

Agenda item:

Title of meeting: Culture, Leisure and Sport Meeting

Date of meeting: 6 February 2015

Subject: Seafront Use of Land
Fees and Charges

Report by: Head of City Development and Cultural Services

Report Author: David Evans, Seafront Manager

Wards affected: All

Key decision: No

Full Council decision: No

1. Purpose of report

- 1.1** To seek approval for changes to the fees and charges levied for the use of Culture and Leisure land within PCC.

2. Recommendations

- 2.1** That approval is given for all fees and charges to be increased by the rate of inflation as shown in Schedule A attached.
- 2.2** That the fees and charges associated with sun hut hire are increased by 12% in order to achieve increased income targets.
- 2.3** That the charge relating to seafront equipment is for a hire period of per event instead of per day.
- 2.4** That a two tier charging rate is introduced for national and local charity events applying considerable discounts from commercial rates

- 2.5 That new commercial hire fees for events on the Seafront are introduced where numbers are based on the guidelines for Premises Licences and charged as follows:**

Licenced Event Capacity per day	Hire Fee	Additional Fees
4,999	£2,000	Nil
9,999	£2,000	5% of the average gross ticket price multiplied by the event capacity
14,999	£2,500	
19,999	£3,000	
29,999	£4,000	

- 2.6 That an administration fee is levied for the processing of all event applications in accordance with the attached schedule.**

Numbers	On off non-refundable admin Fee
Local Charity / Community Event	£20
National Charity	£40
Up to 4,999 Attendance	£100
Up to 9,999 Attendance	£175
Up to 14,999 Attendance	£250
Up to 19,999 Attendance	£300
Up to 29,999 Attendance	£350

3. Background

- 3.1** In line with Audit Commission recommendations and Financial Rules our fees and charges have been reviewed and market rates applied where appropriate. The attached Schedule A sets out the current charges and details of the proposed changes.

3.2 Sun Huts

Sun hut prices have been raised as a result of the need to increase the level of income generated by the service. There is a long waiting list for sun hut tenancies and it is not anticipated that the increase in price will affect demand.

3.3 Hire of Seafront Equipment

Currently these charges are not commercially competitive. In order to rectify this, the time frame for hire of equipment has been amended from per day to per event. It is anticipated that this will raise demand for the service.

3.4 Site Fees for Charity Events

- 3.4.1** In line with the common practice of other Local Authorities it is proposed that there is a two tier charging mechanism for charities.

- 3.4.2 National charities have the infrastructure to be able to organise much larger events and raise significantly more income from them compared to a small local charity. This is recognised in the attached charging schedule.

4. Reasons for recommendations

- 4.1 Charges have been reviewed and adjusted, where appropriate, to reflect the rates currently being charged in the market, maximising income where possible.
- 4.2 Site fees have been reviewed to ensure that a commercially appropriate fee for the hire of PCC land is charged.
- 4.3 The introduction of a Processing Fee for events will ensure that site bookings are completed. At present, provisional bookings may be taken to reserve a site with no incentive for the customer to finalise the details.

5. Equality impact assessment (EIA)

- 5.1 An equality impact assessment is not required as the recommendations do not have a negative impact on any of the protected characteristics as described in the Equality Act 2010

6. Legal comments

- 6.1 As this service is provided on a discretionary basis then the charges need to be reasonable and in pursuit of a permitted aim. These proposals follow these principles.

7. Head of Finance comments

- 7.1 The charges have been updated to reflect current market prices, ensuring that they remain relevant and competitive where practicable.

The most significant addition is the schedule of charges which specifically relate to large scale commercial events. This provides a clear charging framework which is consistent with that of other neighbouring local authorities.

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Signed by:
Stephen Baily
Head of City Development and Cultural Services

Appendices: Appendix A - Schedule A - Charges for 2015/2016

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
Schedule A	With report
Schedule B	With report

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet member for Culture, leisure and Sport on Friday 6 February 2015.

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Signed by:
Cabinet Member of Culture, Leisure and Sport