

PERTH AND KINROSS COUNCIL**Environment Committee****20 November 2013****CHARGING CRITERIA FOR PARKS EVENTS AND FOOTBALL BOOKINGS****Depute Director (Environment)**

The report seeks approval to amend the charges and the charging criteria for events and football pitch bookings on parks and greenspace in Perth and Kinross, to ensure consistency of charging across the area; to ensure commercial events are charged according to their use of greenspace sites; and to simplify the charging arrangements for football pitch bookings.

1. BACKGROUND / MAIN ISSUES**1.1 Events**

- 1.1.1 Parks and green spaces managed and maintained by the Council add to the quality of life experienced by residents in the area and visitors to Perth and Kinross. They are a focal point for communities, and their importance to people's everyday lives is widely recognised.
- 1.1.2 Commercial and non commercial events in Parks attract thousands of residents and visitors to the area. New and repeat event visitors bring important economic benefit to local businesses and add vibrancy to the area. Key Park events include the Perth Show, Scottish Volleyball Championships and Highland Games across Perthshire.
- 1.1.3 As well as being a driver for tourism, a strong programme of events and festivals adds to the vibrancy and vitality of the area, and to the overall quality of life for residents. Perth and Kinross has a good track record in hosting a broad spectrum of sporting, cultural and community events, with significant growth in attendances and participation in recent years.
- 1.1.4 With the restoration of city status to Perth and the emerging Regeneration and City Development strategies, it is recognised that our parks and open spaces will play a significant role in attracting and hosting events over the coming years.
- 1.1.5 The wide range of parks and greenspaces in the Perth and Kinross area vary considerably in size, character, level of "on site" facilities, (e.g. parking, electricity and water supply) as well as the nature of suitability for events.

- 1.1.6 Many of the parks have a dual use. For example, land may be used for sport during the Autumn / Winter months, reverting to open space for organised events during the Spring and Summer.
- 1.1.7 Parks and greenspace are freely accessible and affordable for a wide range of organisers and are booked by a mixture of commercial and non commercial groups, individuals, businesses and organisations (charitable or non charitable). The parks are also used for Council events and civic ceremonies.
- 1.1.8 In recent years a range of upgrading and refurbishment work has been completed to key parks throughout the Perth and Kinross area including MacRosty Park, Kirkgate Park, Kinross, Largan Park and Victoria Park. Drainage improvements works recently undertaken on the South Inch will allow that space to be used more widely in the future.
- 1.1.9 Commercial use of parks include fairs, circuses, car rallies, tent shows and balloon flights. Currently, there is a wide variance in the charges for a commercial let in Perth, compared to the landward parks. For example, an event booked for Braidhaugh Park, Crieff costs £77 per day as against a cost of £305 if it had been held at the Lesser South Inch, Perth.
- 1.1.10 Whilst appreciating that the potential audience number in Perth may be greater than Crieff, the difference in cost for holding a 3 day event is currently £684.00, whilst the facilities provided are comparable in nature.
- 1.1.11 Commercial event 'lets' only account for 14% of the total number of events held. 86% of events held in parks and greenspaces have no charge. It is custom and practice that if a park/greenspace event is organised by a non-commercial organisation for the benefit of the local community or charitable purposes, the let is free of charge.
- 1.1.12 The type of non-commercial events booked by a community or Charity include:
- Highland Games (Perth, Pitlochry, Crieff, Birnam) and Pipe Band Championships
 - National sports events – Scottish National Volleyball Championships; cross country championships; 10K runs; Rugby Club "Golden Oldies"
 - Firework displays
 - Race for Life, North Inch annual event with around 3,000 participants
 - Strathmore and the Glens Farmers Market, Wellmeadow, Blairgowrie
 - Fun days
 - Car Boot Sales
 - Religious events e.g. Wellmeadow – Songs of Praise
 - Diamond Jubilee Celebration Events in 2012.

- 1.1.13 It should be recognised that some charities and not-for-profit groups may have access to financial resources, or could access grants to cover the cost to hire event space. In some cases, events have the use of all the facilities free of charge, as they are organised by a registered charity, with the booking potentially including spaces for car parking and tents.
- 1.1.14 Even events that charge an admission, but by their nature or status, are considered to be of community benefit, are not charged by the Council.
- 1.1.15 When an event booking is accepted, the maintenance and potential over-use of the parks/pitches is considered to allow recovery of the grass or reinstatement of any damage caused. A clause is contained within the event agreement which states that if reinstatement works are required due to the event organisers' actions, the reinstatement works will be carried out by the Council and the costs will be invoiced to the organiser, unless unforeseen circumstances such as severe weather, occurs which leads to damage to the ground.
- 1.1.16 Over the years commercial events, particularly Circuses and Fairs have caused considerable time and effort for officers pursuing event organisers, often without result, to take down advertising boards fixed to public property and assets.

2. Sports Pitches

- 2.1 In 2008 the Perth and Kinross Sports Pitch Needs Assessment identified 183 football pitches in Perth and Kinross, 89 were seven a side pitches, 11 youth sized pitches and 83 adult pitches. There are mixed facilities across the pitches with some having changing facilities and not others. In addition, there is a variety of types of pitches on each site.
- 2.2 Further Leisure Needs Analysis Reports were developed in response to national strategy for sport, "Reaching Higher", which identified a key role of the Council in leading and facilitating strategic planning at a local level.
- 2.3 Perth and Kinross Council, in partnership with Sportscotland and Live Active Leisure, commissioned Torkildsen Barclay, Leisure Consultants, to undertake a local Leisure Needs Analysis. The content of the analysis was reported to the Lifelong Learning Committee on 31 October 2012 (Ref 12/487).
- 2.4 A key finding was that in general, across Perth and Kinross, the provision of football pitches exceeds the demand for them. However there are areas where some under supply has been identified, or where a perception of under supply exists.
- 2.5 Further work between Education and Children's Services and the Environment Service is already underway to review the use of existing pitches by local clubs.

- 2.6 The football pitches provided by the Council receive a range of treatments (depending on the actual pitch) including rolling, spiking and slitting; weedkill; fertiliser application and in a few cases re-marking. Contractors undertake pitch renovation work, test goalposts and mark out pitches at the start of the season.
- 2.7 The maintenance costs of these activities amounts to £94,000 per annum. In addition, pitches are cut by the Council's Grounds Maintenance squads on a fortnightly basis.
- 2.8 In Perth and Kinross there are 28 different fee rates available for pitches managed by Community Greenspace alone, not including ground rents for pavilions etc. These can be seen in Appendix 1. Like the events bookings, there is currently a diversity in booking charges between Perth and outlying areas.
- 2.9 The table below indicates charges for pitches made by other Councils and local football grounds compared to Perth and Kinross Council. Only Angus Council, of the Councils investigated, appears to have a seasonal rate for their pitches, which is for 35 weeks at £875 compared to the current rate of £390 charged by Perth and Kinross Council for its seasonal hire. Adult seasonal fees expect up to 22 games played per team.

Adult use with changing

PKC, Community Greenspace (per game) with changing, Perth	£38.00
McDiarmid Park, All-Weather (1 hour before 6pm)	£87.00
PKC, Education	£39.90
Live Active Leisure, (1 hour)	£54.69
Angus Council	£39.00
East Renfrewshire	£37.00
Stirling	£31-£50
Dundee	£44.00
Clackmannanshire	£27.40

- 2.10 Due to the large number of charges, users can find the system confusing and at times may not apply for a pitch booking. Further work between Education and Children's Services and the Environment Service will be undertaken to review the use of existing pitches by local clubs.

3. PROPOSALS

3.1 Events

- 3.1.1 It is proposed to standardise the charges for events on Council parks and open space, to apply consistently across Perth and Kinross. It is also proposed to charge (at a lower rate) for charity/not for profit activities, and also to confirm that charges apply for the period that the site is being used, including days taken to set up and take down events.
- 3.1.2 It is recognised that any revised proposed charges should not be set too high to discourage small community organisations and individuals from using our parks and greenspace for events.
- 3.1.3 Nonetheless commercial and non commercial events do take a considerable amount of organisation from a Council perspective. As an example, events can require a high amount of administration time, attendance at meetings and assistance with alternative site options, and dealing with reinstatement of land once the event has departed.
- 3.1.4 Based on the time spent per application for parks events, it is proposed to introduce a split charging system for booking events.

3.2 Commercial Bookings

- 3.2.1 Standard Let Charge which would be streamlined (to match cost of Lesser South Inch) across all parks in Perth and Kinross.

2014/15

Council Parks and Spaces (per day on site)	£305 including VAT
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- 3.2.2 The anticipated income from the revised charges is projected to be a £1,000 increase based on the income received from events in 2012/13.
- 3.2.3 It is also proposed a £500 refundable deposit is introduced for commercial events to deter fly posting and pay for any costs incurred by the Council should any fly posting need to be removed.
- 3.2.4 In addition, it is also recommended that the events booking form includes a list of a range of activities/promotional events that would not be deemed appropriate or suitable on Council owned land. These can be seen in Appendix 2.

4. Non Commercial Bookings

- 4.1 Some non commercial events highlighted in paragraph 1.1.12 regularly attract over 100 attendees and require, in some cases, considerable input from the Park Events Officer. It is therefore recommended that the Environment Service reviews non commercial bookings (communities and charity bookings) based on a tiered administration charge related to expected attendance.

<u>Expected Attendees</u>	<u>Cost</u>
(a) Up to 100	£ 00.00
(b) 101 to 500	£50.00
(c) 501 to 1000	£100.00
(d) 1000	£250.00

5 Sports Pitches

- 5.1 It is proposed to simplify and revise the charges. The Council would no longer charge for changing, and the proposed new charges for a seasonal let would reflect this. This means teams do not have to pay for changing twice, for example, should they need to move from playing at the South Inch (which has changing facilities) to the North Inch (where they have to pay for changing at Bells Sports Centre) to play their games. It is also proposed to delete charges to teams, for training activities. The revised simplified football pitch charges from 01 April 2014 can be seen in Appendix 3. These charges bring equality and simplification to sports pitch bookings across Perth and Kinross.
- 5.2 It is recognised that for clubs outside of Perth there will be a price increase, however a per player/per game charge (with the “home team” paying the fee) is only £2.96 for adults and £0.93 for under 18s.
- 5.3 The charges have been set whereby it is advantageous for the football clubs to pay a season fee up front or through direct debit. This generates a saving of up to 26% based on a per player/per game charge, and the number of games per season.
- 5.4 It is projected that the revised charges will raise approximately £7,500 per annum compared to the £5,500 raised in 2011/12. However this needs to be considered against the £94,000 for the grounds maintenance operations of these pitches, highlighted in section 2.7.

6. **CONCLUSION AND RECOMMENDATION(S)**

- 6.1 The report outlines the economic benefits that events bring to the Perth and Kinross area and the pivotal role that the Council’s parks and greenspaces play in hosting and staging these events.
- 6.2 The report also highlights the requirement for events and sports pitch bookings to be managed to ensure a consistency of approach and support customers who wish to make a booking.
- 6.3 The report outlines a range of revised charges and introduction of criteria to ensure this consistency of approach is achieved.
- 6.4 These changes should ensure that we retain the vibrancy of our parks, still provide popular destinations for communities, event organiser and sports groups and contribute to the economic development of the area.

6.5 The Environment Committee is asked to agree to:

- (a) the revised charges for commercial bookings in all the main parks throughout the Perth and Kinross area
- (b) the introduction of a tiered charge, based on expected attendance, for all non commercial Events in Parks and Greenspace within the Perth and Kinross area starting on 1 April 2014
- (c) the revised charges for the football pitches to bring consistency of charging across Perth and Kinross
- (d) introduce a minimum refundable deposit of £500 for commercial events which will be retained should there be an incidence of fly-posting requiring to be removed at a charge to the Council
- (e) include in the events booking form a list of advertising / promotional events that would not be appropriate or suitable on Council owned land

Author(s)

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Approved

Name	Designation	Date
Jim Valentine	Executive Director (Environment)	8 November 2013

If you or someone you know would like a copy of this document in another language or format, (On occasion only, a summary of the document will be provided in translation), this can be arranged by contacting
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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

Strategic Implications	Yes / None
Community Plan / Single Outcome Agreement	Yes
Corporate Plan	Yes
Resource Implications	Yes
Financial	Yes
Workforce	Yes
Asset Management (land, property, IST)	Yes
Assessments	None
Equality Impact Assessment	Yes
Strategic Environmental Assessment	Yes
Sustainability (community, economic, environmental)	Yes
Legal and Governance	Yes
Risk	Yes
Consultation	Yes
Internal	Yes
External	Yes
Communication	Yes
Communications Plan	Yes

1. Strategic Implications

Community Plan / Single Outcome Agreement

- 1.1 The proposals relate to the delivery of the Perth and Kinross Community Plan/Single Outcome Agreement in terms of the following priorities:

- (iii) Promoting a prosperous, inclusive and sustainable economy
- (iv) Supporting people to lead independent, healthy and active lives

Corporate Plan

- 1.2 The proposals relate to the achievement of the Council's Corporate Plan Priorities:

- (iii) Promoting a prosperous, inclusive and sustainable economy;
- (iv) Supporting people to lead independent, healthy and active lives; and

2. Resource Implications

Financial

- 2.1 The charging structures proposed within the report will take into account *any increases approved by the Council as part of the budget setting exercise for 2014/15*, in order to maintain the overall budgeted income level.

Workforce

- 2.2 There are no workforce issues arising from this report.

Asset Management (Land, Property and IST)

- 2.3 The Council is preserving its grounds maintenance assets by utilising Parks and Open Spaces as effectively as possible.

3. Assessments

Equality Impact Assessment

- 3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allows the Council to demonstrate that it is meeting these duties.
- 3.2 This section should reflect that the proposals have been considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:
- i) Assessed as **not relevant** for the purposes of EqIA

Strategic Environmental Assessment

- 3.3 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals. The proposals have been considered under the Act and no further action is required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

Sustainability

- 3.4 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the achievement of sustainable development. In terms of the Climate Change Act, the Council has a general duty to demonstrate its commitment to sustainability and the community, environmental and economic impacts of its actions.
- 3.5 The proposals have been assessed in terms of the requirements to manage the Council's Greenspace assets in a sustainable long term way.

Legal and Governance

- 3.6 The Head of Finance and the Head of Legal Services have been consulted on the content on the report.

Risk

- 3.7 There is a risk that Commercial and non Commercial events and also Community Groups may find the charges a barrier to holding events in the Perth and Kinross area.

4. Consultation

Internal

- 4.1 The Head of Legal Services, the Head of Democratic Services, the Head of Cultural and Community Services, and the Head of Finance have been consulted in the preparation of this report.

External

- 4.2 The local football teams have been consulted on the charges. In late 2011 Community Greenspace in partnership with Sports Development (Education and Children's Services) invited all local teams from Perth who use the City Pitches and encouraged the set-up of 'Perth City Football Hub' with a proposal to create a constituted group to access sports funding to improve and renovate the South Inch facilities for Sports Users (specifically football). The group who met regularly was interested but there was no community 'lead person' who had the time and capacity to be the chairperson.

5. Communication

- 5.1 Event organisers and football clubs will be written to directly to inform them of the changes to charges and the Council's website pages will be updated accordingly.

2. BACKGROUND PAPERS

The following background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing the above report.

- Local Leisure Needs Analysis Report presented to the Lifelong Learning Committee on 31 October 2012 (Ref 12/487).

3. APPENDICES

- Appendix 1 - Fee rates available for pitches managed by the Council
- Appendix 2 - List of a range of activities/promotional events that would not be deemed appropriate or suitable on Council owned land.
- Appendix 3 - Revised football pitch charges

Fee Rates available for Pitches Managed by the Council

ITEM 5: GAMES PITCHES CHARGES		Charge 12/13	VAT Status	VAT	Total Charge 12/13 (Inc VAT)
Perth Pitches - Adult (Season - with changing facilities) - Adult (Season - without changing facilities) - Adult (Per game - with changing facilities) - Adult (Per game - without changing facilities) - Seasonal charge to clubs for pitches for training purposes - 7-a-side Adult (Per game - with changing facilities) - 7-a-side Adult (Per game - without changing facilities) - Junior up to 17yrs (Season - with changing facilities) - Junior up to 17yrs (Season - without changing facilities) - Junior up to 17yrs (Per game - with changing facilities) - Junior up to 17yrs (Per game - without changing facilities) - 7-a-side Junior (Season with changing facilities) - 7-a-side Junior (Season - without changing facilities) - 7-a-side Junior (Per game - with changing facilities) - 7-a-side Junior (Per Game - without changing facilities) - Seasonal charge to clubs for pitches for training purposes		£341.67	S/E	£68.33	£410.00
		£206.67	S/E	£41.33	£248.00
		£31.67	S	£6.33	£38.00
		£19.17	S	£3.83	£23.00
		£166.67	S	£33.33	£200.00
		£23.33	S	£4.67	£28.00
		£15.00	S	£3.00	£18.00
		£170.83	S/E	£34.17	£205.00
		£103.33	S/E	£20.67	£124.00
		£15.83	S	£3.17	£19.00
		£9.17	S	£1.83	£11.00
		£85.83	S	£17.17	£103.00
		£51.67	S	£10.33	£62.00
		£10.83	S	£2.17	£13.00
		£7.50	S	£1.50	£9.00
		£83.33	S	£16.67	£100.00
Outside Perth - Adult (Season - with changing facilities) - Adult (Season - without changing facilities) - Adult (Per game - with changing facilities) - Adult (Per game - without changing facilities) - Seasonal charge to clubs for pitches for training purposes - Junior up to 17yrs (Season - with changing facilities) - Junior up to 17yrs (Season - without changing facilities) - Junior up to 17yrs (Per game - without changing facilities) - Junior up to 17yrs (Per game - with changing facilities) - Junior up to 17yrs (Per game - without changing facilities) - Seasonal charge to clubs for pitches for training purposes - 7-a-side Junior (Per Game - without changing facilities)		£254.17	S/E	£50.83	£305.00
		£165.00	S/E	£33.00	£198.00
		£23.33	S	£4.67	£28.00
		£15.83	S	£3.17	£19.00
		£136.67	S	£27.33	£164.00
		£127.50	S/E	£25.50	£153.00
		£82.50	S/E	£16.50	£99.00
		£10.83	S	£2.17	£13.00
		£7.50	S	£1.50	£9.00
		£68.33	S	£13.67	£82.00
		£61.67	S	£12.33	£74.00
		£5.83	S/E	£1.17	£7.00
Other Park Lets: Lesser South Inch - Commercial (per operating day) Lesser South Inch - Non Commercial (per operating day) Other Council parks & spaces - Events (per operating day)		£254.17	S	£50.83	£305.00
		£118.33	S	£23.67	£142.00
		£64.17	S	£12.83	£77.00
<p>NB: i) Events in Council parks & open spaces to which entry is free and/or which are organised by noncommercial organisations for the benefit of the local community or charitable purposes should continue to be granted free.</p> <p>(ii) Any additional costs incurred as a result of a hire will be recharged at cost plus a 10% administration fee.</p> <p>(iii) Occupation of a park prior to or after a pre-agreed period of let may incur the operation day charge.</p> <p>(iv) Use by clubs for under 14's training purposes will be free of charge.</p> <p>Note: E = VAT Exempt if paid in one payment.</p>					

Appendix 2

Unsuitable Products/organisations/services for advertising on Council land

The following list of products/organisations/services will generally be considered unsuitable for advertising on Council land, and therefore these types of event may not be permitted on Greenspace sites.

The list below may be expanded over time.

In addition each event will be subject to approval by the Waste Services and Community Greenspace Manager, or their nominee.

- Where the content is in support of a Political Party.
- Event or advertising which may be construed as offering or promoting services of a sexual nature
- Tobacco or gambling related products/organisations/services

Proposed Charges – Football Pitches 2014/15

Adult	
Season (11-a-side) including changing and training	£385.00
Per Game (11-a-side)	£38.50
Season (7-a-side)	£200.00
Per Game (7-a-side)	£20.00
Junior (Under 18 years)	
Season (11-a-side)	£110.00
Per Game (11-a-side)	£11.00
Season (7-a-side)	£83.00
Per Game (7-a-side)	£8.00

