

CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

Agenda Item 48 Appendix E

Brighton & Hove City
Council

Subject: *Seafront Fees and Charges*
Date of Meeting: 7th December 2010
Report of: *Strategic Director of Communities*
Contact Officer: Name: *Toni Manuel* Tel: **29-0394**
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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 rent increase to the annual ground rent for beach huts along Hove seafront and for fishing lockers and boat licenses on both Brighton and Hove beaches.
- 1.2 To set out the fees and charges to passengers using Volks Railway.
- 1.3 To set out the charges made to organisers of outdoor events

2. RECOMMENDATIONS:

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

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

Beach Huts

- 3.1 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

- 3.2 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 460 beach huts for which the current rent is £283.33 incl VAT per annum. It is proposed that the rental is increased to £295.15 (incl VAT at 20%) per annum.
- 3.3 Proposed charges for Beach Hut

| | Existing Charge £ inc VAT (17.5%) | Proposed Charge £ inc VAT (20%) | Percentage Change |
|---------------------------------|---|---|--------------------------|
| Beach Huts Hove Prom | 283.33 | 295.15 | 2% |

Fishing Lockers/Boat Licences

- 3.4 There are a number of fishing lockers and boat lockers 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 (17.5%) | Proposed Charge rounded up to 50p £ inc VAT (20%) | % Change |
|---|---|--|-----------------|
| Winch or Capstan Site | 22.50 | 23.50 | 2% |
| Beaching Permit for pleasure/sailing/rowing boat | 30.00 | 31.50 | 2% |
| Beach Lock Site – small (self build) | 22.50 | 23.50 | 2% |
| Beach Lock Site – large (self build) | 45.00 | 47.00 | 2% |
| Beach Locker – (locker owned by council) | 75.00 | 78.50 | 2% |
| Beach Volleyball (hire fee per court) | 20.50 | 21.50 | 2% |
| Beach Basketball Court | Free | Free | 0% |

Volks Railway

- 3.5 This year it is proposed to increase the fees for the coming season 2011/12 by 2% in line with 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 2010/11 | Proposed Charge 2011/12 rounded up to 10p | % Change |
|---|----------------------------|--|----------|
| FULL JOURNEY | | | |
| Adult -Single - Day return | 1.80 | £1.90 | 2% |
| | 2.80 | £3.00 | 2% |
| Child - Single - Day Return | 0.90 | £1.00 | 2% |
| | 1.40 | £1.50 | 2% |
| Senior Citizen - Single - Day return | 1.10 | £1.20 | 2% |
| | 1.80 | £1.90 | 2% |
| Family Ticket - Single - Day return | 3.80 | £4.00 | 2% |
| | 6.40 | £6.70 | 2% |
| Group Booking: Day return (each) - Adult - Child | | | |
| | 2.10 | £2.20 | 2% |
| | 1.10 | £1.20 | 2% |
| HALF WAY STATION: PETER PAN | | | |
| Adult - Single - Day return | 1.00 | £1.10 | 2% |
| | 1.80 | £1.90 | 2% |
| Child - Single - Day return | 0.50 | £0.60 | 2% |
| | 0.80 | £0.90 | 2% |
| Special | 1.00 | £1.00 | 0% |
| 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. VAT – All proposed charges are inclusive of VAT (20%) where applicable. | | | |

Fees and Charges Outdoor Events

- 3.6 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.

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

| Category of event: | Charge for the | Proposed | Percentage |
|--------------------|----------------|----------|------------|
|--------------------|----------------|----------|------------|

| | hire of Madeira Drive for the financial year 2010/11 £ | Hire Charges 2011/12 £ | Increase: |
|----------------------|--|----------------------------------|------------------|
| Commercial | 6750 | 7088 | 5% |
| Charitable/Community | 2400 | 2448 | 2% |
| Enthusiasts | 1350 | 1377 | 2% |

- 3.7 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 sites in various locations across the city. These fees are detailed below.

| Advertising Boards | Current Rate | Proposed Rate | Percentage Increase |
|------------------------------|--------------|---------------|---------------------|
| Per poster per 10 day period | 3.38 | 4.66 | 2% |

- 3.8 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 is set in the Outdoor Events – Charging Policy

4. CONSULTATION

- 4.1 The ability to revise rents is prescribed within the tenancy and licence agreements for each property. Notice of the revised rents is given at least 2 months prior to registered owners and keepers being billed by the Central Collections Team.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The Budget Process Report 2010/11 agreed at Cabinet in July 2009, specified that Fees and Charges are assumed to increase by a standard inflation rate each year, which is 2% for 2011/12. In general the fees and charges proposed in this report reflect the requirement for a 2% increase, and also take into account the new rate of VAT applicable from 1st January 2011.

Finance Officer Consulted: Karen Brookshaw Date: 19/11/10

Legal Implications:

- 5.2 The changes proposed in this report are considered to be reasonable and appropriate and sufficient time has been allowed for giving proper notice of the changes.

Layer Consulted: Bob Bruce

Date: 25/11/10

Equalities Implications:

- 5.3 The events and services that this report covers caters 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 in relation to the setting of fees and charges

Risk and Opportunity Management Implications:

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

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 lockers, boats and beach huts 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