

**Title of meeting:** Culture, Leisure and Economic Development Briefing Meeting

**Date of meeting:** 16 November 2021

**Subject:** Seafront & 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 charges to the fees and charges levied for the use of Seafront and Events facilities for the financial year 2022-2023.

**2. Recommendations**

**2.1 That the fees and charges be approved in accordance with the attached schedule (Appendix 1).**

**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. In the majority of cases a CPI inflation rate of 3.2% as at August 2021 has been applied. Please refer to Appendix A, 'Charges for 2022/23', for the proposed list of charges. As in previous years, the report covers several service areas.

3.2. The Service manages advertising sites in two formats located at key points across the city, to capture over 209,000 residents, 7,500 businesses, 24,000 students and 9.3 million visitors.

3.3. There are 34 A1 poster sites and 7 'Entrance to the City' sites. During the year several of the sites have been repaired and parts replaced. The service regularly checks for any flyposting, stickering and graffiti and makes good, so that the poster sites are clearly displayed.

- 3.4. During this year, poster sites have been used to support the re-opening of food venues and other entertainment venues, in line with the roadmap. In addition, poster sites have supported Covid messaging such as mandatory mask wearing, together with supporting healthy lifestyles and exercise, renewable energy and recycling initiatives. Poster sites have also been booked for November to promote the Clean Air Zone.
- 3.5. To support cultural engagement, posters have included displays by local artists including students from the university and the city's local cinemas and theatres. The poster sites provide a key opportunity to be used as outdoor art trails, allowing residents to walk or cycle between sites.
- 3.6. It is recommended this year that poster site charges are increased for both A1 sites and 'Entrance to the City' sites. It is proposed that fees are increased by 9% (including CPI element) to reflect increased supply costs for parts in the current market.
- 3.7. There are three beach hut sites along the seafront. Over the course of the year, all three sites have been surveyed, recommendations made and maintenance agreed for implementation within revenue budget.
- 3.8. Works to Eastney huts this year have included repairs following vandalism / anti-social behaviour (community wardens also put on notice). Works have included replacement shiplap and panels, paint works and porch support posts which remain ongoing. A number of hinges have been replaced. The soakaway to the drain at Eastney has also been repaired. There are also a number of replacement doors and thresholds ongoing.
- 3.9. Works at St Georges have included new weatherboards, skirting, painting, front panels and new numbers. Additional scalplings have been utilised to make good the pathway and level it off.
- 3.10. Works at Lumps Fort have included 10 new doors, new hinges and cementing. A number of padlocks have also been replaced and parts have been planed to ease fit.
- 3.11. General repairs have included realignment of panels and doors at all three sites. PAT testing has taken place for the electricity sockets at all three sites and certifications obtained.
- 3.12. Leisure Card discount will remain at 40% for weekly beach hut hire, to encourage use from low income families.
- 3.13. Due to the 'staycation' element of the year, weekly hut bookings have been sustained throughout most of the year. For this reason the new charges now show as 'Peak' for 1<sup>st</sup> April to 30<sup>th</sup> September and 'Off-Peak' for the remaining months of the year.

- 3.14. A benchmarking exercise has been carried out to consider prices at other authorities operating similar models in Devon, Sussex, Hampshire and Somerset. Our charges are reasonable by comparison. For the purposes of cost recovery, it is proposed that fees are increased by CPI of 3.2%. A utilities charge is now incorporated as part of the fee payable as electricity testing is carried out to all the huts and electricity and water made available to them all. A charge of £40.00 per hut has been added to allow for continued reinvestment and maintenance works to the huts, as part of the revenue budget.
- 3.15. A similar price comparison exercise has been undertaken to review the land hire charges for events. We can confirm that our prices are very similar although other authorities appear to have more variation linked to the numbers of attendees. We believe that any such review of our charges to reflect attendee numbers will be difficult in the short term with the disruption to available land due to the coastal defence works as the start of the next area of works will remove some key event sites from use for a period of time. It should be noted that the Bandstand area will not be available for use during 2022 however we will endeavour to support events, where practical, in the area around Southsea Skatepark as an alternative.
- 3.16. We also wish to simplify our charges and therefore propose a revision to the definitions especially around charity events where currently there is too much ambiguity for event organisers. Our proposed revised definitions would be:
- local charity - any registered charity that has a registered office within the PO1 - PO6 area and whose charitable activities are principally undertaken within or for the benefit of that area.
  - other charity - any registered charity that has a registered office outside of the PO1 - PO6 area or whose charitable activities are principally undertaken outside of that area or throughout the county or wider UK area

In order to be able to use the land at these rates the event organiser must provide a letter of endorsement from the charity and confirm that all profit, over and above costs, from the event will be given to the charity and proof of such payment provided upon request. Additionally where a commercial company is organising an event to raise money for charity a minimum donation to the charity equivalent to that of the commercial hire rate of the land would be expected.

- 3.17. The Round Tower charges have remained at the previous trial period levels agreed by members in January 2020. Despite the physical limitations for using the building in 2020 we continued to take new and many return bookings, showing there is continued demand for using this building at these charges.
- 3.18. Following benchmarking against similar venues and feedback from hirers over this period, the following increase in charges is suggested for the hire of this space for 2022/23. These increases reflect staff costs and building maintenance for event hire. The original reduced charge is retained for the Hotwalls Studios artists as further support and incentive to use the space to develop artistic practices, show



exhibitions and hold workshops. Another free use of the Round Tower has been added for community events/projects, free community use now total 3 per year.

Day hire 9am - 5pm	£150 increase to £187.00
Half day hire, minimum hire is 4 hrs	£75 increase to £100.00
Evening hire 5pm - 9pm	£150 increase to £187.00
Hotwalls Studio artist per day	remains the same charge at £35.00

**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.

**5. Integrated impact assessment**

- 5.1 Integrated Impact Assessment is attached in Appendix B.

**6. Legal implications**

- 6.1. No specific issues have been identified in regards to increasing the charges for the use of seafront and event facilities. The levels of charges are not prescribed and can be set at the Council's discretion in line with market rates and other relevant considerations.

**7. Director of Finance's comments**

- 7.1. The fees and charges have been reviewed taking into account the need to maximise income whilst ensuring that services remain competitive.

.....  
Signed by:  
**Stephen Baily**  
**Director of Culture, Leisure and Regulatory Services**

**Appendices:**

Appendix A: Charges for 2022/23

Appendix B: Integrated Impact Assessment

**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 .....

.....  
Signed by:  
**Cabinet Member for Culture, Leisure and Economic Development**