



## **Mansion House & Mayoralty Advisory Group    2 February 2011**

### **Report of the Assistant Director, Legal, Governance & ITT**

### **Mansion House Business & Development Plan 2011-21**

#### **Summary**

1. This report seeks the endorsement of the Advisory Group to the Mansion House Business & Development Plan 2011/21. The Plan sets out a vision for Mansion House over the coming years, as the city's primary civic residence and as an important and viable community asset.

#### **Background**

2. In April 2010, this Group endorsed an outline framework for the development of this Plan and it is that framework which has been used to guide the fundamental core principles set out in the produced Plan.
3. The Mansion House was built between 1725-32 and became the official residence of the Lord Mayor. Indeed, it has remained so to this day, providing a historical and civic link between the modern day and its Georgian roots.
4. In 1998, the Civic Trust and City of York Council worked together to restore the Mansion House to its present state. In 2005/6 as part of the first Business Plan for the building, the Mansion House was officially opened to the public and tours were provided of the building for the first time. This was made possible, through the Civic Trusts earlier donation, which in part created the Civic Apartments at the top building, thereby allowing the main rooms to be opened up.
5. Since then, the Mansion House and its use has gradually evolved and this Plan aims to take that evolution to the next stage. Taking into account modern day pressures associated with managing a Georgian building in the 21<sup>st</sup> century, the Plan sets out measures incrementally aimed at maintaining the Mansion House over the next 10 years, as:

- A civic residence open to the public;

- A building for special occasions, available to the wider community;
  - The historic home to an important civic collection;
  - An important Georgian house in York, open to the public; and
  - An accessible business venue, at the historic and commercial heart of York.
6. The full Mansion House Business & Development Plan 2011-2021 is attached to this report at Annex A.

## **Consultation**

7. This Advisory Group has already been consulted on the core areas of development for this Business & Development Plan as referred to above. In April 2010, this Group endorsed the framework which has provided the basis for the approach adopted in the Plan. This Group will be the primary consultative body on the Plan, in view of the wideranging experience of those Members and co-optees on the Group and their direct relevant working experience.

## **Options**

8. The Advisory Group is asked to endorse the Plan but any comments made by the Group at this meeting will be taken on board and the Plan revised, where appropriate.

## **Analysis**

9. This Plan is based around two key elements:
- (i) respecting the traditional civic traditions of York, the Mansion House will continue to remain the city's primary civic residence for the foreseeable future; and
  - (ii) enhanced opportunities for wider community and public use of the Mansion House, in the interests both of raising income towards the future maintenance and development of the House, and of enabling greater access to the building and the story it can tell.

## **Corporate Strategy**

10. The Plan has 5 core principles running throughout it and each of those core principles blends the objectives set out in the Council's Corporate Strategy 2009/2012.

## **Implications**

11. The implications of each core principle, including resourcing and financial, are set out in the attached Business & Development Plan. The relevant Finance Manager has been consulted on the financial elements of the Business Plan, including operational budgets and a suitable pricing structure of use of or tours around the Mansion House. The pricing structure is incorporated under Core Principle 2 (Financial Management and Income Generation) and is also being considered as part of the fees and charges element of the Councils budget for 2011/12.

## **Risk Management**

12. This Business & Development Plan has been carefully approached to manage the future activity and development of the Mansion House on a stepped, incremental basis. This approach takes into account the current economic climate but also the recent steady increase in non-civic use of the Mansion House, arising from the launch of the Mansion House website and increased marketing and profile efforts in general. It is essential to consolidate those efforts in 2011/12 and beyond to fulfil the objectives and core principles of the Business Plan.
13. This Plan sees enhancing use of the Mansion House and generating a regular contributory income from that use as key ingredients towards maintaining the House as the city's primary civic residence and home to a nationally important civic collection. Adopting this incremental and planned approach at this time, should minimise any risk to the building becoming neglected in the future. Equally, it can help to keep the history of the building and its place in the civic pride of the city alive and relevant today.

## **Recommendations**

14. The Advisory Group is asked to endorse and comment upon the Mansion House Business & Development 2011/21.

Reason: To ensure a vision and planned approach for managing the ongoing development of the Mansion House is in place for the future

## Contact Details

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Richard Pollitt Mansion House & Guildhall Manager Tel: 552036		<b>Report Approved</b>	<i>tick</i>	<b>Date</b>	24January 2011
			✓		
<b>Specialist Implications Officer(s)</b> None					
<b>Wards Affected:</b> <i>List wards or tick box to indicate all</i>					<b>All</b> <i>tick</i>
					<b>Guildhall</b>
For further information please contact the author of the report					

## Background Papers:

None

## Annexes

Annex A –Business & Development Plan for the Mansion House 2011-21