

Agenda Item No. 4(e)

DERBYSHIRE COUNTY COUNCIL

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

22 December 2016

Report of the Strategic Director – Economy, Transport and Communities

**DERBYSHIRE COUNTY COUNCIL WOODLAND FESTIVAL – 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 introduce a suite of special event car parking charges, primarily that of £8 per car, at the Derbyshire County Council Woodland Festival at Elvaston Castle Country Park in September 2017. 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 2017, the Festival will take place on 23 and 24 September. 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 now attracts in the region of 10,000 visitors annually.

In 2016, the public paid a special event charge of £8 per car and £4 per motorcycle to park and enter the event. It is not proposed to alter this cost structure for 2017.

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 also be available to purchase at the gate on the Saturday.

A £1 discount voucher for day tickets will be available in the 2017 Countryside Destinations and Events Brochure to incentivise the Festival for visitors willing to complete a short questionnaire giving demographic data, primarily their postcode. In 2016, this resulted in a positive 20% 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 £1.50 ticket will be available for visitors wanting to stay on site for one hour only. This was introduced in 2016 and worked 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 £16,992 cost of staging the event, was offset by £8,336.67 of car park income and a further £2,760 of stallholder income.

To encourage visitors in 2017, it is not proposed to increase the special event cost structure of £8 per car and £4 per motorcycle to park and enter the event. The approach to offsetting the running costs will continue, derived from charging a full range of complimentary stallholders, exhibitors and catering outlets, as well as looking to secure a sponsor for the event.

(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 seventeenth 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.

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 Communities Department. Officer contact details - Justine Spencer, extension 39651.
- (9) **OFFICER'S RECOMMENDATION** That the Cabinet Member approves 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 23 and 24 September 2017.

Mike Ashworth
Strategic Director – Economy, Transport and Communities