



**REPORT of
DIRECTOR OF CUSTOMERS AND COMMUNITY**

**to
FINANCE AND CORPORATE SERVICES COMMITTEE
26 SEPTEMBER 2017**

PROMENADE PARK, MALDON - INCOME SHARE FOR THE MALDON MUD RACE

1. PURPOSE OF THE REPORT

- 1.1 To consider a request from the Maldon Mud Race Ltd for increasing the income share time allocation for the parking charges for Promenade Park, Maldon during the Maldon Mud Race 2017.

2. RECOMMENDATIONS

- (i) That the comments from the Community Services Committee on the 29 August relating to this matter be noted;
- (ii) That car parking income received from 11.30 am until 5.30 pm on 07 May 2017, for the Maldon Mud Race 2017, in the sum of £2,956.30, be 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 2017 in Promenade Park on 7 May 2017.
- 3.2 In 2014, 2015 and 2016 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).
- 3.3 The Maldon Mud Race Ltd undertook the stewarding of the parking areas from 9.00 am 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.
- 3.4 The 2017 Mud Race started at 4:00 pm. This is a much later time for the race to commence than in other years. The organisers (Maldon Mud Race Ltd) have approached the Council requesting that the income share from car parking from this year's event be for a longer period. They have requested a 50:50 share of income from 11.30 am until 5.30 pm on 7 May 2017, a copy of the request is attached at **APPENDIX 1**. A copy of the Maldon Mud Race Limited current accounts are attached at **APPENDIX 2**. The previous agreement was for two hours before and

after the start time of the mud race which would have meant a donation of £891.30 for this year.

- 3.5 The Mud Race Limited for 2017 increased the activities throughout the day for the public to enjoy with a view to encouraging them to arrive earlier and stay for longer. The 2017 event saw entertainers, singers, food stalls, a duck race and a juvenile fair as part of the event. With the additional entertainment the organisers were hoping that this would result in an increase to the income collected during the event. Officers would like to understand the organiser's future plans and it is therefore suggested that a report is brought back to Members accordingly.
- 3.6 The organisers believe that more people arrived earlier for the race, and parked their vehicles for a longer period of time. If so, the monies will not be included in the calculation of the income they would have received. For example, a customer arriving at 1.00 pm and purchasing a three hours or all day pay and display ticket will not be included in the Council's calculations.
- 3.7 The actual income taken by the machines between 11.30 am and 5.30 pm on Sunday 7 May 2017 was £2,956.30. This would be a donation of £1,478.15.

4. CONCLUSIONS

- 4.1 The agreement to share the Car Park income between the Council and the Maldon Mud Race Ltd has been in place for a number of years now. The Finance and Corporate Services Committee on 14 June 2016 considered arrangements for the sharing of car park income for the Maldon Mud Race in 2016 and 2017 and resolved (Minute No. 183 refers) that:
 - (i) *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;*
 - (ii) *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 and reviewed on an annual basis.*
- 4.2 As the 2017 Mud Race commenced at 4.00 pm, Officers would agree that some people would arrive earlier in the day to see the Mud Race and use the other entertainments provided by the organisers, (e.g. duck race and funfair). To help facilitate, the stewarding was in place at an earlier time to help order and maximise the room in the car park. The Mud Race costs have therefore increased, and it would be logical to increase the income share for the 2017 race.

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, it's 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 following donations have been made to the Maldon Mud Race Ltd:
 - 2016.....£1,725.23.
 - 2015£585.24
 - 2014£1,282.06

The total income for the proposed six hour income scheme period was £2,956.30. This would equate to a donation on £1,478.15. This figure compares to the £891.30 which was originally agreed, and represents an increased donation of £586.85.
- (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. This is recharged back to the Maldon Mud Race Limited.
- (vi) **Impact on the Environment** – None.

Background Papers: None.

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