobile Library Service as outlined in paragraphs 3.1.3, 3.2.5 and 3.3.3 of this report

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS

The review and proposals have been divided into three sections: services to residential homes, the Mobile Library, and services to people in their own homes.

3.1 Residential homes service

3.1.1 Current provision

- Equal Access Services currently provide a delivery service to 28 residential and care establishments providing an average four month exchange of collections of between 50 and 350 items
- The collections have a strong emphasis on books in large print, but also include audio books, CDs and DVDs
- The housebound service to individuals in their own homes is also co-ordinated through Equal Access Services

3.1.2 Research and consultation

Three linked incremental pieces of research and consultation undertaken by library staff and an external consultant from January to October 2008 informed the proposals for change:

- The initial **Home Delivery Survey** looked at user satisfaction in terms of staff knowledge, service reliability and choice of materials at an initial sample of residential establishments' current receiving a library delivery service. People in residential accommodation receiving the current service highly rated staff knowledge and service reliability. However, choice of materials was only rated as very good by 63.4% of respondents, emphasising the need to improve the scope, range and delivery strategies of the service.
- The follow up **Equal Access Service Review** took a detailed operational and strategic look at overall remit, standards of service. It revealed current services to be limited in range and scope and the need to identify what people in receipt of the service really want and the need to improve the variety, flexibility and breadth of provision.
- The **Equal Access Service Assessments** concluded the initial identification needs work by visiting every residential home receiving the current delivery service looking at provision, use, appropriateness and potential for alternative more effective provision. Greater use of the Mobile Library where feasible was suggested for more able users in residential accommodation, to improve choice and quality of experience. This was recommended for the six venues that had stipulated they would like to try this, feeling it would offer an improved alternative service.

3.1.3 Proposals for improved service

- Continue to provide a delivery service to 22 of the 28 existing venues where residents have mobility problems/there is not suitable access for a vehicle, or are not close to a static library
- Provide the Mobile Library service to the other six venues
- Improve range and level of stock of collections
- Deliver more frequently, changing smaller collections more often

For six of the venues, use the Mobile Library, which will park near the following homes/day centres:

Residential/care establishments to get Mobile Library Service	
Establishment	Mobile Library Service details
Elizabeth Court	Existing Wilbury mobile stop outside Elizabeth Court
Lyndhurst Rest Home	Existing Montefiore mobile stop four minutes around corner
Muriel House and Sanders House	Combined new mobile stop for Muriel House and Sanders House 30 metres apart
Saxon Court	New mobile stop nearby will serve Saxon Court and Wish Road locality
Somerset Day Centre	New mobile stop in Somerset Day Centre will also serve Eastern Road South locality

3.2 **Mobile Library Service.**

3.2.1 The Mobile Library currently stops in 26 different locations for varying amounts of time across the city serving a mixture of well used and under used stops. Of these seven are Equal Access Service related taking in day centres, special needs school, sheltered accommodation and a nursing home. The Mobile Library also participates in and supports promotional activities, one off festivals and events in addition to its regular schedule.

3.2.2 The **Mobile Library Service Review** undertaken by library staff and an external consultant considered the viability and relevance of current stops and the potential to refocus. Its findings were informed by:

- Analysis of use of all current stops
- Visits to range of current stops by research team
- Cipfa satisfaction survey 2006
- Value for Money(VFM) analysis 2007
- Benchmarking against other authorities
- Mobile library staff input, knowledge and views
- EAS linked research, consultation and related recommendations.
- Mapping of current Mobile stops and EAS deliveries to residential homes

3.2.3 It concluded that the Mobile Library Service currently serves a mixture of well-used and underused stops and could therefore be more cost effective. Tables below covering February 2008-February 2009 compare under used stops and some busier stops with total issue per stop, total hours at stop and average issue per hour.

Under used stops 02/08-02/09			
Stop	Total annual issue 02/08-02/09	Total hours 02/08-02/09	Average per hour
Walsingham Street(Grace Eyre)	43	24	1.79
Hove Enterprise	31	13.5	2.29
Cowley Drive	82	13.5	6.07
Bernard Place	93	13.5	6.8
Amex-Edward Street	522	63.45	8.22
The Crossway	252	27	9.3
Wish Road	140	13	10.76

Well used stops 02/08-02/09			
Stop	Total annual issue 02/08-02/09	Total hours 02/08-02/09	Average per hour
Queens Park Terrace	6721	291.3	23.07
Hollingdean Terrace	2234	94.3	23.69
St Annes Well	1876	67.3	27.87
Sandgate Road	2514	81	31.03
Powis Square	693	21	33
Cedar Centre Hollingdean	1179	26	43.34

3.2.4 **It recommended:**

- The Mobile Library has the potential to focus further on improving the quality of life for older people, disabled people and those who find it difficult to use one of the static libraries.
- Its promotional role should be further developed and clearly targeted as part of a community engagement strategy
- The schedule for 2010 should be refocused and changed to respond to the above , to improve value for money and link clearly to the EAS Review's plans to develop and deliver accessible and inclusive services

3.2.5 **Proposals for improved service:**

- **Maintain 18 of the existing 26 Mobile Library stops.**
- **Reallocate the following four under used stops:**

<i>Stop to be reallocated</i>	<i>Details</i>
Cowley Drive	Reallocate slot
Hove Enterprise	Reallocate slot and direct users to nearby Saxon Court stop
The Crossway	Reallocate slot and direct users to nearby Hollingdean Terrace and/or Cedar Centre stops
Walsingham Road(Grace Eyre Centre)	Reallocate slot; collection has been offered to Grace Eyre Centre

- **Move/combine the following four stops:**

<i>Stop to be moved/combined</i>	<i>Details</i>
Bernard Place	Move to nearby Elm Grove
Wish Road	Move to Saxon Court, Saxon Road to serve residential home as well as Wish Road locality
Reigate Road and Exeter Street	Combine these 2 stops moving to Dyke Road opposite Booth Museum, five minutes from both existing stops.

- **Create four new stops as follows:**

<i>New stop</i>	<i>Details</i>
Eastern Road North	New local stop serving Eastern Road North
Somerset Day Centre \Eastern Road South	Serving Somerset Day Centre and Eastern Road South locality
Muriel House and Sanders House	Serving both residential venues and other nearby homes
Sandgate Road	Additional Saturday stop at existing busy venue

3.3 **Services to people in their own homes**

3.3.1 **Current provision**

- Anyone who is housebound or has difficulty in getting to their local library may have a 'housebound' membership
- This entitles them to longer loan periods and concessions on fees and charges
- Material may be selected for them at any library by a relative, carer or volunteer
- Volunteers availability is currently very limited

3.3.2 The Equal Access Service Review also looked at services to housebound people in their own homes and concluded the following:

- Identified the need to better communicate services currently available
- Focused on the need to develop an effective partnership volunteer strategy

3.3.3 **Proposals for improved service**

- Publicise more effectively housebound services currently available
- Develop partnerships/liase with a range of organisations and stakeholders including Community Service Volunteers (CSV), Age Concern and other community organisations.
- Develop and negotiate volunteer strategy allied to city wide strategy
- Finalise required partnership agreements to deliver effective individual housebound library service

4. **CONSULTATION**

4.1 Three linked incremental pieces of research and consultation undertaken by library staff and an external consultant from January to October 2008 informed the proposals for change (see section 3 for more detail):

- The initial Home Delivery Survey
- The follow up Equal Access Service Review
- The Equal Access Service Assessments

4.2 The Mobile Library Review undertaken by library staff and an external consultant considered the viability and relevance of current stops and the potential to refocus (see section 3 for more detail).

4.3 Public and stakeholder consultation was carried out between May and August 2009 (see appendix 1 for details of the information provided in the consultation process) The results of the consultation which closed on the 17 August is as follows:

Residential homes service

- One location expressed satisfaction with the delivery service and stock supply improvement.
- One location asked for consideration of a Mobile Library visit

Mobile Library Service

- Bernard Place stop move to Elm Grove: two respondents were in favour; a further two users expressed concern at the move
- Sandgate Road additional Saturday stop- two respondents were in favour
- An additional four respondents expressed appreciation of the current Mobile Library service and staff

Services to people in their own homes

- Further partnership links were suggested with the Communities Team to get the links with the Neighbourhood Action Groups or other small local groups

- There was a positive response from CSV (Community Service Volunteers) regarding future partnership discussion toward increasing volunteer involvement in Brighton & Hove Libraries.

Conclusion

The overall response was positive and individual concerns raised are being followed up. This will be an ongoing process with the key aim of the proposals being to improve and develop this range of accessible library services.

- 4.4 Culture, Enterprise and Tourism Scrutiny Committee members attended workshop to discuss these proposals on 9 September 2009. The results of the workshop will be presented verbally at the Cabinet Member Meeting.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The 2009/10 library service budget allocation for the Equal Access Service is £75k and that for the Mobile Library Service is £41k. It is expected that the improvements outlined in the report will be met within these existing levels of resources.

It is also expected that the closer linking of these services, as mentioned in the report, will lead to greater value for money by providing more choice to customers.

Finance Officer Consulted: Anne Silley Date: August 17 2009

Legal Implications:

- 5.2 The proposed changes are consistent with the Libraries Plan and the Council's priorities of better use of public money and reducing inequality by increasing opportunity. There are no adverse legal implications to this report.

Lawyer Consulted: Bob Bruce Principal Solicitor Date: August 17 2009

Equalities Implications:

- 5.3 The developments will provide a more tailored and targeted service to people who are housebound or in residential accommodation, and make better use of the Mobile Library in supporting these services, benefiting a group of people who are particularly disadvantaged in our society.

Sustainability Implications:

- 5.4 *Sustainable Consumption and Production* : No implications
Climate Change and Energy: No implications.

Natural Resource Protection and Environmental Enhancement: No implications.

Sustainable Communities: The changes to Libraries Services for people in residential homes, housebound in their own homes, and the Mobile Library service will enable more people to make use of Libraries facilities and services, and so contribute to the development of more sustainable communities.

Crime & Disorder Implications:

- 5.5 There are no crime and disorder implications.

Risk and Opportunity Management Implications:

- 5.6 There is a risk that some existing users of Mobile Library stops may find it difficult to get to an alternative service point. Where this occurs, we will investigate if they may be eligible for home delivery services as an alternative.

Corporate / Citywide Implications:

- 5.7 The proposals support the corporate priority to **'Reducing inequality by increasing opportunity'**. The changes to the way home delivery services and the Mobile Library are operated will enable more people, especially those most disadvantaged, to access Libraries services. The new arrangements will give greater choice of materials and increased access to information.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

A range of possible variations on the proposals was considered during the review stage, and the alternatives reduced down during the consultation and review process.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To improve the services provided to people in residential homes or housebound, and to make more effective use of the Mobile Library to deliver better value for money.

SUPPORTING DOCUMENTATION

1. **Appendices:**
Consultation paper.
2. **Documents In Members' Rooms**
None
3. **Background Documents**
None

Appendix 1

Proposals for improving residential homes service, the mobile library and services to people in their own homes

The Libraries Plan 2009-12 proposed a review and improvements to our Mobile Library and Equal Access Services; detailed research and some initial consultation on this has now taken place. We would like your views.

What are we proposing?

Residential homes service:

- Continue to provide a collection delivery service to 22 of the 28 existing venues currently receiving this service
- Provide the Mobile Library service to the other six venues that have agreed to trial this service
- Improve range and level of stock of collections
- Deliver more frequently, changing smaller collections more often

Mobile Library Service

Maintain 18 of the existing 26 stops and reallocate the remaining 8 as follows:

Close the following four underused stops and reallocate freed up slot:

<i>Stop to be reallocated</i>	<i>Details</i>
Cowley Drive	Reallocate slot
Hove Enterprise	Reallocate slot and direct users to nearby Saxon Court stop
The Crossway	Reallocate slot and direct users to nearby Hollingdean Terrace and/or Cedar Centre stops
Walsingham Road (Grace Eyre Centre)	Reallocate slot; collection has been offered to Grace Eyre Centre

Move/combine the following four stops:

<i>Stop to be moved</i>	<i>Details</i>
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Reigate Road and Exeter Street	Combine these 2 stops moving to Dyke Road opposite Booth Museum, five minutes from both existing stops.

Create four new stops as follows:

New stop	Details
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Somerset Day Centre \Eastern Road South	Serving Somerset Day Centre and Eastern Road South locality
Muriel House and Sanders House	Serving both residential venues and other nearby homes
Sandgate Road	Additional Saturday stop at existing busy venue

Services to people in their own homes

- Publicise more effectively the housebound services currently available
- Develop partnerships/liaise with a range of organisations and stakeholders including Community Service Volunteers(CSV), Age Concern and other community organisations
- Develop volunteer service to improve and deliver library services to people who are housebound or have difficulty using their local library

Let us know what you think

If you have any comments, questions or suggestions about our proposals for improving residential homes service, the mobile library or services to people in their own homes please get in touch by Monday August 17 2009

We will report on the findings of this public consultation at the September 2009 Culture, Recreation and Tourism Cabinet meeting and publish them on our website.

How to contact us:

By email- alan.issler@brighton-hove.gov.uk

In writing- may left at any library including the Mobile Library addressed to Alan Issler, Neighbourhood and Enterprise Manager, Jubilee Library, Jubilee Street, Brighton BN1 1GE

Via our website- www.citylibraries.info

The closing date for receipt of comments is Monday August 17 2009

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 33

Brighton & Hove City Council

Subject: Libraries Fees and Charges
Date of Meeting: 15 September 2009
Report of: Director of Cultural & Enterprise
Contact Officer: Name: Sally McMahon Tel: 29-6963
E-mail: sally.mcmahon@brighton-hove.gov.uk
Key Decision: No
Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 Purpose of the report is to review the impact of the Libraries fees and charges introduced last year, and to agree the fees and charges for 2010-11.
- 1.2 Under the Corporate Fees and Charges Policy, we are required to carry out an annual review in line with the policy. We are proposing to make virtually no changes to fees and charges for the coming year, because we made substantial changes only two years ago and given the difficult economic situation facing many of our library users. The annual increase in income targets for inflation will be met through improved performance in our room hire and retail services.

2. RECOMMENDATIONS:

- 2.1 (1) To agree the Libraries Fees and Charges proposals for 2010-11.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS

3.1 Review of the impact of the changes implemented April 2009

- 3.1.1 Only two changes were made to Libraries fees and charges last year:

- Introduction of a new category of membership for people with learning difficulties
- Removal of the charges for Baby Boogie

- 3.1.2 The introduction of the new category of membership for people with learning difficulties enabled them to access most services free of charge, including free audio-visual hire and reservations, and with no overdue charges. Charges remained in place for any lost items and hire of language courses.

- 3.1.3 From the decision taken last December until August 2009, the waiving of charges for people with learning difficulties has been done manually. Now a new category of exempt status has been created for people with learning difficulties.
- 3.1.4 Very useful support and guidance on entitlement and promotion have come from the Learning Disability Services & Learning Disability Partnership Board for adults with learning difficulties.
- 3.1.5 Similarly, a partnership is being developed with Amaze who support children and young people up to 21 with special needs that significantly affect their every day life. As a part of this, children and young people who hold Amaze's 'Compass' card will be exempt from charges. The Compass card gives the holder a range of concessions on charges at a number of services across the city.
- 3.1.6 The government definition of a learning disability as stated in the 'Valuing People' white paper (DoH 2001) is: 'Learning disability includes the presence of: A significantly reduced ability to understand new or complex information, to learn new skills (impaired intelligence), with: A reduced ability to cope independently (impaired social functioning); which started before adulthood, with a lasting effect on development.'
- 3.1.7 Entitlement to exemption from charges for people with learning difficulties is varied in one of the following ways:
- by carer/day centre verification
 - by contacting Community Learning Disability Team
 - by showing Compass Card (for children and young people up to 21) - Amaze's database of children and young people with special needs that significantly effect their everyday life

3.2 **Proposals for 2010 – 2011**

- 3.2.1 As most Library Service charges are only a few pence, it is not possible to increase them annually by inflation. Instead, most prices are left unchanged for a number of years until an increase in real prices can be adopted. A range of increases above the rate of inflation were introduced in 2008, which makes it unnecessary to make further changes for next year. This approach will enable us to support those facing difficulties in the current economic climate, by not increasing any of our Libraries fees and charges.
- 3.2.2 We are proposing to reduce the cost of reservations for items that can be obtained from our SELMS (South East Library Managements System) Consortium partners from £2.50 to £2.00. We are introducing this reduced charge as an experiment later this year to coincide with the expansion of direct online services to library users through the Spydus system. For the first time, Library users will be able to make their own reservations online for items not in Brighton & Hove Stock but available through the regional SELMS consortium. At the moment, customers have to fill in a 'yellow card' request form by hand and give them to

library staff to process. Our proposal is to formally adopt this reduced charge from 2010-11.

3.3 Increased income targets through inflation

3.3.1 The additional income targets for Libraries because of inflation will be met through our improved performance in generating income through room hire and retail sales.

3.3.2 Actions we are taking to ensure that we achieve these targets are:

- Continuing to promote audio-visual hire services to target markets such as students and young people
- Continuing to promote the Jubilee Library conference hire facilities which have been exceeding income targets
- Further developing the range of merchandise sold in the Booklover store retail outlet and increasing visitor spend ratio
- Exploiting the recent reorganisation of Jubilee Library to promote after hours hire of the entire ground floor for prestigious events at premium rates.

3.3.3 Last year we exceeded our income targets for room hire, achieving around £57,000 of income compared with the target of £31,000. This increase has helped to off-set the short fall in income achieved through the hire of DVDs and CDs, which continue to fall off each year as downloading becomes more popular.

3.3.4 The full list of fees and charges proposed for 2010/11 are attached as appendix 1.

4. CONSULTATION

4.1 Consultation over the implementation of the exempt membership category for people with learning disabilities took place with individuals, learning disability groups, advocates and social services, including: Learning Disability Services and the Learning Disability Partnership Board for adults with learning difficulties, and also Amaze.

4.2 Market research comparing our charges with other library authorities or other similar service providers has taken place.

4.3 SELMS consortium partner authorities have discussed and recommended the standard fee of £2.00 per inter-authority loan. It is hoped that all partner authorities will agree to this so that all borrowers making use of this new facility face the same charges regardless of their location.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 In accordance with corporate policy, library service fees and charges are reviewed annually. The last general increase in charges was introduced in the 2008/09 financial year, and a further review will be required next year relating to 2011/12.

The current 2009/10 income target for the library service is £440k, including retail and room hire, and is currently forecast to be achieved. This target is likely to increase due to inflation to £449k in 2010/11.

As the report suggests, the extra income required to meet next year's target could come from further development of the conference room hire facilities and the Booklover Store. Additionally, further development and marketing of the after hours hire of the Jubilee Library ground floor (see section 3.3.2 above) should also be undertaken to realise a potentially important new stream of income

Finance Officer Consulted: Anne Silley Date: 17 August 2009

Legal Implications:

- 5.2 The proposed charges are consistent with the Libraries Plan and the Council's priorities of better use of public money and reducing inequality by increasing opportunity. There are no adverse legal implications to this report.

Lawyer Consulted: Bob Bruce Date: August 17 2009

Equalities Implications:

- 5.3 The consolidation of exemption from most charges for people with learning disabilities through the introduction of a special membership card will benefit a group of people who are particularly disadvantaged in our society.

Sustainability Implications:

- 5.4 *Sustainable Consumption and Production* : No implications
Climate Change and Energy: No implications.
Natural Resource Protection and Environmental Enhancement: No implications.
Sustainable Communities: The holding of all Libraries fees and charges at the current level will enable more people to make use of Libraries facilities and services, and so contribute to the development of more sustainable communities.

Crime & Disorder Implications:

- 5.5 There are no crime and disorder implications.

Risk and Opportunity Management Implications:

- 5.6 There is a risk that the income targets for next year will not be met. This is mitigated by the plans set in place to stimulate more income through existing sources. There is an opportunity to encourage more families on low income, and more people with learning disabilities to make use of Libraries Services.

Corporate / Citywide Implications:

- 5.7 The proposals support the corporate priority to **‘Reducing inequality by increasing opportunity’**. The holding of all Libraries fees and charges at the current level will enable more people, especially those most disadvantaged, to make use of Libraries services, as we are one of the few leisure and learning services that can be used at low cost or for free. Overall, the fees and charges support children and young people through the provision of mainly free services to children (no overdue charges, free special services such as Baby Boogie, Homework clubs, etc). Provision of concessionary rates for disabled people and those on low incomes, special provision for people with learning disabilities, and discount cards for people aged 60 and over, all target support for the most vulnerable in our society.

6 EVALUATION OF ANY ALTERNATIVE OPTION(S):

None considered

7 REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To set appropriate fees and charges for Libraries services by holding them at their current rates, and formalising the special rate for reservations of items from authorities in the regional SELMS consortium.

SUPPORTING DOCUMENTATION

1. Appendices:

Libraries Fees and Charges proposed

2. Documents In Members’ Rooms

None

3. Background Documents

None

Appendix 1

APPENDIX 1

**LIBRARY SERVICE PROPOSED FEES AND CHARGES
2010-11**

SUMMARY OF CHARGES:	Current	Date last changed	Proposed
RESERVATION CHARGES			
Items in stock in Brighton & Hove	50p	2008	50p
Inter-library loans from outside Brighton & Hove	£2.50	2008	£2.50
Inter-library loans from authorities in SELMS Consortium	£2.50	-	£2.00
Print Disabled card holders – print and talking books	Free	Pre 1997	Free
Print Disabled card holders – all other materials incl AV	Half price	2008	Half price
Exempt card holders (people with learning disabilities) – All materials	Half price	2008	Free
Concessionary Card Holders	Half price	Pre 1997	Half price
LOST ITEMS - CHARGES			
Books and other resources (all members)	Replacement cost	Pre 1997	Replacement cost
Computer ticket replacement (all members)	£1.00	Pre 2000	£1.00
TALKING BOOKS CHARGES			
Spoken word recordings (abridged editions) Single Issue Fee per 3 week loan	80p	Pre 2000	80p
Spoken word recordings (unabridged editions) Single Issue Fee per 3 week loan	£1.50	Pre 2000	£1.50
Spoken word loans to Print Disabled card holders	Free	Pre 1997	Free
Spoken word loans to Exempt card holders (people with learning disabilities)	Free	Pre 1997	Free
Spoken word loans to Concessionary card holders	Half price	Pre 1997	Half price
Language courses per 3 weeks (all members)	£2.00	Pre 2000	£2.00
AUDIO VISUAL AND MUSIC CHARGES			
Annual Subscription (enabling free CD loan and half price DVDs)	£28.00	2008	£28.00
Quarterly subscription (enabling free CD loan and half price DVDs)	£10.00	2008	£10.00

Appendix 1

Music recordings Single Issue Fee for one week loan	£1.00	2008	£1.00
Scores per set – per month	£5.00	2002	£5.00
Video loans to adults per week	£1.00	2008	£1.00
Videos loans to children per week	£1.00	2008	£1.00
DVD loans to adults – Hire charge per week	£2.80	2008	£2.80
DVD loans to children – Hire charge per week	£1.50	2008	£1.50
All audio-visual loans to print disabled and concessionary card holders	Half price	2008	Half price
All audio-visual loans to Exempt Card Holders (people with learning disabilities)	Free	2009	Free
OVERDUE CHARGES	Current		Proposed
Books on loan to adults - overdue charge per book per day with maximum charge of £6 per loan	15p	2008	15p
Books on loan to children - overdue charge per day	No charge	2008	No charge
Videos on loan to adults and children - overdue charge per video per day	20p	2001	20p
Music CDs on loan to adults - overdue charge per CD per day – (all members)	20p	2008	20p
Toys - overdue charge per day	No charge	2008	No charge
DVDs on loan to adults – overdue charge per day – (all members)	60p	2008	60p
DVDs on loan to children – overdue charge per day	30p	2005	30p
Books and talking books on loan to print disabled card holders – overdue charges	Free	Pre 1997	Free
All loans, including loans of audio-visual material, to Exempt card holders (people with learning difficulties)	Free	2009	Free
PRINTING, COPYING AND SENDING FAXES			
All charges apply to all library users:			
Printing from IT equipment (charge per sheet)-black	10p	2002	10p
Printing from IT equipment (charge per sheet)-colour	50p	2000	50p
Photocopier charges A4 black and white	10p	2000	10p
A3 black and white	15p	2000	15p
A4 colour	£1.00	2000	£1.00
A3 colour	£1.50	2000	£1.50
Reader printer (Jubilee and Hove Libraries) per A4 sheet	50p	2000	50p
Reader printer (Brighton History Centre) per A4 sheet	80p	2006	80p
Fax – sending - per page	£1.00	2001	£1.00
Fax – receiving - per page	10p plus £2 handling	2008	10p plus £2 handling

Appendix 1

	charge		charge
SUMMARY OF FEES FOR ADDITIONAL SERVICES:			
RESEARCH FEES			
Research carried out by Library staff for private individual - flat rate fee per hour, plus any online fees, copying or printing costs.	£10	Pre 2000	£10
Research carried out by Library staff for business/commercial user - flat rate fee per hour, plus any online fees, copying or printing costs.	£20	2006	£20
Reader printers - extended use for researchers (per ½ day)	No charge	2008	No charge
	Current		Proposed
EXHIBITIONS			
Jubilee Library – commercial hire – fee per week	£100	2008	£100
Jubilee Library – community/council hire - fee per week	£50	2008	£50
Hove Library – fee per week	£20	2008	£20
Hove Library - Hire of display cabinets – fee per week per cabinet	£10	2008	£10
Above costs are within core library opening hours. Additional Facilities Management costs apply if access required outside these hours.			
HIRE OF LIBRARY PREMISES			
- Charge per Session (other than Jubilee Library)			
Commercial hire			
Morning	£60	2008	£60
Afternoon	£60	2008	£60
Evening	£60	2008	£60
Community/council use			
Morning	£25	2008	£25
Afternoon	£25	2008	£25
Evening	£25	2008	£25
Suitable premises are Hangleton training room, Patcham ICT training room, Coldean ICT room, and Libraries on closed days. Hire cost includes use of all facilities including IT at no extra cost.			
Library reserves right to pass on any additional costs incurred as a result of use, e.g. cleaning.			
HIRE OF JUBILEE LIBRARY CONFERENCE ROOMS AND LEARNING CENTRE			
Commercial hire – double room - full day	£575	2008	£575
Commercial hire – double room - half day	£380	2008	£380
Commercial hire – large room - full day	£320	2008	£320

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Commercial hire – large room - half day	£220	2008	£220
Commercial hire - small room and learning centre - full day	£290	2008	£290
Commercial hire - small room and learning centre - half day	£180	2008	£180
Community/council use double room - full day	£400	2008	£400
Community/council use double room - half day	£290	2008	£290
Community/council use large room - full day	£220	2008	£220
Community/council use large room - half day	£140	2008	£140
Community/council use small room and learning centre - full day	£180	2008	£180
Community/council use small room and learning centre - half day	£110	2008	£110
Evening supplement for all hires per hour	£20	2008	£20
Activity space in children’s library – hire per hour	£25	2008	£25
Library main hall – available for hire	POA		POA
<p>Hire costs (exclusive of V.A.T.) includes use of all facilities including presentation and IT equipment at no extra cost. Above costs are within core library opening hours. Additional Facilities Management costs apply outside these hours.</p>			
MISCELLANEOUS			
Events and activities – while many are provided free to library users, sometimes a small charge is made to help cover costs.	Variable		Variable
Tours of Jubilee Library – (except for Brighton & Hove residents, other library authorities, and some professional colleagues, who will not be charged)	£25	2008	£25
Baby Boogie – charge per buggy regardless of number of Children	£1	2008	Free
IMAGE REQUESTS – SERVICE FEES	See separate list	2006	See separate list
REPRODUCTION CHARGES	See separate list	2006	See separate list

Appendix 1

SUMMARY OF CONCESSIONS AND EXEMPTIONS	
CONCESSIONARY CARD HOLDERS	
Concessionary cards are for people on low income or for people with disabilities . Suitable proof of entitlement is required. (See list of accepted proofs)	
Card holder entitlement:	
Audio-visual materials, talking books, - hire charges	Half price
Reservations – all materials	Half price
All overdue charges	Full price
Language courses – hire charges and overdue charges	Full price
All other fees and charges	Full price
SENIOR CITIZENS DISCOUNT SUBSCRIPTION CARD	
People aged 60 or over can purchase an audio-visual discount card that will entitle them to half price audio-visual loans. Suitable proof of entitlement is required. (See list of accepted proofs)	
Annual or quarterly subscription card entitles holder to: Free CD loans Half price DVD loans (maximum 4 items at any one time)	Half price
PRINT DISABLED CARD HOLDERS	
Print disabled cards are only available for people who cannot use standard print – e.g. people with visual impairment, or people with dyslexia, or those with a physical disability that prevents them holding a book. Suitable proof of entitlement is required. (See list of accepted proofs)	
Card holder entitlement:	
Talking books – issues and overdue charges	Free
Reservations – print and talking books	Free
Reservations – all other materials	Half price
Audio-visual materials – hire	Half

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	price
Audio-visual materials – overdue charges	Full price
Language courses – hire charges and overdue charges	Full price
All other fees and charges	Full price
EXEMPT CARD HOLDERS (PEOPLE WITH LEARNING DISABILITIES)	
Exempt cards are available for adults with learning disabilities, children with learning disabilities and special needs. Suitable proof of entitlement is required. (See list of accepted proofs)	
Card holder entitlement:	
Overdue charges - all materials	Free
Reservations – all materials	Free
Talking books – issues	Free
Audio-visual materials - hire	Free
Language courses – hire charges and overdue charges	Full price
All other fees and charges	Full price

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 34
Brighton & Hove City Council

Subject: Museums Fees & Charges
Date of Meeting: 15 September 2009
Report of: Director of Culture & Enterprise, Scott Marshall
Contact Officer: Name: Janita Bagshawe Tel: 292840
E-mail: Janita.bagshawe@brighton-hove.gov.uk
Key Decision: No
Wards Affected: All

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed changes to fees and charges for admission charges, guiding and commercial hire to assist with business planning.
- 1.2 To update on the recommended donations policy at non-charging venues within the Royal Pavilion & Museums.

2. RECOMMENDATIONS:

- 2.1 To approve the increases for admission charges for the period 2010-2013.
- 2.2 To approve the guided tour charges.
- 2.3 To approve proposed fees for commercial hire of Royal Pavilion & Museum venues 2010/11.
- 2.4 To note progress on the implementation of the recommended donation policy introduced in April 2009.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

3.1 Admission charges: background to three year price setting

- 3.1.1 The admission charges for 2008-2011 were set by Culture, Recreation & Tourism Committee in September 2007, to support the need of the Royal Pavilion & Museums to meet the planning needs of the travel trade which work on a six to eighteen month planning cycle.

3.1.2 A revision of the charges for the period to take into account the VAT changes were agreed by the Culture Cabinet Member in December 2008. This included the admission charges for 2010-2011.

3.1.3 In order to facilitate the travel trade organisers planning needs, we are seeking agreement to admission prices for 2011-2013, as we will need to make these available from 2010.

3.1.4 Travel trade organisers are an important customer base, accounting for 39% of visitors to the Royal Pavilion. Many of these agents are making bookings and agreeing packages with their clients up to 18 months in advance and any unexpected price increases are usually borne within the agent's profit margins. Clear communication and advanced notification of annual price changes is, therefore, imperative for good customer service and repeat business with these agents.

3.2 Proposed admission charges 2010-2013

3.2.1 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 excellent value for money (currently £8.80 for adults and £5.10 for children). Listed below are charges at other comparable heritage attractions.

Prices 2009/2010						
	CHILD		ADULT		CONC	
	15% VAT	17.5% VAT	15% VAT	17.5% VAT	15% VAT	17.5% VAT
Royal Pavilion	£5.10	£5.20	£8.80	£9.00	£6.90	£7.00
Arundel Castle	£7.00		£15.00		£11.50	
Buckingham Palace	£9.50		£16.50		£15.00	
Harewood House	£7.25		£14.30		£13.25	
Leeds Castle	£9.50		£16.50		£13.50	
Petworth House & Park	£5.20		£10.40		£10.40	
Sea Life Centre	£10.00		£14.50		£12.50	
Waddesdon Manor & Gardens	£11.00		£15.00		£15.00	
Warwick Castle	£10.00		£19.95		£11.95	

3.2.2 Recent visitor research shows that the Pavilion is perceived as providing excellent value for money:

Feedback from in house surveys showed 87.8% of visitors rate the Royal Pavilion as good to excellent value for money. (Royal Pavilion visitor Survey Spring 2009 3,976 surveys).

3.2.3 It is proposed that an above 2% standard inflationary increase to the admission

charges for the Royal Pavilion for 2011-2013 is made/introduced to meet future income targets (see Appendix A).

3.3 Guided tours

- 3.3.1 Following an assessment of current practice and discussions with other travel trade competitors and possible partners we recommend an amendment to our guided tour pricing structure.
- 3.3.2 The current 2009-2010 charges are based on a group basis:
- | | |
|-----------------|--------|
| Up to 30 people | = £60 |
| 30-60 people | = £100 |
| 61-80 people | = £140 |
- 3.3.3 We propose to adopt the industry norm of charging per person for guided tours, with a minimum charge equivalent to the charge of 15 persons. We propose a charge of £3 per person from 2010-11, rising by £1 per person in 2011-2013.
- 3.3.4 The take up of guided tours is from high end groups, such as Orient Express and the National Association of Decorative & Fine Art Societies.
- 3.3.5 Audio guides are available to all visitors and in a range of languages. Generally language school groups use this service.
- 3.3.6 The charging practices for guided tours of comparable visitor attractions are kept under review on a continuous basis. Listed below are charges at some other comparable heritage attractions as well as other tours in Brighton & Hove.

Heritage Attraction Tour prices 2009/10

Venue	Price of tour per person (additional to admission fee)
Arundel Castle	£15 to £18
Harewood House	£4 to £6
Waddesdon Manor & Gardens	£5
Warwick Castle	£5

Local Tour prices

Tour	Price of tour per person
Victorian Sewer Tour	£10
Cemetery Tour	£7.50
After Dark Ghost Walk	£8
Embassy Court	£6
Lewes Horror Walk	£6
Brighton Station Tour	£6

3.4 Commercial hire

3.4.1 Given the difficult economic climate it is proposed to hold 2009/10 prices for 2010/2011 (see Appendix B). The sales strategy for corporate hire includes negotiation on published prices with clients as part of the drive to increase bookings. A number of promotions are also planned, eg off season and off peak promotions or special rates for 'early bird' or multiple bookings.

3.4.2 The exception will be peak season civil wedding & ceremony prices. These have been held for the last year due to the scaffolding outside the Red Drawing Room where ceremonies take place. We have reviewed pricing of competitors and propose an increase of 3.5%. The Royal Pavilion remains the second most popular venue for civil weddings and ceremonies within the City after Brighton Town Hall.

3.5 Recommended Donations

3.5.1 The Royal Pavilion & Museums introduced a recommended donation policy at three of its free attractions, Brighton Museum & Art Gallery, Hove Museum & Art Gallery and the Booth Museum of Natural History in April 2009, following the recommendation of the city council to increase income from voluntary donations.

3.5.2 The suggested recommended donation level policy of £2 at Brighton Museum, £1 at Hove Museum and £1 at Booth has resulted in a favourable increase in donations in the 1st quarter of this year with a rise from £770 in 2008-09 to £5,820.

4. **CONSULTATION:**

4.1 *Admission charges:* Research has been undertaken to position the pricing structure with similar visitors attractions, eg Sealife Centre, Leeds Castle, Historic Royal Palaces, Petworth House, Arundel Castle, Roman Baths, Royal Collections, Waddesdon Manor & Gardens, Warwick Castle.

4.2 *Guiding charges:* Consultation with Travel Trade existing clients, providers and consultants – Sealife Centre (Merlin Group), Theatre Royal (Ambassadors Theatre Group), Tourism South East, Visit Brighton, I-xperience.

4.3 *Corporate Hire:* Jubilee Library, Hove Centre, Brighton Centre, Lighthouse, Sallis Benny, Historic Royal Palaces, Stanmer House, The Grand Hotel, The Hilton Metropole Hotel.

5. **FINANCIAL & OTHER IMPLICATIONS:**

Financial Implications:

5.1 Royal Pavilion admission charges are presented again on a three-year basis, which assists the business planning for travel industry customers. These charges for 2010/11 (5.35% higher overall for admissions) have already been agreed by the Culture Cabinet Member in December 2008.

In line with corporate recommendations, charges have been compared with comparable attractions. The charges in the report for the Royal Pavilion compare favourably with competitors, as shown in sections 3.2.1 and 3.3.6 of the report.

Costs of providing the services have also been analysed to ensure that these are covered by the charges made to customers.

The 2009/10 income targets for admissions, functions and guided tours total £2.033m, with a shortfall expected of some £250k. With the increases in charges proposed for admissions averaging 5.25% over the next three years, and the budgetary targets expected to be subject to 2% annual inflation, it is possible that the shortfall could be reduced by approximately £50k each year. This, however, is on the assumption that the numbers and profile of visitors remains at current levels.

Finance Officer Consulted: Peter Francis, Accountant *Date:* 20/08/09

Legal Implications:

- 5.2 The approach adopted in respect of fees and charges is a reasonable one and there are no adverse legal implications arising from this report.

Lawyer Consulted: Bob Bruce *Date:* 02/09/09

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. Resident children and Brighton and Hove schools don't pay admissions.

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 Many services have to generate income in order to contribute towards the cost of the provision. If Museums are not run and marketed effectively, and consequently generate reasonable levels of income, the service to the public is placed at risk. Failure to increase charges will have an impact on the Service's ability to meet income targets.

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 is 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.
- 7.2 **Guided tour prices.** 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 **Corporate Hire Prices.** To hold prices for 2010/2011 in light of current economic climate.
- 7.4 **Recommended Donation.** To update on progress against targets.

SUPPORTING DOCUMENTATION

Appendices:

- 1. Appendix A: Proposed Admission and Guided Tour Charges 2010-2013
- 2. Appendix B: Proposed Corporate Hire Rates 2010/11

Documents in Members' Rooms

- 1. None

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, 9 December 2008

Appendix A: Proposed Admission and Guided Tour Charges 2010-2013

	Current Agreed Charge 1/4/09-31/12/09	Agreed Charge from 1/1/10-31/3/10	Agreed Charges 2010/2011	Proposed Charges 2011/2012	Proposed Charges 2012/2013
VAT rate	15.00%	17.50%	17.50%	17.50%	17.50%
ADMISSION CHARGES					
Royal Pavilion					
Adult	£8.80	£9.00	£9.50	£10.00	£10.50
Adult Groups/promotions	£7.90	£8.10	£8.55	£9.00	£9.45
B&H Schools	Free	Free	Free	Free	Free
Child	£5.10	£5.20	£5.40	£5.60	£5.90
Child Groups	£4.60	£4.70	£4.85	£5.05	£5.30
Child residents	Free	Free	Free	Free	Free
Concession	£6.90	£7.00	£7.50	£8.00	£8.50
Concession Groups	£6.20	£6.30	£6.75	£7.20	£7.65
Family 1 Adult & 2 Children	£13.90	£14.20	£14.90	£15.60	£16.40
Family 2 Adult & 2 Children	£22.70	£23.20	£24.40	£25.60	£26.90
Residents	£4.40	£4.50	£4.75	£5.00	£5.25
Preston Manor					
Adult	£4.60	£4.70	£5.00	£5.40	£5.80
Adult Groups	£4.10	£4.25	£4.50	£4.85	£5.20
B&H Schools	Free	Free	Free	Free	Free
Child	£2.60	£2.70	£3.00	£3.40	£3.80
Child Groups	£2.20	£2.25	£2.70	£3.05	£3.40
Concession	£3.60	£3.70	£4.00	£4.40	£4.80
Concession Groups	£3.30	£3.35	£3.60	£3.95	£4.30
Family 1 Adult & 2 Children	£7.20	£7.40	£8.00	£8.60	£9.60
Family 2 Adult & 2 Children	£11.80	£12.10	£13.00	£14.00	£15.40
Residents	£2.30	£2.35	£2.50	£2.70	£2.90
GUIDED TOUR CHARGES					
Per Person			£3.00	£4.00	£5.00

Appendix B: Proposed Corporate Hire Rates 2010/11

NB. Concessionary rate and BHCC internal hiring 20% discount applies

Venue / Room	2009/10 Rate	Proposed 2010/11 Rate	% increase
Royal Pavilion			
Great Kitchen	£2,200	£2,200	0
Great Kitchen and Banqueting Room	£3,255	£3,255	0
Music Room	£2,200	£2,200	0
Music Room, Banqueting Room and Great Kitchen	£4,750	£4,750	0
William IV Room			0
4 hour booking - corporate	£980	£980	0
4 hour booking – wedding reception	£1,020	£1,020	0
all day rate (8am-6pm)	£1,350	£1,350	0
Red Drawing Room			0
evening hire	£980	£980	0
all day rate (8am-6pm)	£1,350	£1,350	0
civil wedding ceremony (high season May-Sept)	£560	£580	3.5%
civil wedding ceremony (low season Oct-April)	£510	£510	0
William IV and Red Drawing Room - wedding ceremony and reception package (high season May-Sept)	£1,480	£1,500	1.5%
William IV and Red Drawing Room - wedding ceremony and reception package (low season Oct-April)	£1,430	£1,430	0
William IV and Red Drawing Room Day Conference package	£1,600	£1,600	0
Evening guided tour - charge per person - min charge for 25	£4.15	£4.15	0
Small Adelaide			0
per 2 hour booking	£100	£100	0
Gardens (half day)	£700	£700	0
Preston Manor			
House	£900	£900	0
Lawns	£1,400	£1,400	0
Meeting Room - New facility			
4 hour booking	£50	£50	0
all day rate (9am-5pm)	£100	£100	0
NB. Stewarding for meeting room charged separately			
Brighton Museum & Art Gallery			
Entire Museum	£2,200	£2,200	0
Ground floor	£1,420	£1,420	0
Link Room – New Facility			
Per 2 hour booking	£40	£40	0
Education Pavilion - New Facility			
4 hour booking	£65	£65	0
all day rate (9am - 5pm)	£130	£130	0
NB. Stewarding for Education Pavilion charged separately			
Seminar Room - New facility			
4 hour booking	£45	£45	0

all day rate (9am - 5pm)	£90	£90	0
NB. Stewarding for Seminar Room charged separately			
Courthouse lecture theatre			
half day rate / evening lecture	£525	£525	0
all day rate (8am-6pm)	£1,000	£1,000	0

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 35

Brighton & Hove City Council

Subject:	Venues Fees & Charges		
Date of Meeting:	15 September 2009		
Report of:	Director of Culture & Enterprise		
Contact Officer:	Name:	Steve Piper, Head of Venues	Tel: 292640
	E-mail:	Steve.piper@brighton-hove.gov.uk	
Key Decision:	No		
Wards Affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed fees and charges for 2010/11 for the Brighton Centre and Hove Centre

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member approves the Fees and Charges as shown in Appendices 1 and 2 in order that they can be incorporated into the 2010/11 Revenue Budget and Venues Business Plan.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The proposed fees and charges for 2010/11 in respect of the Brighton Centre and Hove Centre have been prepared on the basis of first achieving the global increase of 2% inflation on income budgets which will automatically be included in the Culture and Enterprise Services budget block allocation for 2010/11 as a part of the 3 year budget process. A further increase of 1.5% above inflation has been added to achieve additional income of approximately £10,000. This results in an overall average increase of 3.5%. Members should note that while generally the increase is 3.5% in some instances for practical reasons figures have been rounded up or down.
- 3.2 In 2008/9 and the current financial year a culturally and ethnically diverse range of events have been held in the Hove Centre ranging from one day Local and Regional Conferences to Stakeholder Events, Fairs and Bazaars to Citizenship Ceremonies, Bar Mitzvahs to Wedding Receptions, Achievement Awards to Blood Donors and Middle Eastern Dance Festivals to Cuban Music. In total, out of 312 events in 2008/9 held in the Great Hall and Banqueting Suite, 117 were classified as local or community based events.

- 3.3 During 2009/10 the business in the Brighton Centre has held up well. In comparison to 2008/9 we have seen an increase in the number of Entertainment events from 106 to 125 with a total gross value of ticket sales of £5.9m. and conference events up from 7 to 10, with occupancy levels rising to 77%.

4. CONSULTATION

- 4.1 Full assessment of customer satisfaction occurs with each and every event organiser and assesses the quality of service and value for money of which the cost of room hire is a factor.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 This report covers the room hire charges for commercial venues, for which the 2009/10 income targets are £0.434m for the Brighton Centre and £0.242m for the Hove Centre. Other income streams exist mainly from entertainment events which are agreed by negotiation at the contracting stage. Overall income targets of £2.071m for Brighton Centre (excluding civic hire fee) and £0.359m for Hove are expected to be achieved in 2009/10.

With income targets expected to be inflated corporately by 2% in 2010/11, an increase in charges by an average of 3.5% is expected to raise £10,000 and would be part of the 2010/11 budget strategy for Culture & Enterprise.

In line with corporate procedure an exercise is currently under way to confirm that charges at the Brighton and Hove Centres cover their costs and continue to provide good value for money compared to other venues in the City and nationally

Finance Officer Consulted: Peter Francis

Date: 1/09/09

Legal Implications:

- 5.2 There are no direct legal implications arising from the contents of this report. The Council must take Human Rights Act 1998 into account in respect of it's actions, but it is not considered that any individual's Human Rights would be adversely affected by the recommendation or contents of this report.

Lawyer Consulted: Bob Bruce

Date: 28/08/09

Equalities Implications:

- 5.3 Concessionary rates for both weekday and weekend bookings apply at The Hove Centre for registered charities, locally based non-profit making organisations and local community groups.

An Equalities Impact Assessment for the Venues was completed in 2009 and helps guide decisions making, business planning and operations.

Organisers of events requiring authentic ethnic catering can be permitted to use the Kitchens and can be exempt from the requirement to use the venues appointed caterer.

Sustainability Implications:

- 5.4 There are no sustainability implications arising from the proposals in this report.

Crime & Disorder Implications:

- 5.5 There are no crime and disorder implications arising from the proposals in this report.

Risk and Opportunity Management Implications:

- 5.6 Risk implications are largely based around the price sensitivity of clients and the wider competitive environment. However it is believed that the market can bear these increased costs while the venues continue to focus to on continuously improving the overall value for money.

Corporate / Citywide Implications:

- 5.7 There are no corporate/citywide implications arising from the proposals in this report.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 None considered.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To meet the income and savings targets for 2010/11.

SUPPORTING DOCUMENTATION

Appendices:

1. Proposed Fees and Charges for the Brighton Centre 2010/11
2. Proposed Fees and Charges for the Hove Centre for 2010/11

Documents in Members' Rooms

1. None

Background Documents

1. None

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 36

Brighton & Hove City Council

Subject:	The VisitBrighton Greeter Scheme		
Date of Meeting:	15th September 2009		
Report of:	Director of Culture & Enterprise		
Contact Officer:	Name:	Liz Brand	Tel: 29-2606
	E-mail:	Liz.brand@brighton-hove.gov.uk	
Key Decision:	No		
Wards Affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 The 2008 Tourism Strategy makes a specific recommendation for the implementation of a Greeter Scheme. Specifically the scheme would improve visitor experience, improve visitor welcome, engage local people in the benefits of tourism and increase take-up of local public transport.
- 1.2 Introducing the scheme to the City supports the objective 'Protecting the environment while growing the economy' from the City Council's Corporate Plan.

2. RECOMMENDATIONS

- 2.1 That Cabinet approves the launch of the VisitBrighton Greeter Scheme on 2nd October 2009.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The Destination Manager has researched the viability of bringing the scheme to the city and carried out extensive research into similar programs worldwide. Brighton will be the first city in the UK to host such a scheme.
- 3.2 Consultation has also been taken with the Global Greeter Network in order to ensure the VisitBrighton Greeter Scheme complies with the standards and code of conduct laid down by existing global schemes.
- 3.3 The logo has been designed in the style of the existing VisitBrighton logo in order to maintain brand consistency and align the Greeter Scheme with VisitBrighton in the mind of the visitor (see Appendix 1).
- 3.4 A channel web site to the main VisitBrighton web site is currently under construction (www.visitbrighon.com/greeters) with New Mind, which will

enable the visitor to be able to find out about the scheme, book a 'Greet' and leave feedback following a 'Greet'. In addition potential 'Greeters' will be able to apply for a volunteer position. The planned 'go live' date is 2nd October 2009 (see Appendix 2 for screen shots of work in progress).

- 3.5 Following discussions with the Global Greeter Network (administered by New York), Chicago, Kent, Houston and Adelaide Greeter schemes, a policy document has been written, closely following guidelines for Greeters to abide by (See Appendix 3).
- 3.6 Discussions are still ongoing with Brighton & Hove Buses to maximise the impact of the 'Greetings' on public transport.
- 3.7 Visitors will apply for a greet on line at www.visitbrighton.com/greeters, the request will then be cascaded out via e-mail to our volunteers, giving the time, date and interests of the proposed greet. Our volunteers will then respond, if they are happy to carry out the greet, and details of the visitors will then be passed onto them. The Greeter will reconfirm the meeting place and time to the visitors by phoning them the day before. They will meet at the Visitor Information Centre at the prearranged time before setting off on their greet.

Volunteers -

- 3.8 Following the initial Cabinet report in February 2009 and the subsequent PR generated (City News, The Argus, BBC TV, BBC Radio) 14 Greeter volunteers have shown their interest in being part of the scheme.
- 3.9 A reception was held on August 5th by The Right Worshipful the Mayor of The City of Brighton & Hove, Councillor Ann Norman, to acknowledge their interest and invite the volunteers to formally apply to the scheme.
- 3.10 Subsequent interviews and familiarisation days will take place for the volunteers in order to assess their suitability for the role.

4. CONSULTATION

- 4.1 Extensive consultation has been taken with other destinations who have Greeter schemes currently in existence, and the Global Greeter Network. This consultation will continue up until the launch of the scheme, with guest attendance at the Global Greeter Conference in September.
- 4.2 Consultation has also been entered into with a variety of volunteer sources, including John Cooper, Volunteer and Training Manager Royal Pavilion & Museums and the Federation For Disabled People in the city.
- 4.3 Feedback from local business has been positive and the impact of the Greeter Scheme has been welcomed by VisitBrighton partners and groups such as the Brighton & Hove Hotels Association.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 “It is expected that the costs of setting up the Greeter scheme – costs relating to the website, logo, clothing and staff time associated with the familiarisation day - will be met by a LABGI funding allocation of £11k. Thereafter it is hoped that the running of the scheme, in the format described in the report, would be cost free for the authority as it would be administered by volunteers. However, should there be a desire to develop the scheme further, extra funding would need to be sought.”

Finance Officer Consulted: Peter Francis

Date: 12th August

Legal Implications:

- 5.2 The policy document (Appendix 3) contains provisions to ensure that greets are conducted safely, both from the point of view of the Greeter and the visitors. It also contains paragraphs to ensure that the Greeter Scheme identity and badge are not misused.

Greeters will be covered by the Council’s public liability insurance provided that they comply with the policy document, which makes this clear. The document also provides that the Council may remove Greeters or refuse applications from potential Greeters if this action would be justified in the interests of the Greeter Scheme.

The policy document has been kept informal to reflect that participation in the Greeter Scheme is a voluntary arrangement and not a contract of employment.

Lawyer Consulted: Carl Hearsom

Date: 11 August 09

Equalities Implications:

- 5.3 The Greeter Scheme EIA forms part of the VisitBrighton Sales and Marketing EIA, due to be published in September.

Equalities Office Consulted: Maureen Passmore Date: 4th August 09

Sustainability Implications:

- 5.4 The 2008 Refreshed Strategy for the Visitor Economy makes recommendations to engage visitors in responsible behaviour when in the city. The Greeter scheme will aid visitors in their choices such as mode of transport, impact of cultural resources, relationships with local people and resources, use and selection of operators and businesses, and fundamentally to promote the city as a place where responsible behaviour is encouraged.

Crime & Disorder Implications:

- 5.5 The Greeter scheme will provide a positive visible presence in the city. The Greeters will be easily identifiable due to branded clothing which will be a reassuring presence to visitors, increasing the perception that the city is a safe and welcoming place for visitors and residents alike.

Risk & Opportunity Management Implications:

- 5.6 The greeters will abide by the policy document (see app 3) which is based upon the Global Greeter Network Standards in order to protect greeters and ensure their safety at all times. The Greets will depart from and return to the Visitor Information Centre ensuring the greeter and visitors check in and out with staff. Greeters will also agree to abide by the authority's health and safety policy.

Corporate / Citywide Implications:

- 5.7 Protect the environment while growing the economy. By agreeing to launch a 'Greeter Scheme', in line with the 2008 Refreshed Strategy for the Visitor Economy, and joining the Global Greeter Network, this will enhance the visitor experience in the city and open up a new marketing channel to attract more visitors to the city. The scheme will bring together visitors and residents in a dynamic way and fosters understanding from both sides. Brighton & Hove will be the only city in the UK to have the scheme, reinforcing the city as a unique and cultural destination.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 There are none.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 In order to continue to develop the 'destination brand' for Brighton & Hove, the launch and implementation of the Greeter Scheme will provide a framework for progressing the 2008 Refreshed Strategy for the Visitor Economy, whilst working closely with the city's key priorities.

SUPPORTING DOCUMENTATION

Appendices:

1. Example of logo
2. Screen Shots of website under construction
3. Policy Document

Documents In Members' Rooms

1. None.

Background Documents

1. None.

VisitBrighton Greeters Welcome to my world!

Thanks for volunteering to be a VisitBrighton Greeter!

You've joined up to share your passion for the city of Brighton & Hove with our 8 million visitors a year.

VisitBrighton Greeter scheme aims to enhance the visitor experience in the city and beyond, by enabling local people who are passionate, knowledgeable and enthusiastic about the city to greet our visitors and welcome them to their Brighton & Hove.

Our volunteer greeters will abide by the Global Greeter Network standards which are incorporated in this policy document, engage with our visitors on every level and at all times be an ambassador for, and a positive representation of the city.

Welcome Everyone

Brighton & Hove is a diverse City and our greeters welcome everyone regardless of their race, colour, creed, religion, gender, age, sexual orientation or disability.

Accept Regular Greets

Having availability at least once a month is a fundamental part of being a greeter. You also need to be available for bi-annual briefing meetings, which will involve getting all the volunteers together, sharing best practice and updates on the scheme.

Allocate 4 hours per Greet

You must allow up to 4 hours per greet as we encourage visitors to make the most of the city. Greets are offered to our visitors for up to 4 hours, however the length of Greet can be agreed with the visitor when contacting them upon arrival in the city.

Only accept Greets to familiar areas

It is important that the greets you undertake are in areas you are familiar with, and passionate about in the city and beyond. In order for the visitor to get the maximum enjoyment out of the greet you must not take them into unfamiliar areas.

Contact the Visitor prior to the Greet

When you accept a greet you will be given the full details of when and where the visitor is arriving in the city. It is essential that you contact them by telephone prior to the greet to confirm they fully understand the meeting point and to discuss details about the greet. This is your responsibility and is important as visitors will often misplace the details once in the city.

Represent VisitBrighton Greeters

Your photo ID badge is specific to you and identifies you as a greeter. It is of paramount importance that you wear this at all times when on a greet in order to be identified by the visitors you are meeting and to be a visible presence in the city. It is not transferable and should not be used by anyone else.

You must not wear your badge unless on a greet or other activity cleared by this office and you must not contact any organisation, the press or any outside retailer in your capacity as a greeter without the prior approval of the VisitBrighton Greeters office.

Ensure visitor numbers do not exceed 6

The VisitBrighton Greeter scheme is a 'welcome to the city' run on a personal level and volunteer basis. We are not official tour guides therefore the numbers on the greet must be a small group only. Ensure you check numbers when you telephone to confirm the greet.

Meet visitors at the Visitor Information Centre

Greets will always start at the Visitor Information Centre as this is central in the city, easy to identify and easily accessible. The visitors will have confirmation from the office to meet at the Visitor Information Centre and this needs to be reiterated at the initial phone conversation. The Greeter should also make the visitors aware of the services the Visitor Information Centre provides.

Be prepared for all weathers

Greets will take place in all weathers. In case of rain, large golfing umbrellas can be picked up from the Visitor Information Centre for the duration of the greet (These must be returned after the greet is over). In case of extreme weather conditions, the Greeter must contact the visitors on the day of the greet to discuss feasibility.

Be reliable

In case of an emergency that means you will not be able to carry out the greet, please telephone the visitors and then the office to notify us if the emergency arises on the day of the greet. If the emergency arises prior to the day of the greet please telephone the office and we will notify the visitors.

It is important that our greeters are reliable and do not cancel greets except in cases of genuine emergency

Be prompt

As you are representing the city to our visitors, it is important to be on time or a little early to meet them. In case of unavoidable delays please ensure you have the visitors mobile number with you at all times on the day of the greet.

Personal safety

Your safety at all times is of paramount importance and therefore greeters are not permitted to go to a visitor's hotel room, or invite visitors to their home.

Greeters are not permitted to use their own cars whilst on a greet or to travel in visitor's cars. This is important as our insurance will not cover you or the visitor(s) in the event of an accident

Use Public Transport

We aim to promote public transport at all times in the city and helping visitors to familiarise themselves with public transport is a good way to move around the city and surrounding areas.

Expenses

You and the visitors will each be responsible for your own expenses incurred on a greet.

Tips

As the greeter scheme is voluntary, you cannot accept money or tips of any kind. If a visitor expresses a wish to show their appreciation in this way, please remind him or her that tipping is not appropriate.

Questions & Suggestions

The VisitBrighton Greeter Scheme is a voluntary service for our visitors by local people. We are not official tour guides, but aim to give our visitors an insight into areas of the city and beyond from a friendly, local perspective.

If visitors wish to participate in official, historical tours of the city, please pass them on to the city's Blue Badge Guides after the greet.

In order to ensure we are providing a quality service to our visitors, it is essential that we capture their feedback after the greet. Post greet questionnaires will be sent out via e-mail. Please encourage your visitors to take part in this.

Insurance & Liability

You will be covered by Brighton & Hove City Council's public liability insurance for any activities carried out as part of a greet within this policy. However, VisitBrighton Greeters are not responsible for any acts which fall outside the guidelines in this document. If you exceed these limitations, you may be held personally liable for any injury to yourself or to a visitor.

Comply with Council Policy

You are expected to comply with the rules laid down in this policy document and Brighton & Hove City Council's Equalities Policy and Health and Safety policies.

Failure to do so may result in your removal from the VisitBrighton Greeter scheme.

VisitBrighton Greeter scheme reserves the right to reject a potential volunteer or to refuse current volunteers further visits for any reason whatsoever when in its opinion such action is justified as being in the best interests of the scheme.

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CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 37
Brighton & Hove City Council

Subject:	Foredown Tower	
Date of Meeting:	15 September 2009	
Report of:	Director of Culture & Enterprise	
Contact Officer:	Janita Bagshawe	Tel: 29-2840
	janita.bagshawe@brighton-hove.gov.uk	
Key Decision:	No	
Wards Affected:	Portslade North and Hangleton & Knoll	

FOR GENERAL RELEASE

1 SUMMARY AND POLICY CONTEXT:

- 1.1 On 16 September 2008 the Culture, Reaction & Tourism Cabinet Member Meeting instructed officers to enter into discussions and negotiations with the Hove & Adur Sea Cadets in respect of a full repairing lease arrangement in respect of Foredown Tower in order to provide new opportunities for young people in Portslade and to ensure the long term future of the Tower as a community facility.
- 1.2 Agreement has been reached with the Sea Cadets on the Heads of Terms for the proposed lease.

2 RECOMMENDATIONS:

- 2.1 That the Cabinet Member Meeting approves the attached Heads of Terms and authorises the Director of Culture & Enterprise and Director of Finance & Resources to enter into the lease on those terms with the Hove & Adur Sea Cadets.

3 RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 On 16 September 2008 the Culture, Tourism & Recreation Cabinet Member Meeting resolved:
 - 3.1.1 *That the Director of Cultural Services and Director of Finance and Resources be instructed to enter into discussions and negotiations with Hove and Adur Sea Cadets for a full repairing 25 year lease on a peppercorn rent for the Tower for community usage, in order to provide new opportunities for young people in Portslade and to ensure the long term future of the Tower as a mixed use*

community facility and to ensure access by the public and community groups to the South Downs National Park;

- 3.1.2 *To explore the possibility of setting up a community development trust to manage the Foredown Tower and, in the longer term, to pass the building into community ownership. This option should be discussed with Hove and Adur Sea Cadets and other interested community organisations.*
- 3.1.3 *That lease agreements include clauses that will ensure camera obscura demonstrations, educational opportunities for schools and opportunities for the use of the Tower by other community and interest groups including the Astronomers, as well as the caveat that the Cadets cannot use the Tower for band practice.*
- 3.2 The management of the Tower by the Hove & Adur Sea Cadets presents a strong fit with the Council's desire to see community use of the building and preserve it as an important local landmark. The Tower will be used regularly throughout the year by the Unit and also would maintain its current functions. It would achieve the aspiration of providing an access point to the South Downs National Park.
- 3.3 The Heads of Terms attached in Appendix 1 reflect the recommendations made at the Cabinet Member Meeting of 16 September 2008. They contain the clauses mentioned in paragraph 3.1.3 and ensure that the community uses set out in paragraph 3.2 are achieved. In the event of an interested party coming forward in the future with a proposal to form a Community Trust or similar vehicle, the Council would still have the option of disposing of Foredown Tower subject to the existing lease to the Sea Cadets.

4 CONSULTATION:

Not applicable. Consultation undertaken and reported previously to Culture, Recreation & Tourism Cabinet Member Meeting dated 16 September 2008.

5 FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

As was stated in the Director of Culture & Enterprise's report to the Cabinet Member meeting on 16 September 2008, granting a full repairing lease (at peppercorn rent) would save the authority repair costs to the building, and additionally will provide a small revenue saving.

Finance Officer Consulted: Peter Francis

Date: August 2009

5.2 Legal Implications:

Considered in paragraph 3.3 above.

Lawyer Consulted: Carl Hearsom

Date: 6 August 2009

5.3 Equalities Implications:

The recruitment policy of the Hove & Adur Sea Cadet unit is to recruit from all backgrounds regardless of race and religion. Subscription rates are kept as low as possible to be affordable for families on low income or unemployed.

5.4 Sustainability Implications:

As has previously been stated, the Tower is not sustainable in its current form as a visitor attraction.

5.5 Crime & Disorder Implications:

There are no direct crime and disorder implications.

5.6 Risk & Opportunity Management Implications:

There are no direct risk and opportunity management implications.

5.7 Corporate/Citywide Implications:

Agreement of a lease arrangement with the Hove & Adur Sea Cadets will enable some current services to continue to be run at Foredown Tower whilst providing a new opportunity for young people in the Portslade area.

6 EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 Alternative options were detailed in the report to the Cabinet Member Meeting of 16 September 2008.

7 REASONS FOR REPORT RECOMMENDATIONS:

- 7.1 Entering into a lease agreement with the Hove & Adur Sea Cadets will provide a community facility at Foredown Tower for community groups, an access point for the South Downs National Park and facilities for walkers, and secure the future of an important local building.

SUPPORTING DOCUMENTATION

Appendix 1: Heads of Terms agreement

HEADS OF TERMS

FOREDOWN TOWER, PORTSLADE

SUBJECT TO CONTRACT & WITHOUT PREJUDICE

1. Landlord: Brighton & Hove City Council
Tenant: Hove & Adur Sea Cadet Unit [*Precise tenant entity taking the lease to be advised*]
2. Property to be leased

All that property known as Foredown Tower Countryside Centre Foredown Road Portslade BN41 2EW
3. Term

25 years commencing on [*provisionally the date of the lease*]
The lease will benefit from security of tenure under Sections 24-28 of Part II of the Landlord and Tenant Act 1954, and the tenant will have the contractual right to renew the lease at the end of the term on substantially similar terms.

Tenant break option exercisable by giving not less than 6 months' notice on each 5th anniversary of the start of the Term.
4. Rent

One peppercorn per annum if demanded.
5. Outgoings

The tenant is responsible for the payment of all outgoing.
6. Repairs

The tenant shall keep the property in no worse condition than as shown in a schedule of condition to be agreed between the landlord and the tenant.

In addition, the tenant will apply the funds it receives by way of income (after deduction of operating costs) from its use of the property to carry out an agreed schedule of works [to be prepared but largely based on the enclosed Condition Survey dated 12 March 2008] over the term of the lease. Once the tenant has undertaken these works, it will keep the property in a good state of repair and decorative order.

The tenant is to maintain the garden and keep the fencing in a good state of order.
7. Alterations

The tenant may:
 - without landlord's consent make internal, non-structural alterations to the property; and
 - with landlord's consent make structural or external alterations to the property, such consent not to be unreasonably withheld or delayed and not to be refused where the alterations would not adversely affect the structure of the property.

The tenant may also erect further structures (for example, a café or shop) on the external areas of the property with the landlord's consent (not to be unreasonably withheld or delayed).

The tenant may also, without landlord's consent, erect signage at the property.

8. Insurance

The landlord is to insure and the tenant to reimburse the landlord for the cost of building insurance premiums. If the tenant can achieve a better premium it may elect to insure the building itself.

The tenant is to take out public liability insurance with a minimum level of cover of £10 million pounds [*To be confirmed with the insurers*]

9. Permitted Use

Museum, education, offices, meeting place, parades, headquarters, and catering and retail purposes ancillary thereto as required by the tenant. The tenant is to obtain all necessary consents.

Absolute prohibition on the use of the property for band practice.

Additional uses or changes of use permitted with the landlord's consent (not to be unreasonably withheld or delayed).

The landlord will determine any current third party agreements giving rights to use the property except those with the Foredown Tower Astronomy Group..

10. Alienation

i) The tenant may not assign part of the property.

ii) The tenant may assign or sublet the whole of the property, or sublet part of the property, with the landlord's consent (not to be unreasonably withheld or delayed). When considering whether to grant consent the landlord is entitled to take into account whether any proposed assignment or subletting would benefit the community. If the landlord refuses to give consent on the sole ground that the proposed assignment or subletting would not benefit the community, the tenant will have an option to determine the lease.

iii) The tenant may hire out rooms for events etc. without the need for consent

iv) The tenant may share occupation / possession of the property with other areas and divisions of the Sea Cadet Corps and other nautical organisations [*list to be agreed*]

11. Costs

Each party to pay their own legal costs incurred in connection with the grant of the new lease.

12. Camera Obscura

(Subject to a suitable UK-based contractor being available) the tenant must arrange for the mirror within the camera obscura to be re-aluminised as required by a specialist contractor which will involve steplejacks removing and replacing the mirror.

The shutters are to be maintained in good working order and the glass on the roof needs to be kept clean from the inside.

The tenant is to arrange and deliver demonstrations of the camera obscura.

The tenant may also upgrade the camera obscura, and install other optical displays, webcams and similar equipment relating to the same.

14. Schools

Schools are to be allowed reasonable access to the tower at reasonable times agreed between the tenant and the schools.

15. Other Community Interest Groups

Astronomers and other community groups are to be allowed reasonable access to the tower at reasonable times agreed between the tenant and the relevant groups.

Other Terms and Conditions

As may be recommended by the Council's solicitors and the Foredown Tower Project Team.

- i) The tenant will not be responsible for any historic or pre-existing contamination at the property.
- ii) The tenant will be permitted to commercially exploit the name "Foredown Tower", and shall be entitled to hold any intellectual property rights in such name.
- iii) Subject to contract.
- iv) Subject to survey.
- v) The landlord shall indemnify the tenant against any claims brought against the tenant arising from the state of the roadway leading to the property save insofar as any such claims may be due to the negligence of the tenant
- vi) The landlord requires a right of access to the property to collect data from and to repair the environmental monitoring system.

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