

# **FEES AND CHARGES REPORT**

## **APPENDIX 14 – TRINITY ARTS CENTRE (TAC)**

### **1. Service Description**

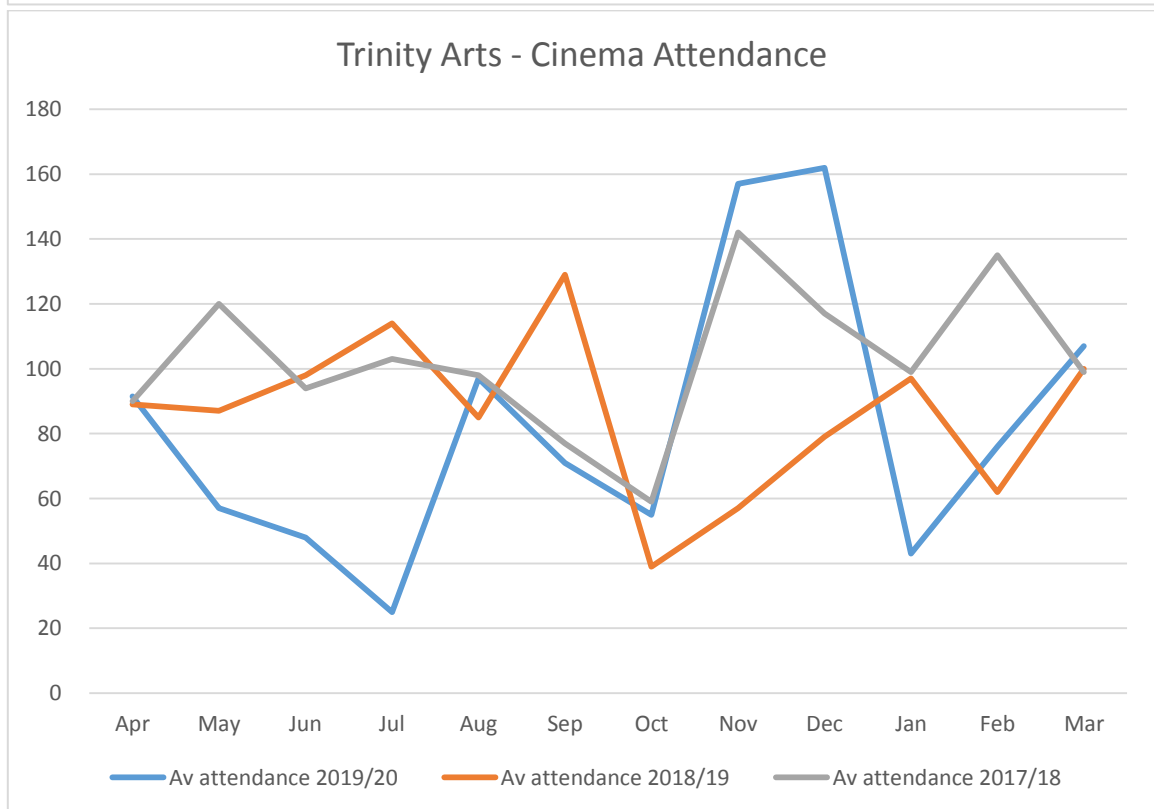
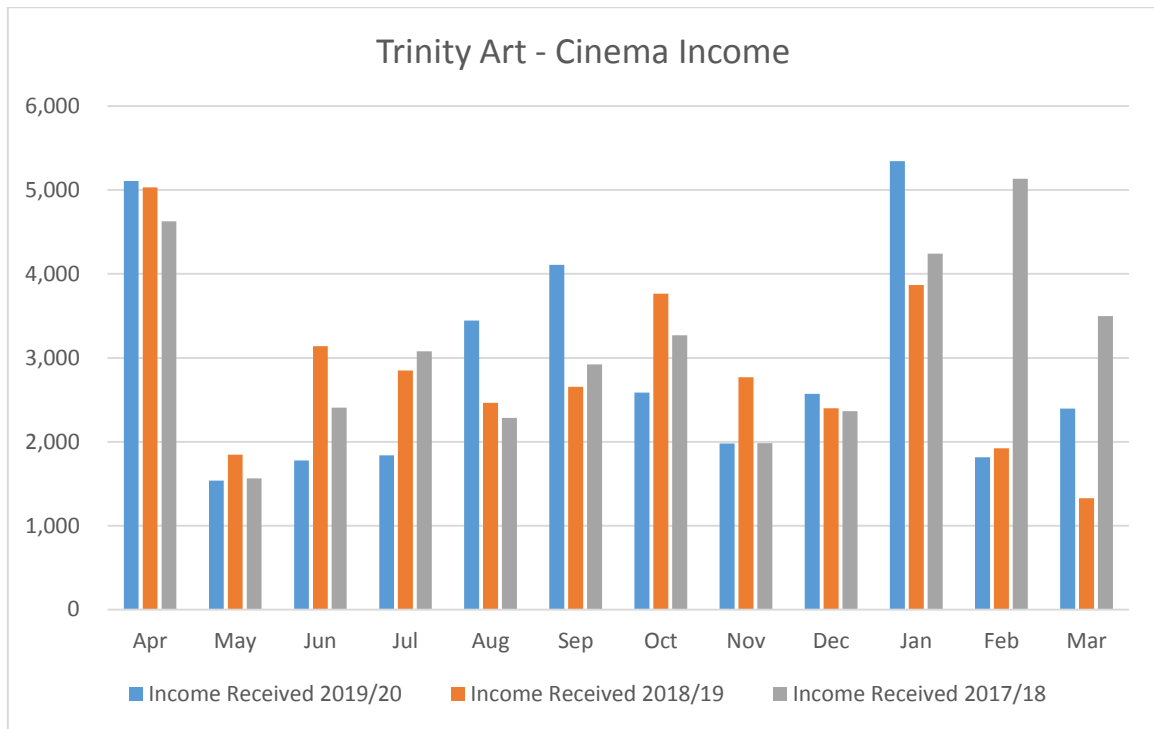
Trinity Arts Centre (TAC) is operated by West Lindsey District Council and is widely used by local and touring professional companies who stage shows at the centre. The centre also offers additional spaces for events and workshops and a one screen cinema.

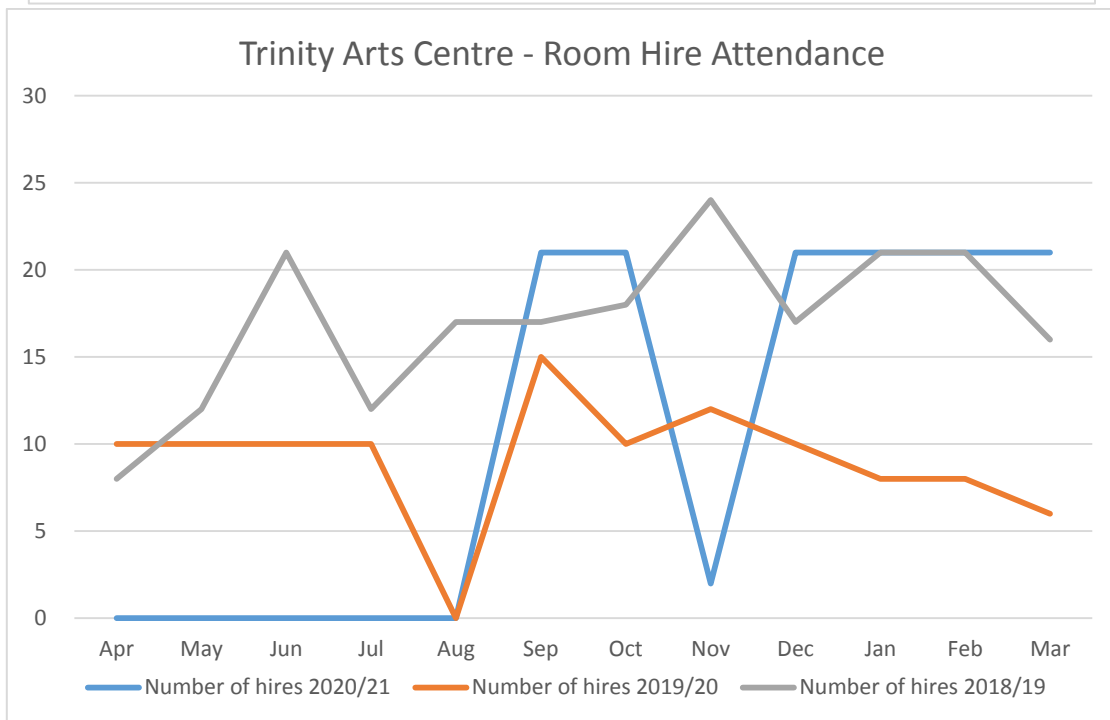
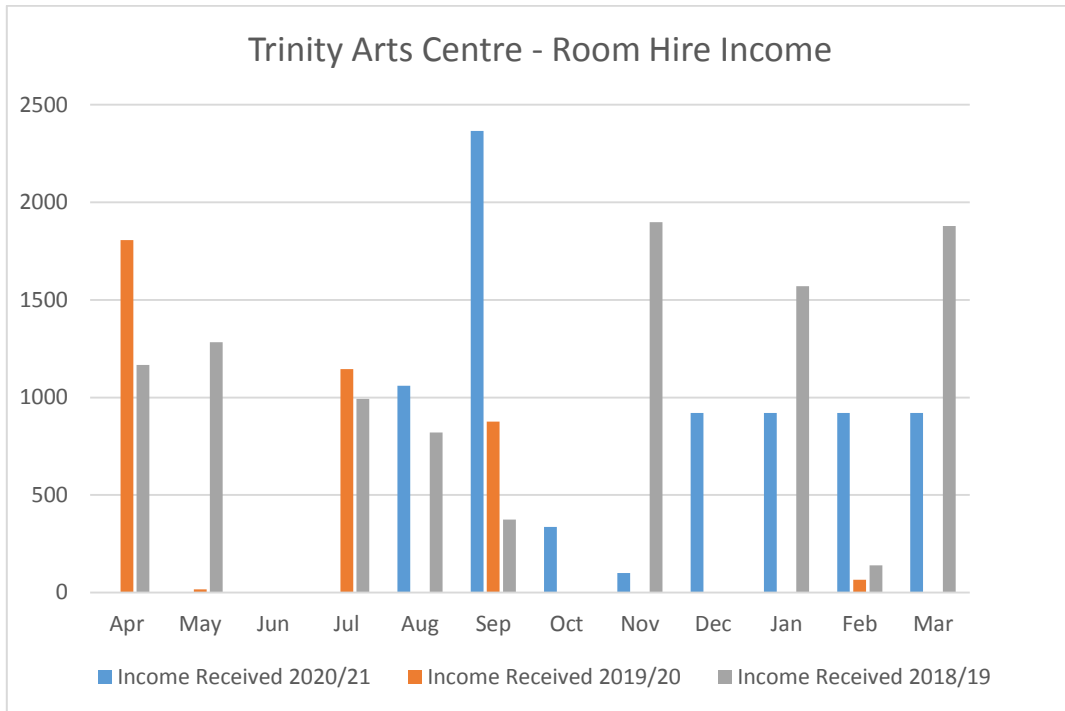
For many years, Trinity Arts Centre has received significant subsidy from the council, and with the appointment of a new manager in July 2018, the object to transition the centre to a more sustainable footing in three years was set.

### **2. Prior years analysis, current financial year projections**

Historically cinema has offered TAC the most cost effective and simple of operations and is easily something the centre could have maximised on as an additional income as the centre already has the technology to support multiple screens. However, in light of a new cinema being established in the town centre, a significant change of identity is required in order to establish the centre as a live event space.

The graphs below shows cinema income and average attendance over the past 3 years. There will be no film income in 2020/21.





Since the hire fee changes fully took place with effect from 1 April 2019, the centre has retained its original customers and gained extra. Space hire income for 2019/20 was £3,912.

### **3. Covid Impact**

A public event carries with it a significant cost. In normal times, we cover these costs adequately, however with consumer confidence at an all-time low right across the industry, this will prove a challenge in the short term.

Box Office sales have halted due to there being no clear indication as to when venues are allowed to reopen, and this will remain the case until the government provide clear guidance on the matter. Most patrons have requested refunds on their tickets. Scheduling to date has been based on assumptions, and whilst at the start of lockdown, the programme was rescheduled for the autumn, now we are closer to the autumn season, it's looking likely that it will get rescheduled again. This, for obvious reasons, can cause problems for our customers.

Reopening with performances/films is also heavily governed by what is available. When the government announced cinemas could reopen on 4th July, cinemas across the country filled their programme with old and in some cases nostalgic titles, however, their opening date was quickly pushed back when they realised that no new releases would be available and people weren't booking tickets.

The centre has been limited by the government restrictions however it has benefited from a £35,000 emergency grant from Arts Council England.

In addition, an award of £196,690 has been secured from the treasury's Cultural Recovery Fund. The allocation comes from a fund of £500m put aside to assist culturally significant organisations who were financially viable pre-Covid to weather the storm of Covid-19 for the remainder of this financial year.

### **4. Pricing**

A review of the hire fees took place when the new manager started, with a new fee structure implemented from October 2018. The increase in hire fees didn't fully come into operation until 1 April 2019 however as it was appropriate to honour advance bookings at the original price. Previous years fees did not cover the true cost of running an event meaning the centre was operating at a loss. Therefore, a more realistic charging structure was developed ensuring costs were adequately covered whilst maintaining a competitive edge with neighbouring theatres.

The TAC booking system is being replaced in January 2021. Part of the change has resulted in the introduction of a booking fee for face to face/ over the phone bookings taken by Customer services. Currently customer are charged a booking fees but this forms part of the current booking system. This fee would be £1 (plus VAT) per transaction from January 2021, and is to remain at the same rate for 2021/22.

## **5. Understanding Customers and Markets**

People associate TAC as being a cinema more often than a theatre for live performances. Over the years the promotion of Trinity has been more closely linked to its cinema operation than it has with its live performance programme. However in light of a new cinema being built in the town centre, a significant change of identity is required in order to establish the centre as a live space event.

The appointment of a new centre manager in 2018 has seen a significant change in programme already as he consciously programmes better quality and more live events which has seen a rise in attendances.

As part of the business plan mentioned above one proposal is to replace the current box office system with an intelligent box office system. Such a system will provide us with wide ranging and intelligent reports delivering crucial information to help inform decisions on programming, marketing, the customer journey and more.

## **6. Proposed Charges**

The proposed charges for the room/theatre hire and cinema are outlined in the table below.

There is a proposed 3% increases to these charges from 1 April 2021, but there are no proposed changes to Film showing fees and charges.

It is proposed to remove the separate Sunday theatre hire and performance charges. Sunday charges will now be reduced to be the same as Friday and Saturday.

Introduction of new booking fee see paragraph 4.

All other fees & charges generated by the centre are Price on Application (POA) to assist officers in developing a price range, based on the individual requirements and specifications of the customer.

## **7. Recommendation**

Members are asked to approve charges for the 2021/22 financial year as detailed in the schedule below.

Prosperous Communities Committee

Trinity Arts Centre

2020/21 Excl. VAT	2020/21 Inc. VAT	Proposed Increase/decrease		2021/22	VAT Amount	2021/22 Charge Inc. VAT	VAT Rate
£	£	% Type	or £	£	£	£	

Theatre (rehearsal) (Mon-Thurs)	per hour	£55.00	£66.00	3%	£1.50	£56.50	£11.30	£67.80	S
Theatre (rehearsal) (Mon-Thurs)	per half day	£180.00	£216.00	3%	£5.50	£185.50	£37.10	£222.60	S
Theatre (rehearsal) (Mon-Thurs)	per full day	£280.00	£336.00	3%	£8.50	£288.50	£57.70	£346.20	S
Theatre (rehearsal) (Fri-Sun)	per hour	£55.00	£66.00	3%	£1.50	£56.50	£11.30	£67.80	S
Theatre (rehearsal) (Fri-Sun)	per half day	£216.00	£259.20	3%	£6.50	£222.50	£44.50	£267.00	S
Theatre (rehearsal) (Fri-Sun)	per full day	£340.00	£408.00	3%	£10.00	£350.00	£70.00	£420.00	S
Theatre (performance) (Mon-Thurs)	per hour	£65.00	£78.00	3%	£2.00	£67.00	£13.40	£80.40	S
Theatre (performance) (Mon-Thurs)	per half day	£230.00	£276.00	3%	£7.00	£237.00	£47.40	£284.40	S
Theatre (performance) (Mon-Thurs)	per full day	£375.00	£450.00	3%	£11.50	£386.50	£77.30	£463.80	S
Theatre (performance) (Fri-Sun)	per hour	£65.00	£78.00	3%	£2.00	£67.00	£13.40	£80.40	S
Theatre (performance) (Fri-Sun)	per half day	£275.00	£330.00	3%	£8.50	£283.50	£56.70	£340.20	S
Theatre (performance) (Fri-Sun)	per full day	£450.00	£540.00	3%	£13.50	£463.50	£92.70	£556.20	S
Studio One/Two (Mon-Sat) (educational/charity)	per hour	£13.33	£16.00	3%	£0.17	£13.50	£2.70	£16.20	S
Studio One/Two (Mon-Sat)	per hour	£20.00	£24.00	3%	£0.50	£20.50	£4.10	£24.60	S
Studio One/Two (Mon-Sat)	per half day	£65.83	£79.00	3%	£2.17	£68.00	£13.60	£81.60	S
Studio One/Two (Mon-Sat)	per full day	£115.83	£139.00	3%	£3.67	£119.50	£23.90	£143.40	S
The Lounge (including duty manager)	per half day	£115.83	£139.00	3%	£3.67	£119.50	£23.90	£143.40	S
The Lounge (including duty manager)	per full day	£222.50	£267.00	3%	£6.50	£229.00	£45.80	£274.80	S
Duty Manager/Technician	per hour	£13.33	£16.00	3%	£0.17	£13.50	£2.70	£16.20	S
Booking Fee (face to face / phone)		£1.00	£1.20	0%	£0.00	£1.00	£0.20	£1.20	S
Film showings - adult		£5.00	£6.00	0%	£0.00	£5.00	£1.00	£6.00	S
Film showings - concessionary *		£4.17	£5.00	0%	£0.00	£4.17	£0.83	£5.00	S
Film showings - TAC member		£3.75	£4.50	0%	£0.00	£3.75	£0.75	£4.50	S

Box office commission for community production hire agreements is 10%

Box office commission for professional production hire agreements is 15%

\* concessionary prices eligibility are school children, those on income support, senior citizens, students and those on disability allowance