

# CULTURE, RECREATION & TOURISM CABINET MEMBER MEETING

## Agenda Item 46

Brighton & Hove City  
Council

**Subject:** *Seafront Fees and Charges 2012/13*  
**Date of Meeting:** **6<sup>th</sup> December 2011**  
**Report of:** *David Murray*  
**Contact Officer:** Name: *Toni Manuel* Tel: **29-0394**  
E-mail: *Toni.manuel@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 rent increase to the annual ground rent for beach huts along Hove seafront, the beach hut transfer administration fee 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 This report is one of several that are being considered in relation to fees and charges for the next financial year (2012/13) across the wide range of services within the portfolio of the Cabinet Member for Culture, Recreation and Tourism. While services positively engage in collaborative working, at the moment each report has been considered individually and recommendations made in relation to the specific issues of the service being provided.

For the financial year 2013/14 an overall review will be undertaken with the wide range of fees and charges considered together rather than individually. The intention being to achieve a more consistent approach to the increases that are proposed across the wide range of services.

### 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 1<sup>st</sup> 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 480 beach huts which this year generated an income of £141,000 from the licence fee. The current ground rent is £295.15 incl VAT per annum. It is proposed that the ground rent is increased by 2% to £301.05 (incl VAT at 20%) per annum.

3.3 Proposed charges for Beach Hut Licence

	<b>Existing Charge</b> £ inc VAT (20%)	<b>Proposed Charge</b> £ inc VAT (20%)
<b>Beach Huts Hove Prom</b>	295.15	301.05

3.4 The beach hut transfer administration fee is a one off payment made by the vendor on the sale of the beach hut. The Seafront Office deals with on average around 50 transfers each year. The fee is currently set at £50.00 and has remained unchanged for the past 5 years. This year it is proposed to charge a fee of £75.00, an increase of 50%. This increase is necessary to cover the costs of the administration which can take an officer anywhere between 2-4 hours to complete. Officers also meet each new owner individually to ensure that all licence forms are signed and completed correctly and to ensure that all forms of ID are available before the licence is transferred. In addition, checks are undertaken to ensure that payments for the licence fee and rates are up to date before the transfer can be authorised. As a matter of comparison Worthing Borough Council currently charge £386 for a beach hut licence at Goring beach and a fee of £350 is applicable when a transfer of ownership takes place.

3.5 Proposed charges for Beach Hut Administration Fee

	<b>Existing Charge</b> £ inc VAT (20%)	<b>Proposed Charge</b> £ inc VAT (20%)
<b>Beach Hut Administration</b>	50.00	75.00

**Fishing Lockers/Boat Licences**

3.6 There are approximately 25 fishing lockers and boat lockers located on the beach at Madeira Drive and Hove seafront. There are also over 80 boats, sailing dingys and kayaks stored on the beaches. Locker and boat licences are issued each year to registered keepers and this year generated an income of £3700. The various fees and charges are indicated below.

	<b>Existing Charge</b> £ inc VAT (20%)	<b>Proposed Charge</b> rounded up to 50p £ inc VAT (20%)
<b>Winch or Capstan Site</b>	23.50	24.00
<b>Beaching Permit for pleasure/sailing/rowing boat</b>	31.50	32.50
<b>Beach Lock Site – small (self build)</b>	23.50	24.00
<b>Beach Lock Site – large (self build)</b>	47.00	48.00
<b>Beach Locker – (locker owned by council)</b>	78.50	80.50
<b>Beach Volleyball (hire fee per court)</b>	21.50	22.00
<b>Beach Basketball Court</b>	Free	Free

### **Volks Railway**

- 3.5 This season close to 174,000 journeys were made on the Volks Railway generating an income of £217,000. This year it is proposed to increase the fees for the coming 2012 season by 2%. However, for operational reasons it is proposed that these prices be rounded up to the nearest 10p. To simplify the fare structure and enable flexibility for customers we propose to remove the Halfway Return tickets. A Full Journey Single can be issued instead. In order to maintain flexibility for special events it is proposed to keep the special event rate at £1.

Over the coming year further investigation will be carried out on pricing structures at comparable railways and attractions which will feed into an overall review of pricing. This will be linked to improvements aimed at enhancing the service provided and the overall visitor experience.

Details of the Volks Railway charges are detailed below.

	<b>Existing Charge 2011 Season £</b>	<b>Proposed Charge 2012 Season £ rounded up to 10p</b>
<b>FULL JOURNEY</b>		
Adult -Single - Day return	1.90	2.00
	3.00	3.10
Child - Single - Day Return	1.00	1.10
	1.50	1.60
Senior Citizen - Single - Day return	1.20	1.30
	1.90	2.00
Family Ticket - Single - Day return	4.00	4.20
	6.70	6.90
Group Booking: Day return (each) - Adult - Child		
	2.20	£2.30
	1.20	£1.30
<b>HALF WAY STATION: PETER PAN</b>		
Adult - Single - Day return	1.10	£1.20
	1.90	Remove
Child - Single - Day return	0.60	£0.70
	0.90	Remove
Special	1.00	£1.00

#### **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 fees and charges included in this report have been reviewed in accordance with the Corporate Fees and Charges Policy and reflect the 2% inflation uplift, as referred to in the budget report to Cabinet on 14<sup>th</sup> July 2011. The proposed fees

and charges are expected to achieve the income targets included in the draft 2012/13 budget strategy which are as follows:

	£k
Beach Hut licences	115
Lockers/Boat licences	5
Volleyball court fees	1
Volks Railway	218
	<hr/>
	339

*Finance Officer Consulted: Michelle Herrington*

*Date: 14/11/11*

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: 09/11/11*

Equalities Implications:

- 5.3 The 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. The Beach Hut Administration Fee is a one off payment and is minimal when compared to the sale price of a beach hut.

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

