

EASTLEIGH MUSEUM / BURSLEDON WINDMILL JOINT MANAGEMENT COMMITTEES

23 FEBRUARY 2016

FINANCIAL REPORT AND REVENUE BUDGET 2015/16

Introduction

In accordance with the agreement between Hampshire County Council and Eastleigh Borough Council, the net cost of running Bursledon Windmill and Eastleigh Museum is shared between the partner authorities.

This report provides an update on the 2015/16 budget. Please note that the 2014/15 actuals span the periods when venues were run by HCC (April – Oct) and Hampshire Cultural Trust (Nov to Mar).

Description of 2015/16 Budget

The 2015/16 budget for Bursledon Windmill and Eastleigh Museum provided in Appendix 1 reflects proposed partner contributions as follows:

1. Venue Management - salaries

Includes venue management and curatorship salaries and on costs.

2. Venue Management - costs

This includes expenditure on rates, supplies and services and an estimated utilities and maintenance cost based on the average costs during 11/12, 12/13 and 13/14. Due to annual fluctuations in property and maintenance costs, some years the actual cost of maintenance will be higher as works need to be carried out and in other years the burden will be lighter. Hampshire County Council will continue to pick up any such overspend in years where more work needs to be done.

3. Public Programmes (exhibitions)

This charge contributes towards the cost of the Exhibitions team and includes display development, transport, setting up and taking down, cases for local exhibitions, insurance, marketing and research relating to new exhibitions.

4. Collections

This charge contributes to the care, curatorship and management of all collections relating to Bursledon Windmill and Eastleigh Museum, organised within the disciplines of Archaeology, The Arts, Natural Sciences and Social & Industrial History. The Service will continue to store, manage and provide public access to these important collections and make them available to the local community in support of exhibitions, displays and activities.

5. Area Learning and Engagement

The Community Engagement and Learning team are 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.

6. Business Development

Business development and marketing functions 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. Business development provides strategic guidance and direction, monitors performance, levers funding from external sources including Renaissance and Arts Council, and liaises closely with senior councillors and officers where appropriate.

These budget headings reflect the headings in the Venue Plans, making it easier to understand where money is being spent and how Bursledon Windmill and Eastleigh Museum directly benefit. The budget has been modelled to include staff increments and the 1% pay award. They also include more accurate projections in relation to VAT costs, the financial activity which will be included in the trading arm and projected income from gift aid (where applicable).

The Trust strategy takes a more business-focused approach. Key aims include:

- a) The centrally provided exhibition programmes will be increasingly cost-effective and commercial with the objective of increasing visitors and income. Stronger connections will be made between the community museum and flagship venue programmes: for example, Hampshire's Big Theme 2014 (1914 – Commemorating World War 1); Lego Lost Worlds Zoo
- b) Expenditure in marketing (both print-based and digital) will increase in support of these programmes and their income/ visitor targets
- c) Expenditure in fundraising will increase in support of meeting revenue external investment targets
- d) Expenditure in business development expertise will be maintained and strengthened to support long-term development plans, revenue and capital investment for culture across Hampshire, including in Eastleigh Borough
- e) Levering additional investment for public programming across all venues, including into Eastleigh Borough. It will be allocated across arts and museums public programmes on an annual basis or in relation to specific projects which have secured external investment, with priority given to partners demonstrating most strategic commitment.

In addition, we intend to report from time to time on external investment secured and/applied for, and in kind support generously received from volunteers, trustees, businesses and other individuals and/or organisations.

An example of this external benefit is the recently secured Heritage Lottery Funded programme - Inspiring a Culture of Philanthropy in the Hampshire Solent Area. This project will create opportunities for the Hampshire Cultural Trust and other Museums in the area to develop their

fundraising networks and skills. This three-year programme aims to create a culture of philanthropy, and inspire a real step change for both the sector and the philanthropic community in the Hampshire Solent area.

Recommendation

That the 2015/16 budget update is noted by the committees.

Appendix 1

Eastleigh Museum	Actuals 2014/15	Budget 2015/16	Actuals Dec 15
Expenditure	£	£	£
Venue Management - salaries	9,607	9,663	7,246
Venue Management - costs*	11,667	19,264	7,040
Public Programmes (exhibitions)	21,004	18,433	13,824
Collections	42,941	45,421	34,065
Area Learning and Engagement	17,728	24,431	18,323
Business Development	13,843	22,577	16,932
Total Expenditure	116,790	139,789	97,430
Income	4,830	6,695	258
Net Expenditure	111,960	133,094	97,172

Bursledon Windmill	Actuals 2014/15	Budget 2015/16	Actuals Dec 15
Expenditure	£	£	£
Venue Management - salaries	22,076	31,301	23,475
Venue Management - costs*	5,937	7,500	4,201
Public Programmes (exhibitions)	4,789	4,608	3,456
Collections	6,611	11,355	8,516
Area Learning and Engagement	23,474	24,431	18,323
Business Development	13,843	22,577	16,932
Total Expenditure	76,730	101,772	74,903
Income	3,054	6,695	3,026
Net Expenditure	73,679	95,077	71,877

Total Net Expenditure	Actuals 2014/15	Budget 2015/16	Actuals Dec 15
	£	£	£
Eastleigh Museum	111,960	133,094	97,172
Bursledon Windmill	73,679	95,077	71,877
Total Net Expenditure	185,639	228,171	169,049

Income	Actuals 2014/15	Budget 2015/16	Actuals Dec 15
	£	(indicative) £	£
Hampshire Cultural Trust	125,239	167,771	136,377
EBC Eastleigh Museum	30,000	30,000	30,000
EBC Windmill	27,728	27,728	0
BPC Windmill	2,672	2,672	2,672
Total Income	185,639	228,171	169,049