

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 52

Brighton & Hove City Council

Subject:	Fees and Charges 2010/11: Beach Chalets, Beach Huts, Fishing Lockers and Boat Licences, Outdoor Events and Volks Railway		
Date of Meeting:	8 December 2009		
Report of:	Director of Environment		
Contact Officer:	Name: Ian Shurrock	Tel: 292084	
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Key Decision:	No		
Wards Affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed increase of the annual rent levied by the council for beach chalets at Ovingdean, Rottingdean, Saltdean, Madeira Drive and Hove Seafront.
- 1.2 To set out the proposed rent increase in relation to the annual ground rent for beach huts along Hove seafront and for fishing lockers and boat licenses on both Brighton and Hove beaches.
- 1.3 To set out fees and charges to passengers using Volks railway.
- 1.4 To set out the charges made to the organisers of outdoor events.

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member for Culture, Recreation & Tourism agrees the fees and charges as set out in this report.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

Beach Chalets

- 3.1 There are in total 5 sets of beach chalets. All of these are of solid construction and owned freehold by the Council. In turn they are leased to individuals on a tenancy agreement for an annual sum. Tenants are also responsible for the payment of National Non Domestic rates.

3.2 The locations are Hove, Madeira Drive, Saltdean, Rottingdean and Ovingdean. The demand for beach chalets is still high and there is a current waiting list in place of between 5-10 years,

3.3 The yearly rents for each of the locations are shown in the table below:

	No.:	Current Rent: £ inc. VAT (15%)	Proposed rent: Current Charge + 2% £ inc. VAT (17.5%)
Hove	22	689.80	718.88
Madeira Drive	23	473.46	493.42
Saltdean	20	401.95	418.90
Rottingdean	30	401.95	418.90
Ovingdean	10	449.19	468.13

3.4 Hove rents remain higher to reflect the level of services available in the chalet including water and electricity. The slightly higher rent charged for Madeira Drive takes into account the prime central location.

3.5 Chalets on Madeira Drive, Saltdean, Ovingdean and Rottingdean promenade do not have any utility connections. However there is water available from a standpipe nearby.

Beach Huts

3.6 Beach huts are wooden, and owned by members of the public who pay an annual fee to keep their hut on Hove Promenade. This is done using a licence agreement, which is renewable on 1st April each year.

3.7 The beach huts are an extremely popular and sought after leisure facility which command prices well in excess of their construction value when placed on the open market by their owners. There are approximately 400 beach huts for which the current rent is £318.55 inc VAT per annum. It is proposed that the rental is increased to £331.98 inc VAT per annum.

3.8 Proposed charges for Beach Huts:

	Existing Charge: £ inc. VAT (15%)	Proposed Charge: £ inc. VAT (17.5%)	Percentage Change:
Beach Huts Hove Prom	318.55	331.98	2 %

Fishing Lockers/Boat Licences

3.9 There are a number of fishing lockers and boats located on the beach at both Madeira Drive and Hove seafront. Lockers and boat licences are issued each year to registered keepers. The various fees and charges are indicated below.

	Existing Charge Inc. VAT (15%)	Proposed Charge rounded up to 50p Inc. VAT (17.5%)	% Change:
Winch or Capstan Site	21.50	22.50	2%
Beaching Permit for Pleasure/Sailing/Rowing Boat	28.70	30.00	2%
Beach Lock Site – small (self build)	21.50	22.50	2%
Beach Lock Site –large (self build)	43.00	45.00	2%
Beach Locker – (locker owned by Council)	71.75	75.00	2%
Beach Volleyball (hire fee per hour)	19.50	20.50	2%
Beach Basketball Court	Free	Free	0%

Volks Railway

3.10 This year it is proposed to increase the fees for the coming season 2010/11 by 2% in line with the other increases. In order to keep flexibility for special events it is proposed to keep the special event rate at £1. Details of the Volks railway charges are detailed below.

	Existing Charge 2009/10	Proposed Charge 2010/11 rounded up to 10p	% Change:
FULL JOURNEY			
Adult – Single - Day Return	1.70	1.80	2%
	2.70	2.80	2%
Child – Single -Day Return	0.80	0.90	2%
	1.30	1.40	2%
Snr Citizen – Single - Day Return	1.00	1.10	2%
	1.70	1.80	2%
Family Ticket – Single - Day Return	3.70	3.90	2%
	6.20	6.50	2%
Group Booking:			
Day Return (each) – Adult - Child	2.00	2.10	2%
	1.00	1.10	2%
HALF WAY STATION: PETER PAN			
Adult – Single - Day Return	0.90	1.00	2%
	1.70	1.80	2%
Child – Single -Day Return	0.40	0.50	2%
	0.70	0.80	2%
Special	1.00	1.00	2%
<p>Child – to be under the age of 16 years and over 5. Senior Citizen – to be 60 years or over. Family Ticket – up to 5 people of which no more than 2 shall be over the age of 14. Group Booking – coach/school parties of 10 or more.</p> <p><u>VAT</u> – All proposed charges are inclusive of VAT (17.5%) where applicable.</p>			

Fees & Charges Outdoor Events

- 3.11 Outdoor events are seen as a way of stimulating tourism and attracting visitors, enhancing the local economy and contributing positively to the City's profile through press and media coverage. In addition to the economic benefits, at a local level they foster a sense of community and bring local people together. Outdoor events are those which take place in parks, on the highway and on public open spaces within the City. They can be broadly categorized by their size, objectives of the organiser [commercial, charitable or community development] and duration [one day

event, a themed weekend or a marquee entertainment with a run of several weeks].

Madeira Drive Hire Charges

3.12 The current hire charges exclusive of VAT for Madeira Drive are shown below:

Category of event:	Charge for the hire of Madeira Drive for the financial year 2009/10: £	Proposed Hire Charges 2010/11: £	Percentage Increase: Rounded up to £25
Commercial	6,550	6,750	3%
Charitable/Community	2,400	2,450	2%
Enthusiasts	1,350	1,400	2%

Advertising Sites:	Current Charge £ inc. VAT (15%)	Proposed Charge 2010/11 £ inc. VAT (17.5%)	% Increase
Poster Sites - per poster per 10 day period	4.26	4.47	2%
Banner Sites per week - standard	247.25	264.38	4.5%
Banner Sites per week – concession	166.75	178.60	4.5%

3.13 The events office is a member of the National Outdoor Events Association and attends meetings at both a national and local level. Work has been undertaken at a regional level to compare the fees charged in the south of England. There is no national industry standard and our charges compare favourably with our counterparts in the southeast.

3.14 Associated fees and charges need to be taken into account in relation to the publicity and marketing of events that are held in the city, charges are made for poster and banner sites in various locations across the city. These fees are detailed above.

3.15 Large scale events that are held in parks and open spaces are considered on an individual basis. The rationale on what fees and charges are to applied was set in the Outdoor Events – Charging Policy presented to the Environment committee on 20th October 2005.

4. CONSULTATION

- 4.1 The ability to revise rents is prescribed within the tenancy and licence agreements for each property. Notice of the revised rent is given prior to registered owners being billed by Exchequer Services.

5. FINANCIAL & OTHER IMPLICATIONS:

5.1 Financial Implications:

Increases to charges are set at the proposed increases to meet budget targets for the forthcoming financial year and cover anticipated increases in inflation and VAT.

Finance Officer consulted: Derek Mansfield 12th November 2009

Legal Implications:

- 5.2 There are no direct legal implications that arise from the reviewed fees and charges of the report. The Council must take the Human Rights Act 1998 into account in respect of its actions but it is not considered that any individual's Human Rights Act rights would be adversely affected by the recommendations or contents of this report.

Lawyer Consulted: Carl Hearsom 16th November 2009

Equalities Implications:

- 5.3 The events and services that this reports covers cater for people from all sections of the community.

Sustainability Implications:

- 5.4 None in relation to the setting of fees and charges

Crime & Disorder Implications:

- 5.5 None specifically relating to the content of this report in relation to fees and chares for the coming year

Risk and Opportunity Management Implications:

- 5.6 Although it is proposed the fees are being increased there is still a high demand from residents for beach chalets, fishing lockers and beach huts.

Corporate / Citywide Implications:

- 5.7 The services detailed in this report provide a significant number of leisure opportunities for a catchment area that includes the whole city.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 None

7. REASONS FOR REPORT RECOMMENDATIONS

7.1 Fees and charges for fishing locker, boats, beach hut and chalets are reviewed each year. There is a requirement within the terms of the agreement that is issued to the occupier that two clear months notice is given of proposed increases before they can be passed on and implemented.

SUPPORTING DOCUMENTATION

Appendices:

1. None

Documents In Members' Rooms

1. None

Background Documents

1. None

