

Committee Name and Date of Committee Meeting

Delegated Officer Decision – 26 June 2024

Report Title

Parking Fees and Use of Herringthorpe Playing Fields for Car Parking for The Reytons' Concert, Clifton Park– 6 July 2024

Is this a Key Decision and has it been included on the Forward Plan?

No, but it has been included on the Forward Plan

Assistant Director approving submission of the report

Polly Hamilton, Assistant Director, Culture, Sport & Tourism

Report Author(s)

Neil Best, Head of Commercial Development and Visitor Experience, Culture, Sport and Tourism

01709 822468 or neil.best@rotherham.gov.uk

Ward(s) Affected.

Boston Castle, Rotherham East

Report Summary

FKP Scorpio, a concert promoter intends to stage a concert by Rotherham band The Reytons in Clifton Park on 6 July 2024. The report represents an officer decision to proceed with utilising Herringthorpe Playing Fields as a carpark for the event and charging concert-goers a fee of £5.

Recommendations

That utilising Herringthorpe Playing Fields as a carpark, and charging £5 per car, for the The Reytons event on 6th July 2024 is recorded as an officer decision and approved.

List of Appendices Included

Appendix 1 Equalities Impact Assessment, Part A
Appendix 1 Equalities Impact Assessment, Part B
Appendix 3 Climate Impact Assessment

Background Papers

[Decision - Reytons Clifton Park contract approval - Rotherham Council](#)

Consideration by any other Council Committee, Scrutiny or Advisory Panel

None

Council Approval Required

No

Exempt from the Press and Public

No

The Reytons' Concert, hire of Clifton Park 2024

1. Background

- 1.1 On 6th July 2024, The Reytons will play a concert at Clifton Park. This was the subject of a previous Officer Decision on 1 December 2023. [Decision - Reytons Clifton Park contract approval - Rotherham Council](#)
- 1.2 The report stated that Herringthorpe Playing Fields would be utilised as a paid car park, similar to that at Rotherham Show and that tickets would be charged at £5, however this was not included as an explicit recommendation for approval.
- 1.3 This report requests approval to utilise Herringthorpe Playing Fields for carparking for the event and to charge concert-goers a fee of £5 per car.

2. Key Issues

- 2.1 Whilst Clifton Park is used to hosting large scale events, such as Rotherham Show, Bonfire Night, Fake Festival, Soap Box Derby, it has not previously hosted a music event of this scale.
- 2.2 There are in the region of 20,000 people attending the event. Although concert-goers are being encouraged to use public transport, as part of the traffic management plan, additional carparking at Herringthorpe Playing Fields was proposed.
- 2.3 Audiences for music events of this nature are accustomed to paying between £10 - £15 per car to park at a designated event carpark. However, since the Council is keen to encourage people to use the Herringthorpe Playing Fields site for parking, rather than park on the street and potentially create a nuisance to local residents, a modest fee of £5 has been proposed.
- 2.4 At £5, the proposed fee is significantly lower than the fees normally charged for parking at major events (which can be in the region of £10 - £15). This was suggested for the following reasons:
 - The only other event at which parking at Herringthorpe is offered is Rotherham Show. Unlike Rotherham Show which is free to enter and specifically for Rotherham communities, this event is private and its target audience is fans of the band who may be coming from outside Rotherham borough. Ticket prices for the event are £50.65
 - It offered the opportunity for the Council to test the feasibility of running music events of this nature within the park and at the same time achieve sufficient revenue from the event to recover the anticipated revenue cost of hosting it.
 - In setting the fee lower than other concert venues, it is hoped to encourage concert-goers to use the designated parking rather than parking on the street which could create traffic management problems and cause a nuisance to local residents

- 2.5 The site will also be used to accommodate the cars of local residents affected by road closures for the event, who will receive a free parking permit and will be allowed to park their cars at Herringthorpe Playing Fields until 10.00am on the morning of Sunday 7th July.

3. Options considered and recommended proposal

- 3.1 Alternative site. There is no valid alternative site which could cater for the volume of cars expected.
- 3.2 Offer free parking. There is a need to recoup the costs of hosting the event and a modest charge is a way to achieve this.
- 3.3 Charge more. There's a need to incentivise use of the event car park in order to discourage on-street parking and reduce the risk of nuisance to local residents.
- 3.4 The recommended proposal is that Herringthorpe Playing Fields is used as a carpark for The Reytons event on 6th July, at a charge of £5 per car.

4. Consultation on proposal

- 4.1 Initial proposals were shared with the Cabinet Member for Social Inclusion and subsequently with the Leader. The Premises Licence application for the event includes statutory consultation and no objections were received during this process.

5. Timetable and Accountability for Implementing this Decision

- 5.1 The decision is on the forward plan for June 2024.
- 5.2 Accountability for implementing the decision sits with the Assistant Director Culture, Sport and Tourism.

6. Financial and Procurement Advice and Implications

- 6.1 The assumed income from the car parking is part of the financial model for the event which ensures there is nil cost to the Council. Event costs and income will be closely monitored.
- 6.2 There are no direct procurement implications, however, any wrap around provision provided by the Council to support the event where a third party is instructed (e.g. to manage the car park), must be undertaken in compliance with the Council's Finance and Procurement Procedure Rules and the Public Contracts Regulations 2015 (as amended).

7. Legal Advice and Implications

7.1 s.93 of the Local Government Act 2003 gives relevant authorities power to charge for discretionary services. In this case it is not a requirement that the council provide parking services and it is suggested that the decision to charge for providing this service therefore falls within s93.

8. Human Resources Advice and Implications

8.1 There are no direct human resource implications arising from the recommendations in this report.

9. Implications for Children and Young People and Vulnerable Adults

9.1 This event supports the delivery of the Cultural Strategy and the commitment to widen access to cultural activities and events for children, young people and families.

9.2 In hosting the concert in Rotherham, the cost of travel and overnight stays are reduced, making such an event more affordable. The car-parking fee has been kept deliberately affordable in order to reduce the risk of on-street parking which could cause a nuisance for residents, including children, young people and vulnerable adults.

9.3 Vulnerable adults affected by the road closures have been identified with the help of Adult Social Care and additional support is being offered as needed.

10. Equalities and Human Rights Advice and Implications

10.1 The equality screening and analysis are attached in Appendices 1 and 2. Blue Badge holders will be given increased access to disabled spaces in Clifton Park Museum carpark, enabling better access for concert-goers with mobility issues.

10.2 Disabled people and vulnerable adults affected by the road closures are being offered additional support as needed.

11. Implications for CO2 Emissions and Climate Change

11.1 The Carbon Impact Assessment is attached at Appendix 3, reference CIA168.

12. Implications for Partners

12.1 The Council has worked very closely with the Rotherham Events Safety Advisory Group (RESAG) which includes South Yorkshire Fire and Rescue, South Yorkshire Police, Yorkshire Ambulance Service to ensure that the Event Management Plans are suitable for an event of this scale.

12.2 The provision of additional carparking to cater for the anticipated number of cars for the event is a critical part of the Traffic Management arrangements.

13. Risks and Mitigation

- 13.1 Insufficient or overwhelming demand for parking – the promoters FKP Scorpio are handling carpark bookings, so numbers will be known in advance. The loading plan for the site is currently 4000, but this can be increased to 11,000 if needed.
- 13.2 Insufficient on-site security – a security company has been brought in to handle marshalling and security through to 10.00am Sunday 7th July.
- 13.3 Wet weather impacts the site – the event will be cancelled if the event cannot go ahead safely. Some negative impact is anticipated and the Council will organise the restoration of the site as needed.
- 13.4 Disruption to sports use of Herringthorpe Playing Fields – pitch bookings are not affected because the season doesn't start until 1 September.

14. Accountable Officers

Neil Best, Head of Commercial Development and Visitor Experience, Culture, Sport and Tourism

Polly Hamilton, Assistant Director Culture Sport and Tourism

Approvals obtained on behalf of Statutory Officers: -

| | Named Officer | Date |
|---|----------------------|-----------------------------|
| Chief Executive | Sharon Kemp | Click here to enter a date. |
| Strategic Director of Finance & Customer Services (S.151 Officer) | Named officer | Click here to enter a date. |
| Head of Legal Services (Monitoring Officer) | Named officer | Click here to enter a date. |

Report Author: Neil Best, Head of Commercial Development and Visitor Experience, Culture, Sport and Tourism

01709 822468 or neil.best@rotherham.gov.uk

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