

Agenda Item No. 4(d)

DERBYSHIRE COUNTY COUNCIL

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

24 March 2015

Report of the Strategic Director – Economy, Transport and Environment

**CHARGES FOR WALKS DURING THE DERWENT VALLEY MILLS
WORLD HERITAGE SITE DISCOVERY WALKS FESTIVAL**

(1) **Purpose of Report** To recommend the charging arrangements for walks during the World Heritage Site Discovery Walks Festival for the financial years 2015-16 and 2016-17.

(2) **Information and Analysis** This year, the Discovery Walks Festival will take place from 25 May to 7 June 2015.

Discovery Walks is a joint festival with many partners from within the World Heritage Site participating. The Discovery Days Co-ordination Group (volunteers and representatives from partner organisations) proposed the charge of £4 per person per walk, which is comparable with partner organisations' charges for similar guided walks. The Group also proposed the principle of splitting the income between the Derwent Valley Mills World Heritage Site (DVMWHS), as a contribution towards the cost incurred in promoting the Festival, and the partnership trusts. There are some exceptions to the proposed charge:

- i) For under-12's, there is no charge, to encourage more families to participate, particularly during the half-term week.
- ii) Where partner organisations offer an additional benefit, such as refreshments, the price may differ.
- iii) Where partners' walks have already been promoted at a different rate in their own literature.
- iv) Where walks are offered to participants at no cost, because the walk is funded as part of a project.

(3) **Financial Considerations** The cost incurred to design, print and distribute the Discovery Walks brochure will be £2,255.

	£
Booklet design	210
Distribution	145
Printing of booklet	1,900
Total costs	2,255

The maximum income expected from the Festival is £4,500 based on the following:

No of walks:	maximum 45
No of walkers per walk:	maximum 25
Charge per walk:	£4

This would then result in a maximum income of £2,250 to DVMWHS to contribute to the costs incurred in promoting the walking festival.

Other Considerations

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

(4) **Key Decision** No

(13) **Call-In** It is required that call-in be waived in respect of the decisions proposed in the report? No.

(14) **Background Papers** Held on file within the Economy, Transport and Environment Department. Officer contact details - Mark Suggitt, extension 36832.

(15) **OFFICER'S RECOMMENDATION** That the proposed charges for the walks, during the Discovery Walks Festival, be approved for adoption for the 2015-16 and 2016-17 Festivals.

Mike Ashworth
Strategic Director – Economy, Transport and Environment