

Events Income from Open Spaces

From a standing start to an established and successful parks and open space events programme



Our journey!

- Where we were in 2010.
- Where we have come from.
- Where we are now.
- And the future?



2010 - “Can I host an event on your park please?”



Where we have come from...

- We developed a Committee approved charging structure.
- Set the programme in the context of the authorities cultural strategy.
- Underpinned the programme with an Events Capacity Framework.
- Now delivering a broad culturally diverse and inclusive city wide events programme.



Facts & Figures...

- In 2012/13 the new programme had successfully introduced 65 new events.
- Year on year this has increased.
- 13/14 – 83
- 14/15 – 85
- 15/16 – 88
- 16/17 – 103
- So has income!
- From £35,000 in 2012/13 to £70,000 in 2016/17

Factors considered ...



Diverse & Seasonal
Events Programme
Wider Benefits
(Visitors & Tourism)



Friends Groups
Overuse
Seasonal Damage



Where We Are At Now

- National – Folk Festival, Wings For Life, Race For Life & Tour De France
- Regional – Big Weekend, Town & Country Fair & Cambridge to Norwich Bike Ride
- Local – Arbury Carnival, Mill Road Winter Fair & Bridge The Gap
- Protests & Demos – Naked Bike Ride & Animal Welfare

Income

- Direct income only from ground rent (no VAT).
- Indirect income from supplying services.
- Indirect income to other services such as distribution team.
- Incremental progression only year on year since 2012.

Pricing/Fees/Charges/Income

| | |
|--|---------|
| Parks & Open Spaces Lettings | 2017/18 |
| Application Fee (deducted from hire fee) | 52.60 |
| Fee generating Commercial Photography and Filming rights | 54.60 |
| Daily Hire - Fairs | 420.30 |
| Daily Hire - Circuses | 367.80 |
| Setting up/Pulling down days | 210.10 |
| Ongoing business use e.g. fitness classes (per quarter) | 357.20 |
| Non Commercial Public Events ‡ | 231.10 |
| National Charities ‡ | 157.60 |
| Local events / demos ‡ | 105.10 |
| Fun Runs and Charity Walks (under 500 participants) | 105.10 |
| Commercial Public Events on City Centre Parks: * † | |
| - minimum charge for lettings up to and over 1,000 sq metres | 650.00 |
| - additional charge per square metre for lettings over 1,000 sq metres | 1.40 |
| Commercial Public Events on Other Parks & Open Spaces: * † | |
| - minimum charge for lettings up to and over 1,000 sq metres | 420.30 |
| - additional charge per square metre for lettings over 1,000 sq metres | 1.40 |
| Use of a Premises Licence for external event providers | 189.10 |
| Performing Rights - Administration | 57.80 |
| Performing Rights Fees | |
| Provision of Wi-Fi facility for commercial events | - |
| Internal Event - No Fees | 105.10 |
| Internal Event - Fee Paying | 157.60 |





- Maintain day to day recreational opportunity.
- Complete a review of the past five years in 2017.
- Make the most of our asset / maximising income.
- Establish long term contracts with key event providers.
- Introduce charging per participant.
- Being more selective.
- Corporate fit.
- Above all it has to be manageable.

Questions?



cambridge.gov.uk

facebook.com/camcitco

twitter.com/camcitco

In Summary

Our approach is about:

- Establishing a balance of use.
- Providing an offer for communities.
- Generating an income to off set savings.
- Avoiding the process being a burden.
- Making sure we deliver a diverse programme