

## **Overview and Scrutiny Board – 1 April 2021 – 2.00pm**

Response received from the Portfolio Holder for Tourism, Leisure and Culture with regards to the following action: “The Portfolio Holder for Tourism, Leisure and Culture to provide clarity in relation to museum operation processes for council owned museums. Portfolio Holder to liaise with the Chairman of the O&S Board as to how this is dealt with”.

- There is a varied ecology of Council and independent museum and heritage venues in BCP, just as in most other large localities. Their different and distinct settings, collections and facilities suit and attract differing audience profiles and numbers, and they operate most successfully with business models that suit these characteristics and audiences. It is common for local authorities to offer a mix of charging and non-charging museums and heritage venues, as is be seen in Southampton, Bath and Hampshire, for example.
- In BCP the business model for Poole’s local and community heritage museum is engaging large local and tourist audiences with a free offer and secondary spend opportunities, whereas Russell-Cotes historic house and art collection provides a destination offer for more specialist audiences, willing to pay an entry fee. We know from experience that entry charging can work well at destination type attractions, whereas at community orientated venues it can significantly reduce visitor numbers and consequently value for money.
- It is important for BCP’s cultural offer to be understood and appreciated by residents and visitors and it will be the role of the Cultural Compact to provide a cohesive narrative for entry pricing and box office across the Council and independent sectors, including our museum and heritage attractions.

It means that the whole issue of pricing will be a mixed-picture linked to each of the offerings from our venues and their development under the Cultural Compact.