

**CABINET MEMBER FOR ECONOMIC DEVELOPMENT, PLANNING AND
TRANSPORTATION**

**Venue: Town Hall, Moorgate
Street, ROTHERHAM.
S60 2TH**

Date: Friday, 12th June, 2009

Time: 9.00 a.m.

PLEASE NOTE THE CHANGE OF DATE, TIME AND VENUE FOR THIS MEETING

A G E N D A

1. To determine if the following matters are to be considered under the categories suggested in accordance with Part 1 of Schedule 12A (as amended March 2006) to the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered later in the agenda as a matter of urgency.
3. Minutes of a meeting of the Tourism Panel held on 1st June, 2009 (Pages 1 - 3)
 - to receive the minutes.
4. Award of External Grant Funding to supplement the funding of the school cycle training programme and award of external cycle training term contract for 2009 to 2011 (Pages 4 - 7)
Ken Wheat, Transportation Unit Manager, to report.
 - to consider award of contract to provide training and funding.
5. Town Centre Spaces - Mobile Catering Units (Pages 8 - 14)
Bernadette Rushton, Assistant Town Centre Manager, to report.
 - to recommend traders to whom licences would be issued for the purpose of siting a mobile catering unit in the town centre for the period 1st July to 30th September, 2009.
6. Town Centre Spaces - Rent Increase (Pages 15 - 20)
Bernadette Rushton, Assistant Town Centre Manager/Julie Roberts, Town Centre and Markets Manager, to report.
 - to consider the proposed rent increase.
7. Rotherham Hospice (Pages 21 - 24)
Sharon Langton, Principal Estate Surveyor, to report.
 - for information purposes concerning the consent and landlord's approval under delegated powers for an extension to Rotherham Hospice, together with consent for the provision of temporary access over Herringthorpe Playing Fields for construction purposes.

8. EXCLUSION OF THE PRESS AND PUBLIC

The following item is likely to be considered in the absence of the press and public as being exempt under Paragraph 3 of Part 1 of Schedule 12A to the Local Government Act 1972 (as amended March 2006) (information relating to the financial or business affairs of any particular individual (including the Council)):-

9. Advanced Manufacturing Park (Pages 25 - 47)

Tim O'Connell, Business Development Manager, to report.

- to seek approval to a range of actions designed to maintain the focus of the Advanced Manufacturing Park (AMP) as the UK's premier advanced manufacturing technology park.

**TOURISM PANEL
MONDAY, 1ST JUNE, 2009**

Present:- Councillor Smith (in the Chair); Councillors Austen and Boyes.

Bernard Jones	South Yorkshire Transport Museum
Natie Haynes	Holiday Inn
Tom Waldron-Lynch	Hellaby Hall Hotel
Joanne Edley	Tourism Manager
Marie Hayes	Events and Promotions Manager

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from:-

Councillor R. Littleboy	
Councillor I. St. John	
Stuart Reaney	Chesterfield Canal Partnership Trust
Julie Roberts	Town Centre and Markets Manager
Julie Williamson	Dearne Valley College

2. MINUTES OF THE PREVIOUS MEETING OF THE TOURISM PANEL HELD ON 16TH MARCH, 2009

Consideration was given to the minutes of the previous meeting of the Tourism Panel held on 16th March, 2009.

Agreed:- That the minutes be approved as a correct record.

3. ANY MATTERS ARISING FROM THE PREVIOUS MEETING

There were no issues to raise from the previous minutes.

4. ROTHER VALLEY COUNTRY PARK DEVELOPMENTS AND THE YES PROJECT

The Panel was informed that, unfortunately due to having to meet visitors from abroad, Stephen Lewis, from Oak Holdings plc, was unable to attend the meeting to speak about developments at the country park and about the YES project.

However, it was hoped that Stephen would be able to attend a future meeting.

The Chairman reported that the first meeting of the joint steering group (Council and Oak Holdings) had taken place.

5. ROTHERHAM GOLF CLUB - MAJOR EVENT - AUGUST 2009 -

WORLD QUALIFIER TOURNAMENT

Joanne Edley, Tourism Manager, reported that a world qualifying tournament was being held at Rotherham Golf Club and that golfers from Rotherham would be taking part. The Tourism Manager was working with the organisers in conjunction with the Events and Promotions team to encourage more spectators and to assist them to arrange relevant services and facilities for visitors to the golf course.

6. CHESTERFIELD CANAL - INLAND WATERWAYS EVENT

Joanne Edley, Tourism Manager, on behalf of Stuart Reaney reported on the Chesterfield Canal Festival – Kiveton Park Spring Bank Holiday weekend as follows:-

“The Chesterfield Canal Trust supported by the Inland Waterways Association and the Chesterfield Canal Partnership hosted a festival adjacent to the Chesterfield Canal at Kiveton Park over the Spring Bank Holiday Weekend.

The opening ceremony took place on Saturday, 23rd May and there were around 60 official guests including the Mayor of Rotherham and a number of parish councillors representing the parishes in Rotherham which were near to the canal.

Over the weekend the weather was perfect and it is estimated that the festival attracted around 10,000 visitors. This was a very credible performance.

We had a lot of publicity in local papers as well as a spot on Radio Sheffield and there is no doubt that the festival has raised the profile of the canal restoration project throughout the region.

There was the usual collection of trade stalls, exhibitors, children's entertainment as well as boat trips on the canal and fishing competitions. The beer tent proved extremely popular.

Because of its success we are now seriously looking at holding another festival on the canal at Worksop in July next year so watch this space!

On behalf of the Chesterfield Canal Partnership, I would like to thank Rotherham Metropolitan Borough Council for the help they gave us in the run-up to the event, and in particular I would like to thank Joanne Edley and the Rotherham tourism team for helping to promote the festival and for supporting us by having a promotional stand over the weekend.”

7. YORKSHIRE SOUTH TOURISM AND YORKSHIRE TOURIST BOARD

Joanne Edley, Tourism Manager, reported that a meeting had taken place to discuss the Council's partnership with the YTB.

Also a meeting had taken place with YST regarding the partnership and Service Level Agreement. The SLA had now been drafted and would be ready to be agreed shortly.

8. MATTERS TO RAISE BY INDUSTRY REPRESENTATIVES

There were no issues raised by the Industry representatives.

9. ANY OTHER BUSINESS

The following issues were reported:-

(i) Councillor Boyes thanked Marie Hayes and the Events and Promotions Team for helping a voluntary group to host a recent large event.

(ii) Joanne Edley, Tourism Manager, distributed copies of the 10th Rotherham Walking Festival leaflet, which was to be held from 29th June to 5th July, 2009. 7,500 leaflets had been produced; advertisements had been placed in Walk and in Country Walking Magazines; press releases had been sent out. Also 3,000 had been distributed to those on the mailing list.

It was confirmed that Walk No. 19 – RSPB Old Moor to Gypsy Marsh was already fully booked.

10. DATE, TIME AND VENUE FOR THE NEXT MEETING

Agreed:- That the next meeting of the Tourism Panel be held on MONDAY, 13TH JULY, 2009 at 2 p.m. at the Town Hall, Moorgate Street, Rotherham.

11. TOUR AND EXPLANATION OF THE DEVELOPMENTS AT CLIFTON PARK

The meeting was followed by a walkabout lead by Alistair Farr, Clifton Park Manager. The Panel viewed on-going works in the following areas:-

- Garden building and walled garden
- Waterplay area
- Play and amusements area
- bandstand
- Cenotaph and memorial garden
- Rock garden

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Economic Development, Planning & Transportation
2.	Date:	12th June 2009
3.	Title:	Award of External Grant Funding to Supplement the Funding of the School Cycle Training Programme and Award of External Cycle Training Term Contract for 2009 to 2011.
4.	Programme Area:	Environmental and Development Services

5. Summary

To inform the Cabinet Member of the award of extra grant funding for cycle training from Cycling England to increase the number of cycle training courses offered to school pupils in the Borough and the award of the Cycle Training Term contract for 2009 to 2011.

6. Recommendations

That Cabinet Member notes the contents of this report.

7. Proposals and Details

Cabinet Member will be aware of the role of Cycling England and their remit to encourage more people to cycle safely and more often. One of their key priorities is the roll out of the "Bikeability" cycle training scheme - a nationally recognised and agreed standard aimed at building the skills of school pupils to help them ride confidently and safely on today's busy roads.

Bikeability is delivered in 3 levels. Levels 1 & 2 are targeted at primary pupils, years 5 and 6, to develop basic skills and level 3 is targeted at secondary school students to develop advanced skills needed to ride on today's busy roads. The Council has been offering Bikeability in Rotherham schools since mid 2007 and to date, some 2,300 pupils have benefited from training. Feedback from schools, pupils and their parents has been excellent.

In early 2007, Cycling England announced a grant scheme aimed at increasing the amount of Level 2 Bikeability cycle training available to school pupils especially in socially and economically deprived areas (See Appendix A) where road safety is often a concern. To date the Council has bid successfully for £20,000 in 2007/8 and £40,000 in 2008/9. (Minute number 39 of the 16th July, 2007 meeting and minute number 246 of the 21st April 2008 meeting). Following good performance by the Council in terms of delivering training to our schools, Cycling England has awarded an increased grant of £60,000 for the 2009/10 financial year.

In 2009/10 an estimated 2000+ pupils in approximately 100 Rotherham schools will receive Bikeability Cycle Training.

Cabinet Member will also recall endorsing the re-tender of the Council's two year cycle training contract for 2009-2011 (minute 187 of the 2nd February, 2009 meeting).

Accordingly, twelve training providers were approached and six expressed an interest to tender. Of those six, the following providers submitted tenders.

- Pedal Ready of Sheffield (our existing training provider).
- Cycle Experience of St Albans, Hertfordshire.
- Cycling Solutions of Liverpool.

Cycle Experience of St Albans, Hertfordshire submitted the lowest tender and met our requirements relating to ability, quality, performance and security. They have therefore been appointed as our cycle training provider for 2009/11 and began working with Rotherham Schools in late April 2009.

8. Finance

The total spend / contract value for 2009/10 is a maximum of £80,000. Cycling England require the Council to match fund part of their grant to ensure that it provides added value rather than merely being a substitute for local authority investment in cycle training. Therefore, £20,000 from the LTP Integrated Transport capital programme will also be allocated for cycle training in 2009/10.

9. Risks and Uncertainties

The appointment of a new service provider inevitably introduces an element of the unknown however, to date, Cycle Experience have performed well and have met or exceeded our expectations. Whilst the contractor clearly has the ability to perform, our targets will only be achieved if schools maintain demand and support for cycle training.

10. Policy and Performance Agenda Implications

The promotion of School Travel Plans and cycling contributes to the following shared themes in LTP2:

- Road Safety – by improving cycling ability and road safety awareness amongst young people.
- Congestion – by encouraging modal transfer from car (as passenger) to bicycle, especially on the 'school run'.
- Air Quality / Environment – by reducing the number and impact of vehicles associated with the school run
- Improving the healthy lifestyle of pupils – by encouraging cycling to and from school.
- Supporting sustainable and healthy ways of travelling on the school journey.

Cycle training also contributes to the following Community Strategy themes:

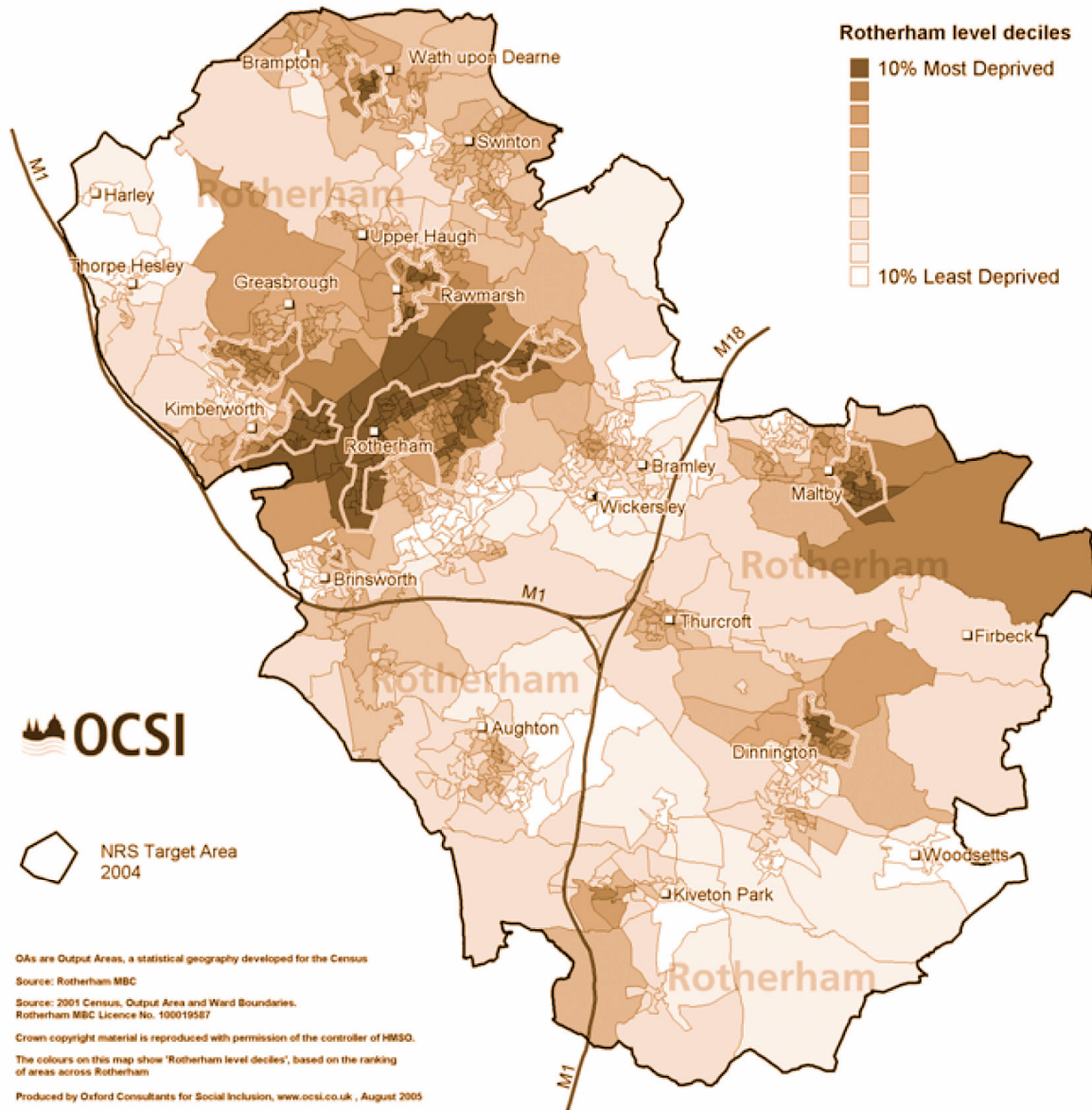
- Rotherham Alive – engaging communities to be healthy and active
- Rotherham Safe – a preventative approach to minimise traffic and cycling accidents.
- Rotherham learning – by providing a life long skill.

11. Background Papers and Consultation

S.Y. Local Transport Plan 2006-2011.

**Contact Name : Brian Igoe, Transport Planner, Ext 2951,
Brian.igoe@rotherham.gov.uk**

Rotherham Local Index of Multiple Deprivation (LIMD)



ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Economic Development, Planning & Transportation
2.	Date:	12th June 2009
3.	Title:	Town Centre Spaces- Mobile Catering Units
4.	Programme Area:	Environment & Development Services

5. Summary

This report identifies the recommended traders to whom licences would be issued for the purpose of siting a mobile catering unit in the town centre for the period 1st July- 30th September 2009.

The report also recommends changes to the policy relating to Mobile Catering Units (including number of available pitches).

6. Recommendations

That the Cabinet Member notes the content of the report and supports the following recommendations:

- i) That licences be issued to the traders as identified in this report and on the terms as detailed**
- II) That Food Use is removed from Pitch 2 & 3 (with exception of Saturdays through July – September.)**
- III) That revised arrangements are introduced for the letting of Pitch 1**
- IV) That the existing occupier be charged for Pitch 2 for period to 15th May only**

7. Proposals and Details

As part of the Town Centre Spaces Policy, administered by the Town Centre Management Team, licences are issued on a three monthly basis for the purpose of siting a mobile catering unit on designated food pitches in the town centre. As per the meeting of this group on 17th March 2008, a criterion was drawn up against which all applications are assessed. Each quarter, recommendations regarding the licenses to be issued are made for approval or otherwise by the Cabinet Member. This report is concerned with licences for period 1st July- 30th September 2009.

A guidance note which clearly details the considerations that are made when assessing applications was issued to all applicants and is attached for reference in Appendix 1 but in summary assessment includes consideration of:

- The competition with existing town centre businesses
- The suitability of the mobile catering vehicle
- The level of compliance with food safety standards
- The need to support local businesses
- Cleanliness & Litter
- Record of trading history in the town centre

The guidance note and application form was circulated to:

- All existing traders currently occupying pitches
- All traders who have previously registered an interest in trading in the town centre

The deadline for applications was 14th May 2009. 4 applications were received, 3 of which were from existing or previous traders. The applications were assessed by the 2 members of the Town Centre Management Team. A summary of the applications recommended for approval and refusal can be found below.

Applications recommended for approval:

1. Mr Choudhry- Halal Food including Burgers, Doner Kebabs, Hot & Cold Drinks, Chips (Mon- Sat)

Mr Choudhry has a well established customer base and whilst it is considered that a number of other outlets in the town centre offer similar types of fast food, Mr Choudhry specifically offers halal food which is not readily available in the town centre, particularly not in the locality where he is situated. The sale of drinks and chips is considered acceptable in this case since these items are supplementary (and a natural accompaniment) to the main refreshments on offer. Mr Choudhry's vehicle is registered with the Local Authority and his inspections are up to date; relevant Food Hygiene training has also been undertaken by all members of staff. Mr Choudhry has in place the necessary insurances.

Previous licences were issued subject to a condition relating to the improvement of the condition of the vehicle. Whilst a replacement vehicle was put in place in November 2008, the condition was not considered satisfactory due to the inappropriate signage & sign-writing and poor general maintenance.

Agreements were made that a further licence (for April- June 2009) would not be issued unless the necessary improvements were made. In April the improvements were made and it was agreed that the condition of the unit was now satisfactory and a licence was subsequently issued.

It is recommended that Mr Choudhry's application is approved and that pitch 1 is allocated for his catering unit subject to the following conditions:

- That commercial waste is stored correctly in a separate bin at the rear of the unit and that the area is kept clean and tidy at all times (including necessary de-greasing of the pavement)
- That the applicant complies with the current TRO in the town centre (with regards to vehicle access to pedestrian areas before 10am and after 4pm)

2. Mr Birkenshaw- Ice-cream Van (Saturday only)

Mr Birkenshaw has traded in the town centre for approx. 5 years during the summer months. It is considered that the sale of ice-creams on Saturdays provides minimal competition to town centre businesses due to the small number of outlets offering ice-creams as supplementary items (e.g. Thorntons). An ice-cream van is considered a welcome addition for families visiting the town centre on weekends. Mr Birkenshaw has a good record of trading history in the town, particularly with regards to attendance and payment. Mr Birkenshaw's vehicle is registered with the Local Authority and his periodic inspections are up to date, he also has in place the necessary insurances.

It is recommended that Mr Birkenshaw's application is approved (subject to compliance with the standard conditions of licence) and that pitch 2 is allocated for his catering unit on Saturdays.

Mr Mason, who has traded on Pitch 2 for several years, submitted an application which he later withdrew. He will no longer be trading in the town centre due to a drop in sales; Mr Mason has stated that the business is no longer financially viable. Mr Mason ceased trading on 15th May but had a licence until 30th June.

The licence issued (clause 3.2) states that:

1. Except where the fee is waived by the Town Centre Manager, you must pay the following licence fees for the use of the pitch for the period of this licence.

2. *The fee for renting the pitch is £25.60 per day and is chargeable for each day included in the licence (regardless of attendance).*

This policy was originally intended to deal with incidences of infrequent non-attendance to ensure payment for these periods rather than to address the scenario where a trader permanently ceases to trade. Given Mr Mason's trading history in the town and the fact that he effectively surrendered his licence on 15th May due to the business being unsustainable, **it is recommended that Mr Mason is charged for trading up to & including 15th May but that any other outstanding payments for 16th May- 30th June (totalling 26 days) are not recovered.**

Applications recommended for refusal:

3. Christine Poulter (Cosmo Coffee)- Speciality Coffees/ Hot Chocolate/ Tea & cold drinks (any days available)

Mrs Poulter who resides in Scunthorpe has not traded in Rotherham before and due to the fact that this is a new business she is not registered with the Local Authority, although she does have the necessary insurances and members of staff have undertaken appropriate training. Indicative images of what the vehicle would look like once branded have been received and the unit is considered satisfactory.

However, it is also noted that a number of eateries & takeaways in the area are struggling in the economic climate and whilst the range of coffees/ hot chocolates available from the unit are not readily available in the town centre at present, the unit would provide competition through the choice & range available from a unit offering comparatively low rents. In addition, a new Grants scheme has been launched which aims to attract quality independent retailers to the town centre, including quality cafes and eateries. It is proposed that offering a licence to this particular operator would provide competition to any potential new retailer that the Grants scheme is hoping to attract.

It is therefore recommended that this application be refused.

4. Gareth Belfield- American style Hot Dogs & Burgers (Any days available)

Mr Belfield has submitted an application for a small unit selling American Hotdogs & Burgers. Mr Belfield from Doncaster, who has no previous trading history in the town, has undertaken appropriate Health & Safety Training and has in place the necessary insurances. The unit itself is an American- style cart of satisfactory condition.

It is considered that some of the fast food items suggested would provide direct competition with Mr Choudhry's business (Mr Choudhry's application to occupy pitch 1 has been recommended for approval). Whilst some of the other items (hot dogs) are not readily available in other town centre outlets, there are a large number of takeaways and eateries offering non-specialist

fast food in the town centre who could be affected by an increase in the sale of fast-food (particularly from mobile units which tend to offer more competitively priced products). Previous applications of a similar nature have been recommended for refusal on the same grounds.

It is therefore recommended that this application be refused.

Review of Food Pitches

A review of the existing food pitches has been undertaken; the following considerations have been made:

- Pitch 3 has been unoccupied by a mobile catering unit for a considerable time- largely due to the lack of suitable applications
- General feedback from retailers has been received regarding difficult trading conditions during the current economic downturn- including some eateries in the vicinity of the pitches
- Feedback from one of the long standing mobile catering businesses is that his unit is no longer viable, despite highly competitive rents
- A new Grants scheme has been introduced to attract independent niche retailers to the town centre- suitable applicants for town centre pitches (e.g. specialist coffee operator/ crepe stall) are likely to create competition for any new business attracted to a permanent location.

In addition, the Public Realm Strategy identifies the market square (which encompasses the fountain and market entrance) as a potential 'high quality' area which should form part of a network of high profile public spaces. A project group has now been set up to help shape the redevelopment plans for this part of the town centre and to identify funding which could be used to match that already earmarked from the Council's capital programme; the aim is to ensure that a quality scheme can be implemented in line with the aspirations set out in the Public Realm Strategy.

Whilst this is likely to take time, an interim plan to remove the fountain structure and repave this area is due for implementation in the coming months. The feasibility of using this space for markets, events, public entertainment etc. will be explored, including the feasibility of introducing more permanent kiosks which would be more in keeping with any improvements in this area.

It is therefore recommended that with immediate effect Pitches 2 & 3 (which will be unoccupied for period July- Sept.) be used for promotions & events uses in future rather than mobile catering units with the exception of:

- **Pitch 2 on Saturdays during July- Sept (when the ice-cream van is seen as a welcome addition to the town centre).**

Future Applications

Considering the above points and the subsequent recommendation to keep only one regular food pitch, it is recommended that the pitches are no longer formally advertised.

It is suggested that the current occupier continue to reapply for their licence every 3 months with a view that if the existing occupier either fails to meet the conditions of licence or surrenders their licence, the future use of the pitch be reviewed and where appropriate food use be removed (rather than offering to an alternative trader).

The location & suitability of town centre pitches will need to be considered periodically to ensure that they compliment the improvements to public space as part of the wider Renaissance programme and as such a further review of all pitches will be undertaken as necessary.

8. Finance

The income generated from pitches is collected in order to cover the staffing and administration costs associated with the town centre spaces policy. It is noted that the income will be lower where all pitches are not occupied for the maximum number of days and that the potential costs associated with monitoring & enforcement are likely to be disproportionately decreased.

Whilst it is considered that the full income potential is not being realised based on the recommendations as set out in this report, the licensing of all applicants would be at the detriment of the vitality & viability of the town centre.

9. Risks and Uncertainties

There is a risk that the recommended outcome will prove unpopular with those unsuccessful applicants, however the clear guidance notes setting out the considerations that would be made when assessing applications and the communication of the reasons for refusal as set out in this report should reassure applicants that a equitable and transparent policy is in place.

There is a risk that the reinforcement of conditions of licence will prove unpopular with existing traders, however the compliance with these conditions is necessary to ensure that the vitality and viability of the town centre is not compromised. This will be clearly communicated to all traders and advice and support offered where appropriate to ensure that the required standards are met.

10. Policy and Performance Agenda Implications

The management of Town Centre Spaces forms part of the overall function of Town Centre Management. The original aim of the Town Centre Spaces Policy was to ensure that activities complimented permanent town centre businesses and to improve the town centre environment and shopper experience in general; this is vital if the town centre is to be developed as a shopper destination (as identified under the theme of the priority theme of Rotherham Achieving).

11. Background Papers and Consultation

Report to Economic and Development Services Matters Meeting (June 2004)

Town Centre Spaces Policy & Procedure (March 2004)

Report to Cabinet Member for Regeneration & Development Services
(November 2007)

Reports x 5 to Cabinet Member for Regeneration & Development Services
(March 2008)

Reports to Cabinet Member for Regeneration & Development Services (June/
September & December 2008 plus March 2009).

Contact Name:

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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Economic Development, Planning & Transportation Services
2.	Date:	12th June 2009
3.	Title:	Town Centre Spaces Rent Increase
4.	Programme Area:	Environment & Development Services

5. Summary

Rotherham Metropolitan Borough Council exercises its powers under part VIIA of the Highways Act 1980 by granting licenses to commercial and not for profit organisations to use designated pitches within the town centre for the purposes of street trading, promotional activities, events & charitable collections.

The Town Centre Management Team has undertaken a review of the associated Town Centre Spaces Policy; as part of that review this report sets out the proposed rent increase.

6. Recommendations

That the Cabinet Member notes the content of the report and supports the following recommendations:

- **Fee increases for town centre pitches as identified in this report (implementation from 1st July)**
- **Implementation of a fee to cover any staffing required at an event or promotion**

7. Proposals and Details

In March 2008 Members supported fee increases which came into effect in May 2008 (the first increase since July 2004). At that time it was recognised that the pitches in Rotherham were still very competitively priced.

When evaluating the fees for 09/10 considerations included:

- Comparative fees charged by Rotherham Markets
- Comparative fees charged in other towns and cities
- Comparative fees associated with operating from permanent premises within Rotherham Town Centre

Comparative fees charged by Rotherham Markets

Rotherham Markets operate a Tuesday Street Market for which a daily charge of £31.95 is applicable. On the Street Market, a reduced rate of £18.85 is available for new traders (applicable for first 3 weeks of trading). This same reduced fee is offered to those businesses who operate as part of the indoor or outdoor covered market and who take a second stall on the Tuesday Street Market (who are classed as regular traders). These incentives were introduced in response to a downturn in the popularity of markets generally and as an attempt to increase the number of stallholders at all Rotherham markets. Given the increasing demand on Town Centre pitches it is not thought that such incentives are appropriate to be included in any new Town Centre Spaces pricing structure.

However, in line this incentive for 'regular traders' operating on the Tuesday Street Market, a policy was introduced for mobile catering units & fairground rides operating on a daily basis as part of the Town Centre Spaces review.

Comparative fees charged in other towns and cities

Different towns and cities have varying approaches to dealing with town centre trading and/ or promotional activities. Examples of typical daily charges for other locations can be found below:

Town/ Location	Average daily Charges for Pitches
Sheffield	£500- £1,200
Bradford	£105
Leeds	£1,500
Meadowhall	£2,000- £2,500
Wakefield	£300- £400
Chesterfield	£85
Doncaster	£35- £120

Table 1: Comparative Fees

Whilst the original policy was intended to reduce the amount of Illegal Street Trading, canvassing & touting, due to the competitive pricing structure the demand for pitches in Rotherham continues to increase.

Comparative fees associated with operating from permanent premises within Rotherham Town Centre

The original policy for town centre spaces was intended to manage the impact on existing town centre businesses; as such it is necessary to consider the financial benefits of undertaking a temporary business promotion on a town centre pitch rather than from permanent premises within the town centre.

A current example of costs for a property located in a primary shopping street is a unit located on Frederick Street (988 sq ft) with an annual rent of £22,500. In addition an annual business rate charge of £18,000 is applicable. In addition shop fitting costs would typically be incurred on top of rent and business rates.

The financial benefits of trading from a town centre pitch are evident in that these costs are not applicable.

Other Considerations

Section 115F (of part VIIA of the Highways Act 1980) allows a Local Authority to require payment of such reasonable charges as it may determine. This is restricted to charges as will reimburse the Council their reasonable expenses in connection with granting the permission.

The fees currently charged no longer reflect the costs associated with the administration of the policy.

There are currently 4 members of the Town Centre Management Team regularly involved in the administration of the Town Centre Spaces Policy. Typical tasks include general administration, which comprises of dealing with enquiries, weekly planning and approval meetings, processing applications, chasing payment & paperwork, processing fees & completing banking - the workload for general administration has grown due to the increased number of applications received. Significant time is also required for events & promotions applications which require attendance at site meetings, provision of general advice & guidance, checking of risk assessments etc. This is again an area where the number of applications has grown. Time is also required to enforce the policy including checking that unauthorised promotions are not being undertaken, attending conflicts in the town centre linked to the use of pitches, monitoring activities and sound levels etc.

There are also physical costs to the Council with regards to administration & printing costs as well as electrical testing & maintenance of supplies which is relevant to some pitches.

Proposed Fee Increase

It is recommended that the fees for all 'regular traders' remain as is for 09/10, in line with the freeze on rental increases on Rotherham Tuesday Street Market.

For the purpose of the town centre spaces policy a regular trader includes:

- Fairground Operators (who operate on a frequent basis in school holidays and weekends and for the maximum period that Town Centre Management would deem appropriate)
- Mobile Catering Units (operating for 5 or more days per week)

With regards to fees for use for promotional or commercial purposes, it is recommended that fees are further increased to bring them more in line with other towns and cities, with a suggested rise to £40.00 per day. Whilst this represents an increase of 25%, it still represents excellent value for money and the incentive for week long bookings encourages longer promotions.

Since the policy aims to support the vitality & viability of the town centre it is proposed that reduction in fees is applicable to those independent & local businesses that operate from fixed premises within the Town Centre who apply to occupy a town centre pitch. It is suggested that the existing reduction of 50% is appropriate (meaning a daily charge of £20.00 is applicable).

It was previously recommended & supported that charges are not applicable for Charitable Collections.

In addition not-for profit organisations are charged at a rate of £10.00 per pitch- it is therefore recommended that this charge be increased to £15.00 to reflect the increasing administration and staffing costs associated with these bookings.

It is proposed that the current daily charge of £5 per day for the use of electricity (at limited pitches where this is available) continues.

Summary of proposed fees 09/10

Type of organisation	Fee 08/09	Fee 09/10	£ Increase
Not for profit organisations	£10.00	£15.00	£5.00
Charitable organisations	£0.00	£0.00	£0.00
Regular traders	£25.60	£25.60	£0.00
Promotional/ Commercial organisations	£32.00	£40.00	£8.00
Independent & local town Centre businesses operating from a fixed premises	£16.00	£20.00	£4.00

Staff Charges

In a previous report to this group it was reported that following on from the recent Council restructure, the administration of town centre spaces applications for events has been split between the Town Centre Management Team (who issue the licences for all activities) and the Events & Promotional Services Team (who provide advice & guidance specifically to applicants wanting to hold an event in the town).

Due to a high number of events in the Council's own programme, predominantly concentrated within the summer months, there are increasingly limited staff resources available to support events in the town centre being organised by external parties, most notably where a staff presence is required on Saturdays and/ or Sundays to oversee an event (and which then requires this time to be taken off in Lieu during the week).

Typically these events are also held during the busy summer months when staff cannot easily take Lieu time back due to the planning and implementing of the Council's own events.

Due to the staff within the Events & Promotional Services Team working alongside the event organisers and understanding the risks associated with a specific event, it is then more difficult for officers from other teams to then provide appropriate support on the day. This is particularly pertinent where events may be being organised by inexperienced individuals and where the Council has a responsibility to ensure public safety; those officers who have helped to plan an event are best placed to oversee its set up and/ or running on the day.

It is recognised that such events can positively contribute to the events programme at little or no cost to the Council and provide a valuable means of promoting an organisation/ cause or commemorating a special event. As such the two teams are currently working together to determine the most effective means of supporting applicants who would like to hold an event in the town centre.

A suggestion that is supported by the Heads of Service for Planning & Regeneration and Culture & Leisure, is that an additional charge be added to the fee for the town centre pitch to cover the cost of any staffing required for the event (which would be paid as overtime as appropriate).

It is therefore proposed that where it is deemed appropriate and in agreement with the applicant, a charge be applied to bookings whereby a member of the events team is required to work to oversee the event (in the capacity of duty manager) as follows:

- Band H hourly rate plus on-costs charged at single time plus 1 quarter for the hours required (approx. £22 per hour).

An additional member of staff will also usually work at the event, although a charge will only be made for 1 x duty officer.

The fees are proposed to be introduced on 1st July 2009 for all new bookings.

8. Finance

The income from fees contributes to the Town Centre Management Budget. It is estimated that if usage continues at the same level as seen in 08-09, the increased fees and revised payment policy could generate an additional £2,500 income which would offset the increasing administration, maintenance, staffing & printing costs & the reduction in regular use of Pitches 2 & 3 for use by mobile catering units (as seen in the previous reports).

9. Risks and Uncertainties

There is a risk that the proposed rent increase will prove unpopular with existing users. It is therefore important that the justification for the increase is fully explained and clearly communicated to those potentially affected. Some regular users have already been formally consulted regarding a proposed rent increase and a realistic lead in time has also been factored in, rather than enforcing an increase with immediate effect.

It is unlikely that the demand for town centre pitches will decrease given the comparative value for money as described above and so it is not considered that there is a risk that the demand will be negatively affected.

10. Policy and Performance Agenda Implications

The management of Town Centre Spaces forms part of the overall function of Town Centre Management. The original aim of the Town Centre Spaces Policy was to ensure that activities complimented permanent town centre businesses and to improve the town centre environment and shopper experience in general; this is vital if the town centre is to be developed as a shopper destination (as identified under the theme of the priority theme of Rotherham Achieving).

11. Background Papers and Consultation

Report to Economic and Development Services Matters Meeting- 28th June 2004.

Town Centre Spaces Policy & Procedure (March 2004)

Report to Cabinet Member for Economic & Development Services (November 2007)

Report to Cabinet Member for Economic & Development Services (March 2008)

Report to Cabinet Member for Economic & Development Services (October 2008)

Contact Name :

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ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Cabinet Member for Economic Development, Planning and Transportation
2.	Date:	12 June 2009
3.	Title:	Rotherham Hospice Boston Castle Ward 2
4.	Directorate:	Environment and Development Services

5. Summary

This report is for information purposes concerning the consent and landlord's approval under delegated powers for an extension to Rotherham Hospice, together with consent for the provision of temporary access over Herringthorpe Playing Fields for construction purposes.

6. Recommendation

- **that the position is noted**

7. Proposals and Details

In 1994 the Council leased land at Herringthorpe for a term of 99 years at a peppercorn rent to build the Rotherham Hospice. The building was constructed and has subsequently been successfully operated as a hospice for the terminally ill residents of the Borough of Rotherham.

The lease to the Trust is subject to restrictive covenants that require the Councils' consent to any addition/alteration or extension to the hospice. The Rotherham Hospice Trust wish to build a two storey extension on to the existing hospice to:

- create 10 single en suite bedrooms and associated facilities
- internal alterations to the existing hospice to provide access through to the new facilities
- improve existing staff access to the lower floor.

The Trust's application for full planning permission for this development has been granted. The Director of Asset Management has approved, under delegated powers, his consent to the extension.

The Trust has also sought the Council's permission to use part of Herringthorpe Playing Fields as a temporary access for construction traffic during these extension works, due to the difficulty of using an access from Broom Road. The Director of Asset Management has approved the grant of a licence for this purpose commencing 1 July 2009 and ending 31 July 2010. The Director of Culture and Leisure has approved the route of the temporary access which is shown coloured brown on the plan attached at Appendix 1.

8. Finance

The hospice will continue to run as a hospice for the terminally ill residents of the Borough of Rotherham but, with the benefit of these construction works, on a larger scale. Accordingly no fee has been charged for the consent to the extension or the licence to access. The Trustees have, however, been asked to pay the Councils reasonable surveyors fees in this matter and any costs that may arise from the operation of the licence.

9. Risks and Uncertainties

The construction works are to be funded by the Trust and the development imposes no cost on the Council.

10. Policy and Performance Agenda Implications

Rotherham Proud: The hospice extension will provide extra places to increase the number of in-patient beds for the terminally ill residents of Rotherham. This identifies Rotherham as a caring place, where the most vulnerable are supported.

Sustainable Development: The licence supports the principles of sustainability by promoting the extension of the hospice within the existing site, providing land to enable the expansion of the hospice and will not have a significant environmental impact.

11. Background Papers and Consultation

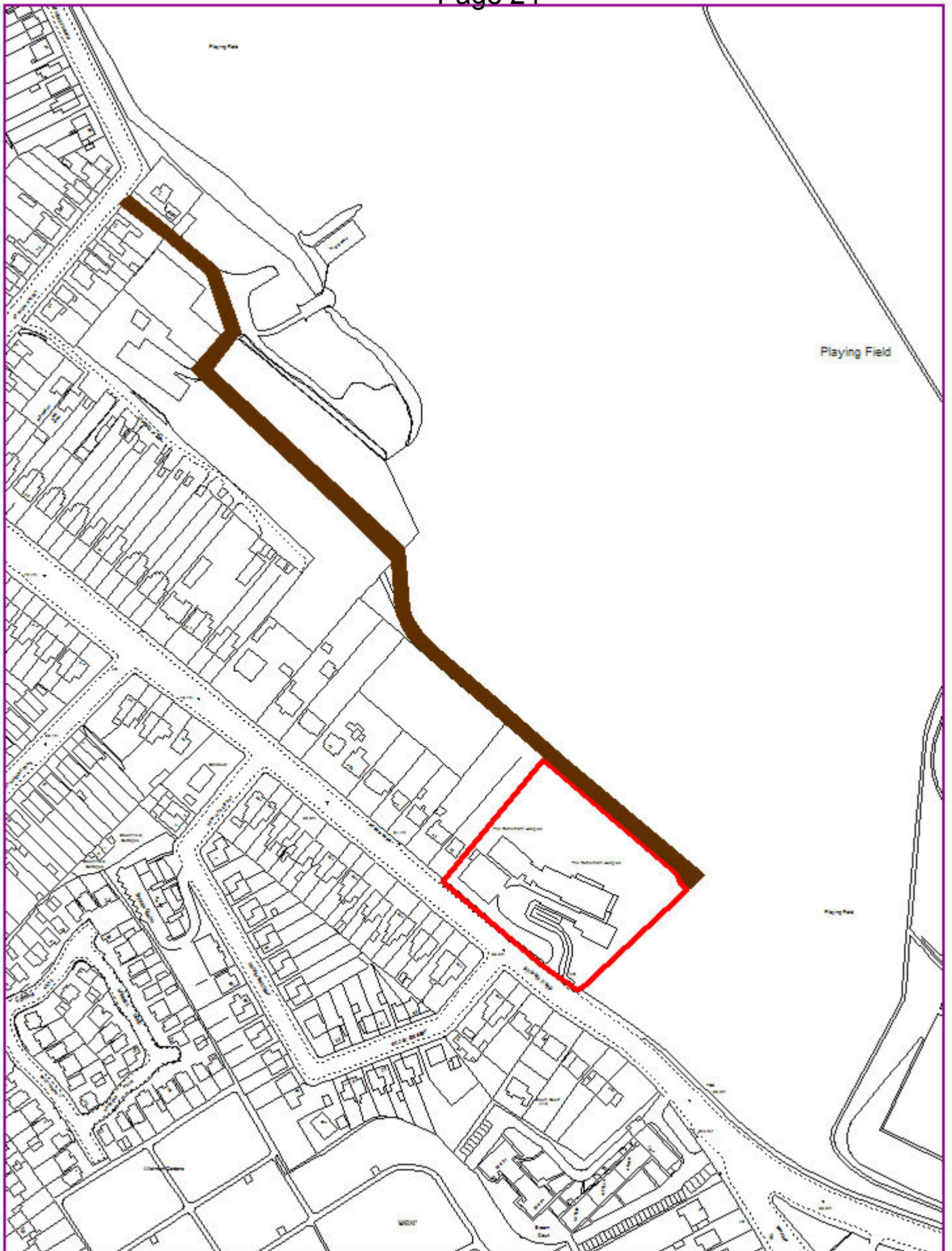
Appendix 1 – plan

Director of Culture and Leisure

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ROTHERHAM HOSPICE
BROOM ROAD
HERRINGTHORPE
ROTHERHAM



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