

FEES & CHARGES SCHEDULE AND CHARGING DIRECTORIES FROM 2022/23 ONWARDS

Committee:
Service Area:

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 forecast CPI inflation increase for 22/23

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)?

Fees have been benchmarked against neighbouring authorities. The proposed Fees and charges are deemed average within the benchmarking exercise

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

The face painter fee has been increased as it was felt that the Council was undercharging for these services.

Expected budgeted income

The expected budget is based on 2019, as 2020 events were disrupted by the Covid pandemic. £40,150 which will also be dependent of the style of delivery of community event such as Lighting Up Brentwood and Schenfield Christmas Fayre.

**COMMUNITY AND HEALTH
FEES & CHARGES SCHEDULE FROM 1 APRIL 2022**

DESCRIPTION OF CHARGE	VAT	FEE	CHARGES		CHARGES	
			April 2021-March 2022 Excl VAT	Inc VAT	April 2022-March 2023 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

Catering Unit - serving food e.g burgers, hot dogs etc.	E	D	163.00	163.00	166.00	166.00
Catering Unit - serving alcohol	E	D	163.00	163.00	166.00	166.00
Large Business - more than 10 employees	E	D	132.00	132.00	135.00	135.00
Catering unit - buying food e.g. Bread, cakes, doughnuts, sweets, fruit and vegetables	E	D	92.00	92.00	94.00	94.00
Small business - less than 10 employees	E	D	85.00	85.00	87.00	87.00
Crafters and Artists - all hand made by the seller	E	D	55.00	55.00	56.00	56.00
Registered charity	E	D	45.00	45.00	46.00	46.00

Strawberry Fair and other Community Events

Catering Unit - serving food e.g. Burgers, hot dogs etc.	E	D	132.00	132.00	135.00	135.00
Catering Unit - serving alcohol	E	D	132.00	132.00	135.00	135.00
Large business - more than 10 employees	E	D	102.00	102.00	104.00	104.00
Catering unit - buying food e.g. Bread, cakes, doughnuts, sweets, fruit and vegetables	E	D	66.00	66.00	67.00	67.00
Small business - less than 10 employees	E	D	60.00	60.00	61.00	61.00
Crafters and Artists - all handmade by the seller	E	D	35.00	35.00	36.00	36.00
Registered charity	E	D	35.00	35.00	36.00	36.00

Ice Cream Van (Exclusive) - Strawberry Fair	E	D	430.00	430.00	438.00	438.00
Ice Cream Van (Exclusive) - Family Fun Days	E	D	163.00	163.00	166.00	166.00
Face Painters (large community events)	E	D	70.00	70.00	71.00	71.00

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	21.00	21.00
Sole Catering unit by tender							
Face painters (per face painter)		E	D	20	20.00	30.00	30.00

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	510.00	612.00
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)				750.00	900.00	764.00	917.00
		S	D				

Family Fun Day							
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	306.00	367.00
Wristbands - logo on 3,000 wristbands		S	D	550.00	660.00	560.00	672.00

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	1,121.00	1345.00
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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	510.00	612.00
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	764.00	917.00

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	866.00	1039.00
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Shenfield Christmas Fayre							
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	510.00	612.00
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	764.00	917.00

Winter Events Gold package All the benefits of the Lighting Up Brentwood and Shenfield Christmas Fayre Silver packages		S	D	1300.00	1560.00	1325.00	1590.00
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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	1019.00	1223.00
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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		S	D	3200.00	3840.00	3261.00	3913.00
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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	306.00	367.00
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