

**Report to:** Charity Committee

**Date of Meeting:** 19<sup>th</sup> March 2018

**Report Title:** Stade Hall Facilities Management

**Report By:** Kevin Boorman, Marketing & Major Projects Manager

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### **Purpose of Report**

To update the charity committee on progress made in finding an organisation to manage the Stade Hall facilities, and to recommend that Sussex Coast College Hastings is appointed to run the facilities

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### **Recommendation(s)**

That Sussex Coast College Hastings is appointed to manage the Stade Hall facilities subject to due diligence and contractual processes

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### **Reasons for Recommendations**

Sussex Coast College Hastings offered the most robust business case, had the organisational capacity to deliver the management facilities, and will return a £10 000 fee to the Foreshore Trust from the second year of their management

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## Introduction

1. At its meeting on 26<sup>th</sup> June, the charity committee agreed its five year business plan, which included reviewing the Stade Hall management operations. Officers prepared a brief (appended for information), and this was published on 22<sup>nd</sup> November 2017; the deadline for the return of tenders was 12<sup>th</sup> January 2018. 1 At its meeting on 26<sup>th</sup> June 2017, the charity committee agreed its five year business plan, which included reviewing the Stade Hall management operations. Officers prepared a brief (appended for information), and this was published on 22<sup>nd</sup> November 2017; the deadline for the return of tenders was 12<sup>th</sup> January 2018.
2. Three tenders were returned, from organisations A, B, and C, and these were evaluated by both (job share) assistant directors for regeneration, and the marketing & major projects manager. One tender, from organisation A, was non-compliant, and so was discounted. Representatives from organisations B and C were invited to give a 15 minute presentation followed by a question and answer session to both assistant directors for regeneration, the marketing & major projects manager, and a member of the resort team, on 20<sup>th</sup> February.

## Tenders and presentations

3. Organisations B and C both produced reasonably comprehensive tenders, and supplemented these by additional documentation at the interviews on 20<sup>th</sup> February. Much of the 'Q&A' session after the each presentation focussed on the business model each organisation was proposing, and their business case. Both organisations had clearly spent some time on their tenders and presentations, and both had clearly taken the exercise seriously.
4. Organisation B focussed on their community background, the added value their operation could bring, and on the potential commercial value of the Stade for events, particularly 'life' events (parties, anniversaries, weddings, funerals/wakes, etc.). They intended to apply for grant funding to support their bid, and expected to just cover their costs of the Stade operation. The panel had concerns about the robustness of some of the figures in the business case, particularly in respect of event/letting income. There were also concerns about the capacity of the organisation to adequately resource their plans, given the need to effectively staff the Stade whenever events were taking place, potentially seven days per week.
5. Organisation C proposed generating income the Stade from three different income streams/areas. They had a particularly robust view on the potential value of commercial lettings, whilst at the same time allowing for community use at a much lower fee. Their dynamic model would adapt as they gained more experience of the market. Organisation C is a large organisation, albeit local based, and would offer the Stade facilities as part of a much wider venue offer, directing business towards the Stade when it was felt that that was the most appropriate venue for the client. It would integrate the Stade operation into its

main business. Organisation C propose paying a management fee of £10 000 pa from year 2.

## Discussion

6. Organisation C was the unanimous choice of the panel to provide the Stade Hall management facilities. It had a more robust business case, funding the estimated £25 000 pa running costs of Stade hall from three different income streams/area, as noted above :- commercial lettings, which they have considerable experience of running; their adult education for community partners project; and their advanced learners project, offering 'level 3' bespoke fishmongering, butchery and patisserie courses.
7. Organisation C's bid, as well as having a good business case with a strong commercial feel to it, also had a significant community element. This included working with Hastings Voluntary Action to promote volunteering opportunities for long term unemployed, working with Billingsgate seafood training school and the Foreshore Trust to develop a programme with school involvement to promote sea food cooking; linking with community partners; and offering employability skills, and apprenticeship qualifications, at Stade Hall.
8. In addition, organisation C's bid will also return £10 000 pa back to the Foreshore Trust from year 2; no other bid offered a return to the Foreshore Trust. This will help the trust to pursue its charitable aims.
9. Organisation C is Sussex Coast College Hastings, a not for profit medium sized general further education college based in Hastings, set over three sites.

## Recommendation

10. It is therefore recommended that Sussex Coast College Hastings is appointed to manage the Stade Hall facilities subject to due diligence and contractual processes

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### Wards Affected

Old Hastings (directly); all (indirectly)

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### Policy Implications

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

Equalities and Community Cohesiveness	X
Crime and Fear of Crime (Section 17)	
Risk Management	X
Environmental Issues	X
Economic/Financial Implications	X

Human Rights Act	
Organisational Consequences	X
Local People's Views	X
Anti-Poverty	X

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### **Additional Information**

Appendix 1: Stade management tender brief

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### **Officer to Contact**

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