
Executive Member for Leisure, Culture and
Social Inclusion

11 January 2011

Report of the Assistant Director (Communities and Culture)

Renewal of the YorkCard and Library Card

Summary

1. This paper seeks approval for a relaunch of the *YorkCard* in February 2011.

Background

2. The current card was issued in 2004. For York residents it is a combined *YorkCard* and Library Card (people living outside the authority but working in York can have a library card only version).
3. The *YorkCard* gives free entry to the Council's museums and discounts for swimming and sports activity. (Other organisations also provide discounts for *YorkCard* holders from time to time without reference to the Council and it is widely accepted during the Residents First Festival).
4. Although there is no expiry date on the existing card we intend to reissue it in February. This is because we are re-registering all library members to ensure that our records are accurate and up to date. We also need to collect equalities information to enable us to improve our service. In addition we will collect email addresses and mobile phone numbers so we can send out overdue notices by email and text rather than by post which will be a potential efficiency saving.

Consultation

5. Discussions have taken place with the York Museums Trust and they are in agreement with the proposal.

Proposal

6. The card will be accompanied by a leaflet promoting the discounts associated with a *YorkCard* as it is clear that many residents are still unaware of these. The leaflet will showcase the latest refurbishment of the Yorkshire Museum and the new exhibitions at the Castle Museum. With a joint ticket for both museums currently at £12 per adult the £2 cost for the *YorkCard* would be recouped by the first visit.
7. Residents will also be asked to sign up for the Yortime Newsletter which goes out by email monthly. This newsletter lists all events taking place either run by

or supported through CYC cultural services. Where possible, each event will have a preferential *YorkCard* rate, for example author events at Libraries.

8. The new Energise Centre will be promoted, outlining where discounts are possible.
9. It is proposed that, when the card is renewed, residents are asked to pay an “administrative charge” of £2. It is proposed that this would be for adult cards only with children’s and young people’s cards remaining free.
10. The default position will be that people are invited to renew their combined cards and pay the £2; however, if a resident objects to paying the £2 they would be offered a Library Card only free of charge (NB we are not legally able to charge for library membership.)
11. It can readily be demonstrated that an administrative charge of £2 is justified: Although the card itself costs just 6.5p there are costs associated with informing residents of the need to renew their card and staff time involved in issuing it and maintaining the system.
12. The card will be valid until February 2013. This will be the case with all cards issued after January 2011 and up to the next January 2013. It is proposed that cards issued from June 2012 onwards would be free of charge given their short life span.

Implications

Financial

13. The charge is likely to recoup around £100k. There are 142k library members of whom 101k are adult York residents. If only 50% pay the £2 (accepting that some registered members will in fact have moved away or died) approximately £100k would be raised, i.e. £50k per financial year. This income would be a significant help in recouping the current library income shortfall £165k.

Equalities

14. An Equalities Impact Assessment is being undertaken for the re registering exercise

Risk Management

15. In compliance with the Councils risk management strategy the main risk that has been identified in this report is that of damage to the Council’s image and reputation and failure to meet stakeholders’ expectations (Governance).

Measured in terms of impact and likelihood, the risk score has been assessed at less than 10. This means that at this point, the risks need only to be monitored as they do not provide a real threat to the achievement of the objectives of this report”.

Recommendations

16. The Executive Member is asked to agree to the relaunch of the YorkCard
- i. to the promotion of existing and new offers as set out above
 - ii. to the administrative charge of £2

Contact Details

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Report
Approved



Date 30.12.10

Specialist Implications Officer(s)

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Wards Affected:

All

For further information please contact the author of the report