

Record of officer decision

Decision title:	Increase in Admission Charges to Black & White House Museum
Date of decision:	December 30 th 2019
Decision maker:	Museums Libraries & Archives Manager
Authority for delegated decision:	The Chief Executive's Scheme of Delegation
Ward:	Central
Consultation:	None
Decision made:	To increase admission charges to the Black & White House Museum from the start of January 2020
Reasons for decision:	<p>Admission charges were introduced to the Black & White House Museum during 2017-18. At the same time an improved shop offer was introduced and this has continued to develop. Increased marketing and promotion, a number of events and activities and the development of a social media presence has increased income since then. The income figures for the Black & White House since admission charges were introduced have been</p> <p>2017-18 - £15,982 2018-19 - £26,600 2019-20 - £25,178 (to end of December 2019)</p> <p>Charges have not been increased since they were introduced. Although income is increasing, it is still falling short of the income target set for the Black & White House. In addition, comparisons with similar museums in other parts of the UK have indicated that the Black & White House Museum charges are lower than their comparitors</p> <p>The changes in admission prices will be as follows</p> <p>Adult - £3.00 (currently £2.50) Children - £2.00 with under 5s free (currently £1.50 with under 5s free) Family ticket – £9.50 (currently £7.50) Adult annual pass - £10 (currently £7.50)</p>
Highlight any associated risks/finance/legal/equality considerations:	None
Details of any alternative options considered and rejected:	Keeping the admission charges at the current level. Rejected due to the points outlined in the 'Reasons For Decision' section above.

Details of any declarations of interest made:	None
--	------

Signed : J. Chedzoy

Date: 30th December 2019