

CONGLETON TOWN COUNCIL

COMMITTEE:	Council		
Report from	Chief Officer		
MEETING DATE AND TIME	Thursday 29 th September 2022	Time 7.00 pm	Location Town Hall
Agenda item Report Title	17 Town Hall Hire Charges		
Background	<p>As part of the overall review of the operation of the Town Hall, the following two were two key objectives discussed at the Town Hall, Assets and Services (THAS) Committee held on 30th June 2022:</p> <ol style="list-style-type: none">1. To increase the overall usage of the Town Hall with more focus on small community group usage, thus creating more of a community hub.2. Increase the commercial aspect of the Town Hall in terms of traditional events, parties, and business usage. <p>To achieve this, it was imperative that we found a Commercial Partner who understood these values and also reviewing the room hire charges for the Town Hall.</p> <p>In terms of our hire charges prior to the pandemic, there was very little community usage during the daytime on Mondays to Thursdays. Following a review of other similar facilities in other towns, it was felt that our rates for community usage were too high, and amendments were made and approved by the THAS committee.</p> <p style="text-align: center;"><u>Review of Town Hall Hire Charges</u></p> <p>THAS/10/2223 Resolved to approve the revised Town Hall hire charges and delegated the authority to the Chief Officer to ensure consistency in the approach of charges across the 2 categories, across the rooms available for hire and to:</p> <ul style="list-style-type: none">• round up figures to the nearest pound where applicable.• expand on the types of uses into the relevant categories to help provide clarity in particular with regard to individual private hire. <p>These will be forwarded to the Chair and Committee Members prior to publication.</p> <p style="text-align: center;">Appendices 17.1, 17.2 and 17.3 are attached for information.</p>		
Environmental Consideration	Increased use of the Town hall may have a negative impact on our carbon footprint in terms of heating and lighting. The heating is generally on all through winter and this aspect is being reviewed through professional investigations within the Town Hall as part of our Climate Emergency measures.		
Equality	The reduction in charges will provide more opportunities for the use of the Town Hall.		
Financial	The proposals are looking to make the Town Hall a more affordable location for community use at non-peak times, thus increasing the overall revenue.		
Proposal	To endorse the resolution THAS /10/2223 from the Town Hall, Assets and Services Committee held on 30 th June 2022.		

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CONGLETON TOWN COUNCIL

PART 2

COMMERCIALY CONFIDENTIAL REPORT

COMMITTEE:	Town Hall, Assets and Services Committee Meeting		
MEETING DATE AND TIME	30 th June 2022	LOCATION	Congleton Town Hall
REPORT FROM	Town Hall Manager – Mark Worthington		
AGENDA ITEM REPORT TITLE	Agenda Item 14: Review of Town Hall Hire Charges		
Background	A review of Town Hall hire charges has not taken place since 2018. The current pricing structure can be difficult to interpret due to the various block rates and additional charges (see attached i). A more streamline pricing structure which takes into consideration the variety of hirers using the Town Hall could increase income generated from the Town Hall.		
<p>UPDATE The attached proposed Room Hire Price List 2022/23 has been carried out to streamline the hire charges and simplify the booking process. This is an exercise to consider and build upon.</p> <p>The booking process has been divided into two categories. Category 1 for business and publicly funded bodies, and category 2 for registered charities, voluntary organisations, health and wellbeing activities. Fridays and Saturdays in the Grand Hall and Bridestones Suite have a premium rate to reflect the commercial potential of these nights. Sundays in the Grand Hall are at category 2 rate as an incentive for community groups to use Sundays rather than commercially lucrative Friday and Saturdays. For example, all Saturday nights in December 2022 leading up to Christmas are booked by community groups who will benefit from the existing 50% reduction. These dates are commercially lucrative nights for CTC and our commercial partner. The proposed reduced Sunday rate would benefit community groups while leaving Fridays and Saturdays available for commercial use. Friday and Saturday evening events in the Grand Hall can generate bar takings alone in excess of £3,000. With the commission based agreement we have in place with our commercial partner, CTC commission on a £3,000 bar would be £400. This does not include commission from catering or the initial room hire. Publicly funded organisations, such as Cheshire East and NHS would fall into Category 2 and not be affected by any change to the pricing structure.</p> <p>Pre-Covid a number of businesses hired the Grand Hall on a weekly basis for a variety of classes. These included Magic Voices Choir, Latin Dancing and Line Dancing. Although these were businesses, their classes were providing a benefit to the community and were</p>			

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well supported. All of the businesses mentioned above have relocated to other venues following the removal of Covid restrictions. Feedback from these businesses is that the cost of the Grand Hall is too high. A number of other businesses that serve the community have also enquired about availability at the Town Hall, these include slimming groups and fitness classes. While the availability is there, the cost is not viable for an individual organising a weekly fitness class. Based on the proposed Room Hire Price List 2022/23; Magic Voices, Latin Dance and Line Dancing could generate an annual income of £7,020 for their weekly classes.

The chart below shows the current budget income for each room for 2022/23. Best case potential income using the proposed Room Hire Price List 2022/23 are also included. These figures are based on full hire of each room during Monday to Thursday. Having all rooms hired throughout the week is a best case scenario which would be challenging to achieve, however, the exercise does highlight areas where it is possible to maximise room hire income and, at the same time, provide a venue which will attract both business/commercial and community use.

	Grand Hall		Bridestones Suite		Spencer Suite	
Budgeted Income 2022/23 existing price structure	£25,400		£13,200		£4,950	
Potential (best case) Income from proposed structure based on Mon-Thu 9am-5pm	Cat 1	Cat 2	Cat 1	Cat 2	Cat 1	Cat 2
	£43,680	£24,960	£38,688	£24,960	£18,760	£24,960

Decision Request

To receive the proposed Room Hire Price List 2022/23 report and discuss proposals for hire charges which will encourage greater use of the Town Hall by both commercial and community users.

Appendix 17.2 – Congleton Town Hall – Hire Charges from 1st April 2018

The Grand Hall	Charge £	VAT £	Total Charge £
<p>This historic hall is situated on the ground floor, equipped with free Wi-Fi access and can hold:</p> <ul style="list-style-type: none"> • 220 Concert Style • 120-150 Banquet Style (dependant on your function type – please ask for further details of maximum numbers) <p>Free use of the Campbell Suite as a side room for changing/storage</p> <p>Free use of the stage for concerts, awards ceremonies etc....</p>			
<u>COST</u>			
Standard Hourly Rate	37.00	7.40	44.40
Friday and Saturday Standard Hourly Rate – With access prior to 3pm	37.00	7.40	44.40
Friday & Saturday Evening Block Rate with access from 3pm and clearance at 1am	350.00	70.00	420.00
Sunday to Thursday —4 Hour Block Rate between the hours of 8am – 6pm	105.00	21.00	126.00
Sunday to Thursday —8 Hour Block Rate between the hours of 8am – 6pm	175.00	35.00	210.00
The Bridestones Suite <p>This room is situated on the first floor and is accessible from the ground floor by lift, equipped with free Wi-Fi access and can hold:</p> <ul style="list-style-type: none"> • 100 Cinema style • 50 Boardroom style 			
<u>COST</u>			
Standard Hourly Rate	29.00	5.80	34.80
Sunday to Friday —4 Hour Block Rate between the hours of 8am – 6pm	99.00	19.80	118.80
Sunday to Friday —8 Hour Block Rate between the hours of 8am – 6pm	155.00	31.00	186.00
One off Charge - *When hiring the Grand Hall as the main venue ,a one off “non-discountable charge” for the use of the Bridestones Suite as a side room will be charged.	*25.00	5.00	30.00
The Spencer Suite <p>Situated on the first floor and is accessible from the ground floor by lift, equipped with free Wi-Fi access and can hold:</p> <ul style="list-style-type: none"> • 12 Boardroom style • 20-30 Cinema Style 			
<u>COST</u>			
Standard Hourly Rate	15.00	3.00	18.00
Sunday to Friday —4 Hour Block Rate between the hours of 8am – 6pm	50.00	10.00	60.00
Sunday to Friday —8 Hour Block Rate between the hours of 8am – 6pm	75.00	15.00	90.00
One off Charge - **When hiring the Grand Hall as the main venue, a one off “non-discountable charge” for the use of the Spencer Suite as a side room will be charged.	**15.00	3.00	18.00
<p>**Minimum room hire period is two hours, additional room preparation and clearance times will be charged accordingly.</p> <p>All catering, refreshments and bar provision will be through the Council’s approved Commercial Partner, ‘Congleton Town Hall Events & Parties’</p> <p>For further details and prices please call 01260 270350 or email info@congleton-tc.gov.uk</p>			
<p><u>Weddings</u></p> <p>Inclusive and tailored Wedding Packages in the Town Hall are available directly through our Commercial Partner, ‘Congleton Town Hall Events & Parties’. They will arrange both the ceremony and reception or the reception to support a ceremony conducted elsewhere. They will offer additional information and prices on services such as catering services, chair covers, table decorations etc...</p> <p>For further details and prices please call 01260 270350 or email info@congleton-tc.gov.uk</p>			
<p><u>Room hire for a Wedding Ceremony only:</u></p> <p>The Grand Hall £660 including VAT (this does not include the cost of the Registrar)</p> <p>The Bridestones Suite £480 including VAT (this does not include the cost of the Registrar)</p> <p>*Please note – At the time of booking your specific room hire times will be confirmed, including room preparation and clearance times.</p>			

Appendix 17.2 – Congleton Town Hall – Hire Charges from 1st April 2018

Room Preparation/Clearance times	Room preparation and clearance times must be agreed at the time of booking and will be costed at the applicable room rate. Room preparation/clearance times need to be strictly adhered to as any overrun may impinge on another customer booking. Additional hours not agreed at the time of booking will be charged accordingly.	
Licensed Bar	The sale or consumption of alcohol on the premises is only permitted through our licensed bar. Last orders are 12.30am and the latest clearance time is 1.00am, for further details on bar times please contact:	
Door Staff	The Town Council/Commercial Partners reserve the right to hire SIA registered door staff and pass on the cost to the hirer. The number of door staff required may vary dependent upon the nature of the event and attendance numbers, for further information and price details please contact:	
New Year's Eve and Christmas Eve	A premium of 100% will be charged on top of the standard rate for room hire bookings on New Year's Eve and Christmas Eve.	
Live or Recorded Music	Congleton Town Council hold both PRS & PPL Licences to cover the hirer, where live or recorded music is to be played on the premises, no additional charge is made for this. If however, the hirer intends to record any live or recorded music, the hirer will be responsible for obtaining the necessary permissions directly.	
Deposits and Bookings	1	A booking will only be accepted upon payment of a 50% deposit. Each hirer must submit their non-returnable deposit and completed booking form in respect of each application for hire. **A BOOKING MAY NOT BE REGARDED AS ACCEPTED UNTIL IT IS CONFIRMED IN WRITING BY CONGLETON TOWN COUNCIL AND PROVISIONAL BOOKINGS WILL ONLY BE HELD FOR 10 WORKING DAYS.**
	2	A further invoice for any balance outstanding will be issued in the month before the function/event takes place. This invoice must be paid in full with cleared funds before the function/event can take place. In the case of weekly/monthly bookings these will be invoiced at the end of each month.
	3	A final invoice for one off functions may be issued after the event only for breakages/damages, or additional services agreed after the invoice described in point 3. above, was issued.
Concessionary Hire Charges	<p>Congleton Town Council will consider a 50% concessional grant to local registered charities and other local voluntary/community groups, where they provide a direct benefit to the Town. This will not be in addition to any other discount or concession and will not apply to the 4 hour and 8 hour block rates. Please call (01260) 270350 (Option 6) for further details.</p> <p>Where a concessional grant is awarded the hirer will acknowledge the contribution made by Congleton Town Council when arranging promotional activity or literature including press releases relating to the event.</p>	
Congleton Residents' Concessionary Hire Charges	Congleton Town Council will consider providing a concessional grant of 10% off the standard room rate to residents of Congleton, booking for a private function. This will not be in addition to any other discount or concession and will not apply to the 4 hour and 8 hour block rates.	



Congleton Town Council

Historic Market Town

Chief Officer: David McGifford CILCA

Appendix 17.3

Room Hire Price List 2022/23 – All figures include VAT

Categories

1. Business and publicly funded bodies
2. Registered charities, voluntary organisations, health and wellbeing activity

The Grand Hall

Sunday to Thursday	Category 1	Category 2
Standard Hourly Rate (minimum booking of 2 hours)	£44.40	£15.00
Sunday – Thursday – 4 hour block rate (8am-6pm)	£126.00	Not Applicable
Sunday - Thursday – 8 hour block rate (8am-6pm)	£210.00	Not Applicable
Friday & Saturday		
Standard Hourly Rate – up to 3pm (minimum booking of 2 hours)	£44.40	£44.40
Friday & Saturday Block Rate (3pm to 1am) additional hours charged at the standard hourly rate	£420.00	£420.00

The Bridestones Suite

	Category 1	Category 2
Standard Hourly Rate Monday – Friday up to 6pm (minimum booking of 2 hours)	£34.80	£15.00
Sunday – Friday – 4 hour block rate (8am-6pm)	£118.00	Not Applicable
Sunday - Friday – 8 hour block rate (8am-6pm)	£186.00	Not Applicable
Friday (after 6pm) Saturday and Sunday Hourly Rate (minimum booking of 2 hours)	£34.80	£30.00
One off charge when hiring Grand Hall (<i>not eligible for any discounts</i>)	£30.00	£30.00



Congleton Town Council

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The Spencer Suite

	Category 1	Category 2
Standard Hourly Rate Monday – Friday up to 6pm (minimum booking of 2 hours)	£18.00	£15
Sunday – Friday – 4 hour block rate (8am-6pm)	£60.00	Not Applicable
Sunday - Friday – 8 hour block rate (8am-6pm)	£90.00	Not Applicable
Friday (after 6pm) Saturday and Sunday Hourly Rate (minimum booking of 2 hours)	£18.00	£18.00
One off charge when hiring Grand Hall (not eligible for any discounts)	£18.00	£18.00

Minimum room hire period is two hours, additional room preparation and clearance times will be charged accordingly.

Please contact us to discuss catering, refreshments, and bar provision arrangements on

01260 270350 (Option1) or email info@congleton-tc.gov.uk

Wedding Ceremony

The Grand Hall (ceremony and/or reception)	£660.00
The Bridestones Suite (ceremony only)	£480.00

- 1) The hire of the venue for wedding ceremonies DOES NOT include the cost of the registrar.
- 2) Your specific room hire times will be confirmed at the time of booking, please ensure you include room preparation and clearance times.

Please contact us to discuss catering, wedding packages, refreshments, and bar provision arrangements on **01260 270350 (Option1)** or email info@congleton-tc.gov.uk