

Title of meeting: Culture, Leisure and Sport Decision Meeting

Date of meeting: 27 January 2017

Subject: Parks and Seafront Fees and Charges

Report by: Director of Culture and City Development

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 Parks, Recreation and Seafront facilities for 2017-18.

2. Recommendations

- 2.1 **That the fees and charges be approved in accordance with the attached schedules (Appendix 1 - Schedule A).**
- 2.2 **That the Cabinet Member agrees for the Performing Right Society Charges to be passed onto Commercial Events for them to meet their costs directly for events and activities taking place on PCC land.**

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. See Appendix 1 Charges for 2017/18.

3.2 Hire of Seafront Equipment

- 3.2.1 Equipment is available for those smaller organisers who may need to hire event equipment to support their event. This may range from hire of smaller items such as traffic cones and crowd barriers to larger items such as generators and marquees.

PCC offer this service to support the smaller and medium sized event organisers who may not be in a position to purchase the items for one off events or have suitable storage.

3.2.2 Therefore, the intention in 2017/18 is to apply only the rate of inflation to current charges (at 1.2%: Consumer Price Index CPI) as an average rate, with some items slightly lower than CPI and others slightly higher and to round off amounts for ease of charging.

3.2.3 Following research of those authorities who offer a similar service, the standard chairs and deck chairs hire fees have increased higher than the rate of inflation but we have replaced and purchased new stocks of chairs to ensure they are of a higher quality and are safe for public use. In addition, there is a 10 % discount available for all charitable organisations on all equipment hire. Please refer to Appendix 1 Schedule A for details of these charges.

3.3 Site Fees

3.3.1 All events including live or recorded music are required to have a licence by the Performing Rights Society (PRS). Currently the Council absorbs all the PRS charges for events on our land with the exception of the larger-scale events such as Mutiny Festival and Victorious Festival who have their own PRS Licences. The PRS fee per event is calculated by a range of factors including event capacity and number of days.

3.3.2 We wish to propose for any future commercially operated events, that include live or recorded music, the organiser is required to arrange their own licence directly with PRS and that they directly meet any PRS associated costs, before their event can be permitted to go ahead. Please refer to Appendix 1 Schedule A for details of these charges.

3.4 Poster Sites

3.4.1 Research tells us that one of the best ways organisations can connect with the public is to use a medium such as poster boards, to raise their profile and to manage their campaign messaging.

PCC manage advertising sites located at strategic points across the city, to capture over 200,000 Portsmouth residents, 6,500 city businesses, and almost 23,000 students and to connect with over 9.4 million annual visitors.

3.4.2 There are 34 A1 poster board sites and 7 "entrance to city" boards all of which have recently been replaced and repaired to ensure they are of a high quality and clearly visible .

3.4.3 This is an affordable medium for all types of business to advertise their message and to raise their profile. There was an increase in charges in 2016/17 of 6.5% and following a recent benchmarking exercise our current pricing policy appears to be in line with most local authorities offering a similar service. Therefore, the intention in 2017/18 is to apply only 1.2% CPI as an average rate overall, with the ETC boards slightly below the rate of inflation and the A1 boards are slightly above. Please refer to Appendix 1 Schedule A for details of these charges.

- 3.4.4 As the Parks and Open Spaces services is now part of Culture and City Development, the service will be working closer together to proactively encourage the use of poster sites by actively discouraging flyposting and stickering across our parks and open spaces.

3.5 Beach Huts

- 3.5.1 The fees increase of 2016/17 ensured Portsmouth is now in line with other local authority charging frameworks who offer a similar service. Therefore, the recommendation in 2017 is to maintain current fees and to increase annual hire by CPI only. Non-resident charging will remain at the current differential of 81% more than resident's fees and will also increase by CPI.
- 3.5.2 Following an internal and external survey of all 3 beach hut sites in 2016, a two year maintenance programme has been developed to ensure all beach huts are to a "good" standard inside and out. This work has already begun; two urgent repairs and replacements have been completed to doors and thresholds at the Lumps Fort site. The carpentry, security, rendering and painting work will continue early in the New Year ready for the start of the season.
- 3.5.3 A complete refurbishment of the two weekly beach huts will be included in the winter maintenance programme early in 2017. The exterior and interior will be fully refurbished, painted; flooring laid and will be fully equipped. They will also include visitor information on events and attractions along the seafront and will be maintained throughout the season by the seafront team. The proposal for the weekly beach huts is to apply a 20% increase to current charges as the current hire fees are not on par with other local authorities. This increase will bring the fees in line with most authorities with a similar quality.
- 3.5.4 It is also suggested to introduce a change to the costing model in 2017/18. A trial charge will be introduced for the winter months, from the 1st October to 30th April, at a reduced rate of £30.00 for weekly hire. Leisure card holder discount will remain throughout the season, set at 40 % discount, to continue to encourage use from lower income families and the weekly huts will be marketed to the Leisure Card database. Please refer to Appendix 1 Schedule A for details of these charges.

3.6 Parks Site Fees and Fitness Operator Fees

- 3.6.1 The recommendation is to increase fees and charges by the Consumer Price Index inflation rate (figures rounded).

3.7 Sports Pitches

- 3.7.1 The recommendation is to increase fees and charges by the Consumer Price Index inflation rate (figures rounded to the nearest £0.05).

3.8 Great Salterns Golf Course

- 3.8.1 Great Salterns Golf Course continues to produce a net income for the council. Golfers pay for their round either by purchasing a season ticket, or by purchasing a 'pay-and-play' green fee.
- 3.8.2 It is the view of the course professional that charges are broadly at the 'correct rate' that the market will bear, taking into account the offer at Great Salterns Golf Course within the local market.
- 3.8.3 It is recommended that, rather than applying inflationary increases, any increases are carefully targeted where opportunities are identified. Weekend green fees have been unchanged since April 2014 and it is recommended that adult and senior citizen week weekend green fees are increased by £2. It is not proposed to increase the junior weekend green fees.

Standard (peak-time) green fees	2016/17	2017/18
Adult weekday	£17	£17
Adult weekend	£20	£22
Senior citizen weekday	£14	£14
Senior citizen weekend	£16	£18
Junior weekday	£10	£10
Junior weekend	£12	£12

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, but also ensuring value for money and retaining discounted rates where possible to charitable organisations and Leisure card holders.
- 4.2 Site fees have been reviewed to ensure that a commercially appropriate fee for the hire of PCC land is charged.
- 4.3 We believe it is acceptable for commercially organised events to meet the costs of their Performing Rights Society charges directly at no detriment to their events.

5. Equality impact assessment (EIA)

- 5.1 An equality impact assessment is not required as the recommendations to not have a negative impact on any of the protected characteristics as described in the Equality Act 2010. This is an annual review of the fees and charges and as such there is not a change of policy.

6. Legal comments

- 6.1 The Council has power to make the charges referred to in this report. The levels of the charges are not prescribed and can be set in line with market rates and considerations in the Council's discretion.

7. Director of Finance comments

- 7.1 The fees and charges have been reviewed to improve clarity for customers and have taken into account the need to maximise income whilst ensuring that services remain competitive.

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Signed by:
Stephen Baily
Director of Culture and City Development

Appendices:

Appendix 1 - Schedule A - Seafront, sports pitch and site hire charges 2017/18

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

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

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Signed by:
Cabinet Member for Culture, Leisure and Sport