

Cabinet Addendum Sheet

24 October 2019



Classification: Public

ITEM 8 - BUDGET MONITORING REPORT

New Recommendation 5

- a) That Cabinet approve the proposed uplift of commercial Temporary Street Trading Pitch Fees to £45.00 for the first day and £15.00 for each additional day, noting the waiver of such fees is available for resident, charity and community groups as per the Council's Street Trading Policy.
- b) That Cabinet approve the proposed uplift of the commercial Shop Front Displays, Restaurant/Cafe Tables and Chairs Licence Fees to:
 - i. £561.68 for 1 Metre;
 - ii. £611.68 for 2 Metres;
 - iii. £661.68 for 3 Metres.
- c) Notes that these fee changes are subject to a statutory consultation period and agree that:
 - i. Should there be any adverse feedback, delegate authority to the Leader of the Council and Cabinet Member for Commerce, Community and Regeneration to consider this in determining any fee changes;
 - ii. If no adverse feedback is received, that the above fees take effect on a date to be determined by the Deputy Chief Executive and Corporate Director of Residents Services.

SUPPORTING INFORMATION

a) *Temporary Street Trading Pitches*

Temporary pitch licences granted by the Licensing Service are required in order for companies and commercial organisations to sell goods or services on street for short periods within the Borough. These pitches have become increasingly popular with large blue chip companies, particularly in Uxbridge Town Centre, including Shell Energy, Utilita Energy and Virgin Media.

The current fee charged is £27.50 for the first day and £11.00 for each additional day. However, it is proposed to increase this commercial rate to £45.00 for the first day and £15.00 for each additional day. This recommended fee uplift is on average below 90% that charged by the Council's neighbouring local authorities.

Importantly, Residents, Charities and Community Groups can continue to apply for waivers of this licence fee as per the Council's Street Trading Policy. Waivers can be granted up to 100% of the fee amount.

Any waiver recommended that is less than 100% would be determined by officers, but in consultation with the Leader or Cabinet Member.

b) Shop Front Display / Tables and Chairs Licences

The existing licence holder profile for Shop Front Displays, Tables and Chairs are mainly commercial businesses, many of which are the larger chain stores and restaurants. Currently, fees are set at:

- £144 for 1 metre
- £288 for 2 metres
- £432 for 3 metres

The meterage referred to covers a single shop front and measures out from the boundary of the shop/cafe premises. Double/triple shop units are charged at double/triple the fee.

For comparison, these are the current charges for shop front/tables and chairs licences in our neighbouring boroughs;

- LB Harrow £880.00 flat rate regardless of depth
- LB Ealing £1612.00 flat rate regardless of depth
- LB Hounslow 1 Metre - £393.00
 2 metres - £663.00
 3 metres - £933.00

The proposal has the potential to increase Licensing Service revenue by approximately £20,000 per annum based on the average number of applications in a calendar year.

The proposed fee uplift will also ensure the Council recovers the full cost of providing the licence administration process and also enforcement of the regime. Additional revenue generated will also assist the Service to address new burdens, such as the new animal licensing legislation.

If approved, all the above proposed fees would be subject to a statutory 28-day consultation period between 25th October and 21st November 2019 prior to implementation. If no 'adverse feedback' is received during the consultation period, the new fees will take effect from 22nd November 2019 or a date thereafter determined as per the delegated authority set out in the recommendation 5 (c).

Alternative options considered

Cabinet could consider not to progress the review and uplift these commercial charges. However, the proposed uplifts will ensure the Licensing Service recovers the cost of granting a licence, whilst remaining within the benchmark fee of neighbouring local authorities like the London boroughs of Ealing, Hounslow and Harrow.