

# ARUN DISTRICT COUNCIL

## REPORT TO AND DECISION OF ENVIRONMENT & LEISURE WORKING GROUP 27 NOVEMBER 2018

### PART A : REPORT

**SUBJECT:** Events Policy & Procedures 2018

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**DATE:** 27 November, 2018

**EXTN:** 37955

**PORTFOLIO AREA:** Neighbourhood Services

**EXECUTIVE SUMMARY:** The Council's Events Policy & Procedures have been developed with the aim of ensuring a fair, transparent and consistent approach to event management within the District.

This report seeks member approval for the full Events Policy & Procedures document and can viewed via the link provided at the end of this report. A copy of the document is available in the Members room for Members information.

#### RECOMMENDATIONS:

Members are requested to recommend to Cabinet that;

- 1) Arun District Council adopts the draft Events Policy & Procedures.
- 2) Future amendments or revisions, which do not constitute a wholesale change in Policy or procedure, can be made in consultation with the Cabinet Member for Neighbourhood Services.

#### 1. BACKGROUND:

- 1.1) Arun District Council does not currently have an adopted policy for events management. The events process is currently managed through a series of terms and conditions and historical practice. It is in the interests of the Council and event organisers, for Arun to adopt fair, transparent and consistent policies and procedures which support the event application and management process.
- 1.2) The Council's Corporate Priorities and 2020 Vision objectives underpin the need to adopt an events policy. The adoption of an events policy was agreed by members as part of the 2020 Vision work programme.

- 1.3) This report provides a succinct summary of the new policies and procedures. The full policy & procedures document is available to members via the link at the foot of this report.
- 1.4) The Events Policy & Procedures Document relates primarily to the use of Arun District Council owned spaces for events. This document provides a framework that must be followed in order to successfully apply to host an event on Council owned land.
- 1.5) Arun District Council recognises the benefits that events bring to the District and the significant contribution they make to the local cultural and tourism offer.
- 1.6) The number of events applied for and held on Council land is increasing year upon year. In 2015 there were 137 events (including filming activities) on Council land. In 2016 there were 168, in 2017 there were 200 and in 2018 the Council is anticipating facilitating up to 220 in number.
- 1.7) This represents a huge opportunity for the Council to promote the district in a positive light and enhance the leisure and cultural offer. With this demand comes the need to ensure that the Council's policies and procedures in relation to events are robust, enforced and support delivery of the wider aims of the Council.

## **2.0 Consultation**

- 2.1) All internal services who have an interest in the policy have been consulted and have helped shape the final version. This includes Legal Services, Car Parks, Environmental Health, Cleansing, Property & Estates, Engineers, Emergency Planning, Economic Regeneration, Public Relations, Foreshores and Leisure.
- 2.2) Consultation has also been carried out with key external partners including Sussex Police, Fire & Rescue, Ambulance and West Sussex County Council Highways.
- 2.3) Consultation with key event organisers will take place following Members consideration of the policy. Any recurring feedback from consultation can be considered and the policy revised in consultation with the Cabinet Member for Neighbourhood Services.

## **3.0 Key Policy Summary**

3.1 The policy & procedures document contains a main policy statement which outlines what the Council seeks to achieve through the policy. These objectives are set out below;

- 1) Give clear guidance in relation to those events that will/will not be permitted to take place on Council owned/controlled land
- 2) Ensure a fair, consistent and transparent process underpinning all decisions made in relation to the event process

- 3) Outline the role of the Council and its officers in relation to the events process
- 4) Provide a comprehensive framework for the benefit of event organisers to ensure their events comply with the Council's policy and best practice
- 5) Ensure protection of the local environment and Council's assets for future and sustained use by event organisers and throughout the year by the general public
- 6) Support delivery of an enhanced leisure and cultural offer for the District

These main objectives are supported by underlying policies which are summarised below.

### 3.2 Permitted Events Policy

This Policy provides guidance on the types of events that will or won't be permitted by the Council. The aim is to ensure all permissible events are appropriate in nature and that the reputation of the Council is maintained in allowing them to happen. This includes the Council's policy for filming requests.

### 3.3 Application, approval and refusal Policy

The event application process is the series of steps that event organisers wanting to apply to hold an event on Council land must follow, in order for their event to be considered for approval by the Council, its officers and statutory partners. This includes agencies who are part of the Safety Advisory Group (SAG) where necessary.

The application process is designed to ensure that all necessary and relevant information relating to an event can be scrutinised and considered by the appropriate organisations and respective specialist Council services before approval. This process is necessary to ensure event compliance with legislation, best practice and the wider policies contained within this document.

The Council as the land owner has the final decision in respect of approving or refusing an event application.

### 3.4 Environmental Policy

The Council and the event organiser have a duty to ensure that events have the lowest possible impact on both the local and wider environment. Whilst some impact may be unavoidable, it is the duty of the event organiser to consider reasonable mitigation for these impacts through their event planning process. Full consideration must be given to the management of waste, noise, pollution, the impact on wildlife and trees & sanitary provision.

### 3.5 Advertising Policy

The Council recognises that advertising is a key part of ensuring a successful and well attended event and will aim to directly support the promotion of events. The aim is to ensure that event organisers are advertising their event appropriately and so as not to contravene legislation or swamp an area with inappropriate and unsightly advertising.

Where appropriate the Council will seek to encourage joint branding of events in order to provide assurance to event goers that an event has been fully scrutinised by the Council and adheres to expected standards.

### 3.6 Fees & Charges Policy

The Council's approved 2020 Vision programme approved the review of fees and charges for events and filming activities. Whilst there is not a huge change in the proposed fees and charges, the Policy introduces administration fees for certain categories of events. The Council has benchmarked its proposed fees and charges with a number of local and similar authorities. The Council's proposed fees & charges support community based and volunteer led events.

Event deposits are absolutely necessary to protect interests in the Council's assets as these place a financial obligation on the event organiser to ensure due regard for the impact of their activities on the Council's land.

In proposing these fees and charges it is the Council's intention to set up a sinking fund utilising 10% of the total income received from events, which can then be used at the discretion of the Events Officer in conjunction with the Cabinet Member to support new and existing community based and volunteer led events. This for example would typically include supporting costs for additional toilets, promotion and other equipment required to facilitate such events.

It is envisaged that the proposed fees and charges will increase income to the Council from events & filming by somewhere between £5,000 and £10,000 per annum.

### 3.7 Health & Safety Policy

That events can be run in a safe manner is paramount and is the single most important consideration of the both the Council and the event organiser. This Policy outlines requirements placed on the event organiser to produce and submit various documentation, such as risk assessments and event management plans in order to provide assurances that all aspects of event health & safety have been considered and will be appropriately managed. This includes responsibilities for both child and adult safeguarding.

### 3.8 Event Support & Funding Policy

It is worth noting that the Council currently provides significant 'in kind' and non-financial support for events, in particular through its major service contracts for Green space maintenance and Cleansing in ensuring event sites are maintained prior to and during events. Use of the Council's car parks for event space and parking dispensations are another example of the Council's 'in kind' contribution.

The Council will endeavour to provide the necessary guidance and support from initial enquiry to post event review. This is to ensure events are delivered in compliance with the Council's policies & procedures.

Park volunteer and community groups who have signed up to Arun's 'Community Groups and Volunteer Charter' are insured by the Council for activities including events on Arun land. These groups also have access to a grant support fund set up by the Greenspace Service. Funds can be provided to support the delivery of community run events in parks and open spaces.

The Policy proposes that an additional support fund is set up as detailed in 3.6 above.

### 3.9 Equalities Policy

Event organisers are required to consider the Equalities Act when planning and delivering their event. Events should not discriminate against and individual or groups of individuals on the basis of any of the protected characteristics identified in the act.

### 3.10 Council Organised Events

Organising events is a time consuming and resource intensive process. The Council will generally not organise its own events. The only exception to this is when there is a corporate requirement to organise an event, for example in 2012 for the Olympic Torch relay or in 2009 when the Council organised an official opening event for the Hotham Park Heritage Lottery Fund restoration.

## **2. PROPOSAL(S):**

To recommend to Cabinet, approval of the Events Policy & Procedures in order that there is a clear framework for the Council and Event Organisers to ensure comprehensive and successful events management.

## **3. OPTIONS:**

- 1) To recommend that Cabinet approve the recommendations as set out in the report.
- 2) Not to recommend that Cabinet approve the recommendations as set out in the report.

## **4. CONSULTATION:**

Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council		✓
Relevant District Ward Councillors		✓
<b>Other groups/persons (please specify)</b> Sussex Police, West Sussex Fire & Rescue, West Sussex Ambulance Service, West Sussex County Council Highways.	✓	
<b>5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)</b>	YES	NO
Financial	✓	
Legal		✓

Human Rights/Equality Impact Assessment (EIA)	✓	
Community Safety including Section 17 of Crime & Disorder Act	✓	
Sustainability		✓
Asset Management/Property/Land	✓	
Technology		✓
<b>Other (please explain)</b> Arun District Council Emergency Planning Officer & all other ADC functions with an involvement in the events process	✓	

#### **6. IMPLICATIONS:**

Financial – The Policy will set fees & charges and generate income as agreed under the 2020 Vision programme.

EIA – Has been completed for the Policy.

Community Safety – the Policy aims to ensure that the primary focus of event delivery is the safety of the community attending events.

Asset Management – the Policy aims to ensure assets/property/land under the Council's responsibility can facilitate events, but that appropriate protection is afforded to ensure sustainability.

#### **7. REASON FOR THE DECISION:**

To enable the Council to adopt transparent and consistent policies and procedures to enable comprehensive and successful event management.

#### **8. BACKGROUND PAPERS:**

Events Policy & Procedures 2018 [Full Draft Policy Document](#)