

Agenda Item No. 4(b)

**DERBYSHIRE COUNTY COUNCIL**

**MEETING OF CABINET MEMBER - HIGHWAYS, TRANSPORT AND  
INFRASTRUCTURE**

**18 December 2015**

Report of the Strategic Director – Economy, Transport and Environment

**DERBYSHIRE COUNTY COUNCIL WOODLAND FESTIVAL -  
SPECIAL CAR PARK CHARGE TO SUPPORT THE COST OF STAGING  
THE EVENT**

(1) **Purpose of Report** To seek the Cabinet Member's approval to introduce special event car parking charges at the Derbyshire County Council Woodland Festival at Elvaston Castle Country Park in September 2016. This charge will act as the price of entering the festival and will be used to offset the cost of staging the event.

(2) **Information and Analysis** The Derbyshire County Council Woodland Festival is a two day event held at Elvaston Castle Country Park each year. In 2016, the Festival will take place on 24 and 25 September. The event celebrates traditional woodland crafts and skills, and is a vehicle to promote an interest in woodland management throughout the County. It is very popular with the public and attracted almost 10,000 visitors in 2015.

Following consultation, responses suggested that people would be prepared to pay for Festival attendance in 2014. A special event charge of £6 per car to park was introduced in 2015. This gave an income to the Authority of £9 140.00. However, in response to the increase in car parking charges being introduced to all Countryside sites from April 2016, and some negative comments and behaviour experienced at the event in 2015, a new cost structure for entering the event is proposed for 2016.

It is proposed that a standard fee of £8 per car and £4 per motorcycle be charged on the days of the event from 9am onwards, for all visitors to the park, including blue badge and season ticket holders.

A £12 weekend ticket will be available to people who pre-book/purchase this in advance.

A £1 discount voucher for day tickets will be available in the 2016 Countryside Events Brochure to incentivise Festival visitors to complete a short questionnaire giving demographic data; primarily their postcode, to inform future marketing of the event.

Between 9am and 10am, a £1 ticket will be available for visitors wanting to stay on site for one hour only. This will take into account the complaints experienced last year from visitors and season ticket holders only wanting to walk their dogs and not attend the festival. This charge will be strictly imposed using civil parking enforcement, including close monitoring of the urban clearway on Borrowash Road, the only public approach to the Country Park.

(3) **Financial Considerations** Based on the attendance and cost figures for the 2015 event, this £8 charge would give an estimated income of just over £12,000 to help offset the £16,500 cost of staging the event. It is proposed that additional income to offset the running costs will be derived from charging catering outlets and profit making stallholders, as well as securing a range of sponsors for the event. Without such income, then it would be challenging to sustain the delivery of the Festival in future years given pressure of the Countryside Service budget.

(4) **Legal Considerations** It is proposed that the temporary change to the parking charges is made through the 'Notice of Variation' procedure under Section 35c of the Road Traffic Regulation Act 1984. This will involve publishing a notice giving details of the proposed charges at least 21 days before they come into force. The notice must be displayed at all car parks to which the special event car parking charges will apply. There is no procedure for objections to be made to the notice.

(5) **Equality and Diversity Considerations** The Woodland Festival is a popular and successful event which appeals to a wide range of visitors, particularly family groups. The aim has always been to host an inclusive event, attractive to all members of the public, especially those that otherwise would not have the opportunity to participate in the crafts on offer at the event. The car park charge has been set at a level that would not dissuade visitors on low incomes.

### **Other Considerations**

In preparing this report the relevance of the following factors has been considered: prevention of crime and disorder, human resources, environmental, health, property and transport considerations.

(6) **Key Decision** No.

- (7) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.
- (8) **Background Papers** Held on file within the Economy, Transport and Environment Department. Officer contact details – Stephanie Burkinshaw, extension 39677.
- (9) **OFFICER'S RECOMMENDATION** That the Cabinet Member approves the introduction of special event car parking charges, as set out in the report, at the Derbyshire County Council Woodland Festival at Elvaston Castle Country Park on 24 and 25 September 2016.

**Mike Ashworth**  
**Strategic Director – Economy, Transport and Environment**