



Report

Officer: Ros Williams – Deputy Town Clerk/RFO
Date: 10th January 2024
Meeting: Town Council – 16th January 2024

Severn Park - Concessions

Aim

1. To consider the range of concessions that the Town Council might wish to make available on and around Severn Park during 2024/2025.

Information

2. For many years, Bridgnorth Town Council has tendered for concessions on Severn Park. These generally include concessions for light refreshments, ice cream and children's entertainment.
3. The concessions run from 1 April to 31 March each year.
4. The values of the current year (2023/2024) concessions to the Council are:
 - Midland Super Cream Ltd - Mobile Ice Cream Van £5,850
5. No other concessions were applied for in FY 2023/2024.

Discussions/Comment

6. The concessions are generally placed in the area of the grassed car park on Severn Park.
7. The concessions permit exclusive use of Severn Park for a particular type of commercial activity: Ice cream; light refreshments and children's entertainment. It is likely that 3 concessions of the aforementioned mix are relatively complimentary. Any more might diminish returns for individual traders and / or overcrowd the green space available.
8. The cost to the Town Council of maintaining Severn Park is significant. If the Council is to ease the burden on the tax payer then it should seek to maximise the money that it can make available through its concession offer.
9. Any concession will need to demonstrate that it can lawfully trade and has appropriate qualifications to operate along with appropriate insurances that do not place unnecessary risk on the Town Council.

RECOMMENDATION(s)

10. It is recommended that the Town Council **RESOLVES**:
 - a. That it will permit up to 3 opportunities for concessions to trade from Severn Park (light refreshments, ice cream van and children's entertainment).



b. That a set level of minimum fees be required for any concession:

- i. Ice Cream Van - £5,850
- ii. Light refreshments - £1,200
- iii. Children's Entertainment (e.g. Bouncy Castle) - £1000

(Where there is more than one applicant, the RFO may ask for sealed bids – [*above the minimum fee*] - to be submitted or negotiate a best price.)

- c. That the Town Clerk, in conjunction with the DLF Supervisor, will have delegated authority to approve any concession and its location.
- d. That all concession payments should be made in advance. With the RFO being authorised to negotiate staged payments where the concession holder has a track record of paying promptly.

Ros Williams
Deputy Town Clerk/Responsible Financial Officer