

Title of meeting: Culture and City Development Decision Meeting

Date of meeting: 31 January 2020

Subject: Parks, Seafront and Events Fees and Charges

Report by: Director of Culture Leisure and Regulatory Services

Wards affected: All

Key decision: No

Full Council decision: No

1. Purpose of report

- 1.1 To seek approval for annual changes to the fees and charges levied for the use of Parks, Recreation and Seafront facilities for the financial year 2020/ 21.

2. Recommendations

- 2.1 **That the fees and charges be approved in accordance with the attached schedules (Appendix 1 - Schedule A).**

3. Background

- 3.1 In line with Audit Commission recommendations and Financial Rules the fees and charges have been reviewed and market rates applied where appropriate. See Appendix 1 Charges for 2020/21.

3.2 Hire of Seafront Equipment

The request to hire equipment has reduced significantly over that last couple of years as most event organisers have sourced their own equipment. Therefore, the general hire of equipment has been removed from the fees and charges schedule and event organisers will be signposted and advised regarding alternative options.

3.3 Site Fees

Following a benchmarking exercise the proposal is an increase the base rate charges of all site fees by CPI only which is 1.5 % (rounded). This is to incrementally increase charges to be in line with other local authority pricing.

3.4 **Poster Sites**

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.

3.5 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. The intention in 2020/21 is to apply the rate of inflation across all categories of Poster sites of 1.5 % CPI (rounded). The exception to this is the *Entrance to the City* sites which will remain at the current rate of 2019 /2020, to encourage further bookings to these sites.

3.6 The proactive work with Parks and Opens Spaces services will continue to encourage the use of poster sites for advertising by actively discouraging flyposting and stickering across our parks and open spaces. This enforcement supports the promotion of the poster sites but more importantly helps to make the city cleaner and a more attractive environment for residents and visitors.

3.7 **Beach Huts**

The recommendation for the financial year 2020/21 is to maintain the annual hire charging schedule and to increase annual hire by CPI only which is 1.5% (rounded).

3.8 Following an internal and external survey of all 3 beach hut sites annually, a maintenance programme was established and the more significant area of these programmes across all 3 sites are captured below:

Eastney

- 3 complete hut sides and 3 thresholds replaced
- A variety of repairs to a number of doors, (planing and realigning) and 3 porch repairs
- Padlocks and key issues, shiplap painted, hasps and hinges maintained and all electricity sockets PAT tested

St Georges

- A variety of repairs to a number of doors and frontages, (planing and realigning) and 3 sheeting and post repairs
- 8 side and back play sheets completed
- Padlocks and keys replaced and all electricity sockets PAT tested

Lumps Fort

- The capital investment project for the partial refurbishment of Lumps Fort beach huts was successfully completed this season. The ambition for this project was to minimise the damage caused by anti-social behaviour by using more robust materials and also to improve the look and feel of the site.

- The scope of the works included roofing works, replacing the lintels and soffits to the front and side elevation, plus internal dividers between huts with more robust material, along with the frame and vertical timber posts to the front edge. The 74 tenants were very patient for the duration of the works and the final action was to fit new numbers to all lintels which completed the project.
- In addition to the capital project work was completed from general maintenance on the installation of 6 new doors and 2 thresholds along with various replacement locks, hasps and hinges and PAT testing of all the electricity sockets.

- 3.9 The focus on maintenance and repairs for the remainder of the current financial year will be St George's beach huts which require extensive repairs to a number of areas before the start of the 2020/21 season.
- 3.10 The trial implemented this season to offer both weekly huts to visitors to the city, outside of the high season, was a success. Therefore, this policy will now become permanent and this opportunity will continue to be advertised via the Visit Portsmouth website. This will also encourage secondary spend in the area.
- 3.11 The recommendation for the uplift on all beach huts weekly annually in 2020/21 is to increase annual hire by CPI only, which 1.5% CPI (rounded). The high season for the weekly beach huts has been adjusted slightly to reduce the weeks of the high season from 21st June to 5th September 2019 to 2nd July to 3rd September. This is to encourage further bookings in June.
- 3.12 Leisure card holder discount will remain throughout the season against all new charges, 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 all annual and weekly beach hut charges.
- 3.13 **Parks Site Fees and Fitness Operator Fees**
The recommendation is to increase fees and charges for site hire by CPI only which is 1.5% (figures rounded).
- 3.14 **Sports Pitches**
Football, cricket and rugby pitch hire charges are highly competitive with neighbouring authority charges and the recommendation is to increase fees and charges by the CPI inflation rate which is 1.5% (figures rounded).
- 3.15 **Great Salterns Golf Course**
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. 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. Course participation and income generated is broadly at the maximum sustainable level for the course.

- 3.16 It is recommended that, rather than applying inflationary increases, any increases are carefully targeted where opportunities are identified.

Maxi-season tickets have been unchanged since April 2016 and it is recommended that these are changed as follows:

MAXI TICKETS	2019/20	2020/21
Adult - 7 day	£629	£649
Adult - 5 day	£499	£499 (no change)
Senior citizen - 5 day	£429	£449
Intermediate (22-25 yrs)	£350	£359
Intermediate (18-21 yrs)	£250	£259
Junior maxi	£ 99	£ 99 (no change)

- 3.17 Flexi-season ticket fees have been unchanged since April 2018 and it is recommended that adult and senior citizen charges are increased by £10:

FLEXI TICKET	2019/20	2020/21
Adult - 7 day	£349	£359
Adult - 5 day	£279	£289
Senior citizen - 5 day	£219	£229
Junior off peak	£ 39	£ 39 (no change)

The start fees that are payable with a flexi-ticket per round played are also proposed to change:

START FEES	2019/20	2020/21
Weekday	£4.50	£5.00
Weekend	£5.00	£5.50
Senior citizen - 5 day	£4.50	£5.00
Junior weekday	£2.00	£2.00 (no change)
Junior weekend	£2.50	£2.50 (no change)
Off peak	£3.50	£4.00

- 3.18 The Communications Team organised editorial and promotion of season tickets and the driving range at Great Salterns golf course through Flagship and Southsea Lifestyle in 2019, that proved effective in the sale of this ticket. A similar approach is intended for 2020 to promote the further competitive fees offered at the course to attract new players and increase income.

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.

5. Integrated impact assessment (IIA)

5.1 An integrated impact assessment is not required as the recommendations do not have a positive or negative impact on communities and safety, regeneration and culture, environment and public space or equality and diversity. The reasons are:

- The fees and charges schedule is not going to disproportionately impact on a specific group.
- It is envisaged that people of all ages and backgrounds will be engaged with these services fee and charges.
- We do not anticipate that the proposed activities will have a detrimental effect on any of the specified group.
- The leisure card discount remains the same.

6. Legal comments

6.1 There are no legal implications arising directly from the recommendations in this report.

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 Leisure and Regulatory Services

Appendices:

Appendix 1 - Seafront, sports pitch and site hire charges 2020/21

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 the Cabinet Member for Culture and City Development on 31 January 2020

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Signed by:

Cabinet Member for Culture and City Development