

Title of meeting: Culture, Leisure and Economic Development Decision Meeting

Date of meeting: 18 November 2022

Subject: 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 Seafront and Events facilities for the financial year 2023-2024.

2. Recommendations

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

3. Background

- 3.1. In line with the Audit Commission recommendations and Financial Rules the fees and charges have been reviewed and market rates applied where appropriate in line with CPI.
- 3.2. Please refer to Appendix A, 'Charges for 2023/24', for the proposed list of charges. As in previous years, the report covers several service areas.
- 3.3. The service manages advertising sites in two formats located at key points across the city, to capture over 208,000 residents, 7,500 businesses, 24,000 students and 9.3 million visitors.
- 3.4. 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. There has been one instance of vandalism to the structures. The service regularly checks for any flyposting, stickering and graffiti and makes good, so that the poster sites are clearly displayed.

- 3.5 During the year, the poster sites have been used to support campaigns across areas of public health, sustainable transport and energy, including:
- 'Is This Love' campaign regarding relationship behaviours
 - Home Care - carers campaign
 - Better By Bus, Bus to Beach and Anti-Idling - transport campaigns
 - Stomp - children's activity campaign
 - Care in the Community - campaign to support independent living
 - Smart meters - energy team campaign
- 3.6 To support cultural engagement, posters have promoted the Silver City Exhibition (Portsmouth Museums) and the Hotwalls Creative Markets. External bookings have included the city's local cinemas, theatres and arts and cultural trusts, together with promotions for events in the city.
- 3.7 It is proposed this year that the fees are increased by CPI only for A1 sites and 'Entrance to the City' sites to reflect increased supply costs for parts in the current market. No additional increase will be made on top of CPI, as the Council wishes to support organisations in promoting their offer for the city, at a time when marketing budgets are under pressure.
- 3.8 The service continues to support three key beach hut sites across the seafront at Eastney, St George's Road and Lumps Fort. A programme of maintenance and where possible works to prevent deterioration have continued throughout the year including repairs following vandalism/anti-social behaviour and general weathering.
- 3.9 A programme of winter repairs are currently underway with an initial tranche of work in the autumn and more programmed for March as the weather improves. Mostly this is work to doors and hinges but other works have occurred through the year with repairs on several roofs and floors.
- 3.10 The release of a beach hut part way through the season provided an opportunity to create another weekly beach hut offer which has been well received and brings our total weekly offer to three huts. Available from Friday to Thursday these have proved especially popular with people who have been on the waiting lists for a beach hut for many years and have enabled them to have the opportunity to use a hut for a short period of time. A Leisure Card discount of 40% remains in place for weekly beach hut hire to encourage usage from low income families.
- 3.11 The small changes in our land hire charges applied from the 1st April 2022 have been well received by event organisers as the simplification of our charging system has made it easier to understand what the charges will be. The clarification on charity events has provided assurance that the money is being received by the charities which is welcomed.



- 3.12 The service would like to introduce a price differential for events which are between 5,000 - 9,999 capacity and those where the event capacity is less than 5,000 as currently they are charged the same rates. It is understood that the number of events in this category is very small as most events are either below 5,000 or above 10,000. The proposed new rates are outlined in Appendix A and reflect the potential increased income generation an event with a larger capacity can achieve.
- 3.13 An alteration to the set up and strike down day charges for the 'Other Charity' prices is also proposed so these are proportionate to the charges made to local charities. Local charities currently pay 40% of the full day fee on set up or take down days and the service would like to charge the same proportion in the 'Other Charity' category to bring these into line.
- 3.14 This year charges have also been included for the Guildhall Square usage as these appear not to have been brought forward for consideration previously. In this instance the service has included both a whole day usage charge and a half day usage charge as well as different rates according to the nature of the organisation hiring the space. As with all the event spaces a separate charge is made to link to power and any other utilities.

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 at Appendix B.

6. Legal implications

- 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 other relevant considerations in the Council's discretion.

7. Director of Finance's comments

- 7.1 These fees and charges have been reviewed and increased in line with inflation. Like most organisations, Portsmouth City Council has experienced significant increases in its cost base e.g. energy, timber, materials & labour costs. As a result

our fees and charges also need to rise in order to maintain the current service provision and ensure revenue budgets are sufficiently funded.

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Signed by:

Stephen Baily

Director of Culture, Leisure and Regulatory Services

Appendices:

Appendix A - Charges for 2023/2024

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

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Signed by:

Cabinet Member for Culture, Leisure and Economic Development