

**ARTS & MUSEUM SERVICE
PRICING POLICY FOR INCOME GENERATION ACTIVITIES 2009/2010**

Area of income generation	SHIRE HALL GALLERY CRAFT SHOP LN4100 65125 & 65134
Link to Service objective	Driven by Arts Policy and A&M Service objectives 1, 4 & 5
Target audience	<ul style="list-style-type: none"> • Existing Gallery/shop users (35-54 female, local area) • Potential art/craft purchasers (all ages, genders, areas)
External supply and selection process	<p>Artists/makers selected by:</p> <ul style="list-style-type: none"> • Visits to craft trade fairs • Internet research • Other galleries • Visits to art colleges/universities • Reading craft magazines • Artist's whose work is bought-in are invited to submit a pre-greed range of work through official order • Artists whose work is sold on a sale-or-return basis are invited to submit a range of work and are issued with an artist agreement to sign. • Purchase of consumables
How delivered to customer	<ul style="list-style-type: none"> • Direct through Craft Shop • Via mail order (occasional) • By special commission • Own Art Credit Scheme
Expenditure Budget	<ul style="list-style-type: none"> • Gross expenditure £31, 250 • Consumables £800
Income target 09/10	£50, 000
Pricing Policy	Mark-up of 100% plus VAT
Variances	<ul style="list-style-type: none"> • Mark-up adjusted on occasion according to market awareness, following agreement by Gallery & Exhibitions Development Officer/Head of Service • Staff discount – 25% • Friends discount -10% • Sale Policy, in accordance with Audit guidance – 25% discount at first, followed by further reductions if required
Review/ development activities	<ul style="list-style-type: none"> • Review marketing activity (promotions/offers) • Review stock <ul style="list-style-type: none"> • Upgrade RSG stock management/till system • E-commerce potential

**ARTS & MUSEUM SERVICE
PRICING POLICY FOR INCOME GENERATION ACTIVITIES**

Area of income generation	SHIRE HALL GALLERY EXHIBITIONS PROGRAMME LN4200 40028 & 40514
Link to Service objective	Driven by Arts Policy and A&M Service objectives 1, 4 & 5
Target audience	<ul style="list-style-type: none"> • Existing gallery/shop users • Potential art/craft purchasers • Non specialist audiences (family groups, young people, people with disabilities & male visitors)
External supply and selection process	<p>Artists/makers sourced by:</p> <ul style="list-style-type: none"> • Visits to craft trade fairs, artist's studios, other galleries, art colleges/universities • Reading trade and sector magazines/journals • Advertising for artists/makers • Individual application/proposal by letter • Internet research Artists/makers who fulfil exhibition criteria are invited to exhibit their work on a sale or return basis • Contract issued for one-person and organised group shows • Touring exhibition – contract/booking form signed by Gallery & Exhibitions Development Officer
How delivered to customer	<ul style="list-style-type: none"> • Direct through Gallery developmental and Art Market exhibition programmes • Through occasional touring Exhibitions
Expenditure Budget	<ul style="list-style-type: none"> • Gross Expenditure £10450 • Consumables £650
Income target 09/10	<ul style="list-style-type: none"> • £15, 000
Pricing policy	<p>Based on market demand :</p> <ul style="list-style-type: none"> • Developmental exhibitions - mark-up of 35% plus VAT • Art Market exhibitions – mark up of 50% - 100%
Variances	<ul style="list-style-type: none"> • Mark-up adjusted on occasion according to market awareness and/or artist negotiation • Discounts – discounts for Art Market, Christmas & Coffee Bar exhibitions for Friends @10% & staff @ 25% • For promotional purposes limited offers may apply on other Art Market exhibitions
Review/ development activities	<ul style="list-style-type: none"> • Monitor price levels to maximise sales • Monitor customer feedback through surveys • Annual prediction of income target by exhibition

**ARTS & MUSEUM SERVICE
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Area of income generation	SHIRE HALL GALLERY FRIENDS SCHEME LN4200 69197
Link to Service objective	Driven by Arts Policy and A&M Service objectives 1,4,& 5
Target audience	<ul style="list-style-type: none"> • Local people interested in the arts • Existing gallery/shop users • Potential art/craft purchasers • Local business
External Supply & selection process	<ul style="list-style-type: none"> • N/A
How delivered to customer	<ul style="list-style-type: none"> • Direct through Craft Shop • Poster • Promotion
Expenditure Budget	<ul style="list-style-type: none"> • £0
Income target 09/10	<ul style="list-style-type: none"> • £1,200
Pricing policy	<ul style="list-style-type: none"> • £15.00 joint (2 people at same address) • £10.00 for individuals
Variances	Special offers on cost of joining for limited periods. eg £5 for the duration of an exhibition
Review/ development activities	

**ARTS & MUSEUM SERVICE
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Area of income generation	SHIRE HALL GALLERY – LETTING OF COURTROOM AND GALLERY LN4500 69408
Link to Service objective	Driven by Arts & Museum Policies and by A&M Service objectives 1, 2 & 4
Target audience	<ul style="list-style-type: none"> • Local history groups, library and local studies users and local civic and community groups • Local businesses • Media
How advertised	Advertised through : <ul style="list-style-type: none"> • SAMS webpages
External supply and selection process	County Catering or other catering company as required Any other supply requested by the Hirer
How delivered to customer	Service delivered by pre-agreed contract for specified facility and services (refreshments/equipment). Contract signed by Education and Outreach Co-ordinator Areas advertised for hire : <ul style="list-style-type: none"> • Courts 1 & 2 • Great Hall
Expenditure Budget	<ul style="list-style-type: none"> • £0
Income target 09/10	<ul style="list-style-type: none"> • £1, 800
Pricing Policy	<p>Court 1 £125 private hire, up to five hours (ex. VAT) - daytime rate including tea and coffee £20 for every successive hour, out of hours</p> <p>Great Hall £300 Gallery private hire, up to five hours (ex. VAT) - daytime rate including tea and coffee £60 for every successive hour, out of opening hours only</p> <p>Price will increase if additional staff are required - fees for both Front of house and caretaking staff are mandatory for out of hours bookings. Buffett can be sourced through County Catering and included in a hire fee.</p>
Variances	<ul style="list-style-type: none"> • Open to adjustment on basis of access/social inclusion issues • Internal customers • Media • 20% non-refundable deposit if cancelled less than 7 days prior to booking
Review/ development activities	<ul style="list-style-type: none"> • Maximise web-site and other current advertising materials • Promotion of facilities • Policy of damage to fixtures and fittings charged to hirer

**ARTS & MUSEUM SERVICE
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Area of income generation	SHIRE HALL GALLERY ACTIVITIES PROGRAMME LN4500 69162
Link to Service objectives	Driven by Arts & Museum Policies and A&M Service objectives 1, 2, 3, 4, & 5
Target audience	<ul style="list-style-type: none"> • Early years • School-age children • Students • Families • Adults/senior citizens
External supply and selection process	<ul style="list-style-type: none"> • Artists brief developed • Artists sourced by skill/experience and track record • Contract offered by invitation or, occasionally, by advert (dependent on brief) • Contract agreed with artist & signed by Audience Development Officer
How delivered to customer	Activities delivered at Shire Hall Gallery in following formats : <ul style="list-style-type: none"> • Drop-in • Set-time, pre-booked, group workshop • On occasion, at external venues
Expenditure Budget	<ul style="list-style-type: none"> • £13, 250 (also used by Schools activities)
Income target	<ul style="list-style-type: none"> • £1,000
Pricing policy	Policy variant depending on nature/objective of workshop. General guide : <ul style="list-style-type: none"> • £15 per full day session with arts professional, maximum of 12 attendees, over 14s only • £8 per full day session with arts professional, maximum of 12 attendees, children only • £0 per drop-in session with professional artist, unlimited attendees
Variances	<ul style="list-style-type: none"> • Discount of 20% for Friends, concessions and staff
Review/ development activities	<ul style="list-style-type: none"> • Booking on-line • Annual evaluation of activities

**ARTS & MUSEUM SERVICE
PRICING POLICY FOR INCOME GENERATION ACTIVITIES**

Area of income generation	TALKS PROGRAMME LN4000 69192
Link to Service objectives	Driven by Museums Policy and A&M Service objectives 1, 2, 3 & 5
Target audience	<ul style="list-style-type: none"> • Local history groups • Library and local studies users • Local civic and community groups
External supply and selection process	Not applicable
How delivered to customer	Service delivered at customer's venue
Expenditure Budget	<ul style="list-style-type: none"> • £0
Income target	<ul style="list-style-type: none"> • £1000
Pricing policy	<ul style="list-style-type: none"> • Current £30 to Staffordshire-based groups and £35 to non-Staffordshire groups • Rate determined by educational/outreach basis of service rather than by cost covering • Prices equal to equivalent service by Archive Service
Variances	Both fees open to waiver on basis of access/social inclusion issues
Review/development activities	<ul style="list-style-type: none"> • Number of staff available to give talks • Advertising

**ARTS & MUSEUM SERVICE
PRICING POLICY FOR INCOME GENERATION ACTIVITIES**

Area of income generation	RESALE OF REPRODUCTION PHOTOGRAPHS & REPRODUCTION FEES LN4000 65301
Link to Service objectives	Driven by Museums Policy and A&M Service objectives 1, 2, & 4
Target audience	<ul style="list-style-type: none"> • Local history groups, library and local studies users, local civic and community groups. • National organisations/groups • Members of the public /world-wide • Publishers – community and commercial
External supply and selection process	<p>Photographic reprints supplied by outside contractor. Selection made on basis of track record and cost.</p> <p>Process of supply :</p> <ul style="list-style-type: none"> • Digital image sent to contractor • Reproduction made and print returned via post to A&M <p>Photocopies and digital prints produced in-house.</p>
How delivered to customer	In person selection @ County Museum, Shire Hall Gallery and via mail order. All prints delivered by post
Expenditure Budget	<ul style="list-style-type: none"> • £0
Income target	<ul style="list-style-type: none"> • £800
Pricing policy	<ul style="list-style-type: none"> • Copy prints charged at fixed rates, dependent on whether copy negative already exists (breakdown attached) • Reproduction fees per image : (See attached breakdown) • Photocopies and digital prints produced in-house (See attached breakdown for charges) • Fees and charges in line with equivalent services provided by the Archive Service
Variances	None
Review/ development activities	<ul style="list-style-type: none"> • Evaluate sales against expenditure at end of financial year • Prices reviewed March 2009

**STAFFORDSHIRE ARTS & MUSEUM SERVICE
CHARGES FOR PHOTOGRAPHIC, REPRODUCTION AND REPROGRAPHIC SERVICES**

Photographic services

	6" x 4"	7" x 5"	10" x 8"
Black & White	£4.20	£5.40	£10.30
Colour	£6.30	£7.90	£13.50

Reproduction fees

Customer	Standard fee	Extras
Community publication	£10	£5 for each additional item
Commercial publication	£25	£10 for each additional item
Regional TV, film or video	£60 per item	N/a
UK Network TV	£80 per item	N/a
UK and overseas TV	£150 per item	N/a

Reprographic fees

Size	Price
Photocopy (Xerox)	50p per copy
Digital print on cartridge paper, A4 black & white	£2.00 per copy
Digital print on cartridge paper, A4 colour	£3.00 per copy
Digital print on cartridge paper, A3 black & white	£4.00 per copy
Digital print on cartridge paper, A3 colour	£5.00 per copy
Digital print on photo quality glossy paper, A4 b&w	£4.00 per copy
Digital print on photo quality glossy paper, A4 colour	£5.00 per copy
Digital print on photo quality glossy paper, A3 b&w	£7.00 per copy
Digital print on photo quality glossy paper, A3 colour	£10.00 per copy

CD Rom and emailed 300dpi resolution jpeg images

	Price
One image on CD	£10.00
Each subsequent image on CD	£3.00
Email (per image)	£3.00

Prices are inclusive of VAT and search fee. Postage & packing will be charged at the following rates: 75p UK mainland; £1.00 Europe; £2.00 other overseas.

Acknowledgement should always be made to Staffordshire Arts & Museum Service.

It is a condition of reproduction that the Arts & Museum Service is given a copy of the publication in which photographs appear.

Access to Collections

A large selection of photographs from the Arts & Museum Service collection are available to view on the Staffordshire past Track website www.staffspastrack.org.uk Persons wishing to view the whole collection should make an appointment with the Arts & Museum Service.

Applications to view the photograph collections and related correspondence should be addressed to: Senior Museums Officer, Staffordshire Arts & Museum Service, Shugborough, Milford, Stafford, ST17 OXB. Tel: 01889 881388 ext 214. March 2009

**ARTS & MUSEUM SERVICE
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Area of income generation	SHIRE HALL GALLERY – SCHOOLS LN4500 68316
Link to Service objectives	Driven by Art & Museum Policies and A&M Service objectives 1, 2, 3, & 5
Target audience	<ul style="list-style-type: none"> • Formal Education Sector
External supply and selection process	<ul style="list-style-type: none"> • Appointment of external, freelance facilitators
How delivered to customer	<ul style="list-style-type: none"> • On-site • Freelance facilitator assisted by Asst Audience Development Officer
Expenditure Budget	<ul style="list-style-type: none"> • £13, 250 (this budget is also used for activities)
Income target 09/10	<ul style="list-style-type: none"> • £1, 500
Pricing Policy	<ul style="list-style-type: none"> • £50 per half day for maximum of 36 pupils (Gallery facilitator) • £85 per half day for a maximum of 36 pupils (Professional artist) • £100 per day for maximum of 36 pupils (Gallery facilitator and professional artist)
Variances	<ul style="list-style-type: none"> • Discretionary
Review/ development activities	<ul style="list-style-type: none"> • Review variances to pricing policy for special needs/foreign language/smaller groups

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Area of income generation	MUSEUM ON THE MOVE – SCHOOLS LN4000 65120 (new income code to be set up for 2009-10)
Link to Service objectives	Driven by Museum Policy and A&M Service objectives 1, 2, 3, & 5
Target audience	<ul style="list-style-type: none"> • Formal Education Sector
External supply and selection process	<ul style="list-style-type: none"> • MoM project part of West Midlands project, largely funded (2009-11) by Renaissance West Midlands)
How delivered to customer	<ul style="list-style-type: none"> • At schools • Driver/interpreters assisted by SAMS staff were required
Expenditure Budget	<ul style="list-style-type: none"> • £16000
Income target	<ul style="list-style-type: none"> • £1500
Pricing Policy	<ul style="list-style-type: none"> • £50 per half day booking (contribution towards cost of visit) • £90 per day (contribution towards cost of visit)
Variances	<ul style="list-style-type: none"> • Discretionary
Review/ development activities	<ul style="list-style-type: none"> • Review variances to pricing policy for other groups • Investigate reduced charge visits for resource poor schools (liaison with SID) • Monitor schools charges by other MoM partners. Currently in line with neighbouring Counties and Authorities .

**ARTS & MUSEUM SERVICE
PRICING POLICY FOR INCOME GENERATION ACTIVITIES**

Area of income generation	RESALE OF PUBLICATIONS LN4000 65301
Link to Service objectives	Driven by Museums Policy and A&M Service objectives 1, 2, 3, 4 & 5
Target audience	<ul style="list-style-type: none"> • Existing gallery/service users • Non specialist audiences (family groups, young people, people with disabilities & male visitors) • Local history groups, library and local studies users, local civic and community groups. • National organisations/groups • Members of the public /world-wide
External supply and selection process	<ul style="list-style-type: none"> • External funding from MLA West Midlands, Renaissance West Midlands, etc • Design and Print managed by Print Commissioning Team
How delivered to customer	<ul style="list-style-type: none"> • Shire Hall Gallery Craft Shop • Via website • Via mail order • Via third party, eg Archive Service, Library Service
Expenditure Budget	<ul style="list-style-type: none"> • £0
Income target	<ul style="list-style-type: none"> • £0
Pricing Policy	<p>Prices vary according to publication. Current range:</p> <ul style="list-style-type: none"> • Mabel Layng greetings cards (2005) £4.50 • Lasting Impressions (2006) £5.00 • Voices From the Edge (2008) £5.00 • Thomas Peplow Wood- Staffordshire Artist (2009) £7.00 <p>Postage and packing: £1.50</p>
Variances	<ul style="list-style-type: none"> • Free copies for schools, libraries, museums and project participants • Postage costs (£1.50) removed for internal customers
Review/ development activities	<ul style="list-style-type: none"> • Monitor sales of existing publications • Develop house style • Identify programme of future publications

**ARTS & MUSEUM SERVICE
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Area of income generation	CONSULTATION THROUGH CREATIVITY LN1490 51072
Link to Service objectives	Driven by Arts Policy and A&M Service objectives 1, 2, 4 & 5
Target audience	<ul style="list-style-type: none"> • Non Arts Organisations • Councils • Youth workers • Voluntary Organisations, etc
External supply and selection process	<ul style="list-style-type: none"> • Arts Project funded by Arts Council Grants for Arts
How delivered to customer	<ul style="list-style-type: none"> • Website • Marketing / flyers • Directed marketing
Expenditure Budget	<ul style="list-style-type: none"> • £0
Income target	<ul style="list-style-type: none"> • £0
Pricing Policy	<ul style="list-style-type: none"> • £15.00 (2.50 p&p) • £10.00 promotional
Variances	<ul style="list-style-type: none"> • Postage costs (£2.50) removed for internal customers • Complimentary copies to internal & external contacts
Review/ development activities	<ul style="list-style-type: none"> • Order form posted on web-site • Ongoing marketing process – PR every 6 months