

**REPORT TO:** Executive Board Sub Committee

**DATE:** 5 June 2008

**REPORTING OFFICER:** Strategic Director Environment

**SUBJECT:** Promotions & Tourism Fees and Charges -  
2008/09

**WARD(S):** Borough-wide

**1. PURPOSE OF REPORT**

- 1.1 This report sets out the proposed fees and charges to be applied by the Promotions and Tourism service for the financial year 2008/09.

**2. RECOMMENDED: That**

**(1) The proposed fees and charges for 2008/09, set out in Appendix I of this report, be approved.**

**3. BACKGROUND**

- 3.1 The fees and charges apply to the activities of the Promotions and Tourism service. It covers the charges for the exhibition unit, small marquees and items such as small public address systems and road cones.

**4. PROPOSED CHARGES**

- 4.1 It is proposed to increase the current fees and charges by 2.5% in 2008/09, which is consistent with increases applied by other departments in the Council.
- 4.2 The proposed fees and charges are set out in Appendix I. They are based on the same fees structures as 2007/08, which were approved by this Sub Committee.
- 4.3 To ensure that the fees and charges offer a degree of flexibility, to enable discounting and special offers to be made for bulk purchasing etc, it is proposed that the Promotions and Tourism manager agrees any such offers in advance with the Operational Director for Regeneration and that a record be maintained for audit purposes.
- 4.4 The charges for hiring the Exhibition Unit for less than 6 hours are greater than for a full day in order to offset the additional staff costs for short term hires. Short term hires, invariably, result in staff who set up

the unit having to stay for the duration of the event, accruing additional costs as a result. The logistics of paying staff to set up the equipment, returning home for a few hours and then returning later to dismantle it have proved impractical.

## **5. POLICY IMPLICATIONS**

- 5.1 The wide range of promotions and events co-ordinated by the Promotions and Tourism service make a significant contribution to the economy of the Borough. The fees and charges that are levied are an essential ingredient in maintaining a balanced budget.

## **6. OTHER IMPLICATIONS**

- 6.1 There are no other implications arising from this report.

## **7. IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

### **7.1 Children and Young People in Halton**

There are no implications arising from this report.

### **7.2 Employment, Learning and Skills in Halton**

There are no implications arising from this report.

### **7.3 A Healthy Halton**

There are no implications arising from this report.

### **7.4 A Safer Halton**

There are no implications arising from this report.

### **7.5 Halton's Urban Renewal**

The Promotions and Tourism service contributes to the implementation of the Economic and Tourism Development Strategy which sets out a plan for steady progress towards restructuring the Borough's economic base, increasing the Borough's economic competitiveness, and wealth and employment opportunities.

## **8. RISK ANALYSIS**

- 8.1 There is a risk of increasing fees to a level that is inconsistent with other providers of the same services. Prices have, therefore, only been increased in line with inflation.

## **9. EQUALITY AND DIVERSITY ISSUES**

- 9.1 There are no equality and diversity implications arising from this report.

## APPENDIX I

### Fees and Charges

2008/09

| <b>PROMOTIONS &amp; EVENTS</b>  | <b>2007/08</b>             | <b>proposed<br/>2008/09</b> |
|---|----------------------------|-----------------------------|
| <b>HIRE OF EQUIPMENT</b>  |                            |                             |
| <b>EXHIBITION UNIT (either)</b>   |                            |                             |
| Midweek Charge All Day  | £ 186.00                   | £ 190.00                    |
| Midweek Charge (less than 6hrs)   | £ 244.00                   | £ 250.00                    |
| Saturday Full day   | £ 235.00                   | £ 240.00                    |
| Saturday (less than 6hrs)   | £ 318.00                   | £ 326.00                    |
| Sunday Full Day   | £ 302.00                   | £ 310.00                    |
| Sunday (less than 6hrs)   | £ 416.00                   | £ 426.00                    |
| Note Charges above are within the Borough Boundary only. Outside charges at the managers discretion |                            |                             |
| Traffic Cones   | Free*                      | Free*                       |
| Small PA System   | Free*                      | Free*                       |
| * free if Ex Unit on event site. If not, charged at 2hrs time for delivery and collection           |                            |                             |
| If No Exhibition Unit at event Mini Marquee Charges   |                            |                             |
| Mini Marquees Weekday   | £ 215.00                   | £ 219.00                    |
| Mini Marquees Saturday  | £ 215.00                   | £ 219.00                    |
| Mini Marquees Sat less than 6hrs  | £ 215.00                   | £ 219.00                    |
| Mini Marquees Sunday  | £ 215.00                   | £ 219.00                    |
| Mini Marquees Sun less than 6hrs  | £ 215.00                   | £ 219.00                    |
| If Ex Unit at event already Mini Marquee Charges  |                            |                             |
| Mini Marquees Weekday   | £ 51.00                    | £ 52.50                     |
| Mini Marquees Saturday  | £ 51.00                    | £ 52.50                     |
| Mini Marquees Sat less than 6hrs  | £ 51.00                    | £ 52.50                     |
| Mini Marquees Sunday  | £ 51.00                    | £ 52.50                     |
| Mini Marquees Sun less than 6hrs  | £ 51.00                    | £ 52.50                     |
| <b>Land Hire - Commercial Events Less than 4000 attendance</b>                                      |                            |                             |
| These fees can be adjusted at the discretion of the Operational Director                            |                            |                             |
| Small Funfair/ Boat Jumble /Other small events  |                            |                             |
| Set up Days or car parking  | 0.031p per m <sup>2</sup>  | 0.032 p per m <sup>2</sup>  |
| Operational Days  | 0.0615p per m <sup>2</sup> | 0.063p per m <sup>2</sup>   |

**Large Scale Commercial Events**

Fees to be fixed in consultation with the Operational Director for Regeneration

**Note.** Charges do not include any legal or other fees that may be incurred in the use of land. These will be charged at the appropriate rate at the time i.e. rights of way closures.