



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

Date of meeting: 17 November 2023

Subject: Seafront and Events Fees and Charges 2024-25

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 2024-2025.

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 2024/25', 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, 7,800 businesses, 29,000 students and 11.4 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. 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 and sustainable transport, including:
- Team to Care campaign - promote pharmacy, GP and health & care support
 - Beach Buoy - clean swimming advice
 - Building Better Relationships - parenting & mental health
 - HomeStart - family welfare
 - You Are Not Alone - Mental Health hub
 - Anti-idling - car pollution
 - Repair & Ride - cycle maintenance
 - Stomp for Stamps - children's sustainable travel
 - Get Active! - travel Portsmouth
- 3.6. To support cultural engagement, posters have promoted Christmas in Portsmouth, Fairtrade Fortnight, Southsea Food Festival, D Day Story, the Portsmouth Ocean Exhibition (Portsmouth Museums) and the Hotwalls Creative Markets. External bookings have included the We Shine Festival, English Heritage, PortsFest, Victorious and 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 being planned with an initial tranche of works occurring in the autumn and potentially more for when the weather improves after the winter. Mostly this is work to address areas of weathering however we anticipate we will need to undertake some structural repairs as more significant issues have emerged recently in regards to flooring in some of the huts.
- 3.10. The three weekly beach huts remain very popular although their take up was slightly reduced through the summer we believe due to the poorer weather. Available from Friday to Thursday these continue to be 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. The proposed uplift in charges for the beach huts are in line with a CPI increase only for next year.
- 3.11. The clarity which was introduced to our land hire charges has gone down well with event organisers and we do not seek to make any changes to the classification of



the different categories for the next financial year. The implementation of a reduced hire charge for the set up and de-rig days reflects the need for event organisers to have land available to fully prepare for their events to be safely delivered. We continue to seek additional confirmation for charity events to ensure that donations are made in accordance with the details outlined in the event applications and ensure that any commercial company organising an event to raise money for a charity makes a minimum donation to the charity equivalent to that of the commercial hire rate of the land.

- 3.12 The introduction of the new price differential point for events structured to support between 5,000 - 9,999 attendees has also worked well and has helped us to better plan the use of the land. There are only a small number of events which currently sit in this category and it is an area we are keen to see if we can grow and develop. However we are mindful of the changing land available due to the coastal defence works so appreciate that this growth might not be possible until after the works have occurred immediately to the south of the common which is some years away.
- 3.13 The publication of the charges for the use of the Guildhall Square which were introduced into this report last year has been very helpful. We are seeking to retain the pricing definitions which have worked well and have proposed only to apply an uplift in charges in line with CPI.
- 3.14 The use of the Round Tower for exhibitions by artists remains popular despite the challenges of the space. We continue to take new and return bookings showing there is demand for spaces to exhibit and the structure of the charges is still favourable when compared to other spaces across the area. The reduced price for Hotwalls studio artists is an integral part of our further support for them in their time in the studio spaces and is an incentive for them to use the space and further develop their artistic practice. As with the majority of other charges we are seeking to apply a CPI uplift only to the hire charges for the use of this space.

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 - Seafront and Events Fees & Charges for 2024/2025
- 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