

WESTBURY MANOR JOINT MANAGEMENT COMMITTEE

23 FEBRUARY 2015

FINANCIAL REPORT AND PROPOSED REVENUE BUDGET 2015/16

Introduction

In accordance with the agreement between Hampshire County Council and Fareham Borough Council, the net cost of running Westbury Manor Museum is shared between the partner authorities.

This report provides an update on the 2014/15 budget and also presents the proposed forward budget for 2015/16 (Appendix 1) and recommends approval of this budget by the committee. Please note that the 2014/15 actuals span the periods when venues were run by HCC (April – Oct) and Hampshire Cultural Trust (Nov to date).

Description of Proposed 2015/16 Budget

The draft 2015/16 budget for Westbury Manor Museum provided in Appendix 1 reflects proposed partner contributions as follows:

1. Venue Management - salaries

Includes venue management and curatorship salaries and on costs.

2. Venue Management - costs

This includes expenditure on rates, supplies and services and an estimated utilities and maintenance cost based on the average costs during 11/12, 12/13 and 13/14. Due to annual fluctuations in property and maintenance costs, some years the actual cost of maintenance will be higher as works need to be carried out and in other years the burden will be lighter. Hampshire County Council will continue to pick up any such overspend in years where more work needs to be done.

3. Public Programmes (exhibitions)

This charge contributes towards the cost of the Exhibitions team and includes display development, transport, setting up and taking down, cases for local exhibitions, insurance, marketing and research relating to new exhibitions.

4. Collections

This charge contributes to the care, curatorship and management of all collections relating to Fareham, organised within the disciplines of Archaeology, The Arts, Natural Sciences and Social & Industrial History. The Service will continue to store, manage and provide public access to these important collections and make them available to the local community in support of exhibitions, displays and activities.

5. Area Learning and Engagement

The Community Engagement and Learning team are responsible for the design, creation, marketing and delivery of participatory learning sessions for young people in school and family groups, as well as other collections learning activity in both informal and formal settings, both within the museum and beyond in to the community.

6. Business Development

Business development and marketing functions form the bulk of this cost. Marketing functions include visitor research, targeted marketing campaigns, museum and What's On leaflets, posters, website development, email marketing, advertising and media relations leading to free editorial and promotions. Business development provides strategic guidance and direction, monitors performance, levers funding from external sources including Renaissance and Arts Council, and liaises closely with senior councillors and officers where appropriate.

These budget headings reflect the headings in the draft Venue Plans, making it easier to understand where money is being spent and how Westbury Manor Museum directly benefits. The budget has been modelled to include staff increments and a 1% pay award. They also include more accurate projections in relation to VAT costs, the financial activity which will be included in the trading arm and projected income from gift aid (where applicable).

The Trust strategy takes a more business-focused approach. Key aims include:

- a) The centrally provided exhibition programmes will be increasingly cost-effective and commercial with the objective of increasing visitors and income. Stronger connections will be made between the community museum and flagship venue programmes: for example, Hampshire's Big Theme 2014 (1914 – Commemorating World War 1); Lego Lost Worlds Zoo
- b) Expenditure in marketing (both print-based and digital) will increase in support of these programmes and their income/ visitor targets
- c) Expenditure in fundraising will increase in support of meeting revenue external investment targets
- d) Expenditure in business development expertise will be maintained and strengthened to support long-term development plans, revenue and capital investment for culture across Hampshire, including Fareham
- e) Levering additional investment for public programming across all venues, including Westbury Manor Museum. It will be allocated across arts and museums public programmes on an annual basis or in relation to specific projects which have secured external investment, with priority given to partners demonstrating most strategic commitment.

In addition, we intend to report from time to time on external investment secured and/applied for, and in kind support generously received from volunteers, trustees, businesses and other individuals and/or organisations.

An example of this external benefit is the recently secured Heritage Lottery Funded programme - Inspiring a Culture of Philanthropy in the Hampshire Solent Area. This project will create opportunities for the Hampshire Cultural Trust and other Museums in the area to develop their fundraising networks and skills. This three-year programme aims to create a culture of philanthropy, and inspire a real step change for both the sector and the philanthropic community in the Hampshire Solent area.

Recommendation

This report recommends that the 2015/16 budget is approved by the committee and that the constituent authorities are notified of their requested contribution.

Westbury JMC Budget 2014/15 and proposed 2015/16

	Budget	Actuals	Budget
	2014/15	to 26 Jan 15	Proposed
	£	2014/15	2015/16
Venue Management - salaries	47,678	40,034	47,430
Venue Management - costs*	25,287	20,048	18,474
Exhibitions	23,504	19,586	18,433
Collections	43,941	36,617	45,421
Learning & Community Engagement	33,214	27,678	32,574
Management & Marketing	16,605	13,838	22,577
Total Expenditure	190,228	157,801	184,909
Income	16,188	10,543	17,175
Net Expenditure	174,040	147,258	167,734

	Budget	Actuals	Budget
	2014/15	to 26 Jan 15	Proposed
	2014/15	2014/15	2015/16
INCOME			
Hampshire County Council / Hampshire Cultural Trust	109,510	82,728	103,204
Fareham Borough Council	64,530	64,530	64,530
TOTAL INCOME	174,040	147,258	167,734

In addition to the above, it is recognised that Fareham BC makes the following additional contributions:

Employees	6,200
Premises (maintenance of grounds)	5,000
Commercial rent value of Westbury Manor Museum	40,000
Central Costs (including Committee Section)	7,800
Total	59,000

When added to FBC's contribution the figures are as follows:

FBC	123,530
HCC**	109,510
Total	233,040

** Excludes all HCC Central Costs such as Finance, HR, IT, Administration and Legal Services which are £36,431

* This includes expenditure on rates, supplies and services and an estimated utilities and maintenance cost based on the average actual costs during 11/12, 12/13 and 13/14 (due to annual fluctuations in property and maintenance costs, some years the actual cost of maintenance will be higher as works need to be carried out and in other years the burden will be lighter. HCC will continue to pick up any such overspend in years when more work needs to be done).