

FEES & CHARGES SCHEDULE AND CHARGING DIRECTORIES FROM 2021/22 ONWARDS

Committee: Community & Health
Service Area: Community and Leisure

Objectives/rationale of the fee/charge (e.g. Full cost recovery)

The primary objective of the charge is cost recovery. The level of charge also helps maintain the high level of service provision for the Borough.

Proposed change in fee/charge from previous year (%)

The increase proposed is 1.9% in line with the council's corporate increase regarding fees & charges. This is based on the average CPI inflation increase

Justification for revised charge (compared to previous year)

Increase reflects the increase to costs for supplying the service

What benchmarking has been undertaken to inform level of fee/charge (when and frequency)?

N/A

If significant change in charge, what consultation was undertaken with the general public?

Expected budgeted income

£37,000

**COMMUNITY AND HEALTH
FEES & CHARGES SCHEDULE FROM 1 APRIL 2021**

| DESCRIPTION OF CHARGE | VAT | FEE | CHARGES | | CHARGES | |
|-----------------------|-----|-----|-----------------------------------|---------|-----------------------------------|---------|
| | | | April 2020-March 2021 Excl VAT | Inc VAT | April 2021-March 2022 Excl VAT | Inc VAT |

SERVICE AREA: COMMUNITY INITIATIVES AND PARTNERSHIPS

CHARGING AREA: COMMUNITY EVENTS

Stallholder Pitch fees per 3 x 3m pitch

Lighting Up Brentwood - £30 street trading licence is included with the fees

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|--|---|---|--------|--------|--------|--------|
| Catering Unit - serving food e.g burgers, hot dogs etc. | E | D | 160.00 | 160.00 | 163.00 | 163.00 |
| Catering Unit - serving alcohol | E | D | 160.00 | 160.00 | 163.00 | 163.00 |
| Large Business - more than 10 employees | E | D | 130.00 | 130.00 | 132.00 | 132.00 |
| Catering unit - buying food e.g. Bread, cakes, doughnuts, sweets, fruit and vegetables | E | D | 90.00 | 90.00 | 92.00 | 92.00 |
| Small business - less than 10 employees | E | D | 85.00 | 85.00 | 85.00 | 85.00 |
| Crafters and Artists - all hand made by the seller | E | D | 55.00 | 55.00 | 55.00 | 55.00 |
| Registered charity | E | D | 45.00 | 45.00 | 45.00 | 45.00 |

Strawberry Fair and other Community Events

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|--|---|---|--------|--------|--------|--------|
| Catering Unit - serving food e.g. Burgers, hot dogs etc. | E | D | 130.00 | 130.00 | 132.00 | 132.00 |
| Catering Unit - serving alcohol | E | D | 130.00 | 130.00 | 132.00 | 132.00 |
| Large business - more than 10 employees | E | D | 100.00 | 100.00 | 102.00 | 102.00 |
| Catering unit - buying food e.g. Bread, cakes, doughnuts, sweets, fruit and vegetables | E | D | 65.00 | 65.00 | 66.00 | 66.00 |
| Small business - less than 10 employees | E | D | 60.00 | 60.00 | 60.00 | 60.00 |
| Crafters and Artists - all handmade by the seller | E | D | 35.00 | 35.00 | 35.00 | 35.00 |
| Registered charity | E | D | 35.00 | 35.00 | 35.00 | 35.00 |
| Ice Cream Van (Exclusive) - Strawberry Fair | E | D | 430.00 | 430.00 | 430.00 | 430.00 |
| Ice Cream Van (Exclusive) - Family Fun Days | E | D | 160.00 | 160.00 | 163.00 | 163.00 |
| Face Painters (large community events) | E | D | 70.00 | 70.00 | 70.00 | 70.00 |

Family Fun Days

| | | | | | | | | |
|--|--|-----------|---|---|-------|-------|-------|-------|
| Wristbands - Rides and Bouncy castles | | Per Child | E | D | 4.00 | 4.00 | 4.00 | 4.00 |
| Stalls - selling children's pocket money gifts and toys (new category) | | | E | D | 20.00 | 20.00 | 20.00 | 20.00 |
| Sole Catering unit by tender | | | | | | | | |
| Face painters (per face painter) | | | E | D | n/a | n/a | 20.00 | 20.00 |

Sponsorship packages - any bespoke packages can be discussed with the Community Services team

Strawberry Fair

| | | | | | | |
|---|---|---|--------|--------|--------|--------|
| Bronze Sponsor - non exclusive (logo on event programme, acknowledgement in press release, social media postings & logo in promotional materials and banners) | S | D | 500.00 | 600.00 | 500.00 | 600.00 |
| Silver Sponsor - non exclusive (logo in event programme, acknowledgement in press release and social media postings, logo in promotional materials and banners, sponsor linked to Council website, live acknowledgement throughout the event & business banner displayed at event) | S | D | 750.00 | 900.00 | 750.00 | 900.00 |

Family Fun Day

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|--|---|---|----------|---------|----------|---------|
| Bronze Sponsor - non exclusive (logo on event flyer each week, acknowledgement in press release, social media postings & logo in promotional materials and banners) | S | D | 300.00 | 360.00 | 300.00 | 360.00 |
| Wristbands - logo on 3,000 wristbands | S | D | 550.00 | 660.00 | 550.00 | 660.00 |
| Summer Events Gold Package - non exclusive (all the benefits of the Strawberry Fair and Family Fun Days Silver packages) | S | D | 1,100.00 | 1320.00 | 1,100.00 | 1320.00 |

Lighting Up Brentwood

| | | | | | | |
|--|---|---|--------|--------|--------|--------|
| Bronze Sponsor - non exclusive (Full page advert in event programme, acknowledgement in press release, social media postings & logo in promotional materials and banners) | S | D | 500.00 | 600.00 | 500.00 | 600.00 |
| Silver Sponsor - non exclusive (Full page advert in event programme, acknowledgement in press release and social media postings, logo in promotional materials and banners, sponsor linked to Council website, stallholder pitch, business banner displayed around the stage) | S | D | 750.00 | 900.00 | 750.00 | 900.00 |

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| Christmas trees (business banner around one Christmas tree for six weeks from November - January, hyperlink to business from Council website) | S | D | 850.00 | 1020.00 | 850.00 | 1020.00 |
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Shenfield Christmas Fayre

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|---|---|---|--------|--------|--------|--------|
| Bronze Sponsor - non exclusive (Full page advert in event programme, acknowledgement in press release, social media postings & logo in promotional materials and banners) | S | D | 500.00 | 600.00 | 500.00 | 600.00 |
| Silver Sponsor - non exclusive (Full page advert in event programme, acknowledgement in press release and social media postings, logo in promotional materials and banners, sponsor linked to Council website, stallholder pitch, business banner displayed around the stage.) | S | D | 750.00 | 900.00 | 750.00 | 900.00 |

Winter Events Gold package

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|---|---|---|---------|---------|---------|---------|
| All the benefits of the Lighting Up Brentwood and Shenfield Christmas Fayre Silver packages | S | D | 1300.00 | 1560.00 | 1300.00 | 1560.00 |
|---|---|---|---------|---------|---------|---------|

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|--|---|---|---------|---------|---------|---------|
| Community Sponsor non exclusive (logo on promotional materials for three community projects, acknowledgements in press releases and social media, logo on all sports awards, invitation to present a sports award, invitation to attend project showcase events, sponsor linked to Council website) | S | D | 1000.00 | 1200.00 | 1000.00 | 1200.00 |
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| Platinum Package - non -exclusive All annual events (excluding Brentwood Business Showcase) and community development projects. All the benefits of the Summer and Christmas events Gold Packages, plus the benefit of the Community Sponsor Package) | S | D | 3200.00 | 3840.00 | 3200.00 | 3840.00 |
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|--|---|---|--------|--------|--------|--------|
| Estate Agent Boards - (Exclusive to each event) - Display of boards, mention in press release and social media and business link to Council website | S | D | 300.00 | 360.00 | 300.00 | 360.00 |
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