

**EVENT MANAGEMENT STRATEGY**

Report of the: Clerk to the Conservators  
Contact: Samantha Whitehead  
Annexes/Appendices (attached): Annexe 1 – Event Management Procedure  
Annexe 2 – Proposed Event Calendar  
Annexe 3 – Screening Sheet  
Other available papers (not attached):

**REPORT SUMMARY**

**This report serves to provide the Conservators with a framework for managing events on Epsom & Walton Downs.**

<b><u>RECOMMENDATION (S)</u></b>	<b><u>Notes</u></b>
<b>(1) To support the strategy for event management as set out in this report.</b>	

**1 Background**

- 1.1 At the meeting on 18 January 2009, the Change & Development Manager presented the Conservators with an Events Management Procedure (see Annexe 1).
- 1.2 Whilst the Conservators approved the procedure in principle, it was felt that generally too many events were taking place on the Downs, which was having a negative impact on the environment, other Downs users, residents and staff resources. Therefore in its current state the procedure did not offer a suitable framework for accepting or declining events and limiting the amount of events that were held each year.
- 1.3 Under section 14 of the Epsom & Walton Downs Regulation Act 1984 provision was made for 16 racing days and under section 10 (2) large scale events. The actual wording of Section 10 (2) is as follows:

*“Notwithstanding anything contained in this Act, or in any byelaws made under this Act the Conservators may, with the consent of the Council and the Company or the Owner or the Levy Board, as the case may require, permit the Downs to be used for the holding of such events other than horse races as they think fit:*

*Provided that in the case of such events which, in the opinion of the Conservators involve a significant degree of interference with the rights of the public or access for air and exercise under section 4 (Rights of public over Downs) or section 15 (Rights of horse riders on Downs) of this Act-*

- (a) *the Downs shall not be so used for such events for more than five days in any one year; and*  
 (b) *not more than 25 hectares of the Downs shall be set apart for the holding of any such event.”*

1.4 Whilst the Conservators are supportive and sensitive to the number of good causes that apply for permission to hold their events on the Downs, as guardians of the Downs they must endeavour to achieve the right balance between the interests of the applicants and protecting this unique open space.

## **2 Type and Size of Events**

2.1 When starting to consider the future for events it was important to understand the type and size of events that were suitable for the Downs.

2.2 The typical type of events that are requested and are suitable for the Downs are (and not limited to):

- 2.3 A non-commercial organised run, walk or cycle
- 2.4 Non-commercial horse riding events
- 2.5 A community sports competition including a school sports day
- 2.6 An organised event involving approved activities such as kite flying and model aircraft
- 2.7 A non-commercial organised picnic or gathering
- 2.8 The organised release of homing pigeons

2.9 The size of events can be split into four main categories and two special categories which sit outside the normal requests:

<b>Category</b>	<b>No of participants, organisers and spectators</b>	<b>Likely impact</b>
A	30 - 100	Low
B	100 - 500	Low/Medium
C	500 - 1000	Medium/High
D	More than 1000	Considerable and may need to be considered as an “event” under the Act.
S	<p>This category refers to events which primarily take place on land which does not fall under the jurisdiction of the Epsom &amp; Walton Downs Conservators, but may have an impact on the Downs and Downs users. These include, and are not limited to:</p> <p>Events taking place on public highways which run across and adjacent to the Downs for which organisers may request the use of the Downs car parks to serve as a venue for registration.</p> <p>Events taking place on adjacent land owned by the Racecourse or Epsom &amp; Ewell Borough Council (such as the Warren Recreation Ground) for which organisers may request permission to cross the Downs to gain access.</p> <p>Events taking place in lay-bys (such as the release of pigeons) but may cause disruption or incident to other Downs users.</p>	

U	This category refers to events which although permission has been sought, involve so few participants or so little disruption that they have been granted without the need for a formal application or the application has been approved as a one-off by the Clerk to the Conservators in consultation with the Chairman. Examples of this could be a group of eight walkers with no spectators or a request for filming involving a small crew.
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- 2.10 As the table illustrates it is not just the number of participants directly involved in an event, but often the number of spectators and organisers that increases the impact of the event. There is likely to be additional pressures on car parking facilities, traffic flow and the Downskeepers in respect of managing the event and clearing excess litter and refuse disposal.

### 3 Number of Events

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- 3.1 This year, in addition to the Derby Festival, the Racecourse has taken advantage of its 16 race day entitlement and the Downs has enjoyed and benefited from use from the industry.
- 3.2 The Cancer Research UK Race for Life (now in its second year) was held in June and occupied one of the five main event days which are identified under the Act.
- 3.3 Prior to January's meeting of the Conservators, authorisation had been granted to seven other applicants to hold category A and B events during 2009.
- 3.4 There are windows between these events where the Downs is restored to its usual oasis of calm and beauty. It is the endeavour of the Conservators to limit the amount of other permitted events to ensure that the primary function of the Downs is for 'air and exercise' as the Act intended.
- 3.5 In order to achieve this, the desire is to cap the number of events allowed throughout the year and produce a fair and varied calendar of events which supports community and charitable initiatives.
- 3.6 Based on the event applications from previous years and recent event requests, a sample calendar of events for 09/10 is attached at [Annexe 2](#).

- 3.7 Conservators will note that the number of events proposed can be summarised as follows:

<b>Category</b>	<b>No of Events on Calendar</b>	<b>Suggested Limit</b>
A	5	10
B	9	10
C	3	5
D	1	On Application
S	5	On Application
U	0	On Application

- 3.8 The suggested limit allows for event applications from newcomers as well as long standing fixtures. The suggested limits are weighted to the smaller events that have a low impact on the Downs and resources.

#### **4 Timing of Applications**

##### 4.1 Current Year and Future Year Events

4.1.1 The proposed system will enable applications to be submitted for the current or future year during two 'windows' at six monthly intervals. The April and October meetings could be used for this purpose. The deadline for event applications would be 28 days in advance of each of these meetings.

4.1.2 Alongside the event applications, the Conservators will receive the event calendar of already approved events so that they can decide how many more applications to allow.

#### **5 Selecting Events**

5.1 In order to effectively manage event applications and ensure that the selection process is fair and structured, the following process is suggested:

5.2 An initial application is made; the Change & Development Manager carries out a preliminary screening exercise to ensure that the request is suitable for the Downs. This part of the process could involve detailed discussions with stakeholders, on-site meetings etc. to fully understand the likely impact of the event.

5.3 The Change & Development Manager in consultation with the Head Downskeeper will decide on the need for a refundable reinstatement bond. This will be calculated on the basis of likely manpower and resources that may be needed to reinstate the area after the event.

5.4 An application pack is sent to the organiser and must be returned no later than 28 days in advance of the meeting of Conservators.

5.5 A screening sheet is added to the event application to assist the Conservators in their decision making process. Please see Annexe 3.

5.6 The Conservators use the screening sheet and supporting information to decide on the suitability of the event for the Downs, the primary criteria for the decision will be based upon:

5.7 The type/size of event and likely impact

5.8 The importance and benefit to the local community or charity

5.9 The history of the event and whether the event contributes to the heritage of the Downs i.e. Horseman's Sunday.

## **6 Conclusions and Recommendations**

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6.1 In conclusion, the aim is to effectively manage the event process and have clear guidelines for events on Epsom and Walton Downs.

6.2 In summary the event strategy works as follows:

6.2.1 Applications are made to the Change & Development Manager.

6.2.2 Applications are screened and presented to Conservators at the April and October meetings.

6.2.3 Using the guidelines for size of event and suggested limits in each category applications are accepted or rejected based on the information presented.

6.2.4 When limits are reached no further applications for that year will be accepted.

6.2.5 A six monthly event calendar will be produced and displayed on the Council's website.

6.3 It is recommended that the Conservators support this proposal for event management.

**Event Management Procedure**

- 1 All event enquiries (with the exception of events hosted by the Racecourse which do not overspill on to any other area of the Downs) are referred to the Change & Development Manager.
- 2 The Change & Development Manager will speak to the organisers and gain an understanding of the event.
- 3 The Change & Development Manager will discuss the event with the Downkeepers, Racecourse and other relevant bodies, and if after the initial enquiries the event sounds viable and appropriate, an application pack will be sent out to the organiser.
- 4 The information pack will contain a request for their Public Liability Insurance (£5,000,000 minimum), an Application Form and A Guide to Risk Assessment.
- 5 The applicant will need to return the completed Application Form, Copy of their PLI and Risk Assessment to prove that they have considered how to run their event safely. In the case of large scale events like the Race for Life, they will be asked to attend an on-site meeting to discuss arrangements and will be expected to produce an event management plan.
- 6 Once the documents are received the details of the event will be logged and a written report presented to the Conservators for agreement (either via email if an immediate decision is required or at the next Conservator's meeting).
- 7 Once the event has been agreed the event organiser will receive a copy of the signed agreement and the details will be uploaded to an online calendar on Epsom & Ewell Borough Council's website.
- 8 All documentation relating to the event will be held in a file at Epsom & Ewell Borough Council.

Screening Sheet

Name of event:	
Nature of event:	
Organiser:	
Day and Date of event:	
Duration of event (including set up and take down):	
Time of event:	
Number of participants:	
Estimated number of organisers/stewards/spectators:	
Category of event:	
Main event Area:	
Other areas affected:	
Has the event been held on Downs in previous years?	Yes/No
If yes, how many years has the event been running?	
Is it a local event, for the good of the local community?	Yes/No
Please give details:	
Is the event in support of a charity?	Yes/No
If yes, which charity?	
Is a reinstatement deposit required?	
If so, how much is recommended?	

**REVIEW OF THE EVENT MANAGEMENT STRATEGY**

Report of the: Clerk to the Conservators  
Contact: John Vadgama  
Annexes/Appendices (attached): Annexe 1 - Events approved for the 2011-12 Financial year  
Annexe 2 – Report and excerpt from the Minutes of the meeting of the Conservators held on 14 October 2009, relating to the adoption of the Event Management Strategy

Other available papers (not attached):

**REPORT SUMMARY**

This report provides the Conservators with a review of the Event Management Strategy for the Downs.

<b><u>RECOMMENDATION (S)</u></b>	<i>Notes</i>
(1) That the limit on the maximum number of events which can be held on the Downs remains as set within the Event Management Strategy.	
(2) That the two 'windows' for submitting applications to the Conservators be retained, and that applications continue to be presented to the April and October meetings of the Conservators.	
(3) That the Conservators consider whether a two stage process for larger events should be introduced (those with over 2000 participants and spectators combined). That if this process is introduced, it is brought into operation in October 2011.	

**1 Number of events**

- 1.1 At the last meeting of the Conservators it was requested that the Event Management Strategy be reviewed, with particular focus upon the maximum number of events permitted, especially in the case of very large events. A calendar of events approved for the 2011-12 financial year is attached at Annexe 1.



- 1.2 The Event Management Strategy for the Downs, which was agreed by the Conservators in October 2009 (see [Annexe 2](#)), provides a limit of 25 (non-racing) events per year, which was based on previous applications, and also allowed for some new events to be accommodated if the Conservators so approved. This indicates that there is some room for accommodating new requests, and that established events are still provided for.
- 1.3 Currently only 7 events are scheduled for the current financial year.
- 1.4 Officers believe that a limit of 25 events is a good and fair number, and would not recommend that it is altered.

## **2 Application 'windows'**

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- 2.1 The Event Management Strategy allows event applications to be presented to the Conservators twice a year (in April and October).
- 2.2 However, it has been suggested that it may be fairer to have only one date for receipt of applications so that all bookings for the year can be assessed and considered at the same time.
- 2.3 This would have the advantage that all bookings could be compared more easily and would not have the possibility of some bookings being refused if they fell into a particularly competitive 6 month period, or that the majority of the bookings were allocated in the first 'application window' leaving very little space for the second six month period. In practice this does not happen, and the applications tend to fall evenly across the year.
- 2.4 The largest challenge for the Conservators (with regard to events on the Downs) has been making a fair evaluation of an application when the applicant has not provided enough detailed information. In some cases a decision has to be made on less information than would be desirable.
- 2.5 If the Conservators changed the application 'window' to a once-a-year deadline, this would have the advantage of setting a firm deadline and would allow direct comparison of all events, BUT would have the greater disadvantage of some applications having less information than desired - due to the nature of event planning certain information would not be available until a few months before it was due to take place. This would make the process of evaluating applications far harder, since there would be less detailed information to be considered.
- 2.6 Officers advise that the current '2-window' approach therefore be retained.

## **3 Large events**

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- 3.1 One change that might assist the process could be the introduction of a two-stage application for larger events. This could permit any event that anticipates an attendance of 2000 or more people either attending or participating to undertake a two stage application, the first is for a decision in principal, and the second stage is a decision in detail.

- 3.2 This would avoid a situation where a large (and possibly high-profile) event has to be approved at relatively short notice to avoid an embarrassing refusal from the Conservators.

#### **4 Conclusion and Recommendations**

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- 4.1 The Conservators are recommended to retain the existing maximum limit of 25 (non-racing) events on the Downs each year, and the two application 'windows' (April and October).
- 4.2 The Conservators are requested to consider whether a two stage process for larger events should be introduced. It is recommended that if the Conservators agree to this process, it is brought into operation in October 2011.

**POTENTIAL FOR CHARGING FOR EVENTS ON THE DOWNS**

<u>Report of the:</u>	Downs Manager
<u>Contact:</u>	Sam Beak
<u>Annexes/Appendices (attached):</u>	<u>Annexe 1</u> – Benchmarking table of fees & charges <u>Annexe 2</u> – Proposed Fees and Charges
<u>Other available papers (not attached):</u>	Minutes of the meeting of the Conservators held on 17 October 2011 and 19 January 2012

**REPORT SUMMARY**

Following the meeting of the Conservators on 19 January 2012, the Conservators are requested to consider a further report proposing the introduction of a charge for events held on the Downs. This report provides a suggested charging structure for consideration.

**RECOMMENDATION (S)**

- (1) That the Conservators agree to the proposed fees and charges as at Annexe 2;
- (2) That the Conservators agree to introduce the proposed fees and charges for applications submitted following the October meeting, as detailed in paragraph 2.6 of this report;
- (3) That the Conservators agree that EEBC will act as the booking agent for all events on the Downs, and will collect and hold the hire charge and refundable reinstatement bond as required;
- (4) That the Conservators agree to undertake a review of the charging for events on the Downs at their meeting in January 2014;

*Notes*

**1 Background**

1.1 At the meeting of the Conservators held on 19 January 2012, Messrs Rupert Trevelyan and Simon Dow presented a report asking the Conservators to consider the potential for introducing a charge for events held on the Downs.

1.2 At the meeting the Conservators agreed:

to receive a further report providing a more detailed charging policy.

to approve in principle that EEBC or Epsom Downs Racecourse recover all running costs incurred for Category B,C & D events plus a fee to restore/maintain the Downs after each event.

to approve in principle that all event organisers be invited to make a contribution of £1 per participant.

- 1.1 Consultation has been carried out with other Local Authorities and organisations to obtain their fees and charges for hiring open spaces. The charges set vary greatly from one authority to the next, as summarised in Annexe 1.

## 2 Proposal

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- 2.1 In light of the results of the benchmarking exercise, a charging structure has been proposed at Annexe 2 for hosting events on Epsom & Walton Downs. The proposal seeks to obtain a minimum hire charge for events to part cover the cost of administration, and further suggests that larger events pay £1 per head based on projected attendance numbers. This 'per head' charge reflects additional costs such as staffing time and use of facilities on the Downs, including car parks and toilets. It would also contribute towards the maintenance of the Downs.
- 2.2 Further, the charging structure proposes that a reinstatement bond is sought from each hirer. This bond would be fully refundable if no damage is caused or there is no need for significant reinstatement works to be carried out as a direct result of the event.
- 2.3 As part of the Downs Events Strategy, event organisers can be required to provide a refundable reinstatement bond if in the view of the Change & Development Manager and Head Downskeeper one is necessary. In reality however, this power has been rarely used as the majority of events on the Downs cause few reinstatement issues.
- 2.4 The requirement for organisers to provide a refundable reinstatement bond has been reintroduced into the fees and charges structure (Annexe 2) to ensure consistency and to protect against unrecoverable costs for reinstatement purposes. Conservators however, may not wish this to be obligatory, but prefer the need for a bond to be left to the decision of the Downs Manager in consultation with the Head Downskeeper for each application approved.
- 2.5 There will need to be an appropriate 'lead in' period before any charging structure can be introduced, as some events for 2013 have already been approved without any discussion around fees and charges.
- 2.6 It is suggested that the charging structure be introduced for all new event applications received after October 2012. Any **full** applications received and considered at the Conservators' meeting in October 2012 will not be charged. Any applications seeking 'in principle' approval in October 2012 will be subject to the agreed fees and charges on submission of a full event application at a later date.

- 2.7 A review of the new charging structure, the impact on the number of event applications received and the level of administration required to process the new fees and charges will be carried out in January 2014 to allow for any amendments to the charging structure to be implemented at the April 2014 meeting of the Conservators.

### **3 Resource Implications**

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- 3.1 By introducing a structure for charging for events on the Downs there will undoubtedly be resource implications.
- 3.2 The time taken to administer the event application will increase due to the involvement of payment ahead of an event and then the likely refund of the reinstatement bond.
- 3.3 The Head Downskeeper in consultation with the Head Groundsman of Epsom Downs Racecourse will need to carry out an assessment after each event to decide if any damage has occurred or if any significant reinstatement works need to be undertaken as a result of the event.

### **4 Financial Implications**

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- 4.1 Introducing fees and charges for events on the Downs will have some significant financial implications.
- 4.2 A system will need to be put in place to allow event organisers to make payments to the Conservators (via EEBC). A further mechanism will need to be considered for holding the refundable reinstatement bond until such time that it can be returned.
- 4.3 The charging for events will generate a revenue stream for the Conservators which could help to address the current budget pressures.
- 4.4 If the administration of event applications increases due to the addition of payments being made and refunds being returned then the staffing recharge for the Conservators may also increase to reflect the additional resource implications needed.

### **5 Legal implications**

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- 5.1 The previous report (regarding the introduction of a charge for events on the Downs) to the meeting of the Conservators on 19 January 2012 included guidance from the Borough Council's Head of Legal and Democratic Services. For the purpose of this report the same information has been repeated in paragraphs 5.2 – 5.9 below.
- 5.2 Generally landowners may (subject to statutory controls, such as planning control) do with their land what they wish. This includes the holding of events and charging members of the public for access to those events.
- 5.3 In relation to the Downs, the rights of the owners are restricted by the provisions of the Epsom & Walton Downs Regulation Act 1984. However, the Act also contains certain protections for the rights of the owners and provisions allowing some flexibility.

- 5.4 Section 10(2) of the Act provides:

*“Notwithstanding anything contained in this Act, or in any byelaws made under this Act the Conservators may, with the consent of the Council and the Company or the Owner or the Levy Board, as the case may require, permit the Downs to be used for the holding of such events other than horse races as they think fit:*

*Provided that in the case of such events which, in the opinion of the Conservators involve a significant degree of interference with the rights of the public of access for air and exercise under section 4 (Rights of public over Downs) or section 15 (Rights of horse riders on Downs) of this Act –*

*the Downs shall not be so used for such events for more than five days in any one year; and*

*not more than 25 hectares of the Downs shall be set apart for the holding of any such event.”*

- 5.5 This means that the owners can be permitted to use the Downs for events unrelated to horse racing, subject to the limitations on the area of the Downs that may be used and the number of event per calendar year. The Act is silent on any restrictions as to charging, and it must therefore be assumed that an owner running an event which the Conservators have permitted, will be able to charge such fee(s) as he considers appropriate in relation to that event. At a previous meeting an issue was raised as to whether any charge would be restricted to a level which covered the costs of the event, rather than for profit. However, in view of the lack of prohibition in the Act, it is considered that event could be run for profit.
- 5.6 The consent of the Council and of the applicable owner is required before the Conservators may decide to permit an event, so any decision by the Conservators to approve an application should be “in principle” until such consent has been obtained. In the case of the Council, this is likely to require a report to the appropriate committee.
- 5.7 In deciding whether to permit an event, the Conservators will need to consider the precise nature of the event proposed and how this will impact on the Downs. Conservators should have regard to their primary duty, set out in section 10(1), to preserve the Downs so far as possible in their natural state of beauty.
- 5.8 Whilst the 1984 Act clearly contemplates events taking place, and that such events will inevitably interfere to some degree with public rights of access (on foot or horseback), in deciding whether to give permission for an event, the Conservators will also need to consider the nature of the event(s) proposed and what the likely impact of those events will be.
- 5.9 The Act is silent as to whether the Conservators could seek to impose conditions or restrictions on any permission they might give for events. It is considered that it is not unreasonable for such permission to be given conditionally. Such conditions could, for example, include requiring the costs of any works required to restore the Downs to be defrayed by the event organiser, or (as section 27 requires the Company to do after race meetings) requiring the organiser of the event to clear the Downs of all litter.

**6 Conclusion and Recommendations**

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- 6.1 The Conservators are requested to consider and approve the introduction of a fees and charges structure for events on Epsom & Walton Downs as detailed in Annexe 2.
- 6.2 Conservators are also asked to agree to the introduction of the fees and Charges for all applications submitted after the October meeting, as detailed in paragraph 2.6.
- 6.3 The proposal suggests that EEBC will act as the booking agent for all events on the Downs and will collect and hold the hire charge and refundable reinstatement bond as required.
- 6.4 The Conservators are further asked to review the introduction of charges for events on the Downs at their meeting in January 2014.

**Benchmarking Table of Fees & Charges for Events in Open Spaces  
June 2012**

Location	Type of Event	Fees & Charges	Ground Deposit	Additional Comments
Priory Park	Charitable Commercial Filming	Free £750 per day £250 per ½ day, £500 per full day		
Runnymede Parks	Charitable Community Commercial	Free Free £400 for operational days £200 for non-operational days	Ground deposit charged based on likely risk of damage to ground	
Guildford Parks	Charitable Community  Commercial (i.e circuses and fairs)	50% reduction from commercial rate and 60% if 100% fundraising  £525 for operational days £262.50 for non- operational days	Reinstatement charge may be applied over and above event charge dependent upon damage	Minimum event charge of £50.  Events are charged based on the size, number of people attending and activities planned. For example a fun run/walk with no onsite parking for 300 people would be charged £200
Loseley Park	Charitable  Community Commercial/ Private	20% discount from commercial/ private hire rate  Full charge Individually assessed		£100 minimum ground hire £1800 minimum for 25 acre site Each event is assessed on application and a fee then applied.



Location	Type of Event	Fees & Charges	Ground Deposit	Additional Comments
Royal Parks	Charity fundraising Not-for-Profit Commercial	£2 per head No per head charge £2.50 per head	The Royal Parks will also charge for any direct costs incurred as a result of events, in addition to the fees. Such costs typically include; additional litter collections and repairing damage to hard or soft landscapes	These are fees charged for Walks, runs and similar sporting events. Concerts are charged higher. There is a minimum charge of £100 plus VAT. There is also a disruption charge in addition to the fee per head.
Slough (large parks)	Charitable Not-for-Profit Commercial	10% of commercial rate 10% of commercial rate £3000 to £12,000 per day	A deposit is required for all event bookings. This is non-refundable in the event of a cancellation. The deposit will reflect the possible costs of waste collection, restitution of the site, utilities and projected staff attendance beyond the administration fee.	Rate will depend on extent of park used, projected attendance, charging policy of event and will include the administration fee

## **Fees and Charges for Events on Epsom & Walton Downs**

The Conservators will set an annual scale of fees and charges for event hire, based on the type of event, area of the Downs used, anticipated attendance, effect on the local community and event duration.

The following regulations apply:

- Prices are set for commercial events.
- Charitable and community events will receive 50% discount from the commercial rate.
- The hire charge reflects the associated administration costs for processing an event application form, the additional involvement of the Downskeepers, a contribution to the maintenance and general upkeep of the Downs and use of facilities such as car parks and toilets. A minimum hire charge of £50 exists subject to 50% discount for charitable and community events.
- A refundable reinstatement bond will be required for all event bookings. This bond will be returned to the event organiser following completion of the event and no additional costs being incurred i.e. for reinstatement purposes, waste collection etc. The bond will reflect the possible costs of waste collection, restitution of the site, utilities and Downskeeper and or officer attendance beyond the hire charge. The bond will be required 4 weeks before the event date.
- Any event wishing to use the Epsom Downs Racecourse facilities such as car parks, stewarding, security etc., will be subject to additional fees as negotiated directly with Epsom Downs Racecourse.
- All event applications are subject to meeting the conditions as stated in the hire agreement form and no event will be permitted until such conditions have been fully met.
- The number of events per year permitted on the Downs is subject to the Events Strategy and the Epsom & Walton Downs Regulation Act 1984.
- All events must be considered and approved by the Conservators at either their April or October meeting.

Table of proposed Fees and Charges for Events on Epsom & Walton Downs

Category	No. of participants, organisers & spectators	Likely Impact	Refundable Reinstatement Bond (Reflects possible impact)	Hire Charge applied	Hire Charge
A	30 - 100	Low	Yes Min charge of £25	Yes	Min charge of £50 50% discount for charities and community events
B	100 - 500	Low - Medium	Yes 10% of hire charge	Yes	£1 per head as reflected in projected attendance. 50% discount for charities and community events
C	500 - 1000	Medium - High	Yes 10% of hire charge	Yes	£1 per head as reflected in projected attendance. 50% discount for charities and community events
D	More than 1000	Considerable	Yes 10% of hire charge	Yes	£1 per head as reflected in projected attendance. 50% discount for charities and community events
S	This category refers to events which primarily take place on land which does not fall under the jurisdiction of the Epsom & Walton Downs Conservators, but may have an impact on the Downs and Downs users.		Decision on application	Decision on application	Charge on application
U	This category refers to events which although permission has been sought, involve so few participants or so little disruption that they have been granted without the need for a formal application or the application has been approved as a one-off by the Clerk to the Conservators in consultation with the Chairman.		No	Decision on application	Charge on application
Filming	Varies	Dependent on scale of project	Decision on application	Decision on application	Charge on application. Minimum charge of £250 per day for larger scale projects.

## **REVIEW OF EVENTS ON THE DOWNS**

Report of the: Downs Manager  
Contact: Sam Beak  
Annexes/Appendices (attached): Annexe 1 - Racecourse car park map on the Downs  
Annexe 2 - Revised Fees and Charges Policy  
Other available papers (not attached):

### **REPORT SUMMARY**

**This report details a review of the Event Management Strategy and the Fees and Charges for Events on the Downs.**

### **RECOMMENDATION (S)**

*Notes*

- (1) That the Conservators agree to the suggestions of the working party as detailed in paragraphs 2.1 – 2.6.**
- (2) That the Conservators note and approve the changes to the Fees and Charges Policy at Annexe 2.**

## **1 Background**

- 1.1 At the meeting of 14 October 2009, the Conservators agreed an Event Management Strategy for the Downs.
- 1.2 On the 28 June 2012, the Conservators agreed to the introduction of a new charging policy for events on the Downs and that a review of the policy would be reported back in January 2014.
- 1.3 Following the London 2012 Olympic Games, Surrey hosting the Olympic cycling time-trials and road race and events such as the Tour of Britain, there has been an increase in the number of cycling events taking part in the County, especially those known as 'sportives'. These events see participants ride similar courses to that of their Olympic heroes and cycling legends, but not under race conditions.
- 1.4 'Sportives' are events that take place on the public highway but do not necessarily require road closures. They can involve cycling, running or a mixture of both and will normally have a staggered start. They are not races and so are not regulated in any way by the sport's national governing body.
- 1.5 The past year has seen a rise in the number of sportives starting from the Downs. The Racecourse is considered to be an attractive venue for organisations to host their event and as they only require facilities within the Racecourse apron there is no requirement to seek the Conservators permission to host the event.

- 1.6 In addition, as the event then takes place on the public highway there is no obligation for the organiser to inform anyone and so the Conservators have to rely on the close working relationship between the Downs Manager and the Events Team at Epsom Downs Racecourse to be notified. Once informed, the Conservators do not have any power to prevent the event from going ahead but can make other stakeholders aware to minimise possible conflict and disruption.
- 1.7 At the meeting of the Conservators on 17 October 2013, it was agreed that a working party would meet to review the current Events Management Strategy and the Fees and Charges policy in light of the rise in the number of sportives occurring on the Downs.
- 1.8 The events working party involved the Downs Manager, Simon Durrant (General Manager, Epsom Downs Racecourse), a representative from the Events Team at the Racecourse and a representative from Surrey County Council coordinating the County's Event Strategy.
- 1.9 This report details the proposals of the working party.

## **2 Suggested Amendments**

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### Avoiding conflict with Racehorse Training on the Downs

- 2.1 To avoid possible conflicts with the Trainers it is suggested that no events located outside of the Grandstand complex should be permitted **before 12pm Mon – Sat**, or **before 9.30 am on Sundays** unless prior agreement has been received from the Racehorse Trainers. Agreement from the Trainers to any such events will be sought from the Horserace Betting Levy Board appointed Member of the Conservators (currently Mr Simon Dow) prior to them being presented to the Conservators for consideration. Any event proposals which fall within the hours listed above which do not receive agreement from the Racehorse Trainers will not be presented to the Conservators for consideration.
- 2.2 An exception to this would be 'category D' events - where there are more than 1,000 participants taking part. All category D event proposals (even those falling within the hours stated above) will continue to be considered by the Conservators on an ad-hoc basis in full consultation with key stakeholders.

### Car parking for events

- 2.3 Applications for car parking for approved events on the areas marked as 1, 2, 5, 6 & 15 on the map at Annexe 1 will be considered as falling on Racecourse land, and within the Racecourse's ability to approve if it wishes. The Racecourse will be solely responsible for the reinstatement of any of these areas to which it has granted access, in the event of any damage as a result of their use for such car parking.
- 2.4 The use of any other car park on the Downs for event-parking will require the permission of the Conservators, who have the power to refuse access to them. Any refusal may not prevent a related event from going ahead, but would require the organiser to make alternative parking arrangements.

Changes to event charges

- 2.5 Under the Fees and Charges Policy, category B events are currently charged 10% of the hire charge. If an event only had 150 participants and was run by a charity it would currently be charged £75 for the hire charge and therefore £7.50 for the refundable reinstatement bond. This amount would not cover the cost of one hour's work reinstating the ground. It is therefore suggested that categories A and B are both charged a minimum of £25 for the refundable reinstatement bond.
- 2.6 Category S within the Fees and Charges Policy (events which primarily take place on land which does not fall under the jurisdiction of the Epsom & Walton Downs Conservators, but may have an impact on the Downs and Downs users) states that a charge will be decided on application. To ensure a consistent approach, it is suggested that a fee of £100 is charged for the use of car parks on the Downs for these events when they require 50 car parking spaces or more. Section 25 of the Epsom and Walton Downs Regulation Act 1984 permits the Conservators to make a charge for the use of car parks on the Downs, subject to the approval of the Council, and a requirement that any income received from the charge be applied to the maintenance of the car parks. If necessary, sufficient space will be cordoned-off in the appropriate car park to enable the event to take place, whilst still enabling safe public access.
- 2.7 When considering the number of people on the Downs as part of an event, the current policy includes participants, organisers and spectators. It is proposed that only the number of participants should be considered when calculating the level of fee to be applied, as this is easier to determine and check for accuracy.
- 2.8 When reporting the number of events to the Conservators in any given period, it is proposed that it is a fixed 12 month period reflecting the financial year i.e. April to March.
- 2.9 The revised Fees and Charges Policy containing these proposals is attached at Annexe 2

### **3 Conclusion and Recommendations**

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The Conservators are requested to consider and approve the above suggestions to ensure a smoother process for considering events on the Downs, and to note and approve the revised Fees and Charges Policy.



## **Fees and Charges for Events on Epsom & Walton Downs 2014-2015**

The Conservators set an annual scale of fees and charges for event hire, based on the type of event, area of the Downs used, anticipated attendance, effect on the local community and event duration.

The following regulations apply:

- Prices are set for commercial events.
- Charitable and community events will receive 50% discount from the commercial rate
- The hire charge reflects the associated administration costs for processing an event application form, the additional involvement of the Downskeepers, a contribution to the maintenance and general upkeep of the Downs and use of facilities such as car parks and toilets. A minimum hire charge of £50 exists subject to 50% discount for charitable and community events.
- A refundable reinstatement bond may be required for event bookings. This bond will be returned to the event organiser following completion of the event and no additional costs being incurred i.e. for reinstatement purposes, waste collection etc. The bond will reflect the possible costs of waste collection, restitution of the site, utilities and Downskeeper/Officer attendance beyond the hire charge. Provision of the bond to the Epsom and Ewell Borough Council will be required 4 weeks before the event date.
- Any event wishing to use the Epsom Downs Racecourse facilities such as car parks, stewarding, security etc. will be subject to additional fees as negotiated directly with Epsom Downs Racecourse.
- All event applications are subject to meeting the conditions as stated in the hire agreement form and no event will be permitted until such conditions have been fully met.
- The number of events per year permitted on the Downs is subject to the Downs Events Strategy and the Epsom & Walton Downs Regulation Act 1984.
- Event applications are considered by the Epsom and Walton Downs Conservators at their April & October meetings.

**A scheme of the fees and charges for events to be held on Epsom and Walton Downs is given below.**

For further information regarding the application process for holding an event on Epsom and Walton Downs, please contact Epsom and Ewell Borough Council via telephone on 01372 732000.



**Table of Fees and Charges for events on Epsom & Walton Downs, 2012-2014**

Category	No. of participants	Likely impact on the Downs	Refundable reinstatement bond required? (Reflects possible impact)	Hire charge applied?	Level of hire charge
A	30 - 100	Low	Yes  Min charge of £25	Yes	£1 per head as reflected in projected attendance. Min charge of £50 50% discount for charities and community events
B	100 - 500	Low - Medium	Yes  Min charge of £25	Yes	£1 per head as reflected in projected attendance. 50% discount for charities and community events
C	500 - 1000	Medium - High	Yes  10% of hire charge	Yes	£1 per head as reflected in projected attendance. 50% discount for charities and community events
D	More than 1000	Considerable	Yes  10% of hire charge	Yes	£1 per head as reflected in projected attendance. 50% discount for charities and community events
S	This category refers to events which primarily take place on land which does not fall under the jurisdiction of the Epsom & Walton Downs Conservators, but may have an impact on the Downs and Downs users.		Decision on application	Decision on application	Charge on application. £100 will be charged for the use of car parks on the Downs for those events that require 50 car parking spaces or more.
U	This category refers to events which although permission has been sought, involve so few participants or so little disruption that they have been granted without the need for a formal application or the application has been approved as a one-off by the Clerk to the Conservators in consultation with the Chairman.		No	Decision on application	Charge on application
Filming	Varies	Dependent on scale of	Decision on application	Decision on	Charge on application. Minimum charge of £250 per

<b>Category</b>	<b>No. of participants</b>	<b>Likely impact on the Downs</b>	<b>Refundable reinstatement bond required? (Reflects possible impact)</b>	<b>Hire charge applied?</b>	<b>Level of hire charge</b>
		project		application	day for larger scale projects.