

Project title: KATHERINE MANSFIELD BIRTHPLACE
SOCIETY
KAA: CULTURE AND ARTS

1. Project summary

The Katherine Mansfield Birthplace Society is seeking an increase of \$20,000 in their annual grant from Council to meet operational costs.

2. The Proposal

The Katherine Mansfield Birthplace Society is currently funded by Council through a \$50,000 annual grant which comprises 45% of the Society's annual budget. The Society has operated on a deficit for the last two years in the order of \$8,000. This is attributed to a decline in visitor numbers, an increase in insurance costs and an increase in operating expenses.

The Society seeks an increase in the annual grant to \$70,000.

3. Background

In 1986 a small group of volunteers purchased the birthplace of Katherine Mansfield in Tinakori Rd and by 1998 had completed an authentic restoration/recreation of a 19th century dwelling. The house is positioned as a tourist visitor attraction and contains important historical material. It is a grade one heritage building and has covenants with the NZ Historic Places Trust.

The house is open six days a week but visitor numbers have been falling despite increased visitors to the city.

The request is being made in a tight sponsorship market. The Society is continuing to approach sponsors for additional support. Repositioning the house as a NZ icon may be considered.

3.1 Annual grant

The Council's grant is subject to annual review. Officers are about to commence this review. As part of this they will be asking the Society to provide:

- A financial overview
- Commentary on the management structure
- A report on the past year's activities
- A forward plan that shows a maintenance plan and any marketing initiatives
- Evidence of how the Council's contribution has been acknowledged to date.

3.2 Relationship to other projects

3.2.1 Grants effectiveness review

The Council is currently undertaken a review of its grants structure. While the process does not seek to address the quantum provided in each pool it aims to address the most effective way of managing grants and the scrutiny applied to them. Extending grants ahead of the review being undertaken is considered imprudent.

3.2.2 Heritage and Tourism

The Council's support in part reflects the historical importance of the site. But it also reflects the house as a historic attraction for visitors. As such the funding should be considered in the context of the goals that the Council seeks through the Museums Trust.

4. Conclusion

The Council supports the Katherine Mansfield Trust through an annual grant of \$50,000. The annual grant is about to be reviewed and it is recommended that any increase to this only be considered once that is complete and the outcome of the grants effectiveness review is known.