

The **public sector Equality Duty** (Section 149 of the Equality Act) requires public bodies to have due regard to the need to eliminate discrimination, advance equality of opportunity, and foster good relations between different people carrying out their activities.

The Equality Duty supports good decision making – it encourages public bodies to be more efficient and effective by understanding how different people will be affected by their activities, so that their policies and services are appropriate and accessible to all and meet different people’s needs. The Council’s Equality and Safety Impact Assessment (ESIA) includes an assessment of the community safety impact assessment to comply with section 17 of the Crime and Disorder Act and will enable the council to better understand the potential impact of the budget proposals and consider mitigating action.

<p><b>Name or Brief Description of Proposal</b></p>	<p>Increasing admission, venue hire, catering and retail prices in Sea City Museum, Tudor House and Garden and Southampton City Art Gallery in the following ways:</p> <ul style="list-style-type: none"> <li>• Venue Hire, catering and retail – increase prices by 10%</li> <li>• Increase ticket prices across Sea City Museum and Tudor House and Garden by 50p per ticket</li> </ul>
<p><b>Brief Service Profile (including number of customers)</b></p>	
<p>SeaCity Museum (SCM) - opened in 2012, the Titanic’s centenary year, as a chargeable venue. It is part of the iconic Grade II* listed Civic Centre buildings. The Pavilion with its distinct jagged shape was added as part of the major renovation of the building.</p> <p>Tudor House &amp; Garden (TH) - is a historic Grade 1 listed building established as Southampton's first museum in 1912.</p> <p>SeaCity Museum (SCM), Tudor House and Gardens (TH) and Southampton City Art Gallery (AG) are three venues managed by the Council and contribute to the visitor economy. In 2022-23 they attracted over 180K visitors per annum from across the region and beyond, and admissions income accounted for 50% of revenue streams (bearing in mind the AG is free to enter).</p> <p>When SCM opened to the public in April 2012 admission prices were: £8.50 for adults, £6 for concessions and £25 for a family of up to 2 adults and 3 children. At the time this was benchmarked and appropriate for the average dwell time of 2-3 hours and competition within a 1.5hr travel time.</p> <p>TH reopened to the public in July 2011 as a chargeable venue. Until 1 April 2022, prices stood at £5 for adults, £4 for concessions and £15 for families. Prior to this there had only been a 25p rise in price in the previous 8 years. This venue was benchmarked with an average dwell time of 1-1.5hrs.</p> <p>A pricing strategy was to be implemented from April 2020 but stalled due to the pandemic. April 2023 prices were increased to position (as outlined below) a further in-year increase of 50p is proposed. Future years will be followed up in September 2023 setting a pricing plan until 2028/29.</p> <p>Income is generated through admissions, events, retail, catering as well as venue hire e.g. weddings, conferences.</p> <p>To support additional income targets from 1 April 2022, a review was undertaken of pricing for venue hire and a further 5% increase was implemented from 1 April 2023. A further 10% is proposed in-year and the ongoing market review will steer pricing in future years. This is benchmarked against competitors and retained at a level that seeks to avoid deterring potential customers, particularly given the slow recovery of business following the pandemic and the current financial pressures.</p>	

## Summary of Impact and Issues

### Admission prices:

SCM and TH are popular Southampton visitor attractions with audience comprising, adults, children and families.

In line with previous audience analysis, now amplified by the cost-of-living crisis, increases in admission prices have the potential to impact on those who are less engaged with culture and/or individuals/ groups with low incomes, users and non-users from ethnically diverse background, people with disabilities and those that experience financial challenges.

The cost-of-living-crisis is likely to have a considerable impact on discretionary spend of existing audiences and non-audiences as people make difficult choices about how they spend their income. It is highly possible that even this modest increase in prices, following on from the increase on 1<sup>st</sup> April 2023, will deter visitors and result in a commensurate decline in admission and secondary income and present a barrier for people accessing part of Southampton's cultural offer.

### Rise in cost of living:-

Based on the government's £2,500 cap, +120% increase in the energy bills from April 2021 to October 2022, we estimate the discretionary income of approximately 16% of households in Southampton to fall below £0 per month (Discretionary income is the income remaining to spend, save or invest after paying essential bills, mortgage/rent, groceries, utilities and any other necessary expenses)

The cost of living forecasts on the Data Observatory in Southampton -

[https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022\\_tcm71-461859.pdf](https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf), shows that the households most vulnerable to rising energy bills appear to fall most frequently within the I Family Basics, K Municipal Tenants and L Vintage Value Mosaic groups (approximately 64% of households in Southampton). Data shows:

- *I Family Basics* are one of top 3 target markets from within Southampton for SeaCity Museum and Tudor House & Garden.
- *I Family Basics* are predominantly 26-35/36-45 years old. 31.5% have 2 children, most of which are 5-11yrs old. They have low discretionary income.
- *K Municipal Tenants* are mainly 46-55/56-65 years old. They are often single and on low household income. 84% do not have children.
- *L Vintage Value* are 66+ years old, with a household income of lower than £15k and often live in fuel poverty.

Breakdown of most affected groups and two other main markets for venues:

Family Basics		K Municipal Tenants		Vintage Value		Rental Hubs		Aspiring Homemakers	
Age		Age		Age		Age		Age	
18-25	13.8%	18-25	15.7%	18-25	1.0%	18-25	15.7%	18-25	11.9%
26-35	28.4%	26-35	39.0%	26-35	2.1%	26-35	39.9%	26-35	36.9%
36-45	29.9%	36-45	23.8%	36-45	2.9%	36-45	23.8%	36-45	33.1%
46-55	21.3%	46-55	14.0%	46-55	5.7%	46-55	14%	46-55	25.7%
56-65	5.6%	56-65	5.9%	56-65	13.0%	56-65	5.9%	56-65	1.9%
66+	0.9%	66+	1.6%	66+	75.4%	66+	1.6%	66+	0.4%
Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
45.4%	54.6%	54.6%	45.4%	43.5%	56.5%	45.4%	54.6%	47.9%	52.1%
Children Age		Children Age		Children Age		Children Age		Children Age	
0-4yrs	20.9%	0-4yrs	5.1%	0-4yrs	0.0%	0-4yrs	5.1%	0-4yrs	28.9%
5-11yrs	45.4%	5-11yrs	7.9%	5-11yrs	0.1%	5-11yrs	7.9%	5-11yrs	37.2%
12-17yrs	41.7%	12-17yrs	2.5%	12-17yrs	0.1%	12-17yrs	2.5%	12-17yrs	23.3%

At the same time, museums provide warm and welcoming family-friendly spaces with high quality exhibitions and events and learning activities which may present positive family and individual activities. The table below shows the current prices and the proposed prices for 23/24:

<b>Sea City</b>	New price implemented 1 April 2023/24	New price proposed from Aug 2023/24
Adults	10.00	10.50
Children	7.50	8.00
Concessions (65+ and students)	8.00	8.50
Family (2 Adults + upto 3 children)	31.00	33.00
Under 5s	Free	Free
Groups (10+ pre-booked)	Discount £1 per ticket	Discount £1 per ticket
<b>Southampton Stories (Pavilion)</b>		No price change
Adults	4.50	4.50
Children	3.50	3.50
Concessions	4.00	4.00
Family	14.00	14.00
Under 5s	Free	Free
Groups	Discount £1 per ticket	Discount £1 per ticket
<b>Tudor House</b>		
Adult	6.50	7.00
Children	5.50	6.00
Concessions	6.00	6.50

Family	21.00	23.00
Under 5s	Free	Free
Groups	Discount £1 per ticket	Discount £1 per ticket
<b>Joint venue entry</b>		
Adult	15.00	16.00
Children	12.00	13.00
Concessions	46.00	49.50
Family	13.00	14.00
Under 5s	Free	Free
Groups	Discount £1 per ticket	Discount £1 per ticket
<b>Joint venue annual pass</b>		
Adult	£41.00	£43.50
Children	£32.00	£34.00
Family	£130.00	£140.00
Senior (65+) + Student	£36.00	£38.50

Whilst the increase in entry charges is minimal (50p) across most entry types (Child, Adult, Seniors/Students) the decision to increase admission charges to both SeaCity and Tudor House museums might mean that visitor numbers decrease. However, the decision to continue to offer a discounted entry fee for pre-booked groups of 10+ to both venues should ensure that school/college/university parties will continue to visit.

**Venue hire:**

A potential impact of a general price increase of a further 10% is that it deters customers from hiring venues, particularly if they can find a cheaper alternative. Reduction in the volume of hires also impacts on associated catering requirements that bring in additional income, which impacts on the overall income target that supports the Council's finances.

The table below shows the current prices and the proposed in year prices (23/24)

	<b>Current £Price</b>	<b>Increased £Price +10%</b>
<b>SeaCity</b>		
Venue Hire	440	485
<b>Art Gallery</b>		
Venue Hire	298.57	313.50
Weddings	462.50	510.00
<b>Tudor House</b>		
Venue Hire	370.00	410.00
Weddings	550.00	610.00
<p>Please note that the prices above are hire costs out of hours for the whole venue (hire) and average 2 hours booking within opening times for weddings. There are a number of different offers and price points for our hireable spaces and add on packages to suit clients.</p> <p>There are a number of other event/wedding venues both within and outside of the city <a href="#">Destination Southampton</a> so people looking to hire a venue will have a choice if they feel SCC charges are too high.</p>		
<b>Potential Positive Impacts</b>	Assuming they do not deter visitors and customers, these proposals will bring in additional income to support Council finances.	
<b>Responsible Service Manager</b>	<u>Steve Newell</u>	
<b>Date</b>	<u>28/6/23</u>	

<b>Approved by Senior Manager</b>	<u>Carolyn Abel</u>
<b>Signature</b>	
<b>Date</b>	<u>28/6/23</u>

## Potential Impact

<b>Impact Assessment</b>	<b>Details of Impact</b>	<b>Possible Solutions &amp; Mitigating Actions</b>
<b>Age</b>	<p><b>Admission fees:</b></p> <p>Age (older and younger people have less disposable income and therefore, accessing cultural activities at a time of rising costs may affect the ability of these groups to access culture, impacting on audience diversity.</p> <p>(Source: Low Pay Commission Why do young people have lower minimum wages? - Low Pay</p>	<p>Price rise kept to a minimum</p> <p>Concessions retained</p> <p>Free access to Art Gallery and activities in other venues including libraries</p>

	<p>Commission (blog.gov.uk);  <a href="https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf">https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf</a></p> <p><a href="#">Data from ONS</a></p> <p>In the latest pooled period from 14 September 2022 to 8 January 2023:-</p> <p>Adults aged 25 to 34 years had the highest odds of experiencing some form of financial vulnerability (2.2 higher odds), compared with those aged 75 years and over; around a third of adults aged 25 to 34 years (34%) reported borrowing more money or using more credit than usual compared with a year ago, compared with 7% of those aged 75 years and over</p> <p><b>Venue hire:</b></p> <p><b>Young people</b></p> <p>Individuals/ organisations focused on young people may not be able to afford the cost of venue hire for activities</p> <p><b>Older People</b></p> <p>Individuals/ organisations focused on older people may not be able to afford the cost of venue hire for activities</p>	<p>Visiting a museum is a discretionary activity, so people could choose whether or not to continue visiting</p> <p>Price rise kept to minimum and benchmarked to sector</p>
<p><b>Disability</b></p>	<p><b>Admission fees:</b></p> <p>People with a disability generally have less disposable income than people who do not, so the cost of accessing cultural activities at a time of rising costs may affect access to culture for people with disabilities.</p> <p>(Source: Disability pay gaps in the UK - Office for National Statistics (ons.gov.uk);  <a href="https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf">https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf</a></p> <p><b>Venue hire:</b></p> <p>Individuals/ organisations focused on people with disabilities may not be able to afford the cost of venue hire for activities</p>	<p>Price rise kept to a minimum</p> <p>Concessions retained</p> <p>Free access to Art Gallery and activities in other venues including libraries</p> <p>Visiting a museum is a discretionary activity, so people could choose whether or not to continue visiting</p> <p>Price rise kept to minimum and benchmarked to sector</p>

<b>Gender Reassignment</b>	None specific - *This data is not collected from service users as it is not deemed relevant, under GDPR, in respect of the service being provided.	
<b>Marriage and Civil Partnership</b>	None specific - *This data is not collected from service users as it is not deemed relevant, under GDPR, in respect of the service being provided.	Price rise kept to a minimum and alternative council wedding and civil partnership venues available, as well as those from competitors
<b>Pregnancy and Maternity</b>	None specific - *This data is not collected from service users as it is not deemed relevant, under GDPR, in respect of the service being provided.	
<b>Race</b>	<p><b>Admission fees:</b></p> <p>Current visitor figures show (and a trend reflected nationally) that communities from ethnically diverse communities are less well represented in visitor profiles. One barrier may be price. The increase in the cost of accessing cultural activities may result in even less people from ethnically diverse groups from accessing these activities.</p> <p>(Source:<a href="https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf">Equality Diversity and Inclusion A Data Report 202021.pdf</a>) (<a href="https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf">arts council.org.uk</a>); <a href="https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf">https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf</a> )</p> <p><b>Venue hire:</b></p> <p>Individuals/ organisations focused on race/diversity may not be able to afford the cost of venue hire for activities</p>	<p>Price rise kept to a minimum</p> <p>Concessions retained</p> <p>Free access to Art Gallery and activities in other venues including libraries</p> <p>Visiting a museum is a discretionary activity, so people could choose whether or not to continue visiting</p> <p>Price rise kept to minimum and benchmarked to sector</p>
<b>Religion or Belief</b>	<p><b>Venue hire:</b></p> <p>Individual/ organisations focused on religion or belief may not be able to afford the cost of venue hire for activities</p>	Price rise kept to minimum and benchmarked to sector
<b>Sex</b>	*This data is not collected from service users as it is not deemed relevant, under GDPR, in respect of the service being provided.	
<b>Sexual Orientation</b>	*This data is not collected from service users as it is not deemed relevant, under GDPR, in respect of the service being provided.	

<b>Community Safety</b>	N/A	
<b>Poverty</b>	<p><b>Admission fees:</b></p> <p>The cost of accessing cultural activities at a time of rising costs impacts on discretionary spend, may affect people’s ability to access the activities.</p> <p>(Source: <a href="#">Our statement on the cost of living crisis - Museums Association ALVA Public Sentiment Research - June 2022 - YouTube</a>; <a href="https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf">https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf</a>)</p> <p><a href="#">ONS Expenditure Data</a> In the financial year ending (FYE) 2020, the period immediately prior to the coronavirus (COVID-19) pandemic, average weekly household spending in the UK was £587.90, down slightly (not significantly) from FYE 2019 (£603.10 adjusted for inflation), despite average income increasing modestly during the same period. The data also shows that in average weekly household expenditure £19.90 is spent on Recreation and cultural services of which 80p/week is spent on museums, zoological gardens, theme parks, houses and gardens.</p> <p><b>Venue hire:</b></p> <p>Individuals/ organisations focused on poverty may not be able to afford the cost of venue hire for activities</p>	<p>Price rise kept to a minimum</p> <p>Concessions retained</p> <p>Free access to Art Gallery and activities in other venues including libraries</p> <p>Visiting a museum is a discretionary activity, so people could choose whether or not to continue visiting</p> <p>Price rise kept to minimum and benchmarked to sector</p>
<b>Health and Wellbeing</b>	<p><b>Admission fees:</b></p> <p>The evidence is that visiting/ participating in cultural activities is beneficial to people’s health and wellbeing. The cost of accessing cultural activities at a time of rising costs generally may affect people’s ability to access them.</p> <p>(Source: <a href="#">Creative Health &amp; Wellbeing: Case studies   Arts Council England</a>; <a href="https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf">https://data.southampton.gov.uk/images/cost-of-living-analysis-september-2022_tcm71-461859.pdf</a>)</p>	<p>Price rise kept to a minimum</p> <p>Concessions retained</p> <p>Free access to Art Gallery and activities in other venues including libraries</p>



	<p><b>Venue hire:</b></p> <p>Individuals/ organisations focused on health &amp; wellbeing may not be able to afford the cost of venue hire for activities</p>	<p>Price rise kept to minimum and benchmarked to sector</p>
<p><b>Other Significant Impacts</b></p>	<p><b>Admission fees:</b></p> <p>Impact on wider visitor economy if people do not see Southampton as an affordable destination to visit.</p> <p>Cost of accessing cultural activities at a time of rising costs generally may affect people's ability to access culture.</p> <p><b>Venue hire:</b></p> <p>Impact on business use of venues and stakeholder engagement with the Council</p>	<p>Price rise kept to a minimum</p> <p>Concessions retained</p> <p>Potential for joint offers</p> <p>Free access to Art Gallery and activities in other venues including libraries</p> <p>Price rise kept to minimum and benchmarked to sector</p>

\*The data minimisation principle is expressed in Article 5(1)(c) of the GDPR, which provide that personal data must be "adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed".