

Agenda Item No: 10

Report to: Charity Committee

Date of Meeting: 9 December 2013

Report Title: Stade Hall and Open Space - Fees and Charges

Report By: Virginia Gilbert
Head of Amenities, Resorts and Leisure

Purpose of Report

To propose hire charges for the Stade Hall and Stade Open Space from 1st April 2014.

Recommendation(s)

1. That the Committee approve the charges for 2014

Reasons for Recommendations

The hire charges for the Stade Hall have not been revised since the 2011 opening. We are proposing a general increase of 3% on most charges as a modest reflection of inflation. Regarding the Open Space, where charging has been ad hoc rather than a formal agreement, we are proposing that free community or charitable events cover their costs whilst commercial events pay a hire fee in line with that charged on Hastings Borough Council open spaces.

Introduction

1. Charges for use of the Stade Hall were set when the Hall opened although they were not fully implemented until 2012. There are no set charges for use of the Open Space.
2. We now have more than a year of experience in taking formal bookings for the Hall.
3. Current charges for the Stade Hall are attached as appendix 1. In the absence of any agreed charges for the Open Space, officers have used the same charges as are made for Council spaces (Alexandra Park, the Oval) - £440 per day for a commercial event, a nominal charge (negotiable) for a non-profit, non-charging event.
4. The Charity Committee is asked to consider the proposed 2014 charges, which are generally in line with increases in HBC fees, for adoption in April 2014. Charges should be reviewed at this time each year and a report brought for your consideration. The proposed fees are attached as appendix 2.

Stade Hall

5. Although there is an extensive set of charging rates for the Hall, most bookings are either at the community group weekday evening rate of £20 per hour or the weekly shared exhibition rate of £100.
6. The range of hourly and daily rates work well. An increase of 3% is proposed to all hourly and daily rates as a reflection of inflation.
7. We also propose dropping the private individual 'by arrangement' category. In practice, the bookings are birthday parties and fit into the non-profit, community rates.
8. Officers suggest that changes are needed in the exhibition rates. Groups who book at the shared community group exhibition weekly rate of £100 have tended to encroach on the floor space of the Hall, rather than just the walls, so that the space cannot be shared.
9. The basic exhibition rate should be used purely for exhibitions that will hang on the walls whilst other activities take place in the room. An intermediate category of exhibitions, where the space is exclusive during the day but available for other bookings in the evening, should be introduced.
10. The partial or fully exclusive exhibition rates should be increased. A weekly exclusive booking for a community group is £250 whilst a single day booking is £90 weekday/£120 weekend. Exhibition bookings are growing steadily causing many single day bookings to be turned away at a financial loss to the Hall and the Trust. Benchmarking has shown that similar venues within the local area currently charge higher rates or similar rates with commission charged on works sold at the exhibition.

Stade Open Space

11. One commercial event in 2012 was charged for a day's use of the open space. A reduced, entry rate was negotiated, for 2013 only, with the markets and the biker evenings. This will generate approximately £3000 of income in 2013.
12. Officers recommend that the commercial rates are kept in line with Council-owned venues, currently £440 day.
13. For non-commercial, non-charging events, we suggest that charging be limited to recovering the cost of utilities, cleaning and any other incidental expenses or staffing that the event requires.

Stade Hall Advisory Group

14. The Group has been consulted on the new charging structure and recommend it to the Charity Committee.

Recommendation

15. That the Committee approve the charges for 2014.

Wards Affected

Ashdown, Baird, Braybrooke, Castle, Central St. Leonards, Conquest, Gensing, Hollington, Maze Hill, Old Hastings, Ore, Silverhill, St. Helens, Tressell, West St. Leonards, Wishing Tree

Area(s) Affected

Central Hastings, East Hastings, North St. Leonards, South St. Leonards

Policy Implications

Please identify if this report contains any implications for the following:

Equalities and Community Cohesiveness	No
Crime and Fear of Crime (Section 17)	No
Risk Management	No
Environmental Issues	No
Economic/Financial Implications	No
Human Rights Act	No
Organisational Consequences	No
Local People's Views	Yes

Background Information

Appendix 1 - Current Stade Hall Charges
Appendix 2 - Proposed 2014 Stade Hall Charges

Officer to Contact

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