

Committee	Date	Classification	Report No.	Agenda Item No.
King George Fields Charity Board	28 th July	Unrestricted	(KGFCB 004/1011)	
Report of: Corporate Director Communities, Localities and Culture	Title : Fees and Charges			
Originating Officer : Michael Rowan	Ward(s) affected: N/A			

1 Summary

- 1.1 Current charges have been reviewed with the aim of generating additional income to the park with a view to offsetting some of the deficit caused by the vacant shop unit in the last financial year
- 1.1 In order to meet this challenge it was necessary to review the fees and charges raised by the park for some of the services that it provides.
- 1.2 This report does not include the rents charged for the shops and restaurants, Revolution Karting or the charges made to Connexions or the Urban Adventure Base as these are subject to market rents
- 1.3 This report does take cognisance of new markets that it is trying to break into and that did not formerly form part of the Mile End Park offer. Some of these are at an exploratory stage and some costs will need to be fine tuned at a later date
- 1.4 The adjustment to charges will be introduced from the 1st October

2 Recommendations

- 2.1 That the Charity Board agrees the list of fees and charges with effect from 1st October 2010
- 2.2 That the Charity Board agrees to give the Director of Mile End Park delegated authority to negotiate fees for any bookings that are not contained within the list of fees and charges
- 2.3 That the Charity Board agrees to give the Director of Mile End Park delegated authority to negotiate bookings that offer a clear opportunity cost i.e. the time scale or scale of the event offers an opportunity to bring revenue to the park that would otherwise be lost. This may include the opportunity to utilise a building that would otherwise be empty and therefore not earning money.

3 Reasons for the decisions

- 3.1 In order to maximize the opportunities to raise revenue from the amenities within the park it is necessary to be able to charge the market rate and to react quickly to business opportunities as they arise

4 Alternative options

- 2.1 Not to charge the market rent or to explore business opportunities but this would seriously impact on the ability of the park to reduce the deficit caused by the vacancy in the shop units

5 Body of the Report

- 5.1 The current financial climate has, and undoubtedly will continue, to offer challenges over the next few years and the park will need to raise income in order to continue to provide the level of service currently offered.
- 5.2 To retain and indeed extend the current market many of the prices are frozen at the current level as this seems to be the correct level for the said market. If conditions change and the opportunity arises to increase the fees, a further report will be submitted to the board.
- 5.3 The current hire fees are given in 5.4 below together with the proposed increase/decrease of the charge and the reasoning behind the charge where appropriate
- 5.4 A further report will be submitted subsequently with recommendations for any further increases with effect from April 2011

5.4 Table of fees and charges

Item	2010-11	October 2010 - 2011	Additional notes
The Art Pavilion	£1000 Private Artists £750 Students Community artists £500	£500 Private Artists £500 Students Community artists £500	Two bookings have been lost due to the withdrawal of arts funding and the difficulty in achieving Arts Council Funding. It is felt that this standardizing of the fee will improve the number of

			bookings and be a basis for marketing. It is felt that this should be closely reviewed in 2012-2013
Corporate outdoor bookings	-	negotiable	This needs to be priced on an individual event basis
The Ecology Pavilion	Community group Monday to Friday 8.am – 5.00pm £22.00 per hour	Community group Monday to Friday 8.00am-5.00pm £22.00 per hour	No change
The Ecology Pavilion	Community group Monday to Friday 5.pm – 12.00pm £44.00 per hour	Community group Monday to Friday 5pm – 12.00pm £44.00 per hour	No change
The Ecology Pavilion	Community group all day Saturday and Sunday £44.00 per hour	Community group all day Saturday and Sunday £44.00 per hour	No change
The Ecology Pavilion	Small meetings (up to 15 people) £44.00 per hour	Small meetings (up to 15 people) £44.00 per hour	No change
The Ecology Pavilion	Large meetings above 15 people £60.50 per hour	Large meetings above 15 people £60.50 per hour	No change
The Ecology Pavilion	Workshops £55.00 per hour	Workshops £55.00 per hour	No change
The Ecology Pavilion	Conferences £82.50 per hour	Conferences £82.50 per hour	No change
The Ecology Pavilion	Private parties/functions/receptions £121.00 per hour	Private parties/functions/receptions £121.00 per hour	No change
The Ecology Pavilion	Corporate events/launches £176.00 per hour	Corporate events/launches £176.00 per hour	No change
The Ecology Pavilion	Setting up/clearing away costs £60.50 per hour	Setting up/clearing away costs £60.50 per hour	No change
Corporate Volunteers	Minimum of £10.00 per head minimum of 10 volunteers per group maximum 100	Minimum of £20.00 per head minimum of 10 volunteers per group maximum 100	Charge to be introduced October 2010 gauge impact of price rise. This fee has remained

			unchanged for 5 years
Circus's and Fairs	£2000	£2500	This cost reflects the estimated costs normally associated with this type of event
Children's Birthday Parties		£100 per hour	A variety of optional themed add ons will also be marketed but the price will be negotiated depending on requirements

6 Comments of the Chief Financial Officer

- 6.1 The report contains proposals for variation in some charges, the introduction of new ones and the continuation of others at their current level. The reasons for this are set out in the report it is anticipated that there will be a modest increase in income.

7 Concurrent report of the Assistant Chief Executive (Legal)

- 7.1 The Council is the trustee of the Mile End charity pursuant to the governing document, which is a scheme dated 28 February 2000. The Council's Constitution establishes the King George's Fields Charity Board to administer the charity's affairs and discharge the Council's trustee functions.
- 7.2 The purpose of the Mile End charity is to preserve the park lands in perpetuity as a memorial to King George V under the provisions of the King George's Field Foundation. In effect this means that the park lands are to be maintained in perpetuity in accordance with the following object: "to promote and to assist in the establishment and to promote the preservation throughout the United Kingdom of Playing Fields for the use and enjoyment of the people..."
- 7.3 The Trustees have a duty to protect the trust property which requires the Trustees to obtain sufficient revenue to operate and promote the park. This report outlines proposals for revised charges for the use of the park's facilities which generate income used for the park's maintenance.

8 One Tower Hamlets Considerations

- 8.1 All of the revenue raised is utilised in the running of the park and is of benefit to all who would use the park

9 Sustainable Action for a Greener Environment

- 9.1 There are no direct sustainability implications in this report

10 Risk Management Implications

- 10.1 Failure to increase fees where the market would appear to bear such costs, and reduce fees where a higher level of usage is envisaged, will impede the Park's ability to maximize its potential to raise revenue from its assets.

11 Crime and Disorder Reduction Implications

- 11.1 There are no direct crime and disorder reduction implications in this report

12 Efficiency Statement

- 12.1 Efficiency improvements inform the ethos of the Mile End Park Annual Management Plan.

LOCAL GOVERNMENT ACT, 1972 SECTION 100D (AS AMENDED)
LIST OF "BACKGROUND PAPERS" USED IN THE PREPARATION OF
THIS REPORT