



**REPORT of
DIRECTOR OF CUSTOMERS AND COMMUNITY**

to
**COMMUNITY SERVICES COMMITTEE
24 MAY 2016**

AND

**FINANCE AND CORPORATE SERVICES COMMITTEE
16 JUNE 2016**

**PROMENADE PARK, MALDON - ARRANGEMENTS FOR MALDON MUD RACE
2016**

1. PURPOSE OF THE REPORT

- 1.1 To consider options for the control of parking and the income share for parking charges for Promenade Park, Maldon during the Maldon Mud Race 2016.

2. RECOMMENDATIONS

To the Community Services Committee

- (i) that Members note that control of the vehicular access to Promenade Park, Maldon was given to the Maldon Mud Race Ltd for the duration of the Maldon Mud Race 2016;

To the Finance and Corporate Services Committee

- (ii) that car parking income received on the day of the Maldon Mud Race 2016 between the times of 10:00am and 2:00pm be shared on a 50:50 basis with the Maldon Mud Race Ltd;
- (iii) that subject to (i) above, the car parking income received two hours before and after the start of the Maldon Mud Race in 2017 and 2018, is shared on a 50:50 basis with the Maldon Mud Race Ltd.

3. SUMMARY OF KEY ISSUES

- 3.1 The Maldon Mud Race Ltd held the Maldon Mud Race 2016 in Promenade Park on 1 May 2016.
- 3.2 In 2014 and 2015 Members agreed to limit the donation from car parking income to coincide with the times of the event and that income be shared on a 50:50 split of the

car park fees taken (Minute Nos. 882, 851 and 873 refer). Maldon Mud Race Ltd undertook to steward the parking areas and Council staff were available for enforcement and to help to deal with any problems on the day. Car park machines operated as normal throughout the day.

- 3.3 Members are invited to consider whether this arrangement remains appropriate and whether the donation from car parking income should continue to coincide with the times of the event.
- 3.4 Based on this information Members may consider a donation from car parking income around four hours of the race (2 hours before and 2 after). These times would take into consideration visitors arriving slightly before the event begins and those arriving just after the start of the race itself.
- 3.5 The actual income taken by the machines between these times can easily be calculated based on the data collected by each parking machine. The income share for the 2016 would mean a donation of £1,725.23 would be made to the Maldon Mud Race Ltd.
- 3.6 **APPENDIX 1** is a copy of the latest Maldon Mud Race annual accounts.

4. CONCLUSIONS

- 4.1 The Maldon Mud Race continues to grow in popularity and there is a need to properly manage access and parking. By working with the Maldon Mud Race Ltd any negative impact on the local area and Promenade Park will be minimised.
- 4.2 Officers would not wish to see a precedent set resulting in income being donated to those organising events on Council land. However, the Mud Race is a significant Charity Event and in this particular instance Members may wish to agree the request made for a 50:50 donation to be paid and to limit the donation to the income taken between 10:00am and 2:00pm.
- 4.3 The agreement to share the Car Park income between the Council and Maldon Mud Race Limited has been in place for a number of years now. The Committee may wish to consider having this arrangement in place for the next three years.

5. IMPACT ON CORPORATE GOALS

- 5.1 This activity supports the corporate goals of enabling, supporting and empowering communities to be active, safe and healthy and to be an authority that delivers good quality, cost effective and valued services in a transparent way.

6. IMPLICATIONS

- (i) **Impact on Customers** – There is a significant beneficial impact on the town of Maldon during the mud race and with proper control any negative impact on Promenade Park, its visitors and on local residents will be kept to a minimum.

- (ii) **Impact on Equalities** – The Maldon Mud Race seeks to attract all visitors and does not seek to disadvantage any visitor to the event. The charitable giving enabled by the event supports a wide range of local charities.
- (iii) **Impact on Risk** – None.
- (iv) **Impact on Resources (financial)** – The Council could make significantly more income if the Promenade Park was very busy on the day of the Mud Race but would lose part of the total car parking income if a 50:50 donation was made. The following donations have been made to Maldon Mud Race Ltd:
 - 2015£585.24
 - 2014£1,282.06

The donation for the 2016 Maldon Mud Race would be £1,725.23.
- (v) **Impact on Resources (human)** - Officer time in dealing with such a major event on Council land both in pre-planning work and on the day of the event.
- (vi) **Impact on the Environment** – None.

Background Papers: None.

Enquiries to:

Richard Heard, Leisure, Leisure and Community Services Manager, (Tel 01621 875838).

ADDENDUM:

The Community Services Committee considered this report at its meeting on 24 May 2016 and made the following recommendations to this Committee, which amend original recommendation (iii) removing reference to 2018 allowing for an annual review to be undertaken.

- (ii) that the Finance and Corporate Services Committee are recommended to agree that car parking income received on the day of the Maldon Mud Race 2016 between the times of 10:00am and 2:00pm be shared on a 50:50 basis with the Maldon Mud Race Ltd ;
- (iii) that the Finance and Corporate Services Committee are recommended to agree that the car parking income received two hours before and after the start of the Maldon Mud Race in 2017, is shared on a 50:50 basis with the Maldon Mud Race Ltd.