

Monday 18 May 2009
at 6.00pm



General Licensing Committee

MEMBERS: Councillor PURCHESE (Chairman) Councillor Mrs HEAPS (Deputy Chairman), Councillors BELSEY, BLOOM, ELKIN, Mrs GOODALL, GOODWIN, GOODYEAR, Mrs MADELL, Mrs POOLEY, STANLEY, THOMPSON and Miss WOODALL.

(Apologies for absence were reported from Councillors Mrs Salsbury and Ms Hough).

1 Minutes.

The minutes of the meeting held on 21 April 2009 were submitted and approved and the Chairman was authorised to sign them as a correct record.

2 Declaration of Interests.

None were received.

3 Public Charitable Collections – Arrangements for Airbourne 2009.

The Committee considered the report of the Licensing Manager regarding a proposed departure from the existing Street Collections Policy to permit street collections to be undertaken during the 2009 Airbourne event.

At its meeting on 23 January 2007 the Committee had reviewed the application criteria for the grant of street collection permits and imposed a restriction that the Council would only consider applications from registered charities and from local charitable bodies which directly benefit the population of the borough. The criteria for street collections applications were set in appendix 1 to the report.

A one off exception to the Street Collections Policy was being sought to enable street collections to be undertaken under the banner of Airbourne 2009 with part of the funds collected to be used to fund the 2009 event.

The Committee was advised that a number of methods were being investigated to generate funding for Airbourne in the future, which included the possibility of Airbourne attaining charitable status, an approach which had been successfully undertaken by the Lowestoft seafront airshow.

It was proposed that volunteers from one or more registered charitable organisations would be selected to act as collection agents on behalf of the Council. It was proposed that 75% of the funds collected be used to fund Airbourne and the remaining 25% be retained by the charities to share equally for their charitable purposes.

The Committee was advised that the running costs involved in the street collection would be met from the Council's budget for the event and would not be deducted from the funds collected. In the event that the funds raised exceeded the cost of Airbourne 2009, the excess would be ring-fenced and used to fund future Airbourne events.

The report set out a number of proposals to be implemented that would ensure transparency and openness in relation to the process and which would accord with the general principles of the Charities Commission. This included maintaining a clear audit trail through the separate accounting of all funds raised through the street collections and that all supporting literature and collection receptacles clearly stated the purpose of the collection.

The Director of Economy, Tourism and Environment advised the Committee of the work undertaken by the Business Community Task Group to identify and raise income through a series of actions and events including a Ball and Cocktail Party, the sale of radio headsets, the creation of a Friends of Airbourne and securing new sponsorship. The Project Board's estimate of the likely income to be raised from these sources was £59k. The Director reported that a cautious approach to income had been taken and an estimated figure of £20k from the bucket collections had been identified.

The Committee was advised that considerable effort was being put into reducing costs and raising income and that a report on progress in respect of this year's event would be submitted to Cabinet at its meeting on 27 May 2009.

With reference to security issues, individual street collectors would be fully briefed on the methods agreed to ensure collected funds were safely deposited during the event.

The Committee was advised that local Eastbourne Rotary Clubs had been approached to act as the collection agent on behalf of the Council. Discussions were ongoing and delegated authority was being sought to enable the Director of Economy, Tourism and Environment to make the final selection of local charities to undertake the street collections.

Some Members suggested that local military charities should be considered and it was also proposed that the proportion of the funds to be retained by the chosen charities should be increased to 30%. It was also suggested that Beachy Head should be included as part of the collection area.

RESOLVED: (1) That in recognition of the local significance of Airbourne and the need to secure the future of the event, a one off exception to the Street Collections Policy be approved for Airbourne 2009 to enable street collections to be undertaken during the event.

(2) That the Director of Economy, Tourism and Environment be granted delegated authority, in consultation with the Chairman of this Committee to select local charitable organisation(s) to undertake the street collections under the management of the Council, and that the chosen charities shall retain 30% of the proceeds for their charitable purposes.

(3) That all matters of detail in respect of the duration and designated collection areas of the street collections are delegated to the Licensing Manager in consultation with the Chairman of this Committee.

The meeting closed at 6.50 p.m.

**D Purchase
(Chairman)**