

# CULTURE RECREATION & TOURISM CABINET MEMBER MEETING

## Agenda Item 40

Brighton & Hove City Council

**Subject:** Venues Fees & Charges  
**Date of Meeting:** 7<sup>th</sup> December 2010  
**Report of:** Strategic Director of Communities  
**Contact Officer:** Name: Penny Parker Tel: 292642  
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**Key Decision:** No  
**Wards Affected:** All

### FOR GENERAL RELEASE/ EXEMPTIONS

#### 1. SUMMARY AND POLICY CONTEXT:

- 1.1 To set out the proposed fees and charges for 2011/12 for the Brighton Centre and Hove Centre.

#### 2. RECOMMENDATIONS:

- 2.1 That the Cabinet Member approves the Fees and Charges as shown in Appendices 1 (Hove Centre) and 2 (Brighton Centre) in order that they can be incorporated into the 2011/12 Revenue Budget and Venues Business Plan.

In addition, the Cabinet Member is asked to authorise officers to negotiate with each hirer in order to secure the event, maximise revenue to both the service and the economic impact to the city.

#### 3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The proposed fees and charges for 2011/12 for the Brighton Centre and Hove Centre have been prepared on the basis of achieving the global increase of 2% inflation on income budgets which will automatically be included in the budget block allocation for 2011/12 as a part of the 3 year budget process.
- 3.2 In 2009/10 and the current financial year to date, a culturally and ethnically diverse combination of events has been held in the **Hove Centre** ranging from one day Local and Regional Conferences and Stakeholder Events, Fairs and Auctions, Citizenship Ceremonies, ethnic celebration and Wedding Receptions, Achievement Awards, Blood Donor sessions and Music and Dance events.

In 2009/10, 105 of the events held in the Great Hall & the Banqueting Suite, were classified as local or community based events, and in 2010/11 to date, the Hove Town Hall continues to offer a venue location to individuals and groups who reflect the city's diverse communities. Officers remain flexible in hire fee negotiations with organisers to encourage continued and regular, or repeat bookings.

### 3.3 During 2010/11 business levels in the Brighton Centre have included:

73 concert & public entertainment events (to date) plus 17 national or international conferences, meetings & trade exhibitions. Conference bookings have attracted delegate numbers of approximately 20,000 representing an economic impact in the region of £47,492,200 (*figures based on VisitBritain Economic Financial Impact study*).

Confirmed bookings for Conferences, Meetings & Trade Exhibitions at the Brighton Centre for 2011/12 currently stand at 18 events representing 90 days of occupancy. There are also unconfirmed bookings in the 2011/12 diary which will further increase the final diary commitments in this area, and therefore the economic impact to the city.

The Cabinet Member should similarly acknowledge the impact the work on improving areas within the Brighton Centre has already had on persuading clients to confirm events and business in both 2011/12 and beyond. This trend will continue as more work is done around the venue to improve client and customer satisfaction.

In addition, audited and evaluated in October 2010, the Brighton Centre and Hove Centre are the first venues to achieve <sup>1</sup>ISO14001 (International Standard) and <sup>2</sup>BS8901 (British Standard) combined certification. This achievement has generated positive publicity and a new marketing tool for the venues whereby they can offer clients the support to implement sustainability into event organisation, a criteria becoming more and more relevant within current market trends.

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<sup>1</sup>ISO 14001 is an international standard specification for an EMS. It allows an organisation to take a systematic approach to the evaluation of how its activities, products and services interact with the environment and to control those activities to ensure that established environmental objectives and target are met.

<sup>2</sup> BS 8901 is the new British Standard (September 2009) which has been developed specifically for the events industry with a purpose of helping the industry to operate in a more sustainable manner. The standard defines the requirements for a sustainability event management system to ensure an enduring and balanced approach to economic activity, environmental responsibility and social progress relating to events. It requires organisations to identify and understand the effects that their activities have on the environment, on society and on the economy both within the organisation and the wider economy; and put measures in place to minimise the negative effects.

- 3.4 The factors which Officers will consider when involved in negotiations include:
- a) Competitive environment
  - b) Client history
  - c) Stakeholder impact
  - d) Diary availability
  - e) Related income in terms of services and resources within the venues and city wide
  - f) Knowledge of market trends and industry developments.

#### **4. CONSULTATION**

- 4.1 Full assessment of customer satisfaction occurs with each and every event organiser and the assessment includes the quality of service and value for money, of which the cost of room hire is a factor.

Comparative research is undertaken in terms of the venue fees of competitors locally and nationally. This is done through independent study and collective comparative work via the NAA (National Areas Association) and the AIPC (International Association of Congress Centres), professional bodies to which the venues belong. Officers have the opportunity to attend national meetings and work around Best Practice, industry standards and legislation is undertaken.

#### **5. FINANCIAL & OTHER IMPLICATIONS:**

##### Financial Implications:

The 2011/12 room hire income targets for the Brighton Centre and the Hove Centre are £670k and £255k respectively. In addition to this, there are other income streams, mainly from entertainment events which are agreed by negotiation. The overall income targets for these venues are in excess of £2m (excluding Civic Hire charges) for the Brighton Centre and in the region of £370,000 for the Hove Centre. There are measures in place to improve income levels which include improved facilities and options/choices for customers. It is anticipated that these measures combined with the recommended increase in fees and charges will enable the venues to achieve their income targets in 2011/12

*Finance Officer Consulted: Michelle Herrington* *Date: 18/11/10*

##### Legal Implications:

There are no direct legal implications arising from the contents of this report. The Council must take Human Rights Act 1998 into account in respect of it's actions, but it is not considered that any individual's Human Rights would be adversely affected by the recommendation or contents of this report.

*Lawyer Consulted: Bob Bruce* *Date: 8/11/10*

### Equalities Implications:

Concessionary rates for both weekday and weekend bookings apply at The Hove Centre for registered charities locally based non-profit making organisations and local community groups.

An Equalities Impact Assessment for the Venues was completed in 2009 and helps guide decision making, business planning and operations.

Organisers of events requiring authentic ethnic catering can be permitted to use the Kitchens and can be exempt from the requirement to use the venues appointed caterer. In addition, and where appropriate based on attendance figures, the appointed caterer may waiver their manifest as sole catering provider at Hove Town Hall.

### Sustainability Implications:

- 5.2 There are no sustainability implications arising from the proposals in this report.

### Crime & Disorder Implications:

- 5.3 There are no crime and disorder implications arising from the proposals in this report.

### Risk and Opportunity Management Implications:

- 5.4 Risk implications are largely based around the price sensitivity of clients and the wider competitive environment. However it is believed that the market can bear these increased costs while the venues continue to focus to on continuously improving the overall value for money.

### Corporate / Citywide Implications:

- 5.5 Conferences, meetings, events and concerts bring approximately £732m of tourism and visitor revenue to Brighton & Hove's economy and the Brighton Centre and Hove Centre are central to this revenue in terms of the facilities and services they offer.

Contributing to the success and financial stability of a vast range of local business and services such as hotels, B&Bs, restaurants, transport and retail outlets, the successful utilisation of the venues sustains some 14,000 local jobs.

The venues' diverse programme of events similarly underpins the city's reputation as a vibrant and cultural city destination for both tourism and business.

## **6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

- 6.1 None considered.

## **7. REASONS FOR REPORT RECOMMENDATIONS**

- 7.1 To meet the income and savings targets for 2011/12.

### **SUPPORTING DOCUMENTATION**

#### **Appendices:**

1. Proposed Fees and Charges for the Brighton Centre 2011/12
2. Proposed Fees and Charges for the Hove Centre for 2011/12

#### **Documents in Members' Rooms**

1. None

#### **Background Documents**

1. None

