

Appendix H

Somerset West and Taunton Council

Fees and Charges 2019-20

Promotional banners, pennants, 'rotunda' poster units and spaces in Taunton Town Centre

Background

Through the Marketing and Visitor Centre team based in the Market House opportunities have been created for businesses, charities and event organisers to promote themselves. The income generated from this service is reinvested to contribute towards the salary costs of the Visitor Centre team. This report proposes no change to the charges of 2018/19.

Town Centre 'rotunda' poster units

7 rotunda (poster) units are located within Taunton town centre (to discourage fly-posting in the town) and are made available to event organisers and businesses for promotional and advertising purposes. Units are situated in Coal Orchard car park, Goodland Gardens, Market House (outside of the Visitor Centre), North Street (3 units outside of Lloyds Bank, Monsoon and Vodaphone) and Vivary Park (where income from this rotunda will be shared between the Visitor Centre and the Open Spaces budgets). The unit outside of Vodaphone is operated by Taunton pub-watch to promote the evening economy. Poster spaces are available for a minimum of 1 week and bookings run from Thursday to Wednesday.

NEW SERVICE – Town Centre promotional spaces

Two promotional spaces in Fore Street (outside of Next) and High Street (outside of Hatchers and Party-On) Taunton, are managed by the Visitor Centre team. These spaces are used by both commercial and charity organisations. Bookings are taken for a minimum of 1 day.

Research has been undertaken to set our charges for this service against other town and city centre locations seeking advice from "Pinpointer" the market leader in booking promotional spaces.

Legal Authority

- The promotional banners, pennants, rotundas and spaces are provided as a discretionary service.
- Charges are set locally to cover the cost of the purchase of units, their maintenance and repair, the costs of business rates applied to each rotunda unit, the installation and removal of banners, pennants and to cover the cost of staff time to administer and update the service. The aim is to provide a market rate advertising service at a reasonable price to cover service costs and build a small surplus to off-set the cost to the council in running the Visitor Centre service.

	Proposed £ (2019/20)
Castle Bow and High Street Banner	£250 (including VAT) per 2 week installation period

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Flag post pennants	12 pennants £360 (including VAT) for a 2 week installation period For any additional 2 week period £200 (including VAT)
Rotunda display units	£17.50 per window space per week (including VAT)
Promotional spaces	<p>Commercial rate cost: £300 (including VAT) per day £780 (including VAT) per week</p> <p>Experiential rate cost: £540 (including VAT) per day</p> <p>*National charity rate cost: £300 (including VAT) per day £540 (including VAT) per week</p> <p>Local charity rate: No charge applied</p>

*This rate will apply to charities who employ companies to sign up supporters rather than local groups who are fundraising. The discretion on who to charge will be delegated to an authorised officer of the council.

Discounts

Discounts are available for booking more than 12 flag post pennants at any one period and longer term promotional space bookings. Rotunda poster display unit discounts apply for longer-term bookings, charitable/not for profit organisations and Visitor Centre box office service users. Any vacant promotional spaces promote the Visitor Centre and other Council services.

Budget Impacts

As this is a no change report there are no increases to the MTFP.

Date of application

1st April 2019

Chris Hall
Localities Manager