

<b>Donation Station Options on Cromer Pier</b>	
<b>Executive Summary</b>	This paper proposes the provision of devices that allow donations to be made by members of the public towards the ongoing costs of the maintenance of Cromer Pier.
<b>Options considered</b>	<ol style="list-style-type: none"> <li>1. Donation Stations</li> <li>2. QR Codes</li> </ol>
<b>Consultation(s)</b>	Property Services
<b>Recommendations</b>	<b>It is recommended that Cabinet approve the purchase of 2 Dona devices to use for the public to make voluntary donations towards the costs of maintaining Cromer Pier for a six-month trial period over the 2025 summer season. This will be funded from the Invest to Save Reserve.</b>
<b>Reasons for recommendations</b>	<ul style="list-style-type: none"> <li>• Dona already works with a number of other Local Authorities.</li> <li>• With the purchase of a Dona terminal, NNDC will also get a donation webpage and QR code at no additional cost, which can be used to allow donations via our website and social media as well.</li> <li>• Although the initial cost of the Dona machines is slightly higher than the alternative device considered, the lower transaction fees mean over time and with more donations this option becomes more cost effective.</li> <li>• The larger display screen also aids accessibility and reduces the need for additional information to be displayed around the device.</li> </ul>
<b>Background papers</b>	None

<b>Wards affected</b>	Cromer
<b>Cabinet member(s)</b>	Cllr Lucy Shires – PFH for Finance, Estates and Property Services Cllr Liz Withington – PFH for Community, Leisure and Outreach
<b>Contact Officer</b>	Erika Temple Project Manager <a href="mailto:Erika.temple@north-norfolk.gov.uk">Erika.temple@north-norfolk.gov.uk</a>

<b>Links to key documents:</b>	
Corporate Plan:	<ul style="list-style-type: none"> <li>• <b>Promote Culture, Leisure and Sports Activities</b> Continuing to support cultural assets across the District to provide cultural opportunities for all.</li> <li>• <b>An Environment for Business to Thrive In</b> Continuing to promote North Norfolk's diverse tourism and visitor offer</li> <li>• <b>Effective And Efficient Delivery</b> Managing our finances and contracts robustly to ensure best value for money Exploring opportunities to work further with stakeholders and partner organisations</li> </ul>
Medium Term Financial Strategy (MTFS)	The proposed recommendation will provide a source of revenue for the Council that can be used for re-investment into the Pier helping to sustain it for the future.
Council Policies & Strategies	None

<b>Corporate Governance:</b>	
Is this a key decision	No
Has the public interest test been applied	N/A
Details of any previous decision(s) on this matter	None

## 1. Purpose of the report

1.1. This report looks at potential options to allow the public to make donations towards the costs the District Council incurs in maintaining Cromer Pier and suggests piloting an approach over the 2025 summer season to establish if this could provide a viable way for the Council to generate additional revenue to maintain the iconic Grade 2 Listed Pier in sound condition for the future as a key element of North Norfolk's tourism appeal and offer.

1.2. Two options have been considered:

- 1.2.1. Donation Stations
- 1.2.2. QR Codes

## 2. Introduction & Background

2.1. As part of the ongoing work to make NNDC assets as sustainable as possible for the future it was proposed that investigations be made for members of the

public to make voluntary donations to support the work the Council does in the preservation and maintenance of Cromer Pier.

2.2. Two options have been considered; either the use of a Donation Station or QR codes.

### 3. Proposals and Options

#### Donations Stations

3.1. As Cromer Pier is not set up as Charitable fund, this created some limitations on the suppliers the Council could look to use.

#### 3.2. Case Studies

Looking into similar schemes, cited by providers, this provides some examples as to the possible revenue that can be generated through the use of donation stations. Although some are associated with religious practices, others are based on the upkeep of a building or provision of a service.

<b>Case Study</b>	<b>Monthly income</b>
St James' Church, Spanish Place	£4,166.67
Lantern Arts Centre, Wimbledon	£3,055.56
East Ren Centre, Glasgow	£3,750.00
The Khalsa Jatha British Isles, London	£1,666.67
St John the Baptist Cathedral, Norwich	£2,777.78

#### 3.3. Requirements

The collection of donations via a digital payment method at Cromer Pier, and potentially in the future public convenience facilities, will require a data enabled, weather-proof, self-service device or terminal.

3.4. The key features required are:

- 3.4.1. Digital display for letting users know about the donation process and use of funds.
- 3.4.2. Ability to take payments through either contactless or 'tap and pin' payments.
- 3.4.3. Suitable for outdoor use (preferably strong weatherproofing due to the Pier's climate).
- 3.4.4. Self-Service in function, securely mounted to prevent theft.
- 3.4.5. Ability to monitor donations.
- 3.4.6. Installation must be simple and not cause damage to the structure.

#### 3.5. Suppliers found

Two suppliers were identified that were considered to meet the Council's requirements and were able to offer a monthly service allowing a trial to be conducted without lengthy contracts being put in place.

These were:

- 3.5.1. The Apollo supplied by Cantaloupe
- 3.5.2. The Digital Collection Plate (DCP) v3 supplied by Dona

### 3.6. Comparison Device and Fees

Device	Device Cost	Wall Mount Cost	Monthly Fee	Transaction Fee
Apollo with Cantaloupe	£355.00	£10.00	£9.00	2.00%
DCP v3 with Dona	£550.00	£50.00	£15.00	1.58%

#### Monthly Income Examples

Device	Transaction Fee	Net Income @ 100	Net Income @ 500	Net Income @ 1000
Apollo with Cantaloupe	2.00%	£481.00	£2,441.00	£4,891.00
DCP v3 with Dona	1.58%	£477.10	£2,445.50	£4,906.00

These figures have been based on an average donation amount of £5.00. The net calculation is monthly donations minus the monthly fee and any transaction fees.

### 3.7. Functionality

Feature	Apollo with Cantaloupe	DCP v3 with Dona
Wall mounted	Yes	Yes
Digital Display	Yes (3.5-inch touch screen)	Yes (8-inch High-Definition screen)
Contactless Payment Method	Yes (touch screen pin enabled)	Yes (payment terminal with keypad)
Payment Portal	Yes	Yes
Weatherproof	Yes	Yes
Additional QR management	No	Yes (portal allows for creation and management of QR codes and links to the same payment system)
Installation Timeline	Up to 2 weeks delivery – self installation	Up to 2 weeks delivery – self installation

Contract Type	Device bought outright with a Pay Monthly model. (no minimum contract length)	Device bought outright with a Pay Monthly model. (no minimum contract length)
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### QR Code Use

- 3.8. There were some security concerns raised with regard to the use of QR codes and payment methods in public settings as it is possible for third parties to alter the QR code with stickers to redirect users to a fraudulent payment service. A possible solution for this would be to use digital displays where a sticker would be more detectable.
- 3.9. Officers also conducted some research in the area and businesses near to the Pier have stated that they have trialled QR codes with limited success as they are not used by the typical visitor demographic.
- 3.10. It was therefore determined that the use of QR codes would be unlikely to provide a viable solution due to other trials which showed low usage and the potential risk of fraud.

## 4. Corporate Priorities

### 4.1. Promote Culture, Leisure and Sports Activities

Continuing to support cultural assets across the District to provide cultural opportunities for all.

### 4.2. An Environment for Business to Thrive In

Continuing to promote North Norfolk's diverse tourism and visitor offer

### 4.3. Effective And Efficient Delivery

Managing our finances and contracts robustly to ensure best value for money

Exploring opportunities to work further with stakeholders and partner organisations

## 5. Financial and Resource Implications

- 5.1. Officers consulted with Property Services who have confirmed that they would be able to manage the installation of the devices, provided that they do not cause any damage to the structure of the Pier.
- 5.2. Based on an average donation of £5 it would take approximately 130 transactions to cover the cost of each machine and installation.

### Comments from the S151 Officer:

*It is proposed to fund the initial cost of the machines from the Invest To Save Reserve and that 100% of the surplus from these donations will be reinvested in the Pier once all costs have been covered.*

## 6. Legal Implications

6.1. No direct legal implications from this report.

### Comments from the Monitoring Officer

*Given the costs of the donation stations, it is unlikely that a formal procurement process needs to be undertaken but reference should be made to the Council's contract rules and procedures.*

## 7. Risks

- 7.1. There is a reputational risk to the Council should the donation stations not work or be tampered with, causing payments to be redirected to incorrect sources.
- 7.2. This is why the donation stations are considered as a preferable option to the use of QR codes as these are more secure and more difficult to tamper with.
- 7.3. There is also a risk of damage caused by the environment on the Pier and this is why Property Services have been consulted to ensure that the stations are best placed for their protection and one of the key features was the device had to be weatherproof.

## 8. Net Zero Target

- 8.1. There are no direct net zero implications of this proposal, but the money raised could be used to improve the carbon efficiency of the structures on the Pier, helping to reduce the Council's carbon footprint.

## 9. Equality, Diversity & Inclusion

- 9.1. The devices have been assessed and meet the necessary requirements for accessibility.

## 10. Community Safety issues

- 10.1 No relevant matters arise from the contents of this report.

## 11. Conclusion and Recommendations

**It is recommended that Cabinet approve the purchase of 2 Dona donation devices to allow visitors to make voluntary donations towards the costs of maintaining Cromer Pier for a six-month trial period during the summer of 2025. This will be funded from the Invest to Save Reserve.**

This is because:

- Dona already works with a number of other Local Authorities.
- With the purchase of a Dona terminal, the Council will also get a donation webpage and QR code at no additional cost.
- Although the initial cost of the machine is slightly higher than the other option, the lower transaction fees mean over time and with more donations this option becomes more cost effective.
- The larger display screen also aids accessibility and reduces the need for additional information to be displayed around the device