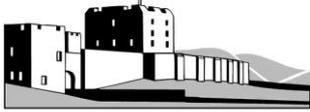


**CARLISLE
CITY COUNCIL**



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ENVIRONMENT AND ECONOMY OVERVIEW AND SCRUTINY PANEL

Panel Report

Public

Date of Meeting: 21st June 2012

Title: EVENTS GUIDANCE DOCUMENT 2012-2017

Report of: The Director of Local Environment

Report reference: LE14/12

Summary: There is a need to review and update the City Council's approach to hosting and running events. The intention is to create clear and consistent guidance relating to events promoted or supported by the Authority and/or permitted on its property. This report proposes a draft guidance document for consideration by the Panel (Appendix 1)

Questions for / input required from Scrutiny:

Recommendations: That the Panel:-

1. Consider and comment upon the draft Events Guidance document and provide recommendations back to the Executive, or any amendments as appropriate.

Contact Officer: Angela Culleton

Ext: 7325

Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers: None

1. BACKGROUND INFORMATION AND OPTIONS

The City of Carlisle has an established history of hosting events and there is now a need to update our approach to event management. There is a comprehensive and diverse range of activities; from high profile events placing the city on the national stage (such as Radio 1 Big Weekend), to community events that have direct links to the well being and cohesion of the local community (such as Carlisle Love Parks Week).

The intention is to create clear and consistent guidance relating to events promoted or supported by the Authority and/or permitted on its property. A document setting out this new draft guidance is attached at Appendix 1.

This report proposes a Guidance Document for consideration by the Executive that sets a **Vision.....** ***“That by 2017 Carlisle City is recognised as a destination that develops and hosts high quality, sustainable events; and cultivates community creativity for maximum economic benefit and social enjoyment.”***

2. CONSULTATION

2.1 Consultation to Date

The draft has benefitted from legal advice from Legal Services, input from members of the Events Working Group and comments from a selection of other Officers.

2.2 Consultation proposed

Following consideration by the Executive on 1st June, it is proposed that the draft guidance document is considered by the Environment and Transport Overview & Scrutiny Panel before returning to the Executive.

2. RECOMMENDATIONS

That the Panel

- Consider and comment upon the draft Events Guidance document and provide recommendations back to the Executive, or any amendments as appropriate.

Impact assessments

Does the change have an impact on the following?

Equality Impact Screening	Impact Yes/No?	Is the impact positive or negative?
Does the policy/service impact on the following?		
Age		
Disability		
Race		
Gender/ Transgender		
Sexual Orientation		
Religion or belief		
Human Rights		
Health inequalities		
Rurality		

If you consider there is either no impact or no negative impact, please give reasons:

.....
.....
.....

If an equality Impact is necessary, please contact the P&P team.

**Events Guidance
Document (Draft)**

Aim of the Guidance Document Statement (Vision)

“That by 2017 Carlisle City is recognised as a destination that develops and hosts high quality, sustainable events; and cultivates community creativity for maximum economic benefit and social enjoyment.”

1. Background

The City of Carlisle has an established history of hosting events. There is a comprehensive and diverse range of activities; from high profile events placing the city on the national stage (such as Radio 1 Big Weekend), to community events that have direct links to the well being and cohesion of the local community (such as Carlisle Love Parks Week).

The City Council’s events are an integral part of delivering core elements of the Authority’s Corporate Plan and Economic Development Strategy.

The events, encompassing sports, leisure, special interest, culture, heritage and the arts, all have a positive impact and contribute to the status and image of the City, through, for example:

- improving quality of life & community cohesion
- tackling social inclusion (e.g. through community, team & individual participation opportunities)
- preventing and diverting anti-social behaviour
- adding entertainment value to the district as a visitor destination
- gaining publicity & media exposure
- delivering and inspiring sporting opportunities
- bringing direct and indirect economic benefit
- providing education opportunities (skills & learning)
- improving health, vitality & wellbeing
- offering quality experiences (for residents and visitors)
- engendering community engagement & networking
- expressing cultural and artistic talent

Events and festivals therefore continue to be important to Carlisle City Council; although all activities must be managed effectively and efficiently to maximise opportunities (e.g. by extending the visitor season to create economic value) they must also minimise any negative impacts (i.e. on the environment).

2. Event Definitions

The following definitions are drawn from the 12/13 Review of Charging.

- a. **City Council organised events**
- b. **Not for profit, community events which are free at the point of entry** (e.g. Sponsored Walks, Race for Life, Schools Orienteering).
- c. **Not for profit, special interest events, for which an entrance charge is made to help cover the organiser's costs.**
- d. **Fully commercial, profit making events** (e.g. Circus Shows, music concerts etc.)

3. Aims And Objectives

This '*Events Guidance Document*' sets out the priorities, aims and objectives for the delivery of the City Council's Annual Events Programme and seeks to ensure that any current or proposed event, whether delivered directly by the Council or as an activity organised by others on City Council land, can be evaluated against the following set of guiding principles:

It is suggested that each event should meet at least two of the aims and five of the objectives outlined below:

AIMS	OBJECTIVES	ANTICIPATED OUTCOMES
<p><u>Economy</u></p> <p>Generate income for the local economy through Events.</p>	<ul style="list-style-type: none"> • Develop, organise, encourage and manage major festivals and events in the District to address seasonality objectives and maximise the contribution made towards the economy of the District through increased visitor and participant's spend whilst minimising any disruption and inconvenience to residents and businesses. • To maximise sustainable, 	<ul style="list-style-type: none"> • Increased spend for the economic benefit of the District through seasonality initiatives; and gauge through increased occupancy levels in local accommodation and number of event participants out of peak season. • Create a safe, inclusive

	<p>inclusive economic growth from festivals and event activities.</p> <ul style="list-style-type: none"> • Contribute towards the Council's objective of creating a safe, inclusive and diverse evening and night time economy in Carlisle City. 	<p>and diverse evening in Carlisle City.</p> <ul style="list-style-type: none"> • That each event has maximised on economic opportunities.
<p><u>Community</u></p> <p>To develop, generate, facilitate and support cultural, economic, community and social events for the benefit of the District and its residents to improve quality of life.</p> <p>Prevent and divert anti-social behaviour.</p>	<ul style="list-style-type: none"> • Maximise fun and enjoyment for those persons participating at an event or festival. • Contribute towards the Council's objectives; and maximise the opportunities for the 2012 Olympics, specifically local cultural activities and involvement. • Deliver/support cultural events in support of the Council's Corporate Plan. • Create, facilitate, promote, support, encourage and organise community events for increased local participation in the District; and for the Council to make available the use of assets (i.e. parks and green spaces) to enable such community use and aspirations. • Develop and/or support young people's events and activities within the District. • Contribute and facilitate sporting events and activities that support healthy living and contribute towards an improved quality of life. • Support & encourage social inclusion, well-being and healthy living activities. • Undertake sustainable event practices to ensure the protection of the environment, ecology and wildlife. 	<ul style="list-style-type: none"> • Increased community involvement and civic pride in the City Council's Events Programme. • Reduced crime and anti-social behaviour throughout the District. • Greater community participation in activities. • That each event has maximised on social benefits.
<p><u>Destination Publicity</u></p> <p>Maximise promotional, publicity and marketing</p>	<ul style="list-style-type: none"> • Investigate potential new regional, national, European and international events that support and attract new visitor & customer markets. 	<ul style="list-style-type: none"> • Increased recognition (profile) of Carlisle district. • To generate free publicity

opportunities through the Discover Carlisle Promotion.		and media coverage for the District through the annual Events Programme. <ul style="list-style-type: none"> • The City attracts new regional, national, European and international events to increase the District's economy and cultural diversity.
<u>Education</u> Create skills and learning opportunities for the community through event management.	<ul style="list-style-type: none"> • Support volunteer schemes. • Manage, develop and generate local, regional, national and international publicity for the District. 	<ul style="list-style-type: none"> • Recognised quality improvements from inception, management and delivery of the Event.
<u>Income Opportunities</u> To create opportunities to maximise income and sponsorship for the Council and event organisers.	<ul style="list-style-type: none"> • Increase and obtain sponsorship and income to sustain the City Council Events Programme e.g. Love Parks Week and to generate efficiency savings and ensure value for money. 	<ul style="list-style-type: none"> • Income generated to offset the costs of running events and/or providing venues.

4. Funding Of Events

City Council event organisers should aim to generate income through sponsorship or other contributions (e.g. income from traders) in order to offset the costs of delivering the City Council's Events Programme.

It is assumed that externally organised events will be self financing. Under certain circumstances the City Council will support certain events by waiving charges for using its land or facilities (see Charges Paper in Appendix B). An application form together with associated terms & conditions will be available via the Council's website. Each application will be considered on its own merit.

5. Use Of Council Facilities

Carlisle City Council at present does not charge for the use of its land in connection with registered charities, fund raising and not for profit events. In these instances the use of the

land is to be recognised by the event organiser on all publicity or similar as part of the Council's in kind support for the event or activity. Commercial events will be charged on a fee basis (see Charges Table in Appendix) subject to the scale, duration and nature of the event or activity. Charges are in place in order to sustain the level and quality of the City Council's assets e.g. any reinstatement works necessary as a result of the event taking place.

6. Factors Needing Consideration

There are a number of factors that require consideration and need to be carefully built in to the application and assessment process.

Road closures: Where it is appropriate to close sections of the highway it is the responsibility of each event organiser to gain the necessary approval and meet the full costs associated with the closure.

Event parking: In cases where City Council car parks are required for an event, the Council may require compensation for lost revenue from the organisers.

Licensing: To conform with best practice and to facilitate cultural events and activities defined as '*regulated entertainment*' under the Licensing Act 2003; the Council has licensed a number of main open space locations. If organisers are wishing to use sites not covered by such arrangements, the organiser will be responsible for securing the appropriate licences.

Social inclusion: The Council is committed to treating people fairly, and has a duty to promote equality and diversity and ensure it is central to its activities. Therefore, any events or activities supported or hosted by Carlisle City Council will have due regard to follow equality best practice guidelines – i.e. should demonstrate that the different needs of different people under the seven equality strands – age, gender, disability, ethnicity, religion/belief, sexual orientation and economic disadvantage – have been given due consideration in the development and delivery of any council supported events.

Child safety: Event organisers are to be aware of the Council's Safeguarding Children and Comprehensive Equality Scheme.

Regulations: All events and activities must conform to current Health & Safety and other such legislation.

Insurance: The Council must ensure that adequate insurance cover is in place for all events and activities taking place on Council land and property, irrespective of whether the event is a Council or third party event.

7. Assessment And Approval Process

In order to ensure that all events continue to meet the above aims and objectives a means of evaluating proposals needs to be built in to an assessment process, based upon information captured on an 'Application Form' and widely publicised so as to be transparent and consistent.

An 'Application Pack' containing the Application Form, associated Terms and Conditions, relevant Health and Safety information, some guidance on good practice etc. would be sent to all enquirers, for their consideration, completion and return to contact service.

Applications should generally be submitted at least 2 months prior to the event date; although this will vary depending on the scale of the proposed activities. Large or major events could take between 6 and 12 months to organise and plan.

A copy of the "EVENT APPLICATION PACK will be available on the Council's web site www.carlisle.gov.uk or by contacting the Customer Contact Centre, Civic Centre, Carlisle CA3 8QG or telephone 01228 817200.

Each application will be considered on its own merits and only those events or activity proposals submitted in accordance with the Council's agreed Events Guidance Document and its associated process (Events Application Form submitted at the appropriate time and with the required supporting information) will be considered.

8. Carlisle City Council Contacts:

Licensing Manager	Jim Messenger	Tel: 01228 817025
Highways Section	Sharon Jenkinson	Tel: 01228 817549
Health & Safety Manager	Arup Majhi	Tel: 01228 817507
District Health & Safety Officer	Donna Hastie	Tel: 01228 817326
Insurance	Vivienne Whiteman	Tel. 01228 817237
Green Spaces	Jeannie Pasley	Tel: 01228 817471
Tourism Marketing Manager	Laura Boyle	Tel: 01228 817162

Press and PR Officer	Sarah Irving	Tel: 01228 817150
Car Parking	Judith Martin	Tel: 01228 817539
City Centre Manager	Fred Walker	Tel: 01228 817526

9. Related Documentation

- i. Events in Carlisle – Terms & Conditions
- ii. Events Application Form
- iii. Event Safety Guide

10. Review and Revision

This guidance will be reviewed as it is deemed appropriate, but no less frequently than every 3 years. The review will be undertaken by the Director of Local Environment.

11. References

The following Carlisle City Council documents are directly relevant to this guidance document, and are referenced within this document:

- Corporate Plan
- Economic Development Strategy
- Safeguarding Children Policy
- Comprehensive Equality Scheme
- Health and Safety Policy
- Events Application Pack

Appendix A

Event Application Procedures

The following Event application procedure is set out to ensure a co-ordinated and effective management approach throughout the Council. It is designed to create a good standard and understanding of how each application will be processed in order to maintain efficient communication with each organiser.

- An event organiser approaches Carlisle City Council. The point of contact refers the organisers to the relevant Council Service to verify that the event venue and facilities are available on the proposed date.
- The Council Service (i.e. Neighbourhoods & Green Spaces) sends out the Event Application Pack with supporting documentation.
- The event organiser signs and returns the application form with the applicable documentation generally two months prior to the event date.
- The contact Service records and acknowledges the application within 10 days of receipt. An initial review of the documentation is undertaken during this period including compliance with Council Policies e.g. performing animals on Council Land; social inclusion etc.
- The contact Service may, if applicable, circulate the application and supporting documentation to other internal services within the Council for evaluation, approval or otherwise.
- The consulted Council Service(s) responds with comments.
- The contact Service will advise the organiser if the application is approved and set out those terms and conditions that will be applied to the event and activities. Further information or detail may be requested from the organiser by the Council at this stage.
- The contact Service will record the decision on file together with any comments or actions required. If the event is rejected the file is to be marked accordingly and organiser advised.
- If the event proceeds, the contact Service will advise the event organiser of the need to hold a (or series of) planning meetings where appropriate representation (i.e. Highways/Health & Safety/Licensing/Neighbourhoods & Green Spaces etc) including visit(s) to the event venue. The event organiser will need to liaise with the relevant contact Service to set up these meetings.

The event organiser will be required to produce a copy of appropriate insurance cover which is commensurate to the event taking place and appropriate to the number of

individuals in attendance. For Council organised events, expert external advice should be requested through the Council's brokers and, in all instances, the Council's Insurance Officer should be consulted. It is prudent to inform the Council's brokers/insurers when such events take place. *Please note: any stall holder, caterer, ride operator etc will also be required to provide insurance relevant to their operation to the event organiser as detailed in 'Terms & Conditions'.*

- The event organiser will be required to produce the final copy of the event risk assessment; together with the signed copy of the Council's terms & conditions at least 14 days prior to the event. Failure to provide any one of these documents will result in the cancellation of the event.
- Event completed – in the circumstances of an incident/accident or damage occurring; the event organiser is to advise the contact department who in turn is to advise the Council's Insurance Manager and Health & Safety Manager.
- The Council will then decide what, if any, further action is required to carry this out.
- A de-brief and evaluation meeting; to review the event is to be held with the organisers if necessary. This will provide an opportunity to reflect and share valuable information as part of the event management process; and provide direction and focus for future arrangements or requirements (good or bad).

The file should then be closed and kept on record in accordance with the Councils records policy.

Appendix B - PROPOSED CHARGING LEVELS FOR THE USE OF PARKS

TYPE OF ACTIVITY/EVENT	MINIMUM FEE	LARGE EVENT INC CATERING PER EVENT
City Council organised events – to be recharged to the lead Directorate of the City Council	Reinstatement /cleaning at cost	N/A
Not for profit, general community events which are free at the point of entry (eg Sponsored Walks, Race for Life, Schools Orienteering).	No charge	N/A
Not for profit, special interest events, for which an entrance charge is made to help cover the organiser's costs.	£200	£200/ per day plus reinstatement at cost.
Fully commercial, profit making events – e.g. Circus Shows, music concerts etc	£1,000	£1000 per day plus reinstatement at cost

NB The above charges would be subject to VAT where applicable.

Miscellaneous charges

- A minimum charge of £50 per day plus VAT for caterers selling hot and cold prepared food and drinks (e.g. burgers, pies, sandwiches etc)

It is however intended that Council officers should have discretion to waive or reduce charges in circumstances where a commercial operator is needed in order to provide a catering service as part of a City Council run event. The Executive is therefore requested to issue the Director (Local Environment) with delegated responsibility for making any changes to the charges set for the use of parks and green spaces and to have the scheme of delegation amended accordingly.

- A sliding scale of charges is recommended for fun fairs as follows:

- 1-10 rides/stalls £300 plus VAT per open day
- 11-15 rides/stalls £400 plus VAT per open day
- 16-20 rides/stalls £500 plus VAT per open day
- Over 20 rides/stalls by negotiation.

Acknowledgement

Thanks to Weymouth & Portland Borough Council for their assistance with this draft.

