



## Notice of a public meeting of

### Decision Session - Economic Development and Community Engagement

**To:** Councillor Orrell (Executive Member)

**Date:** Thursday, 9 November 2017

**Time:** 2.00 pm

**Venue:** The Thornton Room - Ground Floor, West Offices (G039)

## AGENDA

### Notice to Members - Calling In:

Members are reminded that, should they wish to call in any item\* on this agenda, notice must be given to Democracy Support Group by:

**4:00 pm on Monday 13 November 2017** if an item is called in *after* a decision has been taken.

\*With the exception of matters that have been subject of a previous call in, require Full Council approval or are urgent which are not subject to the call-in provisions. Any called in items will be considered by the Corporate and Scrutiny Management Committee.

Written representations in respect of item on this agenda should be submitted to Democratic Services by **5.00pm on Tuesday 7 November 2017**.

**1. Declarations of Interest**

At this point in the meeting, the Executive Member is asked to declare:

- any personal interests not included on the Register of Interests
- any prejudicial interests or
- any disclosable pecuniary interests

which he may have in respect of business on this agenda.

**2. Minutes**

(Pages 1 - 4)

To approve and sign the minutes of the meeting held on 1 August 2017.

### **3. Public Participation**

At this point in the meeting, members of the public who have registered to speak can do so. The deadline for registering is **5.00pm on Wednesday 8 November 2017**. Members of the public can speak on agenda items or matters within the Executive Member's remit.

To register to speak please contact the Democracy Officers for the meeting, on the details at the foot of the agenda.

#### **Filming, Recording or Webcasting Meetings**

Please note that, subject to available resources, this meeting will be filmed and webcast, or recorded, including any registered public speakers who have given their permission. The broadcast can be viewed at <http://www.york.gov.uk/webcasts> or, if recorded, this will be uploaded onto the Council's website following the meeting.

Residents are welcome to photograph, film or record Councillors and Officers at all meetings open to the press and public. This includes the use of social media reporting, i.e. tweeting. Anyone wishing to film, record or take photos at any public meeting should contact the Democracy Officers (contact details are at the foot of this agenda) in advance of the meeting.

The Council's protocol on Webcasting, Filming & Recording of Meetings ensures that these practices are carried out in a manner both respectful to the conduct of the meeting and all those present. It can be viewed at

[https://www.york.gov.uk/downloads/file/11406/protocol\\_for\\_webcasting\\_film\\_and\\_recording\\_of\\_council\\_meetings\\_20160809](https://www.york.gov.uk/downloads/file/11406/protocol_for_webcasting_film_and_recording_of_council_meetings_20160809)

### **4. Project Plan for Local Area-Based Financial Inclusion (Pages 5 - 18)**

Following on from the paper presented to Executive in April outlining the principles and methodology for the delivery of a multi-agency financial inclusion project, this report offers an update on the project delivery plan, progress to date and methods for evaluating the impact of the project .

**5. Mansion House Pricing Structure - Post Restoration** (Pages 19 - 28)

This report sets out proposals for a new pricing structure for the Mansion House, which is planned to re-open in early December 2017. It seeks the Executive Member's approval for a charging structure to cover admission/entrance costs, educational fees and private hire arrangements.

**6. Urgent Business**

Any other business which the Chair considers urgent under the Local Government Act 1972.

Democracy Officers

Catherine Clarke and Louise Cook (job share)

Contact details:

- Telephone – (01904) 551031
- Email [catherine.clarke@york.gov.uk](mailto:catherine.clarke@york.gov.uk) and [louise.cook@york.gov.uk](mailto:louise.cook@york.gov.uk)

(If contacting by email, please send to both Democracy Officers named above).

For more information about any of the following please contact the Democratic Services Officer responsible for servicing this meeting:

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports and
- For receiving reports in other formats

Contact details are set out above.

**This information can be provided in your own language.**

**我們也用您們的語言提供這個信息 (Cantonese)**

এই তথ্য আপনার নিজের ভাষায় দেয়া যেতে পারে। (Bengali)

Ta informacja może być dostarczona w twoim własnym języku. (Polish)

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

یہ معلومات آپ کی اپنی زبان (بولی) میں بھی میا کی جاسکتی ہیں۔ (Urdu)

 **(01904) 551550**

This page is intentionally left blank

City of York Council

Committee Minutes

---

Meeting	Decision Session - Economic Development and Community Engagement
Date	1 August 2017
Present	Councillor Aspden

---

## **25. Declarations of Interest**

The Executive Member was asked to declare any personal interests not included on the Register of Interests, or any prejudicial or disclosable pecuniary interests that he might have in respect of the business on the agenda. None were declared.

## **26. Minutes**

Resolved: That the minutes of the last Decision Session held on 7 February 2017 be approved as a correct record and signed by the Executive Member.

## **27. Public Participation**

It was reported that there had been no registrations to speak at the meeting under the Council's Public Participation Scheme

## **28. York Skills Plan 2017-2020**

The Executive Member considered a report on the York's Skills Plan 2017-2020 which set out how the Council and its partners would work together over the next four years to contribute to two key priorities for the city as set out in the York Economic Strategy, 2016 – 2020 and City of York Council Plan 2015 - 2019:

- Developing and Retaining Talent in York to support the growth of local businesses.
- A Prosperous City for All - where local businesses can thrive, residents have the opportunity to get good quality and well

paid jobs and everyone in York is supported to achieve their full potential, making sure 'no-one' is left behind.

Officers explained that the final version of the York's Skills Plan 2017-2020 had been updated following the close of the consultation period. They are advised that there were two subtle but significant changes to focus on the immediate skills gaps and shortages in specific sectors. These were:

- The needs of the rail industry, as part of the construction and infrastructure sector
- The Cultural Offer, as part of the hospitality and tourism sector.

Officers advised that the Executive Summary also highlighted IT and digital skills as a generic skills gap to support all sectors in York, as well as the need to address high level skills shortages to support the digital, software & technology sector in its own right.

In response to a question from the Executive Member regarding high value and low paid jobs and why only 4 sectors have been identified for immediate focus, Officers explained that whilst the skills needs and job opportunities of every employment sector in York were important, evidence highlighted the importance of addressing immediate skills gaps and vacancies of the sectors identified which accounted for circa 46% of employment in the city.

Officers also explained that sectors such as hospitality, care, rail and construction, which were often perceived as only offering low paid entry level jobs, offered opportunities to develop a variety of skills and career progression through to high value, well paid specialist and managerial jobs, for which there were shortages.

In regard to the Executive Member question concerning current recruitment challenges for high value IT and Technology businesses, Officers reported that the technical skills needed in that sector were not always well connected to the courses available in further and higher education. Furthermore, the pull of higher salaries in other cities, the need for candidates with transferable skills, a reducing number of IT courses available at pre 16 were all factors affecting recruitment in IT specific jobs. It was also highlighted that there was a skills gap in IT teaching in schools which would be included as a challenge to be



addressed as part of the mapping of progression routes through to digital technology jobs.

The Executive Member asked whether there would be more sector specific careers fairs and skills interventions to raise awareness and drive take up of jobs in the sectors highlighted and others. Officers confirmed that in addition to the twice yearly council-led general 'all age' Jobs Fair and Apprenticeship Recruitment Events targeting 16-24 year olds, sector specific careers fairs in digital technology and construction were being explored. There had already been a joint NHS and care careers fair in March 2017, led by York Hospital Trust, and there would be a further one in September. There had also been some focused events led by the Hotelier network working with Job Centre Plus to support skills shortages in the Hospitality sector - in particular chefs and housekeeping vacancies.

The Executive Member asked how the York Skills Plan 2017-2020 would be communicated internally and externally. Officers advised that internally, the plan would be communicated and adopted through the Council management group - Learning Together, and to external partners. The first launch would be communicated through the economic strategy review event in September. It had also been included in a briefing for Headteachers and various other partnership networks, such as the Health and Wellbeing Board and Higher York. The key message was that the Skills Plan, its priorities and 'asks' were everybody's business. There was no one organisation or employer that could deliver all the interventions required to develop, retain and attract talent to support local business growth, making sure that all residents can secure good quality, well paid jobs and that no-one was left behind. It was noted that the Council needed to work in partnership with all stakeholders to realise the city's ambitions for businesses and people.

The Executive Member asked whether the press could do a feature on the York's Skills Plan 2017-2020 and officers confirmed that they would speak to the communications team about this.

The Executive Member was asked to approve the final draft of the York Skills Plan 2017-20 for publication.

Resolved: That, after consideration, the Executive Member approved the final draft of the York Skills Plan 2017-20 for publication.

Reason: The plan had been consulted on with a wide range of partners across the city, who had informed the development of the plan. It was now ready to be widely shared and adopted.

Cllr Aspden, Chair

[The meeting started at 2.10 pm and finished at 2.29 pm].



---

**Decision Session – Executive Member for  
Economic Development and Community  
Engagement**

9 November 2017

Report of the Assistant Director - Communities and Equalities

**Project Plan for Local Area-Based Financial Inclusion**

**Summary**

1. Following on from the paper presented to Executive in April outlining the principles and methodology for the delivery of a multi-agency financial inclusion project, this report offers an update on the project delivery plan, progress to date and methods for evaluating the impact of the project .

**Recommendations**

2. The Executive Member is asked to note and approve the project plan outlined at Annex A and described in sections 7 – 13 of this report.

Reason: In order to progress the Area Based Financial Inclusion Project contributing to the council plan priority to support a prosperous city for all - where local businesses can thrive and residents have good quality jobs, housing and opportunities.

**Background**

3. This project aims to increase financial resilience within communities, with the guiding principles that project activities offer small steps, are delivered at a hyper local level and on a multi-agency basis.

**Success Indicators**

4. What does success look like in the 4CommunityGrowthYork project area?
  - Fewer people using unlicensed/unregulated money lenders and high cost loans
  - Fewer people in rent areas

- Fewer people in fuel poverty
- Increase in people saving regularly
- Increase in personal development take up
- Increase in local volunteering and volunteering opportunities
- Increase in sense of belonging/community
- Increase in participants confidence
- Increase in local enterprise

### **Measures**

5. The success indicators above will be measured through a combination of feedback from partner organisations, feedback from participants and in line with the principle of 'small steps' tracking of personal journeys and case studies. Local data and intelligence will be used to determine distance travelled against the success indicators via a social value tool. The project will be evaluated independently through academic research.

### **Workplan - Reaching communities through delivery**

6. The project area is an identified priority area for a number of internal services and external agencies and engagement with these agencies has been key to developing the project delivery plan (See Annex A). The proposed work plan activities fall into the following distinct areas.

### **Jobs and Skills:**

7. There is no doubt that there is still significant work to do to achieve joined up working in local communities and to ensure that local people are not only aware of current provision but are given the skills and motivation to begin to develop skills to support their own communities. The key tasks include:
  - Gathering and understanding the key offer in each local community
  - Connecting professionals to ensure that networks are effective and best use if made of the resources invested.
  - Identifying key individuals within the local community who can influence and support community development
  - Seeking out volunteers to support particular projects and offer opportunities to gain valuable experience

- Developing new provision to support local communities
- Identifying and developing new projects for local people to develop skills
- Referring individuals to appropriate programmes to support their development.

**Business and Enterprise:**

8. Thriving local businesses and business start ups are a key indicator of the enterprise 'health' of an area. The key tasks include:
  - Supporting local awareness and support events such as Small Business Saturday and Jobs and Skills fairs
  - Offering information and signposting to those with aspirations around starting their own business
  - Developing business contacts
  - Including an enterprise and business section in the project newsletter
  - Working in partnership with key providers such as Make It York and York Learning

**Financial Resilience:**

9. Supporting local people to develop or enhance financial resilience is a cornerstone of the project. Key tasks include:
  - Encouraging networks and shared awareness of services and opportunities for local people amongst service providers e.g. electronically and through themed networking events
  - Sharing of practical examples of good practice and support within communities
  - Supporting and promoting initiatives which encourage effective budgeting practices and income maximisation e.g. Citizens Advice York budgeting cafe initiative, South Yorkshire Credit Unions local offer
  - Demonstrating good practice through the administration of the project

**Community Capacity Building:**

10. Building trust, relationships and capacity within communities is crucial to the reach, relevance and sustainability of the project. This requires a significant investment of time and resource yet this is the

element of the project which has the greatest potential to deliver on an invest to save basis. Key tasks include:

- Networking, establishing contacts and developing relationships
- Developing and delivering an effective communication plan recognising the importance of key figures within the community
- Adding value and support for emerging community initiatives to encourage sustainability and impact beyond the immediate remit and lifetime of the project
- Incorporating community capacity building into all elements of the project including the 4CommunityGrowthYork including the grants programme
- Support local volunteering, encouraging good practice in identifying roles, recruiting, developing and retaining volunteers

### **Capacity & Next Steps**

11. The implementation of Area Based Working and Local Area Coordination together with an established ward committee process and strong voluntary and community sector is supporting a clearer understanding of the 'offer' at a local level and encouraging capacity within communities to respond to local challenges; however, there is no doubt that there is still significant work to do to achieve joined up working in local communities and to ensure that local people are not only aware of current provision but are given the skills and motivation to begin to develop skills to support their own communities. In order to engage and make a difference to those who might benefit most from the project it is proposed that:
  - Additional community engagement capacity is commissioned to support community action in targeted areas of the city. In order to make a significant impact in local communities this approach is essential. This would be commissioned for 1 year in the first instance order to evaluate the effectiveness of this approach. See Annex B: Community Outreach Outcomes Specification.
  - At least 4 themed networking events are delivered to encourage innovation, co-operation and maximising awareness and the impact of available resources on an area basis.
  - Local businesses are supported to explore the potential for at least 2 Small Business Saturday or similar events and at least 4 local business and enterprise networking events are delivered.
  - Time be invested to support communities to identify and develop their own solutions including support for funding

applications, promotion and connecting to support and expertise.

- The project lead to work with key partners such as York CVS to identify and apply for potential sources of additional funding to support this area based approach. Community groups and organisations to be encouraged and supported to develop community initiatives which support the aims and principles of this project to encourage sustainability.

### Project Budget

12. The project budget has been refined in line with the work plan and is divided into the following allocations.

<b>Budget Detail</b>	<b>2017/2018</b>	<b>2018/2019</b>	<b>Total</b>
Grants	*£57,500	*£42,500	£100,000
Community Outreach	£7,500	£22,500	£30,000
Staff Resource	£50,000	£50,000	£100,000
Operational	£10,000	£10,000	£20,000
Total	£125,000	£125,000	£250,000

\*The grants allocation will be used as one pot over the two financial years

### Project Update

13. A local Jobs Fair has been scheduled for 15 November 2017 to be held in Acomb with potential for up to 2 similar events in other parts of the project area being explored these will be staggered to complement the city-wide offer.
14. Chapelfields Community Association has been supported to develop a Community Hub within Sanderson Court Community House which is working with a range of services to support local residents. Citizens Advice York (CAY) are running budgeting and information sessions every week at the Hub and CYC Local Area Coordinator, Estate Manager, York Learning Community Outreach attend regularly to engage with residents. An extended session has offered a local space for the Local Area Team to meet with local young

people. The Hub has also attracted outreach workers from other agencies such as Age UK.

15. Chapelfields Community Association has been supported to make funding applications to further develop the offer through the Chapelfields Community Hub. Including a recent successful application to the Life Less Lonely Fund.
16. In partnership with Tang Hall Big Local a series of 5 'pay as you feel' family picnic events were held in August again run alongside and used to introduce the CAY Budgeting and Information sessions. Approx 200 people attended the picnic sessions and the CAY sessions were busy from the first session.
17. Tang Hall Big Local has successfully applied for a 3 year partnership with Local Trust and UnLtd to support social enterprise within the Tang Hall Big Local Area.
18. An *Engaging Lunchtime* session was run on the subject of Universal Credit in response to community representatives raising concerns and requesting information.
19. The Grants pot is scheduled to be launched following feedback from recipients of the Improving Finances Improving Lives Grant programme to ensure an informed and joined up approach.

### **Options**

20. The principal options open to the Executive Member are to approve the project plan or to suggest amendments to it.

### **Analysis**

21. Approval of the project plan is recommended as it will facilitate project delivery. Commissioning community outreach support capacity will add the necessary capacity to engage and build relationships at a very local level. This capacity will also support the overall area based working initiative and will serve to boost local volunteering.

### **Implications:**

22. **Financial:** The project is funded by £250k allocated by the Executive on 27 April from the York Financial Assistance Scheme.
23. **Human Resources:** The community outreach support capacity will be commissioned through York Learning Services who will employ outreach worker hours using their normal employment practices.



24. **Equalities:** It is recognised that a wide variety of engagement and community methods will be needed in order that the opportunities offered through the project reach the target communities.

25. There are no additional Legal, Information Technology, Crime and Disorder, Property or Other implications arising from the report.

### **Risk Management**

26. In compliance with the Council's risk management strategy the main risks that have been identified associated with this report are those which could lead to the inability to meet the project objectives and deliver the designed activity as detailed in the project plan leading to damage to the Council's reputation and failure to meet stakeholder's expectations. The level of risk is assessed as "Low". This is acceptable but means that regular monitoring is required of project delivery.

### **Contact Details:**

**Author:**

Mora Scaife  
Neighbourhood Manager  
Tel No. 551834

**Chief Officer Responsible for the report:**

Jon Stonehouse  
Director of Children, Education and Communities

**Report Approved** ✓

**Date** 24 October, 2017

**Specialist Implications Officer(s)** None

**Wards Affected:** Westfield, Heworth, Hull Road, Clifton and Guildhall

**For further information please contact the author of the report**

### **Background Papers:**

[4CommunityGrowthYork Local Development Strategy](#)

[York Skills Plan 2017 – 2020](#)

Early Help Strategy

[Together We Can Solve Poverty JRF](#)

### **Annexes:**

A: Local Area Based Financial Inclusion Workplan

B: Community Outreach Outcomes Specification

This page is intentionally left blank





## **Community Outreach Development to Support 4CommunityGrowthYork (4CGY)**

### **Introduction**

4CommunityGrowthYork is the name of a two-year Area Based Financial Inclusion project running April 2017 to March 2019. The project aims to support people in the identified communities to realise their potential and encourage financial stability and self reliance.

The project is a multi-agency financial inclusion project in targeted areas within the following wards:

- Westfield (all)
- Clifton (part)
- Guildhall (part)
- Heworth (part)
- Hull Road (part)

The project concentrates on the communities in York currently or recently in the bottom 20% nationally as ranked against the Indices of Multiple Deprivation (IMD). In 2010 York had 9 Lower Super Output Areas (LSOA's) in the bottom 20% IMD nationally. This figure was updated in 2015 to 5 LSOAs in the bottom 20% IMD nationally. These LSOAs in the bottom 20% IMD are pepper potted across the authority area and in many cases our most deprived households are adjacent to some of the most affluent which in itself polarises the issue for residents.

### **Capacity and Next Steps**

Review of the effectiveness of the early stages of the project has clearly shown the value of face to face work, building trust and relationships within the communities in the project area and taking a multiagency area based approach.

In order to build on early successes and to ensure that the project has the best reach within communities additional community outreach capacity would be required to:

- Build and maintain effective multiagency networks and knowledge of local offers

- Bringing together professionals to ensure that networks are effective and best use if made of the resources invested
- Identifying key individuals within the local community who can influence and support community development
- Seeking out volunteers to support particular projects
- Design and deliver community engagement and capacity building events
- Contribute to campaigns to raise the profile of area and its assets
- Support individuals to explore aspirations and build confidence identifying participants through skills workshops and drop ins
- Capture and maintain progress information to contribute to a social value assessment of the project including case studies
- Developing new provision to support local communities
- Identifying and developing new projects for local people to develop skills
- Referring appropriate individuals to programmes to support their development e.g.
  - Learning and training opportunities
  - Benefit take-up campaigns
  - Debt and financial planning advice, support and guidance
  - Personal development and Wellbeing support
  - Employability programmes and events
  - Volunteering and work experience opportunities
  - Business and social Enterprise development opportunities

There is a particular requirement to support the newly established Chapelfields Community Hub and work with Citizens Advice York around their budgeting and information cafe initiatives in Chapelfields, Tang Hall and Clifton.

### **Success Indicators**

What does Success look like for the 4CGY Project?

- Fewer people using unlicensed/unregulated money lenders or accessing high cost loans
- Fewer people in rent arrears
- Fewer people in fuel poverty

- More people saving regularly
- More people accessing personal and professional development opportunities
- More people volunteering and more local volunteering opportunities
- An increased sense of belonging/community
- An increase in participants confidence
- An increase in local enterprise

### **Monitoring and Evaluation**

The Community Outreach support would be commissioned for 12 months initially and reviewed after 6 months and 9 months of operation in order to assess the effectiveness of the approach and return on investment. There is the potential to extend the project subject to funding availability.

There are to be monthly monitoring meetings between the manager of the commissioned service and the Area Based Financial Inclusion Project Manager who in turn will report back progress to the CYC Financial Inclusion Steering Group.

Information expected at the monthly monitoring meetings would include:

- Number of contacts made
- Number of participants progressed
- Number of network contacts developed
- Number of activities delivered

In addition a minimum of 6 case studies capturing the impact of the project should be supplied over the lifetime of the commissioned project.

Staff resources delivering the project should be supported in terms of their own professional development e.g. if not already holding IAG level 2 then they should supported to achieve this and offered opportunities to shadow current Community Outreach staff.

This page is intentionally left blank





---

**Decision Session – Executive Member for  
Economic Development & Community  
Engagement**

**9 November 2017**

Report of Andrew Docherty, Assistant Director (Legal & Governance)

**Mansion House Pricing Structure Post Restoration**

**Summary**

1. This report sets out proposals for a new pricing structure for the Mansion House which is planned to re-open early December 2017. It seeks the Executive Member's approval to a charging structure which covers admission/entrance costs, educational fees and private hire arrangements.

**Recommendations**

2. It is recommended that the pricing structure be approved as set out in this report, subject to annual review, in relation to entrance charges, educational activities and private hires.

Reason: The proposed structure is designed to provide a sustainable income generation while also providing community access to the Mansion House

**Background**

3. The Mansion House is due to re-open in early December after the most comprehensive restoration since the house was built in 1725. The restoration project ("Opening Doors") has been made possible by grant funding from the Heritage Lottery Fund (HLF) and a capital contribution from the Council.

4. The pricing structure must be fair, reasonable, flexible and competitive and set at a level sufficient to cover ongoing staffing and utilities costs as well as contributing towards income targets. The Mansion House Curator will review the structure every year, to fit in with CYC's budget setting process.
5. In order to attract and maintain an audience that will generate enough income to achieve long-term financial sustainability, community engagement must be balanced with more profitable activities, without detracting from the essential character of the Mansion House as a site of historic importance and a centre of civic life.

### **Project Ethos**

6. The purpose of *Opening Doors* project is to:
  - Increase and enhance public access and community involvement in the Mansion House
  - Develop lifelong learning opportunities for both adults and children
  - Deliver an improved interpretation of the history of the building
  - Improve the conservation of the house and its collections
  - Reduce the carbon footprint of the building
  - Achieve long term financial sustainability
  - Establish the role of the Mansion House in the continuing cultural evolution of the city of York.
  - Maintain a civic presence in the building.

### **Consultation**

7. Comparison market analysis has been undertaken on similar sized attractions within York, whilst bearing in mind that no attraction is directly comparable with the Mansion House in terms of size, history, and continuity of use or location. The information gathered provided an informed foundation for the suggested charges contained in this report.

### **Proposed charges**

8. The Executive Member is asked to consider the following proposed charges for entrance admissions, educational usage and private hires.

## Entrance Fee Admission Charges

9. The Mansion House will be open to the public from Wednesday to Sunday each week, between the hours of 10:30 and 17:00. The house will closed for a period of 4 weeks each year for cleaning and maintenance, re-opening in time for the Residents First festival in late January.
10. The residents' entrance fee will provide a 50% discount on full costs across all categories. A residents' full year admission ticket to the Mansion House will be available; this will cover normal admission entry to the Mansion House during opening hours. Upon payment, proof of residency will be required; residents will then receive an annual card which will have to be presented at the Mansion House along with proof of identity to gain entry. Special events will be chargeable at a discounted rate.

	Adult	Child	Family	Concession	Residents
<b>Mansion House</b>	£6.50	£3.50	£17.00 2 adults and Up to 2 children free (under 16)	£5.00	-50%
<b>Mansion House residents annual ticket</b>	£9.00	Free With paying adult	£15.00 2 adults and Up to 2 children free (under 16)	£8.00	

## Education activities charges

11. Educational activities will take place mainly on Mondays and Tuesdays, when the house is closed to the public, although they may occasionally need to be accommodated at other times. Visitors will be able to book private tours of the building and specific aspects of its collections for groups of 10 or more.

	1 hour	Out of hours	Specialist Tours
Group Guided tours	£6.00	£10.00	£15.00
	1 hour workshop	1.5 Hours	2 Hours
School groups, up to 30 children	£60	£70.00	£80.00
	1 hour lecture	Day School	6 Week Course
Adult education	£6.00 pp	£30.00 pp	£60.00pp

## Private hires

12. The Mansion House will continue to be available for private hire, for events such as evening receptions, cocktail parties, dinners, weddings, family occasions and meetings or conferences.
13. As well as the income they provide, such events, particularly where the hirer is a business from outside York, can provide opportunities for the Lord Mayor to promote the city and the Mansion House. The Mansion House has the potential to provide a perfect backdrop for a whole host of film and television work, the

promotion of which is under way. The Mansion House is also a prime location to host potential cinema evenings.

14. The Mansion House is in the process of procuring one caterer to provide all the catering needs for the Mansion House. The caterer will also be expected to promote the Mansion House as a key city location for events which will enhance income generation from venue hire and a % charge levied on the caterer to cover Mansion House utilities fees.

	<b>Duration</b>	<b>Private hires</b>	<b>Weddings</b>	<b>Filming</b>	<b>Special event</b>
Full use of the all the main rooms	<b>Half day</b> 4 hours	<b>£490</b>	<b>£800 –</b> charges vary	<b>£800</b> Per 8 hours	<b>£ dependant on event</b>
Specified rooms <i>Dining room/stateroom</i>	<b>Full day</b> 8 Hours	<b>£950</b>	dependant on room used		
	<b>Half day</b> 4 hours	<b>£300</b>			
	<b>Full day</b> 8 Hours	<b>£525</b>			

## Analysis

15. In-depth analysis has been carried out not only by making comparisons with similar sized venues, but also by gathering additional information from a wide variety of sources. Tourism Intelligence reports from Visit York on visitor numbers to York are of particular relevance, as they chart monthly changes. Similar reports on Business Tourism have been useful to build a strong picture of York's attraction for delegates.
16. Other external bodies' research has been used to inform the proposals presented, such as the Art Council Cultural Education Profile for York.

## Comparable Visitor Attraction Entrance Charges

17.

Venue	Adult	Child	Family *	Concession	York Residents**
Fairfax House	£7.50	£3.00	£17.50	£6.00	20% discount
Barley Hall	£6.00	£3.00	£17.50	£4.50	20% discount
Merchant Adventurers' Hall	£6.00	Free with paying adult	£15.00	n/a	50% discount
York Army Museum	£5.00	£2.50	£12.00	£4.00	n/a
Treasurers House	£7.70	£3.85	£19.25	n/a	n/a
<b>Residents discounts-annual passes</b>					
Knaresborough castle	£12.70	£6.70	£20.00	£9.70	
YMT	£11.00	Up to 4 free with adult card		Up to 50% discount	
<b>Sewerby hall</b> Note these are open to any person not just residents of East Yorkshire	£23.00	£12.50	£63.00 2 adults and 2 children	N/A	
<b>Rotunda Museum</b>	£3.00	N/a	Under 18 free	N/A	

## Comparable Educational Activities Charges

18.

Venue	Adult Education	School groups	Guided tours
Fairfax House	No accessible information on website	No accessible information on website	No accessible information on website
Barley Hall	No accessible information on website	£3.50 pp	No accessible information on website
Merchant Adventurers' Hall	No accessible information on website	£2.50pp	£8.50pp
YMT-Yorkshire museum	£5.50pp	£4.00pp	£5.50pp
Treasurers House	No accessible information on website	£3.10pp	£6.20pp

## Comparable Private Hire Charges

19.

Venue	Private hires	Weddings	Filming	Notes
Fairfax House	No accessible information on website	No accessible information on website	No accessible information on website	Up to 28 guests
Barley Hall	£350-£400	£550-£750	No accessible information on website	Up to 50 guests, additional charge for subsequent hours
Merchant Adventurers' Hall	£950- £1100	£1400- £1650	No accessible information on website	Up to 180 guests
York Army Museum	No accessible	No accessible	No accessible	Up to 20 people

	information on website	information on website	information on website	
<b>NCEM</b>	£200-£500	N/A	N/A	Up to 180
<b>Treasurers House</b>	No accessible information on website	No accessible information on website	No accessible information on website	

## Options

20. The Executive Member has the following options;

- I. To approve the propose charges set out above
- II. To propose alternative charges or arrangements subject to these being market tested and reviewed for viability

## Council Plan

21. **A prosperous city for all** - A well funded and maintained building will enhance the overall cityscape and provide a impressive venue for the Lord Mayoralty to host city occasions, enabling the Mansion House to play it's part in the Council's ambition to support York as a 'prosperous city for all'. Residents will be able to access the Mansion Houses unique heritage through a range of special events, educational and learning activities, as well as increased opening arrangements for general visits to the house
22. **A focus on frontline services** – Residents will have access to a range of educational activities from Pre School through to adult education provision.
23. **A council that listens to residents** -.the Mansion House will provide community access not only to its heritage but also as a venue that the community will be able to access. Physical access has now been improved with the provision of a disabled access to the basement and kitchen areas.



## **Implications**

24. There are no direct specific implications associated with recommendations in this report, other than the potential consequences to or impact upon income generation should the Council fail to set appropriate charges for admission to and use of the building. Equally, in setting these charges, the Council needs to have due regard to what is locally considered reasonable when compared to other 'visitor attractions'. Officers consider the proposed charges to be both reasonable and appropriate taking into account the local market and what is sustainable for the building at this time.
  
25. In proposing these charges, careful consideration has been given to set charges which take into account the cost of resources (staffing, materials, etc) and the building running costs(heating, lighting etc), whilst respecting affordability for visitors.

## **Risk Management**

26. There are no specific risks associated with the recommendations in this report, other than the potential for putting in place charges which either fail to cover costs or conversely which prove too high when compared with other local attractions. The research undertaken and outlined in this report should ensure that the proposed charges are both viable and sustainable until such time as the Mansion House Curator reviews the arrangements as part of the Council's budget setting process.

**Contact Details**

**Chief Officer Responsible for the report:**

**Author:**

**Richard Pollitt  
Mansion House Curator  
Tel: 01904 552036**

**Dawn Steel  
Head of Civic & Democratic  
Services  
Tel: 01904 551030**

**Chief Officer's name  
Title**

**Andy Docherty  
Assistant Director (Legal & Governance)  
Tel: 01904 551004**

**Report**  **Date** 31 October 2017  
**Approved**

**Specialist Implications Officer(s)** List information for all

Implication ie Financial  
Name  
Title  
Tel No.

Implication ie Legal  
Name  
Title  
Tel No.

**Wards Affected:** List wards or tick box to indicate all **All**

**For further information please contact the author of the report**

**Annexes**

None

**List of Abbreviations Used in this Report**

HLF – Heritage Lottery Fund