

ARUN DISTRICT COUNCIL

REPORT TO AND DECISION OF CABINET ON 20 July 2020

SUBJECT: Proposed Temporary Observation Wheel, Banjo Road, Littlehampton

REPORT AUTHOR: Joe Russell-Wells, Group Head of Neighbourhood Services

DATE: July 2020

EXTN: 37914

PORTFOLIO AREA: Neighbourhood Services

EXECUTIVE SUMMARY:

This report proposes that the Council endorses the temporary location of the 'Observation Wheel' in Littlehampton, upon the currently underutilised coach park area of Banjo Road car park.

Legal services have a licence agreement prepared for execution in short measure to allow build and operations to commence.

Surveys of the space and the examination of the operator's documents including insurance have been carried out by relevant teams within ADC and agreed subject to cabinet approval.

There is no financial outlay to the Council as all operator costs are organiser bearing.

There is potential for small income generation of 10% of gross ticket sales to the Council after the operator's costs have been met.

RECOMMENDATIONS:

That Cabinet endorses the proposal of the Observation Wheel for temporary location at Banjo Rd car park from 22 July 2020 for an operating period of 28 days commencing 24 July 2020.

1. BACKGROUND:

Bognor Regis Town Council initially received the enquiry, which was passed to Arun District Council. This was seen as a potential opportunity should Covid-19 restrictions permit, and the coastal area at Bognor Regis was initially scoped, however the required space is not available. Not to lose the opportunity for the District, Littlehampton was explored with the required space located within the coach parking area of Banjo Road car park, Littlehampton.

The location is agreed with Parking Services, Engineering / Surveyors, Property & Estates, Building Control and other key departments.

- The primary focus for the council is not fiscal however there is potential of an income of 10% of gross ticket sales, after the first £20,000 which are the operational costs of the wheel and will be retained by the Giant Wheel Company Ltd.
- Promote Arun District and Littlehampton as a visitor destination point, to give further reason for longer stays in the locality and wider region, generating the potential to increase the visitor economy by increasing footfall to business (retail, hospitality and recreation).
- The Angmering Estate (Duke of Norfolk) has agreed the temporary location of the wheel.
- There is scope for branded 'scrim' to be placed on parts of fencing surrounding the wheel, this has been offered to Harbour Park as advertisement space for those visitors unaware of the children's amusement/fairground rides. This would potentially be available to appropriate other retailers, venues.
- The wheel has a specially designed wheelchair access pod.
- Ticket pricing: Standard ticket £5, Junior (under 1.4m) £4, Family 2 + 2 or 1 adult + 3 children £15.
- Wheel is 35m in height to offer spectacular views.
- ADC Property & Estates, Engineers, car park services, surveyors, corporate health and safety/ Environmental Health, and events management are satisfied with the approach of the Giant Wheel Company and its safety Management.

2. PROPOSAL(S):

That Cabinet endorses the proposal of the Observation Wheel for temporary location at Banjo Rd car park from 22nd July 2020 for an operating period of 28 days commencing 24 July 2020.

3. OPTIONS:

- (i) To agree the proposal in section 2
- (ii) Not to agree the proposal in section 2

4. CONSULTATION:

This opportunity has arisen in a relatively short timescale. All Ward Members and the Town Council have been consulted, together with the operators of Harbour Park, Mr W Smart. Mr Smart has confirmed their support for the proposal.

Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council	Yes	
Relevant District Ward Councillors	Yes	
Other groups/persons (please specify) Mr W Smart, Managing Director, Harbour Park Ltd UK	Yes	

5. ARE THERE ANY IMPLICATIONS IN RELATION TO

YES NO

THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)		
Financial	Yes	
Legal	Yes	
Human Rights/Equality Impact Assessment		No
Community Safety including Section 17 of Crime & Disorder Act		No
Sustainability		No
Asset Management/Property/Land		No
Technology		No
Other (please explain)		No

6. IMPLICATIONS:

Financial: No funding, grant or other financial outlay required by ADC. Tickets sales generate the location and operational fees of the company and this is at the operators/owner's risk.

Small income generation of 10% of gross ticket sales after the reduction of £20,000 operators' costs.

Legal: Covenants relating to views from South Terrace have been mitigated by agreement of the Angmering Estate

7. REASON FOR THE DECISION:

To support ADC in the proposal to bring the temporary attraction to Littlehampton to add to the visitor offering, and provide the local and wider communities a new and unique view point of the area.

8. EFFECTIVE DATE OF THE DECISION: 29 July 2020

9. BACKGROUND PAPERS:

To access the link to the Giant Wheel Company 2020 brochure providing further information – [Please click here](#).