

7 March 2019
Agenda Item: 12

REPORT OF THE SERVICE DIRECTOR, PLACE AND COMMUNITIES

ANNUAL UPDATE - RUFFORD ABBEY COUNTRY PARK

Purpose of the Report

1. To provide Committee with an update on the performance and development of Rufford Abbey Country Park during 2018, and potential improvements for 2019, and agree any actions which may be required.

Information

2. Rufford Abbey Country Park is managed on behalf of the County Council by Parkwood Outdoors under a contract which commenced in 2017.
3. An update on the performance of that contract is presented to Committee annually.
4. Parkwood continue to develop the visitor offer at Rufford with a view to attracting more visitors to the site and increasing the profitability of their operations. Support and investment from the County Council will help reduce the ongoing revenue costs of the Park with a view to ultimately making it cost neutral, as well as supporting the wider visitor economy of the County.
5. Developments and changes made by Parkwood over the last 12 months include:
 - a) Staff restructuring
 - b) Data capture improvements
 - c) Review of maintenance etc to deliver savings through economies of scale
 - d) Improved customer experience/journey - VAQAS/STARR Awards etc.
 - e) Event Management – new and improved events such as Cinema Screenings
6. Dialogue continues with Historic England to maximise parking on site in a way sympathetic to the historic and protected nature of the park and buildings. Parking charges for 2019 are as follows:

Car-Park Charges	2018	2019	% Uplift
Jan-Feb before half term weekends	£3.50	£4.00*	12.5
All school holidays + weekends	£3.50	£4.00*	12.5
Winter school days excl. holiday period	£1.00	£0	-
All Events	£10.00	up to £10	0 or -
Season Pass (Jan-Dec) Does not include Events	£35.00	£40	12.5
Spend £20+ in retail or catering and get car parking refunded	free if spend £20+	free if spend £20+	0

Subject to Pay and Display installation scheduled for May 2019 - applicable off peak / winter periods only

1 hour	N/A	£1	new charge
2 hours	N/A	£2	new charge

* to rise by 50p per annum until it reaches £5 then capped. All other charges to remain, unless permission is sought to amend.

7. Further details of the performance against contract Key Performance Indicators (KPI's) and successes over the last 12 months will be included in the presentation to Committee, as will details of potential areas for enhancement in the coming year.

Other Options Considered

8. This process is tried and tested and provides Committee with valuable insight and opportunity to challenge the performance of the contract, therefore the option of not bringing the report to committee was discounted.

Reason/s for Recommendation/s

9. The development of Rufford Abbey Country Park continued throughout the past twelve months, with a growing customer base, footfall and sales. Parkwood Outdoors continue to operate the park to a high standard and will continue to do so as we develop the park further.

Statutory and Policy Implications

10. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

11. The current costs associated with the contract, amounting to £147,000 per annum, are provided for in existing budgets.

RECOMMENDATION

- 1) That Committee consider the report and the presentation by Parkwood and agree any actions which may be required.

Derek Higon
Service Director, Place and Communities

For any enquiries about this report please contact: Mark Croston, Cultural Services Commissioning Manager, T: 0115 9932712, E: mark.croston@nottsgov.uk

Constitutional Comments [CEH 08/02/2019]

12. The recommendation falls within the remit of Communities and Place Committee under its terms of reference.

Financial Comments [RWK 31/01/2019]

13. There are no specific financial implications arising directly from the report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Electoral Division(s) and Member(s) Affected

All