

REPORT ON BEHALF OF THE ASSET MANAGEMENT GROUP

**SUBJECT: REVIEW OF PROCEDURES FOR LICENSING THE ACTIVITIES OF
THIRD PARTIES ON NATIONAL PARK CONTROLLED LAND**

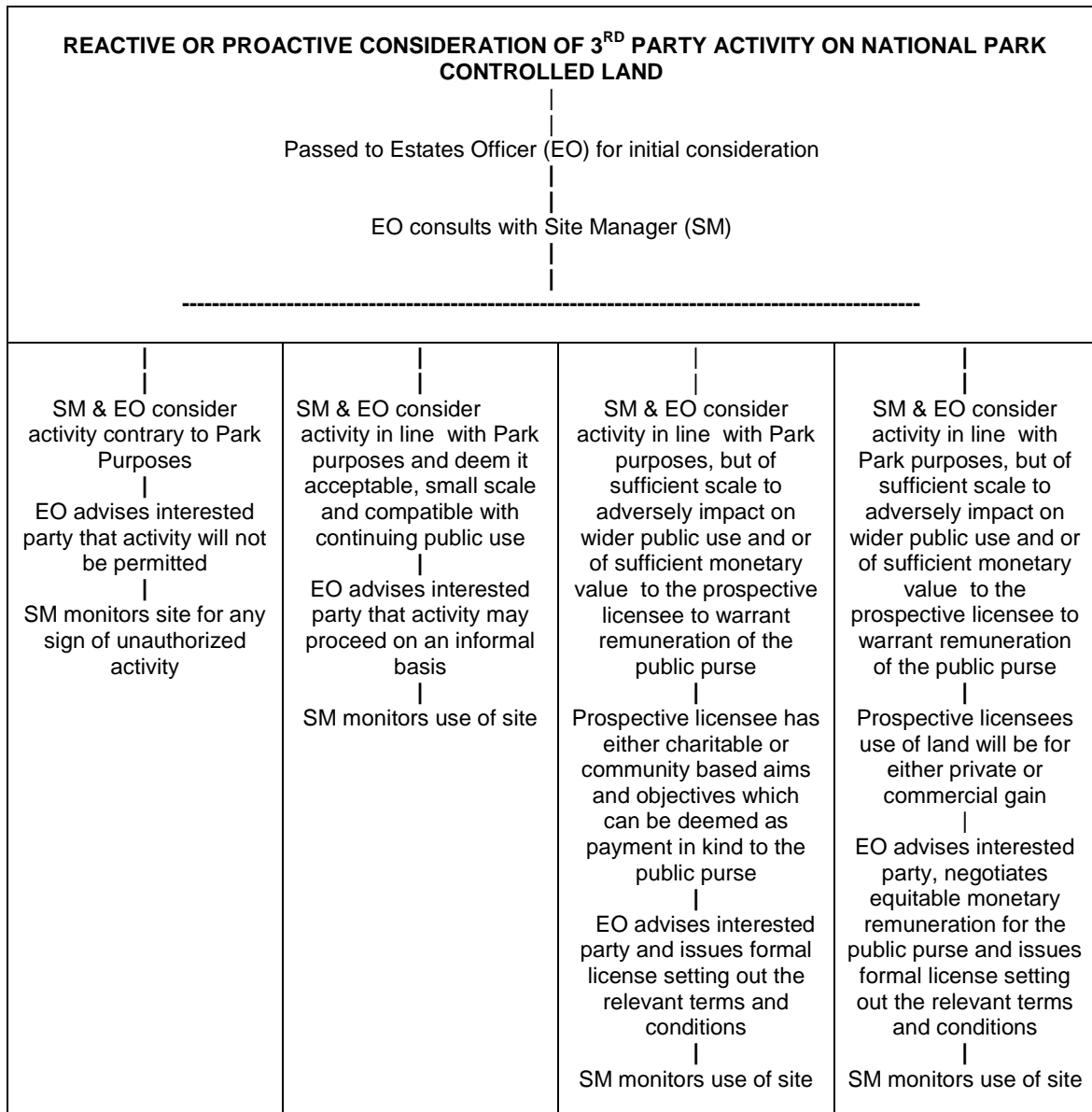
Background:

The extensive and diverse nature of the Authority's property portfolio attracts a wide range of third parties either requesting or requiring our consent to operate on our land under licence. Responsibility for the consideration, negotiation, and issuing of such licences lie's with the Estates Officer in consultation with the respective Site Mangers. While Members will be aware of the recent high profile licences that we have issued for the filming of Snow White, Harry Potter and Robin Hood respectively, the vast majority of the licences issued are much more low key, albeit as important to the parties concerned.

At present there is no adopted policy that addresses this specific aspect of our property portfolio management. Instead, it appears to have its origins in a rather adhoc and predominantly reactive system which lacked consistency and often undervalued the financial benefits which the licence conferred to the licensee. Since coming in to post the Estates Officer has applied the broader objectives of our adopted Asset Management policy and basic principles of good estate management to the subject of licensing. As a consequence we now respond positively to the requests of third parties whenever reasonably possible and proactively address instances of ongoing unregulated historic use. In doing so the applied methodology is one of providing for the legal and practical implications to this Authority and securing a fair return for the public purse.

The characteristics of these licensed activities can be divided between those that are predictable and recurring (i.e relationship based) and those that are sporadic and often at very short notice, but which can on occasions generate substantial revenues (i.e. transactional based). However, both can also encompass situations which range from being barely discernable from the wider public access that all our sites offer, through to those which grant the licensee periods of exclusive control and are of significant monetary value to them. These licensees are a diverse group including abutting land owners, private individuals, community groups, charitable bodies, statutory undertakers and commercial interests of all sizes. Addressing the requirements of this mix of legal entities and their wide ranging requirements, often with little advance notice, would not easily fall within the constraints of an overly prescriptive policy framework.

The current system by which licence applications are received, processed and monitored can be represented as follows:



This system is considered proportionate and effective by offering fairness, transparency and speed of decision making, subject only to the recommended introduction of a single additional safeguard i.e. authorisation of any negotiated licence fee exceeding £5,000 by a Core Management Team member.

RECOMMENDATION: That Members endorse the approach to licensing the activities of third parties on National Park controlled lands set out above.