

## **REVIEW OF FEES AND CHARGES FOR EVENTS ON THE DOWNS**

<u>Report of the:</u>	Downs Manager
<u>Contact:</u>	Sam Beak
<u>Annexes/Appendices</u> (attached):	<u>Annexe 1</u> : Fees and Charges for Events on Epsom & Walton Downs 2017 - 2019
<u>Other available papers</u> (not attached):	Event Management Strategy agreed on 27 June 2011 Charging Policy for Events agreed on 28 June 2012 Review of Events on the Downs agreed on 23 January 2014 Review of Fees and Charges For Events agreed on 20 January 2016

### **REPORT SUMMARY**

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

### **RECOMMENDATION (S)**

- (1) That the Conservators note and agree the proposed changes to the Fees and Charges Policy at Annexe 1.**

*Notes*

## **1 Background**

- 1.1 On the 14 October 2009, the Conservators agreed an Event Management Strategy for the Downs. This was reviewed on 27 June 2011.
- 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 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.
- 1.4 On the 23 January 2014, the Conservators agreed to changes in the Fees and Charges Policy to help address the issues related to an increase in sportives on the Downs.

- 1.5 On the 20 January 2016, the Conservators agreed to minor changes in the Fees and Charges Policy. The Fees and Charges Policy agreed in January 2016 has been applied to all events taking place on the Downs over the past year. Following a review of the existing policy, this report proposes some changes to the Fees and Charges for Events on the Downs.

## **2 Proposals**

- 2.1 In general the fees and charges have been unchanged since they were first introduced in June 2012. A few minor changes to how the charges are applied have been introduced.
- 2.2 The current charge for commercial events is £1 per participant with charitable and community events receiving a 50% discount from the commercial rate.
- 2.3 Prices are set on a daily charge.
- 2.4 A minimum hire charge of £50 currently exists subject to 50% discount for charitable and community events.
- 2.5 It is suggested that the level of hire charge is increased to £1.50 per participant across all relevant categories subject to a 50% discount for charitable and community events.
- 2.6 The cost for using car parks on the Downs is proposed to be increased from £100 to £150 for those events that require 50 car parking spaces or more.
- 2.7 The minimum charge for filming on the Downs for larger scale projects is proposed to increase from £250 per day to £300.
- 2.8 The full details of the proposed changes can be found at [Annexe 1](#).

## **3 Financial and Manpower Implications**

- 3.1 The Fees and Charges have been unchanged since June 2012.
- 3.2 The associated costs for processing an event application form, the additional involvement of the Downskeepers, the cost of maintaining and general upkeep of the Downs and the use of facilities such as car parks and toilets has increased over the past four years.
- 3.3 The Conservators budget is under increasing pressure and the need to generate additional income becomes more important each year.
- 3.4 Since the introduction of the Fees and Charges there has continued to be a regular stream of applications for Events on the Downs that vary in size.

3.5 The current annual income generated from events on the Downs fluctuates from year to year. In addition to smaller events, an annual charity event, brings in approximately £2,000 a year. In 2015/16 hire charges were boosted by a one-off filming event, which brought in an additional £2000.

3.6 The increase from £1.00 to £1.50 per participant is likely to generate approximately £1,500 per annum based on the similar number and type of events applying as in 2015/16.

3.7 **Chief Finance Officer's comments:** While the proposed increases are large in percentage terms (50%), hire charges have not been increased for 3 years. In addition, the proposed charges represent the smallest practical increase in cash rounding terms. As the proposed increases are small, in cash terms, we do not believe there will be any impact on demand. Therefore the figures included in this report anticipate that the 50% increase will increase the fees received by half as much again.

#### **4 Legal Implications (including implications for matters relating to equality)**

4.1 **Monitoring Officer's comments:** *There are no legal implications to consider for this report.*

#### **5 Sustainability Policy and Community Safety Implications**

5.1 There are no legal implications to consider for this report.

#### **6 Partnerships**

6.1 None for the purposes of this report.

#### **7 Risk Assessment**

7.1 The increase in charges may deter organisations from submitting an application for an event on the Downs. This could have a negative affect on the income generated from Events on the Downs.

#### **8 Conclusion and Recommendations**

8.1 The Conservators are requested to consider and approve the revised fees and charges policy found at Annexe 1.

**WARD(S) AFFECTED: College Ward; Woodcote Ward;**