

Appendix C

Somerset West and Taunton – Fees and Charges 2019/20 Hire and sponsorship of Open Spaces, Parks, roundabouts, and plant beds

A charge has been applied (in TDBC) since 2006 for the hire of its parks and open spaces for events. This report proposes that Somerset West and Taunton continue with the fees as previously set with the inclusion of those from WSC in the same charging profile.

Any services required for an event for example electricity are charged in addition to the basic hire fee. Currently friends groups, who are raising funds to put back into the parks are not charged a hire fee. Registered charities benefit from a reduction in the advertised rate of 20%.

Charges for roundabout sponsorship and plant beds have been inconsistently applied and this report seeks to resolve this with a clear and transparent schedule.

It has come to light that a number of sites were accidentally excluded from the previous report, therefore these have been included here in bold. They are the sites at Blenheim Gardens, Minehead Esplanade and Harbour.

Destination Sites

Site	Daily hire fee 2019/20 £
Vivary Park	1,100.00
Wellington Park	720.00
Blenheim Gardens	720.00
Wilton Lands	280.00

Neighbourhood sites

Site	Daily hire fee 2019/20 £
Castle Green	200.00
French Weir Park	200.00
Goodland Gardens	200.00
Minehead Esplanade & Harbour	200.00
Hamilton Park	200.00
Somerset Square	200.00
Taunton Green	200.00
Victoria Park	200.00
Wellington Playing Field	200.00
Longrun Meadow	200.00

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Local sites

Site	Daily hire fee 2019/20 £
Cotford St Luke Recreation Ground	107.00
Galmington Playing Field	107.00
Gordon Hawkins Playing Field	107.00
Greenway Recreation Ground	107.00
Higher Holway	107.00
Hudson Way	107.00
Lyngford Park	107.00
Moorfields	107.00
Priorswood Playing Field	107.00
Roughmoor	107.00
Wellington Recreation Ground	107.00

Flexible hire for small scale fitness activities of less than 50 people for less than 2 hours per session at £200 for 12 months for a single park, or £300 for 12 months for up to 5 locations. A flexible hire is offered to support businesses wanting to operate instructor lead fitness activities such as military style boot camps, outdoor yoga, etc.

The decision has been made not to introduce charges for park run.

Additional Charges

In addition to the daily basic hire charge a separate fixed price of £55 is payable for hire and events to cover the extensive necessary administration tasks involved in checking the application and raising the Permit to Use the Land. This work is carried out in order to indemnify the Council.

Use of onsite electricity and water supplies will be charged at a unit cost where utilised.

A refundable damage deposit will also be requested, the rate to be set by an authorised officer of the council, dependant on the type of event.

Additional commercial services requested of the Open Spaces team will be charged at the appropriate chargeable rates.

Roundabout sponsorship

All roundabouts will be charged on the basis of the number of advertising / sponsorship signs that are placed. The rate per sign has been established following research into other southwest council charges. It is proposed that the charge is based upon the number of sponsorship / advertising signs that are permitted on the roundabout rather than a set rate per roundabout.

Roundabouts would have only one sponsor at any one time and would cover a period of 12months.

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Each sign permitted on a major road would be £800pa and £600pa on a minor road. With a roundabout typically serving 3 or more junctions it would therefore have 3 or more signs. We consider this to be good value based on the number of views each sign will get from passing motorists.

The charge above does not cover the provision of the signs which are a further cost of £100.00 per sign. Signs are limited in size and the service will have final say over the design and wording of the sign.

Planting beds

We occasionally receive request for sponsorship / advertising on flower beds, this charging schedule makes a move towards proactive marketing of these areas and seeks to test the markets interest and affordability. The cost of a planning bed will be less than roundabout sponsorship based on the volume of people that would see it. The charge is dependent on bed size as follows:

Bed area up to 9m ²	£200
Bed area of 10 – 15m ²	£300
Bed area greater than 15m ²	£400

Proposed Discounts

Currently the Friends groups are not charged to hire their particular open space or park. It is proposed that this continues in recognition of the good work done by the various groups in raising the profile of their parks, maintaining the profile and putting funding back into the park, by raising funds and applying for grants not available to the council.

Registered charities are charged a discounted fee. This discount is 20% across all fees identified in this report.

Finance implications

The proposed rates to apply to all bookings and new sponsorships from 1 April 2019. With this being the first year that WSC assets have been included it is unclear the level of take up there will be, as a result this is a no change report there are no increases to the MTFP.

END

Chris Hall
Localities Manager