

Agenda Item No. 4(a)

DERBYSHIRE COUNTY COUNCIL

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

7 December 2017

Report of the Strategic Director – Economy, Transport and Environment

**DERBYSHIRE COUNTY COUNCIL WOODLAND FESTIVAL – THREE
YEAR COMMITMENT AND SPECIAL EVENT CAR PARK CHARGE TO
SUPPORT THE COST OF STAGING THE EVENT**

(1) **Purpose of Report** To seek the Cabinet Member's approval to formalise the Authority's commitment to stage the Woodland Festival for a further period of three years from 2018 to 2020 inclusive and to introduce a suite of special event car parking charges, primarily that of £10 per car, at the Derbyshire County Council Woodland Festival at Elvaston Castle Country Park in September 2018. 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. The event is a celebration of traditional and contemporary woodland crafts and skills, and is a vehicle to promote Derbyshire's countryside destinations, visitor services and woodland management throughout the County. It is very popular with the public and certainly has regional recognition, consistently attracting 10,000 plus visitors annually. Financially, the event currently covers most of its costs from admissions and paying exhibitors, but still has a considerable impact on staff resources. To secure the events longer term viability and work towards a more sustainable footing, options are being explored to either attract sponsorship or to commercially expand the event to increase income generation or potentially secure assistance in managing the event. In order to explore this potential further, it is necessary that the Authority formerly continues its commitment to the event for a period of at least three years to plan and resource the event effectively.

It is therefore proposed that the Woodland Festival at Elvaston will take place on:

22 and 23 September 2018
21 and 22 September 2019
26 and 27 September 2020.

In 2017, the public paid a special event charge of £8 per car and £4 per motorcycle to park and enter the event. It is proposed to alter this cost structure for 2018. Separate reports will be brought to approve the special event car park charges for 2019 and 2020.

In 2018, it is proposed that a standard fee of £10 per car and £5 per motorcycle be charged on each day of the event from 9am onwards for all visitors to the park, including blue badge and season ticket holders.

A £15 weekend ticket will also be available to purchase at the gate on the Saturday.

A £1 discount voucher for day tickets will be available through a range of promotional media and online, including flyers, advertising and the 2018 Countryside Destinations and Events Brochure, to incentivise the Festival for visitors willing to complete a short questionnaire giving demographic data, primarily their postcode and optional email to join the mailing list. In 2017, this resulted in a positive 25% uptake by visitors, with the data showing the majority travelled from up to a 50 mile radius of Elvaston, including a high percentage of visitors from Nottinghamshire, Leicestershire, Staffordshire, South Yorkshire and from all over Derbyshire.

A £2 ticket will be available for visitors wanting to stay on site for one hour only. This was introduced in 2016 and works well, taking account of the visitors and season ticket holders who only want to walk their dogs. This charge will be strictly imposed using Civil Parking Enforcement Officers, including close monitoring of the urban clearway on Borrowash Road, the only public approach to the Country Park.

(3) Financial Considerations Following on from the success of this year's Festival, which has generated more income than in any previous year, the estimated £16,741 cost of staging the event, was offset by £12,914.32 of car park income and a further £4,065 of stallholder income.

It is proposed to increase the special event cost structure of £10 per car and £5 per motorcycle to park and enter the event. The approach to off-setting the running costs will continue, derived from charging a full range of complementary stallholders, exhibitors and catering outlets, as well as looking to secure a sponsor for the event. Having a three year commitment will support this outcome.

(4) Legal Considerations It is proposed that the temporary change to the parking charges are 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 and Social Value Considerations** The Woodland Festival is a very popular and successful event now entering its 18th year 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. Consideration will be given to the location and access of Blue badge holder parking, with close proximity to the event.

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 - Justine Spencer, extension 39651.

(9) **OFFICER'S RECOMMENDATIONS** That the Cabinet Member approves:

9.1 The Authority's commitment to stage the Woodland Festival for a period of three years from 2018 to 2020 inclusive.

9.2 The suite 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 22 and 23 September 2018.

Mike Ashworth
Strategic Director – Economy, Transport and Environment