

## **Sandwell Council**

### **Action Taken Under Delegated Powers**

#### **Proposed Farm Events at Sandwell Valley**

##### **1 Summary Statement**

- 1.1** We have introduced some extra activities over the Summer period at Forge Mill Farm, including a large new penned area for visitors to get closer to the animals, a children's play area where they can ride toy tractors and some craft/colouring activities.

We hope to secure the services of an inflatables provider to be on site throughout and plan to agree a profit share for this.

We would like permission to charge admission to Forge Mill Farm whilst these extra activities are on offer. Feedback has been positive for extra activities at Easter and the May Bank Holidays via social media and feedback from recent visitors to Forge Mill Farm.

We would also like to offer our craft sheds at Forge Mill Farm and Sandwell Park Farm for hire to craft stall holders.

##### **2 Recommendation**

- 2.1** That the Interim Director approves the introduction of an admission fee to Forge Mill Farm over the Summer Holidays of £2 adults and £1 children with effect from Friday 21<sup>st</sup> July and end on Sunday 3<sup>rd</sup> September.
- 2.2** That a charge of £5 per craft hut per day or £25 for use of a craft hut per week over the same period is introduced.

In accordance with the authority delegated to Chief Officers to act on matters within the authority delegated to them under Part 3 of the Council's Constitution, I intend to take the action(s) recommended above.

I ~~do~~/do not have an interest to declare in this matter

**Ajman Ali**   
**Interim Director of Neighbourhood**

**Date** 19.7.2017

*If the Constitution requires the decision to be taken in consultation with another chief officer, the following signature box should also be included*

I confirm that I have been consulted on the above proposals and have no objection to their proceeding.

**Executive Director of Resources**

**Date**

*If the Constitution requires the decision to be taken in consultation with a Cabinet Member, the following signature box should also be included*

I confirm that I have been consulted on the above proposals and have no objection to their proceeding.

  
**Cabinet Member for Leisure**

**Date**

19 | JULY | 2017 .

**Contact Officer**

Matt Darby/Melissa Underwood-Grattage

**3. Background Details**

- 3.1 At public and school holidays this year, we have increased activities and introduced an admission charge at Forge Mill Farm. Feedback has been positive so far and we would like to build on this. A similar charge was introduced for the 3 weeks during Easter which doubled income to £10,355.25 in comparison to 2015 where no admission fees were implemented and only £6,495.26 was collected.
- 3.2 The Director of Neighbourhood's delegations allows for the determination of free or concessionary charges for facilities which are not provided for in the fees and charges policy and if the introduction of these new activities proves to be successful, these charges will be included in the councils fees and charges schedule for 2018/19.
- 3.3 The services of an inflatable provider will be procured in accordance with the councils procurement policy.

