

BURSLEDON WINDMILL JOINT MANAGEMENT COMMITTEE

2 FEBRUARY 2011

REVENUE BUDGET ESTIMATE 2011-12

REPORT OF THE HEAD OF HAMPSHIRE MUSEUMS AND ARTS SERVICE

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1. Introduction

- 1.1 In accordance with the agreement between Hampshire County Council and Eastleigh Borough Council the net cost of running Bursledon Windmill is shared between the two partner authorities.
- 1.2 Subsequently Bursledon Parish Council agreed to provide a contribution to the running of Bursledon Windmill in addition to HCC and EBC.
- 1.3 This report briefly outlines progress with the current year's budget and makes proposals regarding the forward estimate for 2011-12. These proposals are subject to JMC approval and HCC Executive Member for Culture and Recreation approval in January 2011.
- 1.4 The report takes account of the Phase 1 strategic organisational changes outlined in the HCC Executive Member for Culture and Recreation report of 17 November 2010 in response to changes in Renaissance funding from 1 April 2011.
- 1.5 The report sets the financial scene for continued dialogue with the JMC regarding ensuring a long-term sustainable vision for the museum service in relation to Bursledon Windmill.

2. Revenue budget 2010-11

- 2.1 The cash limit for 2010/11 was agreed at £66,800 at the Joint Management Committee meeting of 11 October 2009. Each authority would therefore pay its agreed contribution. Current budget monitoring indicates that it will be possible to live within this financial parameter.

3. Revenue budget 2011-12: Background context

- 3.1 Since 2002, Renaissance funding has increasingly supported core museum activities and enabled the Joint Management Agreement with Eastleigh Borough Council regarding Bursledon Windmill to benefit significantly from

enhanced educational and marketing activities and interpretation, all of which have widened audience participation.

- 3.2 Previously, these additional benefits derived from over £1million of Renaissance funding per annum were not specifically identified to partners, nor represented in budgets albeit they directly supported work at venues right across the County.
- 3.3 The HCC Executive Member report dated 17 November (section 6) outlines the implications of Renaissance programme funding changes from 2011/12 onwards. We have received unequivocal guidance from the MLA that the current programme will be terminated and be replaced by a completely different model of funding and support. Details regarding the 'New Renaissance' model of core museums and challenge funding will be issued during 2011. There will be fewer future core museums than current Hub museums, and it is likely that museums will need to apply competitively and demonstrate ability to meet a range of criteria. The exact criteria have not been announced but it is believed that these will emphasise areas of significant population and the regional and national excellence of collections. It is proposed that a core Hampshire and Solent group bid involving Hampshire County Council, its District and Borough partners, Portsmouth City Council, Southampton City Council, Winchester City Council and other partners including the Mary Rose Trust, Isle of Wight Council and the National Motor Museum Beaulieu has the greatest chance of success. Work has commenced on efforts to secure such a consortia approach.
- 3.4 The Head of Hampshire Museums and Arts Service briefed the Area Co-ordinator regarding the intention to undertake a strategic review of the service and the implications of potential changes in Renaissance funding. An update has been provided at subsequent meetings and communications written to Joint Management Committee Chairs on 14 October 2010 with a subsequent meeting between the Chair of the JMC and the Assistant Director of the Culture Community and Rural Affairs on the 2 November 2010. Phase 1 of this review was approved by the Executive Member Culture and Communities on 17 November 2010. The Phase 1 reorganisation embeds the best practice promoted by Renaissance in relation to education, interpretation and marketing alongside core service best practice.
- 3.5 As of 17 December 2010, HCC has successfully negotiated transition funding from Renaissance for the 2011/12 financial year to support the Museum Service's exit strategy from current arrangements. The current staffing and organisational arrangements are therefore funded until 30 June 2011. The Phase 1 reorganisation (staffing and operational changes) approved by the HCC Executive Member on 17 November 2010 will therefore be implemented from 1 July 2011.
- 3.6 In order to deliver the draft Operational Plan outlined for 2011/12 accompanying this report, it is not envisaged that HCC will require any further changes to budget/service provision at Bursledon Windmill for 2011/12 other than those already approved in the Phase 1 Reorganisation.

4. Towards a Full Cost Budget 2011/12

- 4.1 The Head of Hampshire Museums and Arts Service has held regular meetings with Eastleigh Borough Council, during the last 12 months and has previously outlined the implications that Phase 1 reorganisation will have on JMC budgets from 2011/12. To date, the JMC budgets presented have not incorporated the full costs of providing marketing, learning and interpretation support for Bursledon Windmill. With the significant changes in Renaissance funding from 2011/12 onwards, these core activities will need to be funded from HCC and EBC contributions. Phase 1 has been about achieving that position for 2011/12. The full costs of providing this support will be shown on the draft budget for 2011/12.
- 4.2 Presentation of a full and transparent cost budget to the Bursledon Windmill JMC will be of significant benefit to all partners. It will enable a clearer understanding and accountability for the funding invested in delivery at the Windmill and its associated activities. The connectivity between the funding invested and the outcomes delivered will be much clearer, and this approach will better support the role of the JMC in planning services and delivery on an annual basis. It will also help identify areas of support and activity which may secure wider community benefit and involvement and so potentially broaden the base of support for service delivery at such venues.
- 4.3 Presenting the full costs of funding the Bursledon Windmill in the 2011/12 budget will also enable both HCC and EBC to make informed decisions regarding how to manage any budget reductions required by both authorities as an outcome of the October 2010 Spending Review process. The 2011/12 budget will provide a baseline from which Phase 2 of the Museums and Arts Service strategic review can identify ways of achieving any such reductions whilst maintaining an agreed level of museum service delivery.
- 4.4 In presenting this information partners are not being asked to increase their contributions beyond that previously agreed but rather to support the principle whereby a full cost approach is used to inform the work and support of the JMC.

5. Description of Proposed 2011/12 Budget

- 5.1 The draft 2011/12 budget for the Bursledon Windmill provided below reflects:
- Quarter 1 (April – June): as per current arrangements
Quarters 2-4 (July 2011 – March 2012): as per Phase 1 reorganisation.
- 5.2 The key Phase 1 changes applicable to Quarters 2-4 will now be explained by budget line:

5.2.1 Staffing

Old Format £64,700 (2010/11 budget for comparison purposes)

New Format £26,002 (2011/12 draft budget)

The key change in staffing provision is the alteration in curatorial support from a site-based to area-based curatorial approach.

5.2.2 Essential Maintenance & Museum Venue Costs

Old Format £9,100 (2010/11 budget)

New Format £7,556 (2011/12 draft budget)

The Museum Venue costs are an amalgamation of the old Premises, Transport and Supplies & Services budgets with the addition of a new heading – Essential Maintenance which identifies the annual maintenance work carried out by Hampshire County Architects on the building itself. This in addition to the costs of actually running the building (electric, rates, water, cleaning etc.) which are covered by the old Premises Costs heading. Printing, photocopying and general equipment are also contained under this heading. The reduction in this budget relates to a realignment based on actual expenditure in 2009/10 where savings were made on activity costs.

5.2.3 Centralised Specialist Museums Support Services

Old Format £3,500 (2010/11 budget)

New Format £16,621 (2011/12 draft budget)

The old amount for Centralised Specialist Museums Support Services was not based on the true levels of activity that the Museum benefited from. As such, JMC partners have not been shown the true cost of these services. The budget line has previously been heavily subsidised by Renaissance. The charge has therefore been split in to four separate elements which are described below.

Learning & Community Engagement - £10,507

This charge contributes to the cost of the central Learning and Community Engagement team responsible for the design, creation, marketing and delivery of participatory learning sessions for young people in school and family groups, as well as other collections learning activity in both informal and formal settings, both within the museum and beyond in to the community.

Management & Marketing - £6,114

Business development, marketing functions and a contribution towards the costs of the senior management team form the bulk of this cost. Marketing functions include visitor research, targeted marketing campaigns, museum and What's On leaflets, posters, website development, email marketing, advertising and media relations leading to free editorial and promotions. The team provides strategic guidance and direction, monitors performance, levers funding from external sources including Renaissance and liaises closely with senior councillors and officers where appropriate.

6. Recommendation

- 6.1 Hampshire Museums and Arts Service seeks the views of the JMC members regarding the proposed future presentation of the financial information and budget as outlined in this report and that, subject to approval by HCC Executive Member for Culture and Recreation in January 2011, the draft budget attached be approved by the JMC and that the constituent authorities are notified of their required contributions.

PROPOSAL
BURSLEDON WINDMILL - NEW JMC
FORMAT 2011/12

	Bursledon Windmill	Bursledon Windmill	Total
	Q1 2011/12 £	Qs 2-4 2011/12 £	2011/12 £
10% Area Community Curator + ???% Community Museums Manager	7,174	4,750	11,924
Museum Assistants	8,078	6,000	14,078
Volunteer Coordinator	5,250	15,750	21,000
Essential Maintenance	383	1,148	1,531
Museum Venue Costs	2,275	3,750	6,025
Downloadable e-resources and interpretation	0	10,000	10,000
Learning & Community Engagement	551	9,956	10,507
Management & Marketing	324	5,790	6,114
Total Expenditure	24,035	57,144	81,179
Income	1,550	4,650	6,200
Net Expenditure	22,485	52,494	74,979
HCC Contribution			41,579
EBC Contribution			30,728
BPC Contribution			2,672