

CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 35

Brighton & Hove City Council

Subject:	Venues Fees & Charges		
Date of Meeting:	15 September 2009		
Report of:	Director of Culture & Enterprise		
Contact Officer:	Name:	Steve Piper, Head of Venues	Tel: 292640
	E-mail:	Steve.piper@brighton-hove.gov.uk	
Key Decision:	No		
Wards Affected:	All		

FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed fees and charges for 2010/11 for the Brighton Centre and Hove Centre

2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member approves the Fees and Charges as shown in Appendices 1 and 2 in order that they can be incorporated into the 2010/11 Revenue Budget and Venues Business Plan.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The proposed fees and charges for 2010/11 in respect of the Brighton Centre and Hove Centre have been prepared on the basis of first achieving the global increase of 2% inflation on income budgets which will automatically be included in the Culture and Enterprise Services budget block allocation for 2010/11 as a part of the 3 year budget process. A further increase of 1.5% above inflation has been added to achieve additional income of approximately £10,000. This results in an overall average increase of 3.5%. Members should note that while generally the increase is 3.5% in some instances for practical reasons figures have been rounded up or down.
- 3.2 In 2008/9 and the current financial year a culturally and ethnically diverse range of events have been held in the Hove Centre ranging from one day Local and Regional Conferences to Stakeholder Events, Fairs and Bazaars to Citizenship Ceremonies, Bar Mitzvahs to Wedding Receptions, Achievement Awards to Blood Donors and Middle Eastern Dance Festivals to Cuban Music. In total, out of 312 events in 2008/9 held in the Great Hall and Banqueting Suite, 117 were classified as local or community based events.

- 3.3 During 2009/10 the business in the Brighton Centre has held up well. In comparison to 2008/9 we have seen an increase in the number of Entertainment events from 106 to 125 with a total gross value of ticket sales of £5.9m. and conference events up from 7 to 10, with occupancy levels rising to 77%.

4. CONSULTATION

- 4.1 Full assessment of customer satisfaction occurs with each and every event organiser and assesses the quality of service and value for money of which the cost of room hire is a factor.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 This report covers the room hire charges for commercial venues, for which the 2009/10 income targets are £0.434m for the Brighton Centre and £0.242m for the Hove Centre. Other income streams exist mainly from entertainment events which are agreed by negotiation at the contracting stage. Overall income targets of £2.071m for Brighton Centre (excluding civic hire fee) and £0.359m for Hove are expected to be achieved in 2009/10.

With income targets expected to be inflated corporately by 2% in 2010/11, an increase in charges by an average of 3.5% is expected to raise £10,000 and would be part of the 2010/11 budget strategy for Culture & Enterprise.

In line with corporate procedure an exercise is currently under way to confirm that charges at the Brighton and Hove Centres cover their costs and continue to provide good value for money compared to other venues in the City and nationally

Finance Officer Consulted: Peter Francis

Date: 1/09/09

Legal Implications:

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

Lawyer Consulted: Bob Bruce

Date: 28/08/09

Equalities Implications:

- 5.3 Concessionary rates for both weekday and weekend bookings apply at The Hove Centre for registered charities, locally based non-profit making organisations and local community groups.

An Equalities Impact Assessment for the Venues was completed in 2009 and helps guide decisions making, business planning and operations.

Organisers of events requiring authentic ethnic catering can be permitted to use the Kitchens and can be exempt from the requirement to use the venues appointed caterer.

Sustainability Implications:

- 5.4 There are no sustainability implications arising from the proposals in this report.

Crime & Disorder Implications:

- 5.5 There are no crime and disorder implications arising from the proposals in this report.

Risk and Opportunity Management Implications:

- 5.6 Risk implications are largely based around the price sensitivity of clients and the wider competitive environment. However it is believed that the market can bear these increased costs while the venues continue to focus to on continuously improving the overall value for money.

Corporate / Citywide Implications:

- 5.7 There are no corporate/citywide implications arising from the proposals in this report.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

- 6.1 None considered.

7. REASONS FOR REPORT RECOMMENDATIONS

- 7.1 To meet the income and savings targets for 2010/11.

SUPPORTING DOCUMENTATION

Appendices:

1. Proposed Fees and Charges for the Brighton Centre 2010/11
2. Proposed Fees and Charges for the Hove Centre for 2010/11

Documents in Members' Rooms

1. None

Background Documents

1. None

