
Meeting of the Cabinet Member for Leisure,
Culture and Social Inclusion

12th July 2011

Report of the Assistant Director (Communities and Culture)

Barbican Concessionary Days

Summary

1. This report asks the Cabinet Member to agree a policy for allocating the two Barbican concessionary days provided under the terms of the lease and that remain to be fixed.

Background

2. The lease of the Barbican to SMG provides for four days to be made available free of charge for the use of the Council. The key provisions in the lease regarding these concessionary days are as follows:
 - a) One of the concessionary days shall be the Sunday preceding Remembrance Day each year and a second day shall be a date to be agreed in mid December for an annual carol concert.
 - b) The Council and SMG will agree the preferred dates for these on a three year rolling basis as far in advance of the relevant dates as is reasonably practicable. SMG will reserve the agreed preferred dates in the booking diary for the Barbican and issue the Council a final confirmation of the booking no later than 10 months prior to the agreed preferred date.
 - c) The other two concessionary dates shall be agreed between the Council and SMG and both parties shall act reasonably in seeking to agree such dates provided that the Council has given good notice of its request.
 - d) In all matters relating to the concessionary days the Council and SMG will work together to ensure that accommodating the concessionary days does not unreasonably compromise the wider programme of events organised or to be organised, for example does not preclude multi day conferences bookings or other activities which could have a significant positive economic impact for the City of York.

- e) SMG will provide the following services free of charge to the Landlord on the said concessionary days:
- the rental of the Premises, backstage and front of house facilities required to stage the performance, and the use of in house technical equipment and staging
 - all front of house management stewarding and the services of the in house technical team
 - inclusion of the event in the relevant Barbican What's On brochure
- f) The Council will be liable to pay SMG the following ancillary costs in relation to events organised on the concessionary days so far as such costs arise in relation to such use:
- a box office commission of 10% on the gross value of all tickets sold
 - credit card commission at 3% of the value of all sales by this payment method
 - Performing Rights Society levy if applicable at the prevailing rate
 - the cost, at the prevailing rates, of any additional staff required for follow spot operation, load in and load out or other duties demanded by the specifics of the production
 - any additional marketing activity such as press advertising, direct mail campaigns or digital marketing conducted by the Tenant at the request of the Landlord

Options

3. In recognition of the likelihood that there may be a significant demand for the allocation of the two remaining concessionary days it is proposed that a set of criteria for the allocation of these days be adopted. The following criteria would seek to ensure that any allocation is in line with fulfilling the Council's corporate objectives and equality commitments.
4. In order to be considered for concessionary day allocation proposed events should meet at least the following criteria:
 - Promote the corporate objectives of the City of York Council and provide activities or entertainment that

appeals to and will attract the widest cross-section of the local community

- Be open and accessible to all with no restricted access
 - Enhance campaigns or public engagement programmes being delivered by the council or by the council and its Without Walls partners
5. If those basic tenets are met then priority of allocation should be based on the following additional considerations in priority order:
- Potential for positive community engagement i.e. through audiences and/or participation opportunities for local residents
 - Quality of the artistic programme to be delivered
 - Financial contribution to council priorities (including reducing the cost of service provision elsewhere)
 - Ensuring variety and enhancing the overall Barbican programme
 - Events that have not previously been in receipt of a concessionary day

Corporate Objectives

6. The proposal on allocation of concessionary days potentially contributes to the following Corporate Objectives:
- City of Culture – by increasing community participation in culture
 - Learning City – by providing improved facilities and services
 - Sustainable City – by providing a locally based venues as a focus for community activity

Implications

7. **Legal:** There are no legal implications associated with the recommendations of this report
8. **Equalities:** The criteria used to allocate the concessionary days at the Barbican place a high priority on using those days to support the council's equalities and social inclusion agenda.

9. There are no Finance, Highways, Human Resources, Crime and Disorder, Information Technology or Property Implications arising from this report.

Risk Management

10. In compliance with the council risk management strategy there are no risks associated with the recommendations of this report.

Recommendations

11. The Cabinet Member is asked to:

Agree the allocation of two of the four concessionary days to support the Festival of Remembrance and the Community Carol Concert.

Review the criteria set out in paragraphs 4 and 5 and agree the application of these to the decision on allocation of the remaining two concessionary days

Reason: To ensure the fair and equal allocation of concessionary days at the Barbican.

Contact Details

Authors:

Gill Cooper
Head of Arts and Culture
Tel. 01904 55334671

Chief Officer Responsible for the report:

Charlie Croft
Assistant Director (Communities and Culture)

**Report
Approved**

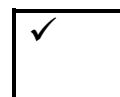


Date 1 July 2011

Specialist Implications Officer(s)

Wards Affected:

AI
I



For further information please contact the author of the report

Background Papers:

Project file held by Gill Cooper – Head of Arts and Culture