



# Cabinet

5 MARCH 2012

**CABINET MEMBER  
FOR RESIDENTS  
SERVICES**

*Councillor Greg Smith*

**THE AGREEMENT FOR POLO in THE PARK  
2013 to 2019**

**Ward:  
Palace  
Riverside**

This report seeks approval for a seven year contractual agreement with City Events Limited (previously World Polo Limited), to organise and deliver the Polo in the Park event at Hurlingham Park.

**CONTRIBUTORS**

AD Customer &  
Commercial  
EDFCG  
ADLDS

**Recommendations:**

1. That the agreement with City Events Limited to organise and deliver the 'Polo in the Park' event at Hurlingham Park for seven years from 2013 to 2019 be approved.
2. To note that under the new agreement the average net income for the event will be £81.4k per annum, representing a 43.5% increase on the previous commercial agreement (average £56.7k per annum.)
3. To note that City Events Limited will undertake reinstatement works post event at their own cost.

**HAS A EIA BEEN COMPLETED?**  
N/A

**HAS THE REPORT CONTENT BEEN RISK ASSESSED?**  
  
YES

## 1. BACKGROUND

- 1.1 'Polo in the Park' event organiser (City Events Limited) approached the Council in 2008 to trial a polo event in Hurlingham Park in 2009. Following the successful pilot, a three year agreement (2010 – 2012) was put into place.
- 1.2 The event takes place over three days. Friday is attended by local and international businesses, Saturday is a fun day for all in London and Sunday is positioned as a family day.
- 1.3 A comprehensive stakeholder's forum has been facilitated by Council officers since 2008.
- 1.4 Independently, the event has won the accolade of 'Best Sports Attraction' at the London Lifestyle Awards 2010 and has been acknowledged by the governing body of Polo to be one of the top polo tournaments in the world.
- 1.5 Over 29,000 spectators attended the 2011 event, of which 80% were borough residents and businesses.
- 1.6 The organiser provides nine local School Discover Polo sessions over a period of three days as well as a pony parade and book bag insertions as part of 'The MINT Polo in the Park'. Hundreds of school children have been involved in these activities.
- 1.7 A number of local and national charities have been supported by the event organiser.
- 1.8 75 local businesses including the local Chamber of Commerce, art galleries and shops were involved with the 2011 event.
- 1.9 Local residents receive 2,012 free tickets, allocated via a ballot process.

## 2. THE COMMERCIAL ARRANGEMENTS: Fee Based

- 2.1 The table below provides a summary of the evolution of the commercial arrangements with City Events Limited.

£000's	2009 Agreement	Three-Year Agreement 2010-2012	Seven-Year Agreement 2013 – 2019
Total Fixed Income	25	170	521.4
Total Commission			49.0
<b>Total Income</b>	<b>25</b>	<b>170</b>	<b>570.4</b>
<b>TOTAL Average Annual Income</b>	<b>25</b>	<b>56.7</b>	<b>81.4</b>

2.2 Some key principles of the proposed agreement for 2013 – 2019 are;

2.2.1 The pricing schedule includes 5% uplift on fixed annual fee that will be re-negotiated in year 5 after the year 4 event.

2.2.2 The ticket sales commission is a new feature of the commercial arrangement and is set for the duration of the contract.

### **3. THE COMMERCIAL ARRANGEMENTS: Park Development**

3.1 Polo in The Park 2009 brought significant improvements to Hurlingham Park including opening up and improving the quality of the sports pitches.

3.2 Hurlingham Park is now seen as a destination for a world class sporting event with West London represented on a world stage, providing the opportunity for residents to visit and watch a live spectacular sporting event in their local park

3.3 As part of the three year agreement (2009 – 2012), in 2010, the event organisers invested £25k in a bore hole to irrigate the park sustainably. This investment was undertaken as a direct response from local resident feedback and this facility is available for use by the Council and its contractors.

3.4 To continue to ensure that resident and stakeholder concerns continue to be addressed, City Events Limited will continue to invest in Hurlingham Park and maintain it to the highest standard for the benefit of residents and park users all year round.

3.5 An enhanced maintenance programme will take place pre and post event, which will include reducing ground compaction, seeding and fertilisation.

3.6 Park reinstatement costs will be fully paid by City Events Limited at no cost to the Council.

### **4. LOCAL COMMUNITY ENGAGEMENT:**

4.1 Post event feedback regarding the event is always very popular. With regard the recent survey, the Council surveyed over 600 local residents, the table below provides an excerpt

Question	% response
<i>...the event was good or very good</i>	93
<i>...yes I would attend the event again</i>	84
<i>...yes I travelled by foot to the event</i>	80

- 4.2 A key consideration to the recommended decision is the view of certain key stakeholders. The Hurlingham District Resident Association and the Hurlingham Rugby Club have historically expressed concerns regarding damage to the sports pitches and accessibility to the park pre and post the Polo event.
- 4.3 The Council and the event organisers have worked hard to address the concerns of residents and stakeholders to mitigate against any damage to the park as a result of the event through ongoing dialogue and a reinstatement plan.
- 4.4 It is believed that through effective and regular communication and engagement with residents and stakeholders the Polo in the Park event can continue.

## **5. RISK MANAGEMENT**

- 5.1 The Polo in the Park event is included on the departmental project register. It has been assessed as a low risk project, as there is no financial contribution required from the Council.
- 5.2 However, it needs to be noted that should reinstatement works cause a delay to the park rugby pitches being available at the start of the season, the event would need to be re-categorised as high risk, due to potential loss of income and negative relations with Hurlingham Rugby Club.

## **6. COMMENTS OF THE EXECUTIVE DIRECTOR OF FINANCE AND CORPORATE GOVERNANCE**

- 6.1 This proposal is supported from a financial perspective as it will provide the Council with an additional income of £24k per annum, assuming the maximum commission on ticket sales is achieved (£17k increase assuming zero ticket sales commission). This increase will help to deliver new MTFS efficiencies expected from the Events service from 2012/13.

## **7. EQUALITY IMPLICATIONS**

- 7.1 Not applicable.

## **9. COMMENTS OF THE ASSISTANT DIRECTOR (LEGAL AND DEMOCRATIC SERVICES)**

- 9.1 The Assistant Director has no comments on this report.

**LOCAL GOVERNMENT ACT 2000**  
**LIST OF BACKGROUND PAPERS**

<b>No.</b>	<b>Description of Background Papers</b>	<b>Name/Ext of holder of file/copy</b>	<b>Department/ Location</b>
1.	Polo in the Park Proposal, Event and Ground Maintenance Specifications, Terms and Conditions	Jem Kale EXT. 2370	ELRS – Glenthorne Road
<b>CONTACT OFFICER:</b>		<b>NAME: Jem Kale ext. 2370</b>	