

Events Policy

Cabinet	20 October 2016
Report Author	Penny Button, Head of Safer Neighbourhoods
Portfolio Holder	Cllr L Fairbrass, Deputy Leader & Cabinet Member for Community Services
Status	For Decision
Classification:	Unrestricted
Key Decision	No
Previously Considered by	Overview & Scrutiny Panel – 16 August 2016
Ward:	All

Executive Summary:

Thanet District Council is committed to enabling events that contribute to our vibrant culture, coastal environment and economy. TDC works with event organisers, partners and agencies to provide a variety of safe and enjoyable events. They are an essential part of building and bringing together local communities as well as playing a vital part in drawing visitors to Thanet.

Over the last few years Thanet has hosted more than 200 events across the district. Recent highlights include:

- Return of the Spitfire
- Volleyball England Beach Tour Finals
- Queen's 90th Birthday celebrations
- Great Bucket and Spade Run
- Margate and Ramsgate Carnivals
- Dickens Festival
- Margate Festival

The Events Policy aims to make the experience of putting on an event in Thanet a pleasurable and enjoyable one which supports event organisers through the processes to enable them to plan, organise and run a safe event.

This will include providing learning opportunities for event organisers through workshops and disseminating relevant information and guidance.

The policy establishes a clear charging framework to ensure that the costs of the additional services required to support events do not detract from the council's ability to provide services to the public.

Recommendation(s):

To agree the adoption of the Events Policy as per section 3.1 of this report.

CORPORATE IMPLICATIONS	
Financial and Value for Money	<p>Events play a key role in providing local and economic benefits, with over 215 events delivered last year, helping to promote Thanet as a visitor destination. Tourism contributes at least £245 million to the Thanet economy each year supporting 5,932 jobs (Cambridge Model Economic Impact Survey 2013) with more than 3.36 million visitors exploring the area.</p> <p>This policy is a framework that will provide greater efficiency within the processes and procedures for event organisers as well as for Thanet District Council.</p> <p>Events currently incur the Council costs in officer time, resources used and services provided. The policy proposes to give clear guidelines to event organisers about the cost's involved for Thanet District Council services.</p> <p>New fees and charges will be put in place for the new budget year 2017/2018, these are currently going through a review and therefore may increase.</p>
Legal	<p>Thanet District Council has a duty of care to ensure that events are managed safely and that all the relevant departments and agencies are working effectively in partnership to achieve this.</p> <p>Within the Events Policy is listed the legislation and guidance that are relevant to the event process, however this is not an exhaustive list.</p> <p>Through the internal consultation of the Policy, Legal Services have reviewed and commented on the Draft Events Policy.</p> <p>Due regard must be had to the Public Sector Equality Duty generally and in relation to the implementation of changes to fees and charges.</p>
Corporate	<p>The policy is a new corporate document that, over the next three years, will inform officers, members, organisations and Event Organisers in managing events.</p> <p>The policy will complement the Council's Vision and Corporate Priorities including:</p> <ul style="list-style-type: none"> • Priority 1: A clean and welcoming environment A variety of events that encourage pride in our district and leave sites clean. • Priority 2: Supporting neighbourhoods Holding a variety of events helps people to make informed lifestyle choices by engaging in a broad range of sports, leisure and coastal activities within our communities. • Priority 3: Promoting inward investment and job creation By encouraging community groups, organisations and businesses to put on events within Thanet which support and encourage growth in the local and visitor economy.

Equalities Act 2010 & Public Sector Equality Duty	<p>Members are reminded of the requirement, under the Public Sector Equality Duty (section 149 of the Equality Act 2010) to have due regard to the aims of the Duty at the time the decision is taken. The aims of the Duty are: (i) eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act, (ii) advance equality of opportunity between people who share a protected characteristic and people who do not share it, and (iii) foster good relations between people who share a protected characteristic and people who do not share it.</p>								
	<p>Protected characteristics: age, gender, disability, race, sexual orientation, gender reassignment, religion or belief and pregnancy & maternity. Only aim (i) of the Duty applies to Marriage & civil partnership.</p>								
	<table border="1"> <tr> <td colspan="2">Please indicate which aim is relevant to the report.</td> </tr> <tr> <td>Eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act,</td> <td>√</td> </tr> <tr> <td>Advance equality of opportunity between people who share a protected characteristic and people who do not share it</td> <td>√</td> </tr> <tr> <td>Foster good relations between people who share a protected characteristic and people who do not share it.</td> <td>√</td> </tr> </table>	Please indicate which aim is relevant to the report.		Eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act,	√	Advance equality of opportunity between people who share a protected characteristic and people who do not share it	√	Foster good relations between people who share a protected characteristic and people who do not share it.	√
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	<p>The Council works with a diverse range of event organisers from a variety of different cultures and backgrounds. We are committed to assist event organisers to deliver a provision of multi-cultural events promoting community cohesion.</p>								
	<p>The policy supports the ability of events to contribute towards the council's equality duties including:</p>								
	<ul style="list-style-type: none"> • Advance equality of opportunity between people who share a protected characteristic and those who do not; and • Foster good relations between people who share a protected characteristic and those who do not. 								
	<p>Events can do this by:</p> <ul style="list-style-type: none"> • Removing or minimising disadvantages suffered by people due to their protected characteristics. • Taking steps to meet the needs of people from protected groups to participate in public life or in other activities where their participation is disproportionately low. 								
	<p>An Equality Impact Assessment (EIA) has been carried out throughout the development of the event policy and associated procedures. The policy has been subject to both an internal and external engagement process which also included the Overview and Scrutiny Panel.</p>								

CORPORATE PRIORITIES (tick those relevant)✓	
A clean and welcoming Environment	✓
Promoting inward investment and job creation	✓
Supporting neighbourhoods	✓

CORPORATE VALUES (tick those relevant)✓	
Delivering value for money	✓
Supporting the Workforce	✓
Promoting open communications	✓

1.0 Introduction and Background

- 1.1 Events play a vital part of the visitor experience that Thanet aspires to achieve and they help draw visitors to Thanet as a destination. They are also an essential part of building and bringing together local communities. Thanet has historically had a popular and varied event calendar due to its creative and cultural heritage.
- 1.2 The event sector continues to grow in Thanet which is a clear indicator for regeneration and a sense of place. There were over 215 events held across Thanet in 2015 and 280 have been planned in 2016, recent highlights include:
- Return of the Spitfire
 - Volleyball England Beach Tour Finals
 - Queen's 90th Birthday celebrations
 - Great Bucket and Spade Run
 - Margate and Ramsgate Carnivals
 - Dickens Festival
 - Margate Festival
- 1.3 Thanet District Council is committed to supporting events that contribute to our vibrant culture, coastal environment and economy by working with event organisers, partners and agencies to provide a variety of safe and enjoyable events. TDC provide support to event organisers through the process of planning, organising and running an event.
- 1.4 However there hasn't been a clear policy and set of procedures for all parties involved to work from. This has led to discrepancies and inconsistencies in approaches and decision making which has affected the management of events.
- 1.5 Whilst recognising the economic impact that events bring to the local economy there are also costs. The Council processes events, provides additional services and Thanet District Council land/buildings which are subject to wear and tear.
- 1.6 The policy establishes a clear charging framework to ensure that the costs of the additional services required to support events do not detract from the council's ability to provide services to the public.

2.0 The Current Situation

- 2.1 Recently the council has identified a number of areas where improvements can be made in processes and support. These have been identified using information provided during de-brief meetings with event organisers, matters raised at safety advisory group, feedback from stakeholders and individual experiences. All internal departments and key statutory stakeholders, Kent Highways, Kent Fire and Rescue, Kent Police, NHS and Secombs have contributed their areas of expertise to the policy to ensure its accuracy.
- 2.2 The policy provides a framework for the event organisers to understand the process of applying for and for running an event. It sets out the obligations, responsibilities and limitations which all event organisers have in relation to staging an event on Council land.
- 2.3 In order to ensure that the policy meets the needs of all stakeholders, significant engagement and awareness raising has been undertaken. This has included:
- all Councillors
 - Overview and Scrutiny committee
 - 6 week external engagement process

- Safety Advisory Group

Feedback has been received from a number different organisations and event organisers. In general people have been very supportive of the need to have procedures and deadlines and support the policy.

2.4 Key changes that the policy brings include:

- Establishing a comprehensive Event Journey to make the application and approval process clearer.
- Ensuring that events are only given permission only once it is safe to do so.
- Establishing a refreshed and fairer fees and charges schedule based on the type of land hired as well as the type of event.
- Introduction of an administration fee and deposit.
- Full costs recovery of additional TDC services
- That the Council identify areas owned by TDC to be used to display advertisements for local events.

2.5 The revised fees and charges schedule is based upon everything that TDC will need to charge to cover costs for providing additional services and resources for events, ensuring that they are not detracting from other services being provided. These are not currently being paid by event organisers and most event organisers are likely to see an increase in the cost of providing an event.

2.6 The following examples show the change in costs of an event currently and proposed:

EXAMPLES	PRE POLICY TOTAL	POST POLICY TOTAL
Community 1 day event	£60	£125 if using a standard site £150 if using a premium site £250 Deposit
Community 2 day event with 1 set up and 1 derig day.	£120	£200 if using a standard site £262.50 if using a premium site £250 deposit
Commercial 2 day event with 2 set up and 2 derig days.	£500	£1500 if using a premium site £500 deposit

2.7 In light of the engagement feedback it is not thought that the policy will have a significant impact on the decision of organisers to undertake an event. However, the impact on the quantity and quality of events will be monitored and reviewed.

3.0 Options

3.1 Agree the adoption of the events policy.

3.2 Agree to not adopt the events policy.

3.3 Propose changes and agree adoption of the events policy.

Contact Officer:	Suzie Hooper, Events and Community Projects Officer, 577409
Reporting to:	Penny Button, Head of Safer Neighbourhoods

Annex List

Annex 1	Draft Events Policy – 2016
Annex 2	Event Safety Advisory Group – Terms of Reference
Annex 3	Event Application Process and Approval
Annex 4	Events Notification Form
Annex 5	Equality Impact Assessment

Background Papers

Title	Details of where to access copy
Please refer to the list of legislation that has been referred to in Annex 1, Section 6.0 page 8.	Via Safer Neighbourhoods Team
Engagement Feedback	Via Safer Neighbourhoods Team

Corporate Consultation

Finance	Matt Sanham, Corporate Finance Manager
	Karen Paton, Strategic Procurement Manager
Legal	Colin Evans, Assistant Litigation Solicitor