

# Public Document Pack

Your ref  
Our ref  
Ask for Christine Lewis  
Email



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Dear Sir/Madam

## **ECONOMIC GROWTH, ENVIRONMENT AND DEVELOPMENT (OVERVIEW & SCRUTINY) COMMITTEE SUPPLEMENT**

Please find attached supplement papers for Economic Growth, Environment and Development (Overview & Scrutiny) Committee on **TUESDAY, 24TH NOVEMBER, 2020 at 6.00 PM**

Yours faithfully

A handwritten signature in black ink, appearing to read 'Christie Tims', is written over a light grey circular stamp.

Christie Tims  
**Head of Governance and Performance**

### **SUPPLEMENT**

3. Draft Events and Festivals Policy

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## Proposed Events and Festivals Policy

Cabinet Member for Visitor and the Local Plan - Cllr Iain Eadie

Date:	24th November 2020
Agenda Item:	3
Contact Officer:	Craig Jordan / Lisa Clemson
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Key Decision?	NO
Local Ward Members	N/A



**Economic Growth,  
Environment and  
Development  
(Overview and  
Scrutiny)  
Committee**

### 1. Executive Summary

- 1.1 The purpose of this report is to inform the Committee of the results of consultation on a draft Events Policy and procedure considered by the Council's Cabinet meeting of the 6<sup>th</sup> October 2020 and to allow the EGED Committee to input its views.
- 1.2 The aim of the new policy is to facilitate the continued delivery of high quality, well run events and festivals in Lichfield District, to ensure they are well managed, add to the economic growth of the district and are enjoyable for all. The draft policy can be viewed at **Appendix 1**.
- 1.3 Consultation on the draft policy opened on the 21 October 2020 for a 28 day period. Existing event organisers, landowners, parish councils, and the Chairs of the Regulatory and Licensing and the Economic Growth, Environment and Development committees were informed of the consultation and invited to respond. The consultation was also publicised on the district council website for anyone else with an interest to consider and respond to.
- 1.4 The consultation closed on 18 November. In total 31 people/organisations completed the questionnaire, in addition 5 separate responses were received by email. The overall feedback has provided some useful information which will help fine tune the draft policy, please see **Appendix 2** for a summary of the responses
- 1.5 The general feedback indicates that a policy would help to help facilitate the continued delivery of high quality, well run events and festivals in Lichfield District, that bring a varied events programme to the district for all to enjoy. The introduction of a two stage application process will further help streamline applications and help facilitate/support event organisers. A good clear process was welcomed. The suggestion of a 28 day window for expression of interest applications was well received. It is clear that event organisers wish to work with the district council and many have a good working relationship with the events team at Beacon Park.
- 1.6 Areas in which the draft policy could be improved included, defining what an event is for the purpose of this policy and which events would be required to use the new application process. Concern was raised with regards to civic and more traditional events, should these be covered by the policy as they tend to be set by tradition and date, these events are more for Civic Pride and may struggle to meet the evaluation criteria. Queries were raised about the experience of the officer panel who would evaluate the expression of interest applications and then make recommendations to the cabinet

member for approval. We have sought to address the key concerns that were highlighted in the consultation and have provided suggested responses to these, which can be found at **Appendix 3**.

## 2. Recommendations

- 2.1 It is recommended that the Committee note the comments made in response to the consultation on the draft policy and procedure, contained in **Appendix 2**.
- 2.2 It is recommended that the Committee note the suggested responses to the key issues raised in the consultation at **Appendix 3**.
- 2.3 It is recommended that the Committee notes the suggested amendments to be made to the draft policy as outlined in **Appendix 3**.

## 3. Background

### Context

- 3.1 Following the EGED committee meeting in March 2018, when a review of the 2017 events programme and a preview of the 2018 events programme was discussed, the council commissioned Bournemouth University to undertake a study to look at the economic impact events were having on the city, local businesses and council services.
- 3.2 The findings of the work undertaken by Bournemouth University study were reported to this committee on 21 January 2020 (See **Appendix 4**) and the views of the committee sought on the findings. The committee noted the various impacts of events and festivals, the views of interviewed stakeholders and the stated benefits and also dis-benefits. The committee duly resolved that it would be in the interests of the Council and the district if a clearly defined policy was drawn up to help deliver on an annual basis a high quality, attractive and beneficial programme of events to meet as wide an audience as possible. Such a policy and its subsequent implementation should take into account and address the concerns raised about the management of events and the impacts on local residents and business.
- 3.3 Over the past few months officers have developed a policy in response to the request of the EGED committee and in discussion with the responsible Cabinet member. A draft policy was duly presented to Cabinet at a meeting on the 6 October 2020, whereby it was agreed to approve the draft policy for the purposes of consultation and subject to any subsequent minor, non-material amendments being made adopt the policy. The cabinet report can be viewed at **Appendix 5**.
- 3.4 The consultation on the draft events policy opened on 21 October 2020 for a 28 day period, ending on 18 Nov 2020. At the close of the consultation a total of 36 responses had been made. The comments received can be viewed at **Appendix 2**. Overall the comments have been positive with people supportive of a policy and generally content with the suggested policy put forward for comment. A number of respondees have sought clarification as to where and how the policy would apply and others have highlighted where the policy would be further enhanced with the inclusion of additional details. Some respondees have raised concerns at the impact of the policy on the delivery of traditional events held in Lichfield.
- 3.5 At **Appendix 3** is a suggested response to the issues raised together with an indication of whether as a result the draft policy should be amended. Members are asked to consider the comments made and the Council's response. It will be noted that compared with the list of comments made it is not

suggested that many changes to the policy itself are required. In many cases the comments relate more to the implementation of the policy and these can be addressed in the procedures associated with the policy and the supplementary guidance which the Council has prepared to help people understand and engage with the policy. The guidance is attached at **Appendix 6**.

3.6 It is not considered necessary given the feedback to significantly amend the policy as originally drafted. The recommended changes provide for more clarity and help readers to understand things better. If the Committee is content with the suggested changes the policy would be amended accordingly and then implemented.

Alternative Options	The council could decide not to have a policy or to agree an amended policy to that proposed including with the suggested amendments. The previous view of the EGED committee was that the Council and the district would benefit from having a suitable policy to facilitate an appropriate events programme.
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Consultation	<p>Internal consultation with all relevant service areas within the Council has taken place.</p> <p>Public consultation on the draft policy opened on the 21 October 2020 for a 28 day period. Existing event organisers, landowners, parish councils, and the Chairs of the Regulatory and Licensing and Economic Growth, Environment and Development committees were advised of the consultation and invited to respond. The consultation was also available on the district council website for anyone else with an interest to respond.</p>
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Financial Implications	None from this report.
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Contribution to the Delivery of the Strategic Plan	<ol style="list-style-type: none"> <li>1. A key theme of Lichfield District Council’s strategic plan 2020-2024 is that we will work collaboratively to shape our place and develop prosperity across Lichfield District.</li> <li>2. Events and festivals are recognised as a key part of showcasing our district, and encouraging economic growth. A varied events programme, helps us build on our heritage, tourism, and cultural offer and encourages more footfall, both to the events and afterwards as events help showcase the district for future return visits.</li> </ol>
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Equality, Diversity and Human Rights Implications	An equality impact assessment has been undertaken.
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Crime & Safety Issues	<p>A well prepared event management plan, should consider the impact events may have on crime and disorder, plans should be put in place to prevent any disorder, working with the safety advisory group can help to mitigate any impact.</p> <p>Events provide a social activity for residents and visitors.</p>
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Environmental Impact	The environmental impact of any event will be assessed, managed and mitigated
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	through the event booking enquiry/assessment process. The draft policy includes a set of environmental criteria against which to judge any expression of interest applications.
GDPR/Privacy Impact Assessment	A privacy impact assessment has not been undertaken at this time.

	Risk Description	How We Manage It	Severity of Risk (RYG)
A	Will the events policy be implemented in time to develop a varied events programme for 2021?	Subject to a policy being agreed and adopted, review the various procedures and processes within council service areas.	Likelihood: Yellow Impact: Red Severity of Risk: Red
B	Will the environment be right, post covid, to run an events programme in 2021?	Continually review the policy and its application in the light of current guidelines issued by government with regards to mass gatherings/events.	Likelihood: Green Impact: Red Severity of Risk: Red
C	Consideration should be given as to whether the policy and associated guide will deter event organisers from wishing to run events in Lichfield.	Continually monitor and review the policy to ensure that it meets the councils and other stakeholder's requirements.	Likelihood: Green Impact: Yellow Severity of Risk: Yellow

Background documents:

1. Economic impact assessment report from Bournemouth University, January 2020
2. Minutes of the EGED committee meeting of the 21 January 2020
3. Cabinet report and decisions from the 6 October 2020 cabinet meeting

**Relevant web links**

**Draft**

**Lichfield District Events & Festivals Policy  
and Procedure**

**Lichfield District Council  
2020**

**DRAFT**

## Introduction

Events and festivals are an important part of the business and cultural landscape of the UK, Lichfield District is no different. Lichfield District Council recognises the importance events and festivals play in the cultural and economic wellbeing of the district.

The district plays host to a large and varied number of events and festivals every year, from established commercial events to local charity events. In addition from time to time it hosts one off occasions like that of the 2012 Olympic Torch Relay. These events attract investment and visitors from a wide area.

Many of the events are run by event organisers and specific bodies, others by the District Council and City/Town/Parish Council's. They take place on Council owned and controlled land and on land owned and managed by other parties.

## Purpose of Policy

This policy has been developed to facilitate the continued delivery of high quality, well run events and festivals in Lichfield District, to ensure that they are well managed, add to the economic growth of the district and are enjoyable for all. It is intended to bring together the various interests and parties who seek to host events across the district and provide a clear policy which reflects a shared vision and objective.

The council has a variety of roles in the successful promotion and facilitations of events to support its cultural and economic aspirations from regulatory, to land owner, host of an event or promoter of the district. This policy provides for a single point of contact with the council through which any or all of these services can be accessed by event organisers.

Working with all partners our collective aim is to have an engaging and varied event programme that helps build on the heritage, tourism, and cultural offer and encourages more footfall, both to the events and afterwards, as events help showcase the District for future visits.

Consideration also must be given in any policy to the impacts events and festivals can cause for some residents and businesses, and which need to be carefully managed and mitigated.

The policy will also assist anyone looking to run an event in Lichfield District, as to the types of events deemed acceptable and the requirements that will be placed upon event organisers and operators.

## Scope of Policy

Well organised festivals and events are recognised for their ability to produce benefits for the local economy, bring life to an area, create interest in a location and reflect on the quality of a place.

The scale and nature of events and festivals can vary significantly and can cover many different themes - sports, leisure, special interest, culture, heritage and the arts. Overall benefits can include:

- Added economic value to an area
- Quality of life improvements
- Community engagement and cohesion
- Promoting good health, vitality & well-being
- Publicity & media exposure
- Delivering & inspiring sporting opportunities
- Culture and artistic expression

There are a number of diverse regulatory and support roles and functions involved in facilitating events. These include the carrying out of statutory functions such as licensing/street trading, food safety, road closures; ensuring health and safety requirements are being met; to marketing support and promotion. This policy acknowledges the wide range of functions and the bodies responsible for undertaking such activities.



For the purpose of this policy, events are classed as a *gathering of people, large or small, for business or pleasure which is time bound, with a particular objective and where associated resources and materials are required to enable it to operate.*

The definition of a small or large event will be determined by, but not inclusive of, the expected number of visitors to an event and the capacity of the intended site and its location.

## Policy Considerations

The following matters will need to be addressed by event organisers in putting forward a proposal/expression of interest and will be assessed by the Council when determining whether to agree to or refuse an event taking place:

### **Event title**

The title of an event should accurately represent what it is, to ensure visitors attending know what to expect. If any event does not adhere to this, future event applications will be carefully considered and maybe refused permission.

### **Event types/themes**

Across a year and the various sites & locations available, the District Council and its partners would wish to see a suitable mix of events take place. This will help attract different customers and promote the district as a destination for events and festivals. In assessing applications, the Council will be keen to avoid similar themed events occurring at the same time or close together in the calendar or in the same locations.

### **Hiring of a site/land**

The permission of the owners of a site will always be required to allow an event to take place however the granting of permission does not override any considerations under this policy framework as to an event's suitability.

### **Safety**

The effective management of an event is essential in ensuring it is a safe and well run for audiences, those involved in an event itself and residents and businesses located in close proximity. It is the responsibility of the event organiser to make all of the arrangements necessary to ensure an event is safely planned and well managed.

All events must comply with relevant legislation and recognised safety standards. Event organisers will be responsible for the safety of everyone at the event, including the public, their members and/or any employees and volunteers<sup>1</sup>

### **Traffic Management and use of Highways**

Events that are held on, or that require the use of the public highway, will require permission to formally close the highway. This will require a road closure application to be made to either Staffordshire County Council as Highway Authority or the District Council to ensure the event operates safely. Further information can be found in the *Guide to organising an event in Lichfield District*

Off-street events can cause traffic congestion and may need on-street traffic management measures to ensure safety for the public entering or exiting the highway.

### **Noise**

Many events, especially those involving the use of generators and amplified music, can cause disturbance to those living in the vicinity. Consideration should be given to people residing in nearby properties as well as businesses operating locally.

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<sup>1</sup> The most relevant safety law is likely to be the Health and Safety at Work etc. Act 1974 and its accompanying regulations

**Environmental Impact**

All events are opportunities to communicate environmental messages to the public. The council aims to actively work with organisers to ensure best practice is introduced at all stages of event management.

**Street Trading/Licences**

Event organisers will be responsible for ensuring that they have the appropriate authorisations in place to cover the activities they are proposing to carry out, as part of their event. An authorisation is required for any event, irrespective as to where it take place which involves one or more of the following:

- Sales of alcohol – including the provision of alcohol in exchange for donations or as part of the ticket price.
- Regulated entertainment – entertainment that takes place in the presence of an audience, with the purpose of entertaining or partly entertaining that audience comprising of the public, or a section of the public.
- Late night refreshment, hot food or hot drink served between 11.00pm and 5.00am
- Street Trading: anyone who wishes to sell from a fixed location on a street must apply for a Street Trading Consent

It is the responsibility of the event organiser to ensure the correct licences are in place. Please refer to the *Guide to organising an event in Lichfield District* publication.

**Funding**

It will be an event organiser's responsibility to cover all of the costs relating to running their event, this includes, but is not limited to, infrastructure, hire of land, road closures, traffic management, rubbish removal, facilities such as toilets, during and after event cleansing and licenses/street trading. The Council nor its partners will be liable for any costs incurred by event organisers.

**Marketing and Public Relations**

The Council would encourage all events organisers to provide suitable publicity information on their approved events and is willing to assist in this by making available the Visit Lichfield website, What's On pages.

The Events and Festivals programme will be promoted via social media and organisers will be encouraged to cross-promote events and collaborate on marketing activity.

**Timing of applications and event lead-in times**

Applications for permission to hold an event must be made in good time (defined in the *Guide to organising an event in Lichfield District*) as will the submission of information to enable the necessary consents and authorisations to be made. Where such information is not made available, the District Council will reserve the right to not allow an event to take place.

Event organisers will be expected to inform businesses and residents if an event has the potential to have an impact on their access to the home or businesses, this must be done in writing, at least 28 days before the event in question. In addition we would expect to see notices displayed in the areas, detailing any road closures at least 28 days prior to an event taking place.

***Cancellation***

The Council reserves the right not to permit an event on its land if necessary paperwork or payments, outlined in the *Guide to organising an event in Lichfield District* document, are not made prior to the scheduled date of an event.

Organisers should also note that they should have requisite insurance cover including that necessary to cover any liabilities falling to other parties. Neither the Council nor other relevant landowners will accept any responsibility or liability for the cancellation of an event due to the refusal of any licence, consent or introduction of government legislation/guidance. This is particularly relevant with the presence of Covid-19 and the possibility of local outbreak control being initiated at short notice.

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## Application Procedure

### Expressions of Interest and Event Applications

The District council is keen to have a year round events programme that offer variety for visitors to enjoy. It will seek to work with other landowners/stakeholders to suitably coordinate a programme across all of the available events opportunities and in doing so serve to ensure that the events themselves are of a quality to meet customer expectations.

In order to co-ordinate events across the district, avoid event clashes and ensure events meet the District Councils criteria, there will be a single point of entry for all festivals and event applications, via the District Councils website. In the first instance event organisers will be invited to submit expressions of interest to the District Council. This will be in the form of an on-line application. All expressions of interest will be evaluated against a set of criteria and a scoring matrix (See **Appendix A**) and a decision duly made and communicated to the applicant.

The council reserves the right to refuse permission for an event which does not accord with the approved policy.

Once a proposed event has been accepted in principle, the applicant will be invited to make a full Event Organisers Application and be expected to pay the relevant financial deposits.

Organisers looking to hold an event and invited to submit an application must do so in good time to allow proper consideration to be given to the proposal and for the relevant consents to be issued prior to the event taking place. Where consents have not been obtained in advance events will be unable to take place.

## Event Application and Evaluation Criteria

In the first instance event organisers are welcome to discuss a proposed event idea with the Visitor Economy Manager, who is able to provide a wide range of local information, including advice on possible event locations.

Applications seeking approval for a proposed event must be submitted through the online application process.

### Stage 1 – Expression of Interest

Each year the District Council will open a window for event organisers to submit an **Expression of Interest** to run events, the dates and the period within which submissions can be made will be posted on the District Councils website [www.lichfielddc.gov.uk](http://www.lichfielddc.gov.uk). For applications to be considered, submissions must be made through an on-line form on the District Councils website.

An application must in all cases include:

1. Proposed title of event
2. Details of the size, theme and nature of the event
3. Intended site and location
4. Intended operating times and overall duration
5. Outline Event Management Plan, setting out how the organiser intends to manage their event.

### Evaluation of Expressions of Interest

The District council is keen to have a year round events programme that offer variety for visitors to enjoy. It will seek to work with other landowners/stakeholders to suitably coordinate a programme across all of the available events opportunities and in doing so serve to ensure that the events themselves are of a quality to meet customer expectations. In order to ensure we meet the above, all applications will be assessed having regard to the following criteria and a weighted score applied:

- **Economic Benefits**
- **Organisers experience and performance**
- **Financial Viability**
- **Promotion of District and community engagement**
- **Environmental impact**

Full details of the assessment process can be found in the accompanying *Guide to organising an event in Lichfield District*

We would suggest event organisers consult with this guide in the first instance, to ensure any proposed event meets the District Councils criteria for events and festivals.

Once the expression of interest application has been accepted in principle, event organisers will then be invited to make a full application and be expected to pay the relevant financial deposits.

### Stage 2 – Full Application

Applications that have met the evaluation criteria, will be duly notified and invited to submit a Full Event Application, this will be in the form of an online form. At this stage other relevant information will be required to be submitted to enable the various consents to be considered. Accompanying each application must be a detailed Events Management Plan (EMP).

## Contact details

Visitor Economy Manager – Lisa Clemson

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# Draft Events Policy

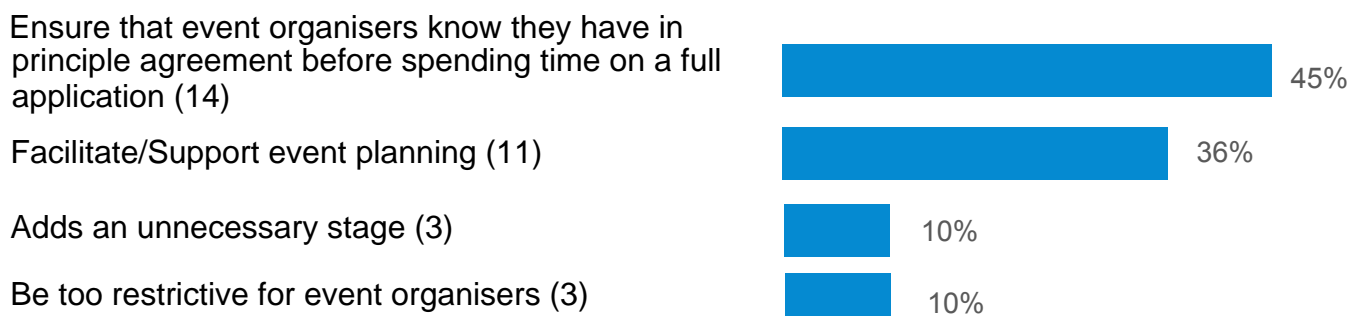
This report was generated on 19/11/20. Overall 31 respondents completed this questionnaire. The report has been filtered to show the responses for 'All Respondents'. An additional 5 responses were received by email and are included as an appendix

**In order for us to pull together a varied events programme and avoid diary clashes, we are proposing that events falling within the scope of the final policy will be required to complete a two-stage application process.**

**Stage 1 - Expression of interest - Event organisers will be invited to submit an expression of interest event application, to the district council via an online form**

**Stage 2 – Full event application - Once a proposed event has been accepted in principle, the applicant will be invited to make a full event organiser’s application**

**We would like your views on this two-stage approach. Do you think this will**



**Please give reasons for your answer**

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I should prevent the amount of time taken to prepare a full application from being wasted, if the event is unlikely to go ahead then it will be picked up at the expression of interest stage.

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Should be first come first served - events take a long time to arrange so organisers need certainty. It is not down to the council to decide what happens.

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I think the proposed plan will help event organisers plan ahead for their event and help with knowing what is expected in their plan and risk assessment. This should help deliver safer events and cause less disruption to residents within the city centre.

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Does dent upon the time between stages this could prove challenging for event organisers as they will also have to plan ahead and this can take considerable time / if the two stage added a delay or any uncertainty period this proves difficult when balancing a business

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A simple in principle booking should be available for future planning

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They would be sure they wanted to takepart

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many festivals already do this for many years and are well aware of regulations

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If roads are to be closed to accomodate the proposed events, local residents & businesses should be warned well in advance that their normal movement/operations will be restricted. They should be notified of any such "Expression of interest" at the first opportunity so this proposed first stage could allow them to plan accordingly.

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Lichfield is growing without any infrastructure planning. This will make sure crowds can be managed

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**Please give reasons for your answer**

Events are important for the City of Lichfield and should be fully supported by residents. The proposed two-stage application process is very sensible for both the City, and event organisers. For the City, stage one will ensure the proposal fits with strategic aims and objectives, and for the organiser will ensure time is not wasted on submitting a full, inappropriate application. Stage two will ensure that the City can be reassured that all aspects of organising major events have been considered, actioned and implemented. Event organisers will know exactly what is required from their organisations and their infrastructure.

Will help the council to plan and seems a fair approach

This can support early identification of unsuitable events unlikely to be approved and allow LDC to do long term planning and scheduling

Would prefer a no stage at all approach

It continues with and builds on the approach under the Street Trading Policy developed by the Regulatory and Licensing committee.

It is difficult to understand which events will 'fall within the scope of the final policy' given the definition of events in Appendix 1. Whilst it would facilitate and support event planning for many - it would be very restrictive for some more local events particularly village fetes, country fairs etc.

Whilst I understand the councils desire for an active and varied diary of events within the city, having being self labeled by yourselves the 'City of Festivals' I feel that major consideration should be given towards the length of preparation that is undertaken by event companies when it comes to the successful delivery of an event. Having a two step process that you have suggested, will greatly hinder the administration, marketing, logistics and success of them. An example for you to consider is the 2021 Food Festival, An event which is considered the largest of its size in the country, which is due to take place on the August Bank Holiday weekend. Work has already commenced with regards to booking of high quality traders, conversations with celebrity agents and also working on the event infrastructure in June 2020.

It will save unnecessary work for all parties

This will work so long as the EoI is short and concise, and the decision process is quick and transparent. It may be necessary to outline how you wish to implement a change control process, i.e. events can change right up to the day, and often on the day, how would you like that to be communicated and managed?

I think this is a very good idea, I also wanted to tick box 2 about the agreement in principle !

Both stages are probably unnecessary

I think that if the process is outlined in good time then it is helpful to all for planning

I would add that whilst it may facilitate event planning (and avoid unnecessary triple- or quadruple-event weekends running to the detriment both of the City and each other), some will see this as too restrictive (given the very tight application windows).

**Do you think these factors should inform the scope of the policy? If not, what criteria would you apply?**





**Please give reasons for your answer and any alternative or additional criteria that you think we should be used to define which events will fall within the scope of the final policy;**

All of these factors are important in planning and event and gauging the economic impact on the district.

Council should not be involved in deciding what happens. It should be down to organisers to put things on and if it fails, they won't do it again.

I think this is fair.

I think it is necessary to consider but do also believe there should be a balance of risk to bring is opportunities to Lichfield which suit a cross and wider varied opportunity

Local businesses and residents should be allowed to say how they may be affected. Just because an organiser or the council think it is a good idea should not be the only consideration

Absolutely, but not unachievable Sometimes the council can make things ridiculous. I think someone with event organiser experience would help the team. I wouldn't want decisions made without knowledge of the ins and outs of how to actually run an event. As far as impact on businesses, actually go and ask businesses how to get involved and make it easier for them to obtain a street licence so they are more willing to get behind events. Engage your public. Engage your locals.... get locals to organise, not our of town organisers that don't know our beautiful city

It would cover the most important points

Environmental factors

need to identify size of events and adopt policy to suit the various variety and size

Historically I feel that even though these key events happened there was a challenge to get businesses engaged in either making the most of them or getting involved.

Accessibility

As a city centre resident, it is important that the impacts of events in the city are considered carefully, particularly when road closure notices are issued. It is important that residents feel safe during events, i.e., emergency services and accesses have been maintained, and that suitable emergency plans are in place should there be an incident. Residents should be aware of processes in the event that emergency services are required. Vehicular access and egress from city centre properties is also important for residents, particularly during long, (2-3 day), periods of road closure. Closing city centre roads considerably increases risk factors. Working in partnership with local organisations and stakeholders is vitally important in order to help mitigate these risks. District, City and County Council cooperation is vital, together with that of the Dean and Chapter.

A broad based programme attracting the widest possible range of residents and visitors will benefit the District

The scope should also include events that require street trading and/or a premises licence and events that require a road closure.

The aims of the event - not all events being held will have the same aims and therefore the evaluation criteria and score weighting will not necessarily be appropriate - depending on which events fall 'within the scope of the policy'

All Events whether they be new or existing planned for within the City need to be robust both in its design and also in its delivery. The applicants event management plan should always show a detailed methodology into how the activity is planned, themed, costed and also show where it may cause issues for local businesses and residents ie road closures, concerns regarding public safety and also show any risk factors to councils/reputation. The perfect example of an event management plan not having this structure, delivery and being properly assessed for risk was the Winter Wonderland in 2018

The District, and more pointedly the City of Lichfield, needs to have inclusive benefit. It is not just a backdrop for others to come and use. There are existing traders, residents and businesses who have invested everything into the city and it is a shame when they are not considered as fully when events happen in the city.

**Please give reasons for your answer and any alternative or additional criteria that you think we should be used to define which events will fall within the scope of the final policy;**

The local authority, which is normally the land owner as well, should consider the cultural and economic factors. The wrong sort of event could easily become a reputational issue for the council.

The District Council should offer guidance only, it should not make event organisers submit applications if they don't want to.

I agree and think that events and festivals should compliment the existing economy and promote community activity


**In the draft policy there will normally be two 'windows' each year for an Expression of Interest (EOI) to be submitted to the council. Each window will be 28 Days in length;**

**WINDOW 1 – From 1 April**

**WINDOW 2 – From 1 September**

**Please tell us what you think about the timing of each EOI window. Do you think they are;**

At the right times and will help future event planning (18)  58%

Not at the right times (13)  42%

**Please give reasons for your answer**

The April window will allow for summer and autumn events and the September window for winter and spring ones.

I presume the dates given are to cover summer and Christmas events. They are too late for most traders/organisers who usually plan months in advance of events.

Too restrictive. This whole policy seems to be trying to make life easier for the council. Just let people do stuff.

Most events should be planned well ahead of time

Why does they have to be windows? Why can't it just be a reasonable time from said event? Why make the process convoluted?

It will cover summer and Christmas events

need advance notice for the bigger festivals

Very Covid-19 dependent in terms of when people are able to host events again.

Need to be earlier in the year for summer events and in June July for winter events

I feel these are completely appropriate

Why do you need windows at all?

it supports event planning for the following year

The time frames are too restrictive given that the events organizer has to submit the full application within four weeks of being notified whether the EOI has met the criteria - the full application being accompanied by the detailed EMP.

**Please give reasons for your answer**

I believe that the Window 1 option 1st September is correct, however only one EOI Window needs to be utilised for the following year diary applications and for the following two reasons Event companies, as stated previously, work with timelines of at least 12 months in advance of events. Operating the 1st September EOI and an application length of 28 gives any EMC the ability and foresight to get their respective interests sent in. Having one window also allows the council a one time process of creating a diary of events for the following year. This will be seen as a time saving facility for the officers within the council and should be adopted.

This doesn't seem to offer a lot of flexibility, although I can appreciate that it assists in managing resources. Perhaps quarterly, which would offer more flexibility.

Clearly in line with the four seasons and the tax year !

Some events may need to take place at short notice and not fit in with these windows.

I've ticked not right time as I am not sure. My event would be in September. The Lichfield Community Games. If I had not received acceptance until May I would not have sufficient time to organise the event and raise the necessary finance through sponsorship, grants etc. If I can apply and receive acceptance earlier, up to a year before, that would be far better in my instance as the financial planning does take time. Perhaps if the windows are introduced in 2021 I can in the first instance submit my EOI earlier

For the planning of outdoor events which sometimes require a long run-in planning period, a "Window" in January might be more benefical for summer events, than April (too late/close to the summer) and September (a little too early and immediately after the previous summer break...)

**Do you think two windows per year is;**



**Please give reasons for your answers including any alternative suggestions on the appropriate times for the EOI window to operate**

As above, although the two windows could be at any time. Summer and Christmas are probably the most busy times so it would be good to leave the dates as they have been proposed.

More windows will overwhelm staff.

Why windows?? Just let people do things.

I think two 28 day windows is restrictive and providing application are in 3 months plus before the event people should be able to submit applications thorough out the year.

Would be helpful for a forward view so that planning and preparation can be considered and potential events diarised in advance

Most organisations will know in plenty of time when they want to arrange an event

To main seasons summer and Christmas

need to be flexible particularly for art festivals to allow forward planning

4 times would be better

I would add January also to ensure events during the time when people are feeling lowest in mood (late Winter)

Will encourage event organisers to plan appropriately

Why do you need windows at all?

**Please give reasons for your answers including any alternative suggestions on the appropriate times for the EOI window to operate**

it supports the development of a good events programme but gives flexibility for new events coming forward at a later date which can be accommodated if there are gaps in the events calendar

Events can be many months in the planning - the time frames being suggested will not be appropriate for many. There needs to be more flexibility in the system. It is not clear why there has to be a 'window' for EOI - why can it not be an open ended?

Having one window allows the council a one time process of creating a diary of events for the following year. This should also be seen as a time saving facility for the officers within the council and should be adopted.

About right, although perhaps a third would be useful, especially for large events planning.

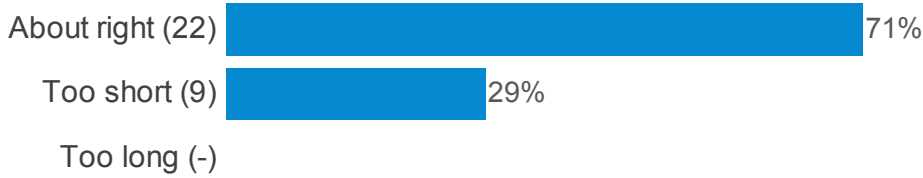
See above, suggest quarterly.

If applications are needed at all, they should be able to be submitted at any time

As noted above, I say too few as I need longer to plan my event.

I think 3 windows would allow the flexibility required and referred to in my answer above. It would mean the addition of a January slot to aid/facilitate summer outdoor planning

**Please tell us what you think about the length of time each EOI window will be open for submissions. Do you think a 28 day window is;**



## **Please give reasons for your answer**

The dates being publicised in advance means preparation can begin prior to them opening.

Give two months

Why windows?? Just let people do things.

I think two months would be better

festivals rely on outside funding for grants etc so are always need time

Will give experienced event organisers more than enough time to consider their submissions.

Tis is about right as long as dates are published widely and in advance

Why do you need windows at all?

28 days should be enough time to put an expression of interest in

Having only restricted time frames is unhelpful - EOI should be possible at any time.

Having an application window of this length of time is more than adequate for any professional event business to send in any respective ideas/plans. I would also suggest that during this 28 day period the committee discusses any applications as and when received and immediately after the closing date confirms successful companies so that work can commence immediately and without delay.

If this information is published widely so planners are aware of the time frames, 28 days is sufficient.

Could be shorter if you had more Eoi submissions.

Event organisers quite often are not that organised and whilst I support the idea, there will still have to be the mechanism to allow events at short notice. The council will have control over land that they own, but not private land. The 6 month windows do not take into account the licensing law and the statutory time limits for licence applications.

The amount of time is fine

## **Please give us any additional feedback or comments that you have about the draft Events and Festivals Policy and associated draft guide**

They seem to cover everything.

I generally agree with the Bournemouth findings. It's a good report.

This whole policy is a joke. It will mean people don't bother putting on events and the city will die!

It's good this is being look at and reviewed on an ongoing basis. I hope we can learn from previous event issues with poor security, poor planning and rubbish and oil left on the ground.

I think it is useful to have a policy to provide clarify as long as this does not provide an additional obstacle as events are already difficult to arrange and the sector has suffered immensely though Covid - it needs a chance to flourish in the future not be restricted .

From a local perspective everyone knows that the market square traders won't let anyone have the markets square. Since when do people dictate to the council what they can and can't do? Grow a set and sort them out! It's embarrassing!

assumes ldc know best need for consultation with experienced partners

I think serious consideration needs to be given to residents of central Lichfield if these events prevent them being able to use their cars because of road closures. Whilst these events are good for local tourism & businesses, I think that alternative parking should be provided for residents who own their own parking within the city centre (such as Dam Street home owners). These residents struggle to find alternative parking on those days, especially with the influx of visitors exhausting existing capacity. It also doesnt seem just that they should have to pay for alternative parking to facillitate these events. The organisers should issue parking fee exemption permits for those days.

**Please give us any additional feedback or comments that you have about the draft Events and Festivals Policy and associated draft guide**

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This Policy is very welcome and I believe will assist both the City and event organisers. It will ensure that all factors of operation and health and safety are considered and that there is clear accountability placed on event organisers to ensure a successful event. Consideration should be given to the membership of the evaluation group assessing applications. As an experienced event organiser myself, this is a very specialist field and extensive knowledge is required, both to successfully facilitate, monitor and ensure the safety of all concerned.

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A wide range of events across the District should benefit businesses and residents both economically and improve quality of life. Care must be taken to balance the needs of residents and businesses affected by the location of an event, late night noise, parking restrictions etc. Every effort should be made to limit the environmental impact of events and the LDC should take a lead on supporting organisers to have the highest standards of operation

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It is quite dreadful.

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The Street Trading Policy will be reviewed to take account of this policy and the areas that overlap and duplicate this policy

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The Policy is quite clear and easy to understand BUT it is not clear which events will or will not need 'permission'. The definition of event in Appendix 1 lacks clarity if this is going to form the scope of the policy - and there is no guidance on what would be considered 'small' or large'. It needs to be much clearer as to which 'events' would fall within the scope of the policy preferably with examples of both those that would and those that would not.

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As an event company that has operated in Lichfield for nearly five years now and has delivered, well publicised, well attended 'safe and secure' weekends, including several award winning Festivals and events that are now deemed the largest in the UK, where in turn the City and its local businesses have benefited I feel that this policy and departments within the City who manage it should utilise our skill sets and our resources to bring different activities for local residents to enjoy. Sit us around the table as a group and ask what we can do to deliver on previous successes. Why the council sees fit to contact companies in Liverpool or other areas is beyond me as we know the demographic, have our ear to the ground and only want to promote the City and not our back pockets or our bottom line. Any policy that is bought it needs to be workable for companies and councils alike. It also should not be implemented just to make money as that is not the aim of Cocker Hoop Creative Limited.

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Very well thought through and thorough.

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I am an event organiser in the city that does not use council land, may not have street trading, would include entertainment, and could involve thousands of visitors over the multi-day period. It is not clear in the policy whether your expectation is for me to apply, and whether you are proposing to have authority to approve these events. I don't believe this is your intention, but it needs to be clearer in the policy where the council's jurisdiction starts/stops.

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I like to see the weighting for financial viability as well as environmental impacts and the event organisers experience and previous performance.

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Far from 'supporting' events and festivals (as stated in the Press Release) these requirements will actually make it more difficult for event organisers and so reduce the number of such events. Why can't you just offer guidance? Why does it need to be a compulsory 'application' and require organisers to jump through so many unnecessary hoops?

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Overall I like the idea of having a good clear process to follow and I think this will be. Personally I would like a longer period of time between acceptance of EOI, all being well, and the event I run

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## **Please give us any additional feedback or comments that you have about the draft Events and Festivals Policy and associated draft guide**

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Comments Submitted on Behalf of Lichfield City Council The general nature of the policy and the reasons for it are supported. However, Parish Councils with a regular events programme, especially events that are not by their nature 'large scale', may find cause for alarm within the proposed policy. Parish councils across the District host events annually that follow approximately the same format and occur on approximately the same date; these include events that celebrate centuries of tradition and are organised by public bodies in close cooperation with LDC. The policy is clearly – and correctly – written with large scale events in mind, but it appears to seek to capture all 'events' that require a road closure under one banner, with one set of criteria that again is clearly directed at larger scale events which carry with them greater risk. The unfortunate consequence however is that events such as Remembrance Sunday (insofar as it applies to activities in the Garden of Remembrance), Johnson Birthday celebrations and Shrovetide Pancake Races would be subject to the same assessment criteria as – for example – the Food Festival. The policy therefore overreaches itself, becoming arguably less appropriate as it does so, and potentially threatens the traditions of the City in the process. Larger LCC events such as the Sheriff's Ride and Christmas Lights Switch on would also be included in this policy, but it is accepted that as larger scale events, these should be subject to a more detailed oversight than the small scale events mentioned above. However, for the Sheriff's Ride in particular, the tradition associated with it, and the Royal Charter commanding it takes place on a set date, are of little or no merit within the policy. The policy as drafted raises two broad concerns: 1. Whether smaller scale Civic Events Can Go ahead at all. Would small scale civic events be deemed appropriate to continue under the new policy due to relatively low scoring, and the associated (and perhaps unintended) 'annual review' of their appropriateness due to the annual application process. Unfortunately, as appropriateness of an event is judged largely against criteria other than tradition, very important events on the civic calendar become very lowly events under this policy. As there is no minimum score or threshold contained within the policy it is difficult to know the full impact of a lowly score. 'Civic Pride' is mentioned once - as a sub bullet point under a main heading that scores 15% of the total points awardable. Tradition is not mentioned directly at all. 2. Whether a competing event would 'override' a civic event. The date of the affected civic events is set by either tradition, royal charter or national convention – if a competing expression of interest was submitted for the same day as a civic event and scored more highly, the policy does not seem to have any other option but to grant permission to the higher scoring event, even if it means that a longstanding civic event could not go ahead as a result. An example of this could be a Festival requiring the use of Bore St/Market St on the usual day of the Sheriff's Ride or Johnson Birthday, or even an event that prevents the Remembrance ceremony. While this is perhaps unlikely it is nevertheless a possibility and it could place officers and indeed members in a difficult position. If such a scenario has been considered then it needs to be reflected in the policy and not left to chance. Alternatively, if civic tradition were to prevail in such a scenario, then it seemingly undermine the policy as drafted with the associated potential for reputational damage to LDC; again, another controversial situation that we would all wish to avoid. Either way, the scenario needs to be explored and the policy needs to allow for it. One possible way forward is to make an allowance within the policy for longstanding civic events where date and location are set by tradition, and to have an assumption within the policy that those events will take place in those areas on that date and time each year. For Lichfield City Council events this would only seem to impact on those mentioned previously. Such an approach, if more widely applied, would also streamline the application process for parish councils across the district and for LDC officers, plus hopefully ensuring that a potential clash is avoided. In conclusion, the policy needs to recognise longstanding, small scale, traditional events that are well organised, part of the tradition of the City (and the district) as separate entities from Food Festivals and the like. These civic events should have their place in the calendar guaranteed in perpetuity rather than being subject to annual consideration against set criteria and a scoring system which is not designed to evaluate this particular type of event. The Sheriff's Ride, though a larger scale event, should also have its place in the calendar guaranteed in perpetuity

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I'm not sure that it is clear in the document whether this just relates to outdoor events or to both outdoor/indoor events equally?

**We are keen to develop a varied programme of festivals and events across the Lichfield district. We would welcome any views you have about the types of events that you think would add benefit to our annual programme**

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Possibly more music festivals, We have a skatepark are skating competitions and events possible to draw younger people in to the city.

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Too much emphasis on food - if we are to have food festivals let's have them like Ludlow's, not burger vans and the like.

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It's up to organisers to bring forward proposals. The council should just butt out and let people get on with events.

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I think we have good variety of food and craft and music events as it is.

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I think we are well served with festivals but sometimes the same content is provided despite different title

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Kids programmes, sporting programmes, family days, cinemas

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already run three festivals with up to 30 years experience need marketing support

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Covering three areas in my role at the Chamber there is a great deal of envy in terms of the quality of the events Lichfield host and where possible this should be continued after Covid-19

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In order to develop attendance and thus maximise the economic benefits etc of events, the quality and variety of the offering is very important in order to appeal to a diverse community and a wide demographic.

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Lichfield itself is a good location for a range of events. Support should also be given to events in rural communities such as village shows, food festivals, craft fairs, open gardens events which often are community based, raise local funds and include many members of communities. Organisers may be less aware of requirements e.g. in relation to food safety, so support to these organisers should be a priority.

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A varied programme of quality events is important across the year

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We are working on a music event in 2021 that will bring Lichfield and the businesses a smile, other areas where you should be looking is more family friendly events, drive in movies, pride, soap box challenges, open air activities in the park.....but as said don't do these activities for the coins do it for the people around you

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It would be great to see a unified offer, something that thematically brings the city together. Can all the partners come together to offer a theme? This would need a longer term view and District Council co-ordination. It might also make funding more available as we show we are not competing against one another. The city has a reputation for light shows, a large food festival and multiple music festivals offering to a variety of tastes from classical to rock. These should be cultivated and supported (financially if possible) so that Lichfield continues to be a lovely place to live and a thriving place to do business. We also have some under-utilised spaces, Market Square, Beacon Park, & Stowe Pool could all offer more - greater partnership will be required!

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I think Lichfield has the best program of events in the whole of the Midlands



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**Consultation on the district council's draft Festival and Events Policy**

Dear Lichfield District Council

Thank you for giving us the opportunity to respond to the draft Festivals and Events Policy.

It is heartening that the council recognises the value of festivals and events to the cultural and social life of the district, and their importance in creating and supporting employment and enhancing the reputation of the district. But to deliver an exciting and engaging programme requires the endless willingness of businesses and voluntary and community groups and hundreds of volunteers to imagine, plan, fundraise and organise.

The Lichfield District portfolio of events is the envy of many places. From large scale events like the Lichfield Food Festival, the Lichfield Festival, Staffordshire IronMan, Proms in Beacon Park, Fuse or the Bower, to smaller events like the Real Ale Festivals, themed steam days at Chasewater, Dr Johnson birthday celebrations and the Pancake Race, to exciting shows and fairs in the villages like Whittington, Canwell, Little Aston and Alrewas, we have a vibrant programme that should be nurtured and celebrated.

The programme attracts visitors from across the country. It builds the reputation of the city and district and encourages people to return time and time again. And it also helps make Lichfield District a great place to live – and to be a part of.

Of course, the programme could be made even greater and we welcome the council's ambition and forward thinking to do this.

But trying to do this through the imposition of this Policy is not the way to success.

We have some major reservations about the draft Policy, from its scoping, its ambitions, its benefit to organisers and to landowners, and its processes for approving events.

This response describes those reservations and we recommend how the council's objectives could be more readily achieved rather than through the imposition of this Policy.

**Context**

Festivals and events programmes flourish in the absence of state control and intervention. Glastonbury is successful, the Millenium Dome was not. Yes, of course, some elements need regulating and there are processes to do that. And there may be occasions when council's would wish to celebrate momentous occasions. No-one is going to say that the council should not have staged the 2012 Olympic Torch Relay. But for every Torch Relay there is a Winter Wonderland.

The local events programme is created and inspired by local people and local groups. It is not centrally designed, it is organic. Events emerge that reflect local people's interests and passions, they succeed and get repeated, or they wither, to be reimagined.

There is a cross fertilisation of ideas and co-operation between organisers, residents, groups and landowners that is largely unconstrained by the council. Every event in the pre-covid programme (apart from Proms and some smaller events in Beacon Park) is managed by local people and local organisations. Of course, some rely on the council for access to land, or to be regulated but the council has little role in designing, managing or funding activity.

This Policy threatens this fertile ground as it introduces the idea that the Council can 'approve' events. It also introduces an element of 'competition' and application periods which will hamper innovation and creativity.

Instead, we would like to suggest that the council would be more successful if it sought to be more collegiate and worked more closely with other public bodies including the county and parish councils, event organisers, the business community, and venue operators and landowners.

In such way ideas, frustrations and opportunities can be shared and new events suggested and new event organisers involved.

The Policy does not encourage greater collaboration between interested parties and this is its fundamental weakness.

### **The Policy's Provenance**

Cllr Eadie has stated a number of times that the Policy is as a result of the findings and recommendations of the Bournemouth University study prepared in 2019. All of the recommendations were agreed by the O&S Committee in January 2020.

The Study does not recommend, and nor was it suggested by the Committee, that an Events Policy, like this, was needed.

Of course, it might be that the Events Policy would deliver these recommendations but this can be examined:

<b>Recommendation</b>	<b>Does the Policy deliver this?</b>	<b>How could it be delivered?</b>
The key events programme brings socio-economic benefits to the city, and consideration should be given to enhance and develop it further.	It is a stated aim of the Policy to maximise economic benefits by encouraging a more diverse programme but it is difficult to believe that a controlling policy like this will encourage new events to be brought forward.	Through better collaboration and communication between interested parties working together to identify opportunities and to improve existing events.
It is suggested that event organisers should look to work more closely and collaboratively with the council and local businesses.	No. Event organisers are treated as 'applicants' seeking permission as if they were to be regulated. There is no element of collaboration.	By treating event organisers and event facilitators as partners not as adversaries or as those to be regulated.
Improved communications from event organisers to local businesses would be beneficial. This should include making them aware of any road closures, and any opportunities there are for businesses to get involved with their event	No. The Policy does not control event organisers' communications with other stakeholders.	Through better collaboration and communication between interested parties working together. Interested parties include business representatives like the Chamber of Trade, LDTA and The Three Spires.
More events could be encouraged throughout the year to account for seasonal peaks and troughs. A more varied event programme, celebrating the history and heritage of Lichfield may also attract a wider audience	No. The Policy does not identify gaps, nor what events it would wish to see delivered, nor what different demographics it would like to see visit.	Through better collaboration and communication between interested parties working together to identify opportunities.
There should be more promotion and marketing of events to increase awareness of them. Events should be promoted to a wider audience within a 2 hour drive of Lichfield to encourage more non- locals to attend.	No. The Policy does not describe how the council will use its visitor promotion / economic development activity to promote events.	Through better collaboration and communication between interested parties working together to identify optimum marketing strategies.
It is also important that key events reflect what they are marketed as, with stalls, activities and products reflecting the theme of the event	No. The Policy considers and endorses expressions of interest. It does not control delivery on the day.	Advice and guidance to event organisers. A tighter street trading policy could mean that special event fees are granted to events with a certain mix of stalls.
Greater consideration should be given to the layout and placement of stalls at events. Through working with local businesses, event organisers should look to place stalls which result in minimal congestion or in areas that will not cause issues with local businesses	No. The application process does not seek details on specific layouts. Layouts are a matter for event organisers but they should work closely with local businesses to minimise conflict.	Advice and guidance to event organisers. A tighter street trading policy could mean certain pitches are restricted to certain traders..

In consequence, it is our contention that the Policy is not the right response to the recommendations to the Study.

### **Criticism of the Policy**

The council has indicated that no matter what there will be such a Policy. If that is the case then the council needs to adopt a Policy that is clear, meaningful and deliverable for it to be recognised and observed by event organisers and interested parties.

But the draft Policy is ill-thought through, in our eyes poorly worded, lacks clarity of purpose and does not describe a coherent and sensible application process.

There has been no consultation with any of the major events organisers, nor with – according to the Cabinet report – your public/private/voluntary sector partners, in drafting. If adopted, this Policy will lead to confusion and frustration as all parties try to unravel what this policy actually means, and additional cost to the council and to organisers and event participants.

This is a policy that will affect all event organisers and event facilitators, whether they be public sector, voluntary organisations or community groups, charities or venues, or private event organisers like Cockerhoop Creative and KP Events so it is vital that this Policy is usable.

Indeed, even the council's own Parks and Sports Development teams will need to observe this Policy in staging their own events.

#### Comments on the Policy

The Policy should be very clear as to the council's role, and the purpose and scope of the Policy. The operating procedures should be justifiable and the minimum necessary to allow the successful staging of events.

In its current form it is over-engineered and is also adding to the burden of events organisers in an already worrying and stressful time. We do not expect to see a professionally led council adding so much unnecessary red tape to local organisations.

## **The Council's Role**

The Policy should clearly describe the council's roles in staging and promoting festivals and events. The draft Policy does not do so. It should also make clear its own limitations.

Whilst the council has a number of roles to play and has a number of regulatory powers, it does not have the authority to deny local people and local organisations the opportunity to stage events, except in its parks.

The council is not in control of the streets or public spaces like The Close, Minster Pool Walk, Bakers Lane or Market Square. It certainly does not have power over private land like Lichfield Cricket Club or pub beer gardens – although it has been trying to impose regulation on these areas without authority and in some instances we have been made aware of, officers have openly given incorrect guidance to local pubs and restaurants causing increasing areas of concern in their day to day operations.

In our own experience we had to cancel a Lichfield Grub Club with one days notice due to incorrect information about Street Trading Licenses on private land being given and additional costs being place on the event and traders, causing loss of purchased stock, much needed income to traders and also causing loss of face to us as an event business.

So the council cannot assume the power – and delegate that power to Cabinet Members and Officers - to 'ban' or 'approve' events.

It can, of course, amend its street trading policies to deter events it doesn't like may they require street trading consents – perhaps by redefining its 'Special events' but even then it must do so consistently and apply it equally.

Whilst the council should be praised for offering support in the form of a £20,000 annual grant for new Festivals and Events, thought needs to be given to how this fund is to be handed out as the policy does nothing to attract proposals for funding or help identify where the money should be invested. I would also ask that the council guarantees that this funding is only to be used on new events that complement, not compete with the existing programme, for example asking a company like Digbeth Diner to come to the City when we already have the Grub Club activity still running. Doing so could quite possibly be seen as a misuse of public sector power and waste of money.

The Policy needs to recognise the limits of the Council's authority and to define its roles, which may be described as follows:

- To raise the profile and perception of Lichfield District;
- To organise events itself – e.g. Proms in the Park, Community Games;

- To allow its land to be used by other events organisers – e.g. Fuse, Cars in the Park, Lichfield Half Marathon etc
- To regulate where it has the power to do so – e.g. food safety, street trading, health and safety and road closures; and
- To provide statutory services like street cleansing.

And of course, it also has an obligation to act as a partner – to be supportive, trustworthy and enthusiastic.

The draft Policy does not recognise these different roles and in consequence the Policy is muddled and incoherent.

So we would recommend that the Policy is rewritten so that it is clear why the council has adopted the Policy.

### **The Event Organisers' Benefit**

It is not obvious what the event organiser gets in return from observing the Policy. The Policy does not inform council grant giving and it is separate from the regulatory responsibilities like licensing, the safety advisory group and road closures.

It does not guarantee access to the parks or provides for statutory duties like street trading.

The council does not have the power to 'allocate' the streets.

So the Policy needs to explain why event organisers should comply with the Policy.

### **Scope**

The definition of an event in this policy is "A gathering of people, large or small, for business or pleasure which is time bound, with a particular objective and where associated resources and materials are required to enable it to operate" is meaningless gobbledygook. And this from the city of Dr Johnson and the 'City of Festivals'

The Policy should be clear about the type of event that will be controlled by it. For instance, it should be obvious which of the following events are in scope:

1. A procession and fair like the Bower or Burntwood Wakes
2. An arts festival like the Lichfield
3. A big concert like Tom Jones in the park, or Tony Hadley in Lichfield Cathedral, or Bucks Fizz in the Garrick or supporting 7D7G in 2021
4. A cultural event in the Park – like Proms, Fuse

5. A sports event – Lichfield 10k; Lichfield Half Marathon; Staffordshire IronMan; Community Games
6. Big sporting fixtures say like Chasetown v Cardiff City in the FA Cup
7. Events requiring road closures – with permission from either the county or district councils.
8. Events requiring street trading permits
9. Events on private land
10. Commemorative events like Remembrance Parades, St George's Day Parade
11. Events attracting tens of people, or thousands of people and with free or paid admission
12. School fetes and country fairs
13. Fireworks displays at Lichfield Rugby Club or Hammerwich Cricket Club
14. The Sheriff's Ride or Pancake Races
15. Dr Johnson's birthday celebrations

The Policy is not clear. Our reading is that all the above would be covered by this Policy which makes the Policy almost impossible to implement.

Furthermore, how would the Council respond should an event organiser not seek approval? Is the Council really going to stop the Bower, the Real Ale Festival, Remembrance Sunday parades, Ironman, the Pancake Race or the Sheriff's Ride, a school fete? Are you really going to demand the Parks team submit all of their plans for Proms 2021 during the expression of interest? Of course not and if so the Policy is going to be discriminatory.

And what if someone wants to plan an event after the application process is closed? Are they to be denied co-operation and permission? Of course not, but again the Policy is discriminatory because there will be special cases.

### **Purpose**

In consequence, it is not clear what its purpose is. One cannot believe it is to control school fetes, or sporting events, or longstanding community events in the park but perhaps I am wrong. You do not need a Policy like this to control the events programme in the parks because it is your land, although I think that you remain scarred by Winter Wonderland.

Perhaps then this Policy is intended to control only the events in the city centre which require street trading consents. If that is the case then the only events which it covers are the Bower, Lichfield Festival Market and those of Cocker Hoop.

If this is the case then you will know that the introduction of street trading fees has destroyed the viability of the established Lichfield Festival Market (which the University study failed to recognise as a separate event to Gin and Cheese Festival). During the Festival we had 22 negative comments from the 55 attending traders at the Lichfield Festival stating that the STL had ruined the weekend, their income and also welcomed our support of their day by moving the Cheese Festival to support and bring in footfall.

When traders found out the STL was to be introduced and that fees were to be implemented with immediate effect it was only the intervention from ourselves in paying the STL on behalf of the trader directly to LDC that saved the Food Festival and Christmas Festival from taking place. When we initially communicated the fees to our booked traders we had a cancellation rate of 61% as they refused to pay, hence the costly decision to ourselves. Please by all means check LDC finances for the total cost referred to paid by Cocker Hoop Creative Ltd to LDC in relation to STL's.

The Bower has also abandoned plans to provide stalls in the city centre following the introduction of street trading fees.

The Policy is also in direct conflict with the Street Trading Policy. There is a different application process for consideration as a special event and it is impossible for both to be observed.

The Street Trading Policy is already approved by the quasi-judicial Regulatory and Licensing Committee. It is not on the committee's work programme for review so it must be seen as the primary document for controlling street trading in the district.

*The Policy should clearly define which events it intends to control so that it is not overburdened with applications.*

*The Policy should clearly define how the council will prevent non-compliant events from proceeding and what powers will be used to stop such events.*

*The Policy should define how it will deal with opportunistic applications and how it will disclose this information.*

### **The Application Procedure**

I accept that the council would wish to influence the events programme but it cannot do so unfairly and it ought to be talking to its partners and the existing event organisers about how the programme can be improved. And I suspect that no partner is against the idea of bringing new events and different events organisers to the district.



But the introduction of an ill-defined competitive process is not the way to do that – especially when the council does not have the power to allocate the streets to third parties for events.

It has been custom and practice that all councils in the district have responded positively to enquiries about staging events from local people and local organisations, whether that be from Cocker Hoop, the BID/Chamber of Trade or from sports event organisers.

There is no reason why the council cannot talk to interested parties to stimulate new ideas and secure new events. It doesn't need a competition to do that.

### **Timing of Applications**

The application procedure is muddled and burdensome. Planning for major events starts a minimum of a year ahead of the event and yet for 2021 it is anticipated that expressions of interest will only be determined by mid-February 2021.

This is too late as bookings are being made, diaries confirmed and marketing commenced. Indeed the council's Visitor Guide and What's On, if it still intends to publish these, have deadlines which are not in line with the Policy.

Event organisers are not governed by the council's timetable. They are influenced by events that they wish to celebrate (Bonfire Night, Johnson birthday celebrations, Pancake Race, Christmas Market etc), tradition (Bower, Sheriff's Ride), public expectation (Festival, Cars in the Park, Food Festival), other sporting events (10k and half marathon don't coincide with other running events), and availability of artists.

*Whilst we are against a competitive process, the application process should be constructively timed.*

### **Expressions of Interest**

It costs money to submit and consider expressions of interest so your process must be right.

You have now provided some clarity on what detail is required for an expression of interest and you have published the evaluation criteria and score weighting.

But the evaluation criteria bear little resemblance to identifying what is a good event and extends the reach of the council inappropriately. The criteria do not define how applications will be marked so there is a real risk of inconsistency in applying scores.

You also seem to be confusing your role as a supporter of additional events with your role as a provider of land, or as a regulator.

*So for instance what must an event demonstrate if it is to achieve full marks for 'economic benefit'?*

This section is about your role as a place promoter. But you do not define what a very good application looks like? And what if the event doesn't contribute to economic benefit, say a Remembrance Parade?

We could ask similar questions for all the other criteria:

**Experience and Previous Performance** is a matter for you as a regulator or a supplier. You cannot use the expression of interest to pre-judge someone's application for a licence, or whether you have failed previously to collect fees/taxes etc due to you. The Events Policy does not replace the Licensing Act, nor should it be your credit control function.

Unless the council is being asked for a grant or for additional support, financial viability of an event is none of the council's business. Event organisers are taking the financial risk, not the council, and so such information should be considered as commercially confidential.

If the council is worried about its fees not being paid then it should ask for a deposit, or payment in advance. The Policy should not be your credit control function.

How do you intend to score the promotion criteria?

And how do you intend to score environmental impact?

For all these criteria, we would have expected more detail on how expressions of interest will be interpreted. Perhaps you could have demonstrated how it would operate in practice by using the Proms as an example.

There is also no approval mark that needs to be achieved for an event to be given approval. We note that the maximum score available is 25 but this is meaningless given the different weightings.

### **Ability to Refuse an Event**

The Guide says that

The council reserves the right to refuse permission for an event which does not meet with the approved policy.

Of course you have the powers to refuse the use of your land (you have ownership powers to do that), or street trading licences, or to allow traders to get the special events fee (but you have the street trading policy for that), or road closure requests (but that is governed by the Town and Police Clauses Act) but you do not have the power to refuse permission for an event which is merely contrary to your approved policy. These are not your events.

Furthermore, the Policy does not define who the decision maker is (whilst the Cabinet report mentions a cross-service officer panel there is no mention of such a body in the Policy); if it is accepted that the officer panel has this power the *Policy does not define*

*its membership, its terms of reference, or the right to appeal.* In consequence, what reassurance does anyone have that the Panel of *Officers have the expertise to assess these applications?* Event management is a profession and yet you are proposing that officers qualified in other fields are asked to judge the merit of these submissions.

The Policy does not say whether applicants will be invited to discuss their submission (again adding to the cost) or whether they have the ability to add supplementary information.

But if the expression is approved, what does the applicant get in return? They don't get cash. It appears only that they get access to statutory and regulatory services that they are entitled to receive anyway. *So why would events organisers observe this Policy?*

And then if an expression of interest is accepted there is then a full application stage, requiring a full event management plan and to *pay a deposit?* The Policy does not define what this deposit might be and for what purpose? Are you planning to charge a fee just to give permission for an event, is it a fee to access the services of the Safety Advisory Group, a fee in advance of street trading consents, or for litter picking or for park hire?

There is a risk from the very start that the Application Process is unworkable.

As stated I feel the Policy is needs to be written and we are more than willing to assist in this. If not amended it will be dysfunctional and ignored by most event organisers. At best this will cause frustration to your parks and regulatory services teams, at worst it will mean good, long established events will not happen or like our events quite possibly be forced to move out of the City Centre to a new home. The City Centre is where we have always been, always supporting local businesses.

This Policy will threaten the events programme, deter volunteers, cost jobs, businesses, economic activity, most importantly the reputation of the area and the council and the great work there has been carried out by ourselves and other such event companies and community groups. However, you will have reduced the demands on your Officers.

If you are serious about wanting to influence a better events programme then please *redraft the Policy in consultation with partners and organisers*, so that they have a sense of investment and ownership in what you are trying to achieve.

We look forward to hearing the outcome of the consultation.

Yours sincerely

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**Subject:** Consultation for Events

Good Evening

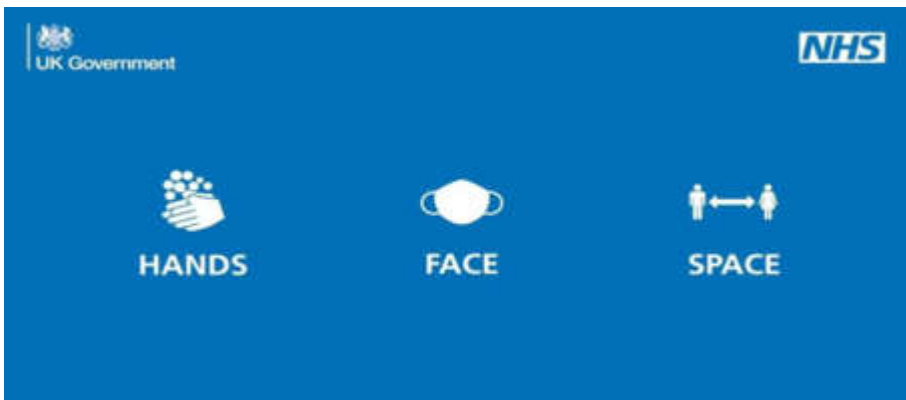
Having read the draft events and festivals policy and procedure and associated draft guide to organising an event in Lichfield District I would like to make the following points. The vast majority of the points we are already covering year on year with very few or no issues. Lichfield Greenhill Bower work closely with all departments of Lichfield District Council when organising our event

Lichfield Greenhill Bower committee have also asked numerous times, various members of Lichfield District Council to allocate a member of their team to join our committee to advise as we are planning the event anything we need to do differently rather than waiting until paperwork has

been submitted and then give a list of amendments or additional information nearer to the event. This has even happened the week prior to the event and we keep getting empty promises as nobody can be bothered to attend.

Then following a very difficult year where all events were cancelled you have added in even more hurdles. Can I please take this opportunity to remind you at Lichfield District Council that Lichfield Greenhill Bower is organised solely by volunteers (most of which have full time jobs) and is a non profit making organisation, most years committee members cant even reclaim the cost of materials used for the Bower.

With the above said we will work with LDC as much as we can to hold the event in 2021 should the current climate allow it



*Disclaimer*

This email and any attachments to it may be confidential and are intended solely for the use of the individual to whom it is addressed. Any views or opinions expressed are solely those of the author and do not necessarily represent those of Lichfield Greenhill Bower.

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Please contact the sender if you believe you have received this email in error and delete immediately .

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**Subject:** Lichfield District Events & Festivals Policy and Procedure 2020 and Lichfield St Chad Rotary Cars in the Park July 3rd & 4th 2021

As you will be aware we have run this event for twenty years on the first weekend in July.

Dear Lisa,

I represent the Lichfield St Chad Rotary club and I am the Chair of the Cars in the Park committee.

I write in respect of the District Council's draft policy as above.

Cars in the Park has grown from a small event showing 40 cars to a nationally known classic car meeting with 40 car clubs and 1000 individual entries.

We have a number of well known car dealers exhibiting, and numerous trade stands and food outlets.

We provide other entertainment for the public who attend, aimed especially at children.

The event attracts approximately 30,000 visitors over the weekend.

We have always worked closely with the Lichfield District Council, booking the event from year to year. The Parks department have always been most constructive and we follow their guidance.

We have (optimistically) booked the event for 2021 as above. All the money raised from the event goes to charities, many of the small local charities.

We have read the draft plan carefully as it obviously applies to our event, which must be among the largest of its kind in Lichfield.

We think we comply already with most of the criteria set out in the draft plan, and we accept that the policy is sensible and necessary.

I do not propose to go into detail, but I can supply any detailed information the District Council may require.

There is one important matter I do wish to clarify with you.

Most of the vehicles entering Beacon Park must enter via Sandford Street and Townfields to park or enter the show. This affects the residents of Townfields with heavy and stationary traffic especially on the Sunday.

We are conscious of this and we always personally visit those residents and explain the situation to them.

We provide a voucher redeemable at local shops in recompense. We believe this is acceptable, and in addition we have traffic marshals who can ensure disruption is kept to a minimum.

Otherwise, as I say, I believe we already comply with the requirements of the draft plan.

Please acknowledge receipt of this E mail, and if you need any further information from me please let me know.

Yours sincerely,

Sent from [Mail](#) for Windows 10

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**From:**

**Sent:** 03 November 2020 12:34

**To:**

**Cc:**

**Subject:** RE: Consultation - Draft Events and Festivals Policy and Procedure and associated draft guide

Hi Lisa

Firstly, please accept my apologies for the delay in replying as I have been on leave.

I have had time to peruse the draft events and festivals policy and procedure and also the associated draft guide to organisers and would make the following observation:

- The two-stage approach proposed will ensure only 'expressions of interest' where the applicant can provide an outline of their event management plan will pass the initial criteria laid out by LDC. This will prevent proposed events that will potentially fall short on fire safety, emergency evacuation procedures and crowd



management from reaching the full application stage thus saving time and money for all parties. LDC will be approving event applications to go onto stage two and submit a full application where, in principle, the event organiser can demonstrate from the outset that their event will be safely managed.

All in all, I think it is a very thorough policy and procedure with good supporting documentation to assist event organisers through the process.

Whilst I would not wish to comment on the number of application windows you have each year and their duration, I would like to ensure that the notification period for consultation with statutory consultees is long enough to allow us a sufficient time period in which to consider applications. There should also be a clause to consider applications for extraordinary events in exceptional circumstances that may fall outside the two designated application windows if this is not already included.

I hope this helps.

Best regards

## **Consultation - Draft Events and Festivals Policy and Procedure and associated draft guide**

Thank you for the opportunity to be consulted on these draft documents. I have serious reservations about the proposals, as set out below.

### **1. The proposals will not achieve their aim**

The policy's stated aim is to, "*facilitate the continued delivery of high quality, well run events and festivals*" but in practice it will make organising such events more burdensome and costly, and so less likely to happen. At a time when event organisers are already struggling with the restrictions of coronavirus (which are likely to continue for some time) these proposals are particularly inopportune and unwelcome. The document keeps repeating how it is 'supporting' events - as if in some desperate belief that if you say something often enough, then people will believe you.

The Government already provides guidance for event organisers on its webpage

<https://www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events/the-can-do-guide-to-organising-and-running-voluntary-and-community-events>

That is set out as a "can do" guide. The District Council's proposals seem more a "can't do" guide.

### **2. The proposals are not needed as existing laws already provide regulation where needed**

The proposals are not needed when the law already regulates and requires consent to be obtained for many of the activities associated with events and festivals. For example:

- **Regulated Entertainment** Consent is already required to be obtained via the District Council for various larger events held both indoors and outdoors.
- **Sale of alcohol** (when not already covered by a premises licence) will require a Temporary Event Notice to be obtained from the District Council
- **Street closures** require consent from the District Council
- **Food Sellers** need to be registered with the local council where their business is based
- **Street Trading** The District Council has designated all streets in the District as consent streets, where trading requires a licence from the District Council. The definition of 'street' for these purposes is, "any road, footway, beach or other area to which the public have access without payment", so includes the Cathedral Close, Minster Pool Walk, Market Square, and other publicly-accessible private land. Festival organisers rely heavily on income from stall rents to fund their events, but now that traders also need to pay an additional licence fee to the District Council (of up to £43 for a day) this renders trading at these events uneconomic. The effect of the introduction of the new licence fee was that in 2019 the Bower market was abandoned, and the Festival Market was decimated.

### **3. The proposals are not legally enforceable**

The proposals require organisers to seek consent for their event from the District Council. A complex two-stage application procedure is involved, under which there is a detailed point-based assessment of whether the event meets set criteria - such as promoting the District. Applications may be refused at either the initial or full application stage (and there is apparently no appeal process).

As detailed in item 2 above many activities associated with events and festivals are already regulated and require consent from the District Council. But there will be many smaller events which will not require those consents. For such events it is not known what legal powers, if any, the District Council has to require event organisers to apply for permission to hold their event, nor what powers the District Council has to refuse consent. If the process is not legally enforceable, there is nothing to stop a recalcitrant organiser from just ignoring the application process altogether, or going ahead even if refused consent. This makes the whole process somewhat pointless.

### **4. The definition of 'event' is unworkable**

The definition of what constitutes an 'event' is unworkable, as it is so all-encompassing as to catch almost any activity. The definition provided is:

*'a gathering of people, large or small, for business or pleasure which is time bound, with a particular objective and where associated resources and materials are required to enable it to operate.'*

Under this definition it would seem that private events are not excluded, and that the events can be both indoor and outdoor. It includes a 'small' gathering but does not define how many is 'small', so as written it could apply to a gathering of just two or three people.

The catch-all nature of the definition is such that, within its wording, any of the following might be classed as 'events' and therefore require advance permission from the District Council. Some of these are probably not meant to be classed as events requiring an application for consent, but if so, which part of the above definition excludes them?

The District Council's Annual Meeting	"Space" activities in Beacon Park
Remembrance Day Parade	Proms in the Park
Fair or Circus	Tree-planting ceremony
Christmas Lights switch on	A show at Lichfield Garrick
Door to door carol singing for charity	Guided tours of the City
Car boot sale on private land	Street parties for VE day, coronation, etc.
School sports day	Sheriff's Ride
Pancake races	Sponsored walk/cycle ride/fun run
Public firework display	A football match in the park
Private firework display	Playgroup party

This lack of clarity on what constitutes an event is particularly problematic because organisers of 'events' are required to seek permission from the District Council and are given only two short time periods each year to apply. The Policy does not say who decides whether something is, or isn't, an 'event' for the purposes of whether an application is needed.

If the proposals are to be proceeded with, the definition of 'event' must be re-written to clarify what types of event and what size of event are to be caught by the new policy. And when doing so, the wording: *'a gathering of people, large or small...'* might read better as, *'a large or small gathering of people...'*. It is presumably the size of the gathering that is relevant, not the size of the people.

##### **5. Flawed evaluation criteria.**

The objectives set out in the evaluation criteria may be well-intentioned, but can they realistically be used to assess whether an organiser's event is granted permission? Surely it is for the event organiser to determine the objective of their event and who is involved – e.g. an event does not necessarily need to promote the district or engage the community. The District Council should not assume the role of the 'Thought Police'.

The assessment arithmetic is suspect. There are 5 criteria set out with weighting as follows:

- A. Economic benefit - 25% weighting
- B. Event organisers' experience/previous performance - 25%
- C. Financial viability - 20%
- D. Promotes the district and engages the community - 15%
- E. Environmental impacts - 15%

The Policy states that each of the, "five criterion will be judged and a score of 0-5 will be awarded... The maximum score achievable will be 25". But a maximum score of 25 can only be achieved if the 5 categories are equally weighted. And the scoring methodology is meaningless if no detail is provided as to what score is needed to be successful.

I would be grateful if these comments are taken into consideration.

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**Appendix 3 – Suggested responses to key issues raised in the consultation on the draft events policy**

Feedback	Suggested response/amendment to draft policy and procedure	Amend
Definition of an event for purpose of the policy?	For clarity the policy/process seeks to cover: <ul style="list-style-type: none"> <li>• Outdoor events that are open to the general public that have licensable activities (street trading or alcohol or entertainment) or require a road closure.</li> <li>• Events that are held on public land, city streets, council owned parks that have licensable activities (street trading or alcohol or entertainment), require a road closure or need advice from the Lichfield District Safety Advisory Group, to ensure the event management plan is fit for purpose and adequate and risk assessments have been carried out.</li> </ul>	Yes. Amend the policy wording to make clear to which type of events the policy applies and does not apply.
Are there any exceptions to the policy?	It is suggested that the policy should not apply in the case of street parties for national celebrations nor street play/games which can help bring communities together and aid people to lead active lives.	Yes. Add suitable wording to the policy to reflect these exceptions.
Will extraordinary events or short notice events be considered?	In very exceptional circumstances, subject to officer panel availability, applications will be considered.	Yes. Add suitable wording to the policy
When will special events for 2022 be considered	With 2022 being a special year in terms of the Queens Platinum celebrations an additional EOI window will be opened in early 2021 for applications relating to this celebration.	No change to the policy required.

The evaluation criteria may exclude events that are important for civic pride and traditional events that require to have a set date, could you reconsider the evaluation criteria.	It is not considered that the evaluation criteria would exclude proper consideration being given to events such as those listed.	No change required to the policy.
What experience dose the cross service officer panel have to evaluate event applications?	The panel includes officers from the key areas across the council that have either been involved in supporting events, such as licensing and food/health and safety, hiring the park to event organisers or have experience of running large events.	No change to the policy required.
This draft policy does not align to the District Councils existing street trading policy	As a result of the new events policy some changes will be required to the Street Trading Policy to ensure that they are fully aligned.	No change required to the policy

# Lichfield Events Economic Impact Assessment



2019

Created by the Market Research Group  
at Bournemouth University







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## Executive summary

### Background and aim of the study

Lichfield District Council commissioned Bournemouth University to undertake an Economic Impact Assessment of the events and festivals held within Lichfield City Centre. This research will provide the council with information about how these events are contributing to the local economy, what effects they are having on local businesses, what the visitors' perceptions are and to provide information about if and how they deliver economic, social and cultural benefits to the city.

### Methodology

Four separate surveys were designed and distributed, each with a focus on a different stakeholder group; local businesses, event visitors, event organisers and stallholders. Surveys included topics such as:

- Economic impacts
- Social and cultural impacts
- Perceptions of the key events
- Motivations for visiting

### Research findings

#### Economic impact – key points

##### *Attendance*

Based on Lichfield city centre footfall figures and accepted multiplier data, the total number of attendances at 2018/19 key events held in Lichfield was 344,160.

Just over 200,000 of these visits were made to Lichfield in addition to what would have occurred without the key events taking place.

##### *Visitor spend*

Visitor spend at the key events held in Lichfield in 2018/19 was £9.2 million. £5.1 million of the £9.2 million total spend can be accounted for by the additional visits to Lichfield as a result of the key events being held.

- £3.7 million was spent at the events themselves\*
- £2.6 million was spent within Lichfield
- £2.9 million was spent on the trip as a whole outside of Lichfield.

\*Visitor spend at key events:

- £2 million on food and drink
- £1.2 million on goods to take away
- £300,000 on tickets
- More than £250,000 on additional entertainment and leisure activities

##### *Gross value added contribution*

The overall gross value added (GVA) contribution of the 2018/19 key events within Lichfield was £4.3 million.

Stallholders make up the largest share of the GVA contribution, followed by visitors, and then event organisers.

##### *Employment*

The total FTE employment as a result of the key events held within Lichfield is 113.

90 of these are attributed to event organisers, stallholders and Lichfield businesses where event visitors spent money.

23 of the total FTE employment figure is within local businesses from which event organisers and stallholders make purchases themselves.

## **Impact on local businesses**

While businesses who responded to the survey felt that they experienced decreased sales on days that key events are held, they also recognise the community benefits that the events bring, including providing great entertainment for those attending, create a positive image for Lichfield as well as a sense of community spirit and pride, and they are an important part of Lichfield's heritage and traditions. Businesses also indicated an awareness that event visitors return to the city throughout the year, resulting in potential customers at a later date.

Businesses who responded to the survey suggested that event organisers should have greater consideration for the impact that the events have on their business, and should provide businesses with information about the event and keep them informed of potential road closures.

Challenges that businesses face on days that key events are held include decreased footfall, the positioning of stalls, including stalls blocking entrances to their business, food smells from cooking and difficulty unloading goods because of limited access and having to compete with traders.

## **Visitors**

### ***Audience profile***

The vast majority of visitors to the key events within Lichfield live in West Midlands, and one-third of visitors live within Lichfield.

Event attendees were of mixed ages.

One-fifth of visitors attended with children aged under 18, and just less than two-fifths were visiting with their spouse/partner only. Just less than one-third were part of a group without children, and one in ten were visiting the event alone.

The vast majority of visitors consider themselves to be White (English/ Welsh/ Scottish/ Northern Irish/ British).

When compared to 2018 social grade figures for the whole of Great Britain, Lichfield events attract a greater proportion of ABC1 visitors than the general population.

### ***Motivations***

More than half of visitors indicate that the event is either their sole or main reason for visiting Lichfield.

Visitors also take part in other activities when in the city, including shopping, to meet up with friends/family, to eat, and to visit Beacon Park.

More than one-third of visitors decide to visit the event on the day of the event itself, with a further two-fifths of visitors deciding to visit either the day before or in the week leading up to the event.

Visitors tended to hear about the key events through word of mouth or social media.

### ***Satisfaction***

Visitors to key events are likely to recommend both the event itself and a visit to Lichfield to friends and family.

Overall, more than two-fifths of visitors felt that the event was either better than expected or much better than expected, while only 9% felt that the event was either not quite as good as expected or not nearly as good as expected.

While visitors to the Home and Garden Festival liked the variety and number of food stalls, they would have also liked to have seen more stalls with a greater focus on home and garden products.

Many visitors to the Lichfield Greenhill Bower liked the parade as well as the other activities and displays that were on offer at the event. However, it was also suggested that the parade could be longer and include more floats, and that there could be more stalls and activities offered.

Visitors to the Gin, Cheese & Ale Festival also liked the variety of food and drink stalls on offer, but they would have liked to see more stalls selling gin, cheese and ale products at the event.

Rotary Cars in the Park visitors particularly liked the cars on display at this event. However, visitors also suggested this event could be improved by having more food and drink stalls, and they would like to see more cars on display at the event, particularly more classic cars.

Across all of the key events, 29% of visitors spent up to 2 hours at the event, one-third spent 2-3 hours at the event, and just less than two-fifths spent more than 3 hours at the event.

### ***Personal benefits***

Two-thirds of visitors felt that the visit to the event enhanced their image of Lichfield as a place to visit, while three-fifths indicated that their visit to the event means that they are more likely to visit Lichfield for a day out in the next 12 months.

### ***Community benefits***

Visitors strongly agree that the events create a number of community benefits for Lichfield. The events were seen as a great way of providing entertainment as well as being a source of community spirit and pride among local residents, helping to create a positive image of Lichfield that is inclusive for all. Visitors also see the events as being important for the local economy by providing additional customers for local businesses.

### **Event organisers**

Event organisers feel that the key events that they organise offer engagement opportunities for local people to promote their work and develop/showcase their skills, they boost the local economy and create employment opportunities.

The main challenges event organisers experience when organising their events related to charges from the local authority, e.g. licence fees, and organisational challenges such as enforcing road closures, stall placement/layout and attracting skilled volunteers.

### **Stallholders**

The main benefits of being a stallholder at the key events held within Lichfield are that the events provide an opportunity for promoting their business, and the high footfall at the events, resulting in sales and income. They also feel that the key events are important for the community and create great benefits for local residents.

Stallholders expressed concerns relating to the expense of the street trading licence fee and costs for the stall itself. They also felt that the management of the events could be better, including the layout of the event and stalls, congestion within the event and city, as well as there being a lack of publicity for the events.

### **Key recommendations**

The key events programme brings socio-economic benefits to the city, and consideration should be given to enhance and develop it further.

It is suggested that event organisers should look to work more closely and collaboratively with the council and local businesses. Improved communications from event organisers to local businesses would be beneficial. This should include making them aware of any road closures, and any opportunities there are for businesses to get involved with their event.

More events could be encouraged throughout the year to account for seasonal peaks and troughs. A more varied event programme, celebrating the history and heritage of Lichfield may also attract a wider audience.

There should be more promotion and marketing of events to increase awareness of them. Events should be promoted to a wider audience within a 2 hour drive of Lichfield to encourage more non-locals to attend.

It is also important that key events reflect what they are marketed as, with stalls, activities and products reflecting the theme of the event.

Greater consideration should be given to the layout and placement of stalls at events. Through working with local businesses, event organisers should look to place stalls which result in minimal congestion or in areas that will not cause issues with local businesses.

# Introduction

## Background and aim of the study

Events are an important part of the business and cultural landscape of the UK. The City of Lichfield is no different, where events and festivals are an integral part of the economy, community culture and destination image. Lichfield is rapidly becoming known as the “City of Festivals” with an all year round calendar of events that range from traditional, well established events, like the Greenhill Bower and Lichfield Proms in Beacon Park, to newer events, such as the Monthly Grub Club and The Cathedral Illuminated. The events also enhance Lichfield’s natural and historic assets, which offer a backdrop and venue for the programme of local and nationally significant events.

Events have the power to inspire and change people’s lives in a number of ways. They contribute to the economic prosperity of a local area, while also bringing life and vibrancy to an area creating a social space for everyone to enjoy. Events provide local employment and skill development opportunities, as well as additional work and income for local businesses. Seasonal troughs can be counteracted by increased footfall, as well as spreading tourists visits and spend across the seasons.

Events also provide motivation for people to get out of the home and engage with others. As external pressures are increasing the sedentary and isolationary characteristics of society, events can attempt to counter these. Socialisation through events offers the ability for people to make connections and engender civic pride. By encouraging people into public spaces, events make them feel a safer place to be.

Events in Lichfield have the potential to provide the platform for the City and the wider District Council to showcase itself as a vibrant and social place to live, work, study and visit. Reviewing the events provided in Lichfield will provide a greater understanding of their economic and sociocultural contribution to the Council’s Strategic priorities (Strategic Plan 2016-2020).

To achieve this, Lichfield District Council commissioned Bournemouth University to undertake an Economic Impact Assessment of the events and festivals held within Lichfield City Centre. This research will provide the council with information about how these events are contributing to the local economy, what effects they are having on local businesses, what the visitors’ perceptions are and to provide information about if and how they deliver economic, social and cultural benefits to the city.

In addition to this, Bournemouth University previously created a position statement report which offers a comprehensive review of the key events and festivals that were held within Lichfield in 2018.

It is anticipated that the research findings reported in this document along with the findings of the position statement report will provide valuable information about the contribution of the events held within Lichfield and can be considered by the council in their decision making, organisation and support of future events.

## Scope

There are many ways of distinguishing events, from their size, type of content, type of venue within which they are organised and take place, or even their purpose.

In undertaking this study, it was important to identify what was in and out of its scope. While there are a vast number of events held within Lichfield throughout the year, Lichfield District Council provided Bournemouth University with a list of 45 events that they consider to be the key events that are held within the city, and which form the basis of the project.

In addition, four of these events were selected by the council for face to face interviewing to take place. These events were Lichfield Home and Garden Festival (18<sup>th</sup> and 19<sup>th</sup> May), Lichfield Greenhill Bower (27<sup>th</sup> May), Rotary Cars in the Park (6<sup>th</sup> and 7<sup>th</sup> July) and Lichfield Food Festival (24<sup>th</sup> to 26<sup>th</sup> August). It was subsequently decided that due to the Lichfield Gin, Cheese and Ale Festival taking place on the same weekend as Rotary Cars in the Park, that interviewing should be split between these two events. As a result, analysis of these two events has had to be combined throughout this report.

## Research methodology

Bournemouth University have undertaken an Economic Impact Assessment of the events and festivals held within Lichfield City Centre to better understand how these events deliver economic, social and cultural benefits to Lichfield, its businesses and visitors. To achieve this, four separate surveys were designed by Bournemouth University in collaboration with Lichfield District Council, each with a focus on a different stakeholder group; local businesses, event visitors, event organisers and stallholders.

### Business survey

A postal survey was designed and distributed to 466 local businesses within Lichfield. Businesses were asked about their business structure, the economic, social and cultural impacts of events on their business and their perceptions of the key events held within Lichfield.

A total of 68 businesses responded to the survey. This response rate is consistent with previous studies of a similar nature.

22 businesses indicated that the nature of their business was retail, with a further 14 responses from food and drink businesses. 8 businesses indicated that they are hair and beauty related, with a further 5 healthcare related.

The vast majority of responses were provided by the owner, director, or senior management of the business.

A number of businesses that replied have been established within Lichfield for more than 20 years, with businesses indicating that they had been at their location for an average of 12 years.

Businesses employed an average of 7 members of staff, with these predominantly comprising an even split of full and part-time employees.

More than one out of every six businesses (17%) stated that they are involved in key events held within the city. These businesses were then asked to provide details of their involvement. These businesses were involved in a number of different events, including:

- Lichfield Food Festival
- Lichfield Festival
- Lichfield Literature Festival
- Lichfield Christmas Market
- Proms in Beacon Park
- Not specific/various

Businesses indicated that they had a wide range and varied involvement with the key events, including:

- Funding/sponsorship
- Stallholder
- Venue
- Accommodation provider
- Promote/advertise events
- Provide demonstrations at events

### Event visitor survey

A face to face survey was designed for visitors attending key events within Lichfield. The survey covered topics such as motivations for visiting, expenditure and perceptions of the events held within Lichfield.

Face to face surveying of visitors took place at five events held within Lichfield throughout 2019. These events were the Lichfield Home and Garden Festival (18<sup>th</sup> and 19<sup>th</sup> May), Lichfield Greenhill Bower (27<sup>th</sup> May) and Lichfield Food Festival (24<sup>th</sup> to 26<sup>th</sup> August). On the weekend of the 6<sup>th</sup> and 7<sup>th</sup> July there were two events taking place in the centre of Lichfield, with face to face surveying taking place at both events; Rotary Cars in the Park and the Lichfield Gin, Cheese and Ale Festival. A random selection process was used when surveying event visitors at all of the events. In total 395 visitors completed the survey across the different events.

## **Event organiser survey**

A paper survey was designed and distributed to those responsible for the organisation of the key events held within Lichfield in 2018/19. Details of the key event organisers were provided to Bournemouth University by Lichfield District Council. Event organisers were asked to provide information relating to event attendance, expenditure, revenue, employment and their perceptions of their event(s) and its impact. If relevant, event organisers were asked to provide details relating to each individual event that they organise.

Nine separate event organisers replied to the survey, with feedback received for 14 separate key events. Eleven of these key events are classified as arts or cultural in nature, with two music events and one fair or market.

## **Stallholder survey**

An online survey was distributed to stallholders at the key events where the visitor face to face surveying took place. The stallholder survey covered topics such as the nature of their business, revenue, costs, employment and perceptions of the event.

31 stallholders completed the survey. 16 of these had a stall at Lichfield Food Festival, ten at Lichfield Festival, while three had a stall at the Lichfield Gin, Cheese & Ale Festival and two were stallholders at the Home and Garden Festival. 20 of the stallholders were sole traders, and seven were limited companies. 19 of the stallholders sold food or drink, and six sold arts and crafts goods.

## **Data analysis and reporting**

A traditional approach was undertaken to measure the economic impact of the key events held within Lichfield, based upon the costs and revenues created for event organisers, stallholders and local businesses as well as the spend behaviour of visitors.

The research also recognised the sociocultural impact and challenges of the events and people's perception of these. This contribution included, but was not limited to, community identity, social cohesion, environmental challenges and management issues.

Quantitative data analysis was performed using SPSS statistical software. The qualitative data was thematically analysed and the most common themes that emerged are highlighted throughout.



## Stakeholders

### Visitors



**395 visitor surveys**

#### FACE TO FACE SURVEYS:

- 106** in Lichfield Home and Garden Festival (18th and 19th May)
- 77** in Lichfield Greenhill Bower (27th May)
- 105** in Rotary Cars in the Park & Lichfield Gin, Cheese & Ale Festival (6th and 7th July)
- 107** in Lichfield Food Festival (24th to 26th August)

### Business



**68 Business surveys**

#### THE NATURE OF THEIR BUSINESS WAS:

- 22** Retail
- 14** Food and drink
- 8** Hair and beauty
- 5** Healthcare
- 4** Building and construction
- 4** Finance and law
- 2** Leisure
- 2** Logistics
- 6** Other

**17%**

of businesses were involved with events within Lichfield

- 17** were the business owners
- 25** were directors
- 22** were senior managers
- 1** were assistant managers
- 1** were administration staff

**12**

average of years that businesses were established within Lichfield

### Event Organisers



**9 Event Organiser surveys**

**14**

events were organised by the event organisers that replied to the survey

#### THE TYPE OF THEIR EVENTS WERE:

- 11** Arts and Culture
- 2** Music
- 1** Fair

### Stallholders



**31 Stallholder surveys**

#### EVENT STALL LOCATION:

- 10** in Lichfield Festival
- 2** in Lichfield Home and Garden Festival
- 3** in Lichfield Gin, Cheese & Ale Festival
- 16** in Lichfield Food Festival

#### TYPE OF BUSINESS:

- 20** Sole trader
- 7** Limited company
- 2** Charity
- 1** Other

#### TYPE OF PRODUCTS THE STALL SELLS:

- 8** Food and drink
- 6** Arts and crafts
- 5** Drinks (alcoholic)
- 4** Ice cream and desserts
- 2** Drinks (non alcoholic)
- 2** Charities
- 4** Other

## Economic impact headlines

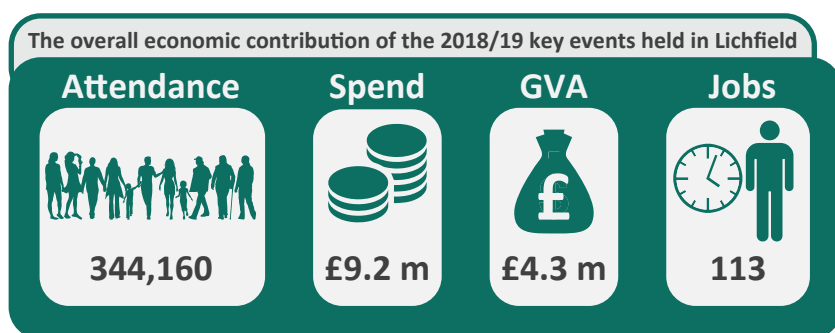
Measuring the economic impact of events is important for demonstrating the financial benefits that can result from hosting events, it allows organisers and public bodies to evaluate their economic return on investment, and it also identifies drivers of the economic benefits for events, which allows organisers to develop ways to maximise these benefits in the future.

The economic impact of an event mostly refers to the total additional expenditure generated within the area as a direct consequence of holding the events. Spending by visitors in the local area is one of the biggest factors that contributes to this, but spending by event organisers and stallholders is also considered.

The following measures have been used to evidence the economic impact of the key events held within Lichfield:

- Attendance figures
- Visitor spend
- Gross value added contribution
- Employment

## Overall economic findings



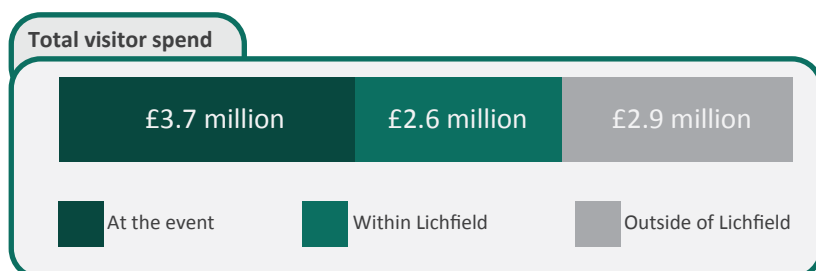
The main findings of this study demonstrate the economic contribution that the key events made to Lichfield in 2018/19. The overall spend was based upon the number of attendances at events, including the on-site and off-site spend for each attendance. The Gross Value Added (GVA) was then calculated from existing multiplier data, as was the number of full-time equivalent (FTE) staff employed to provide the events.

In 2018/19, there were just less than 350,000 visits to the key events held within Lichfield, with a total on-site and off-site spend of £9.2 million. Using accepted multipliers, the GVA contribution was £4.3 million, with a FTE of 113 staff.

## Attendance

Attendance figures for events are not only important for those generating an income through ticket sales or secondary spend but also as an indicator of how relevant they are to a person's lifestyle and quality of life. Based on Lichfield city centre footfall figures and accepted multiplier data, the total number of attendances at 2018/19 key events held in Lichfield was 344,160. Just over 200,000 of these visits were made to Lichfield in addition to what would have occurred without the key events taking place.

## Visitor spend

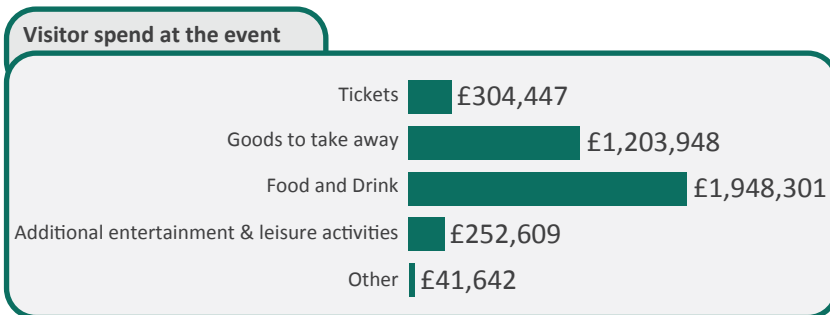


Visitors were asked to indicate how much they and their immediate group spent at the event, within Lichfield, as well as how much they and their group will have spent on their trip as a whole outside of Lichfield. Based on the figures provided by those visitors who responded to the survey, and using the calculated total attendance, the overall visitor spend at the key events held in Lichfield in 2018/19 was £9.2 million. Of this, £3.7 million was spent at the events

themselves, £2.6 million was spent within Lichfield, and £2.9 million was spent on the trip as a whole outside of Lichfield.

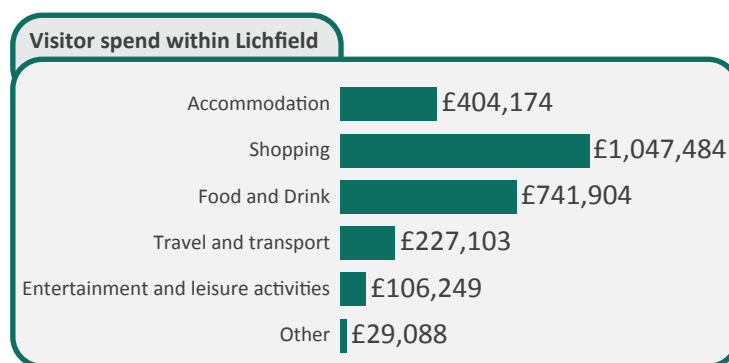
Further to this, £5.1 million of the £9.2 million total spend can be accounted for by the additional visits to Lichfield as a result of the key events being held.

## At the event



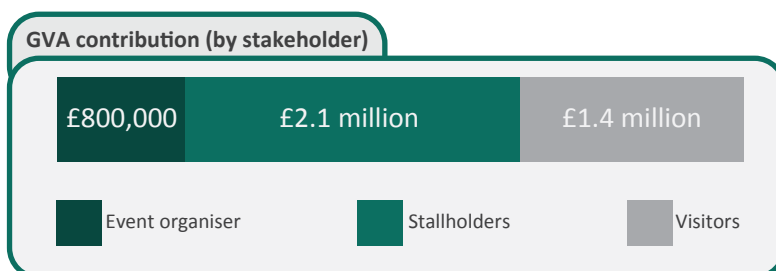
This study indicates that visitors spend just less than £2 million on food and drink at the key events within Lichfield, and spend £1.2 million on purchasing goods from stalls to take away from the event. Visitors spend just over £300,000 on tickets at the key events held within Lichfield, and more than £250,000 on additional entertainment and leisure activities at the events.

## Within Lichfield



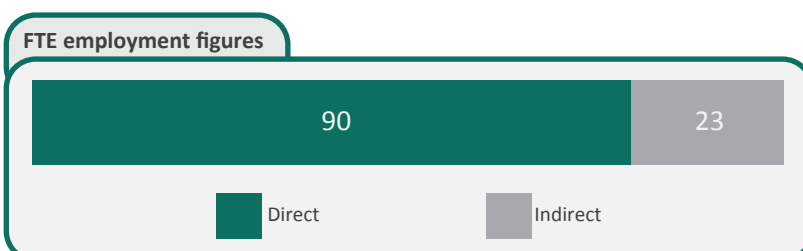
This study indicates that the key events generate more than £1 million on shopping within the city of Lichfield (outside of the event), and just less than £750,000 spending on food and drink at sites within Lichfield other than at the event. More than £400,000 was spent within Lichfield on accommodation, while £227,000 was spent on travel and transport (including parking) within Lichfield.

## Gross value added contribution



The overall gross value added (GVA) contribution of the 2018/19 key events within Lichfield was £4.3 million. Using accepted multipliers, this figure was calculated by taking the expenditure of event organisers and stallholders, as well as visitor off-site spend within Lichfield and then calculating the average GVA contribution for each type of expenditure. Stallholders make up the largest share of the GVA contribution, followed by visitors, and then event organisers.

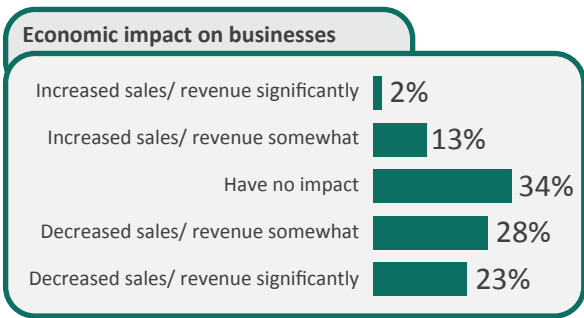
## Employment



The value of the key events can also be measured in terms of FTE employment figures. The total FTE employment as a result of the key events held within Lichfield is 113, with 90 of these attributed to event organisers, stallholders and Lichfield businesses where event visitors spent money. 23 of the total FTE employment figure are within local businesses from which event organisers and stallholders make purchases themselves.

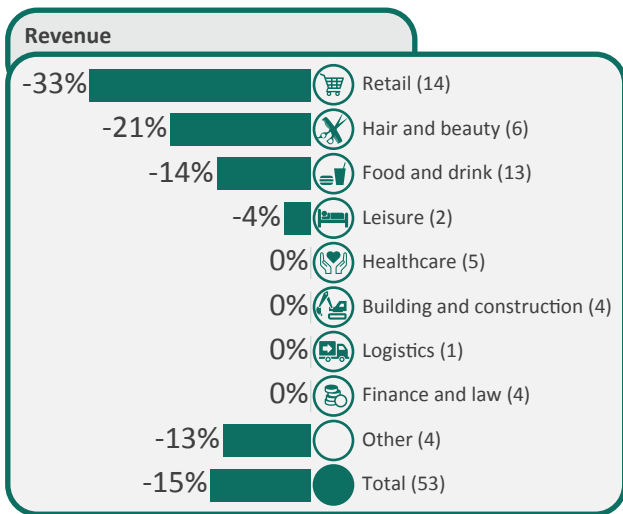
# Business survey responses

## Economic impact on businesses



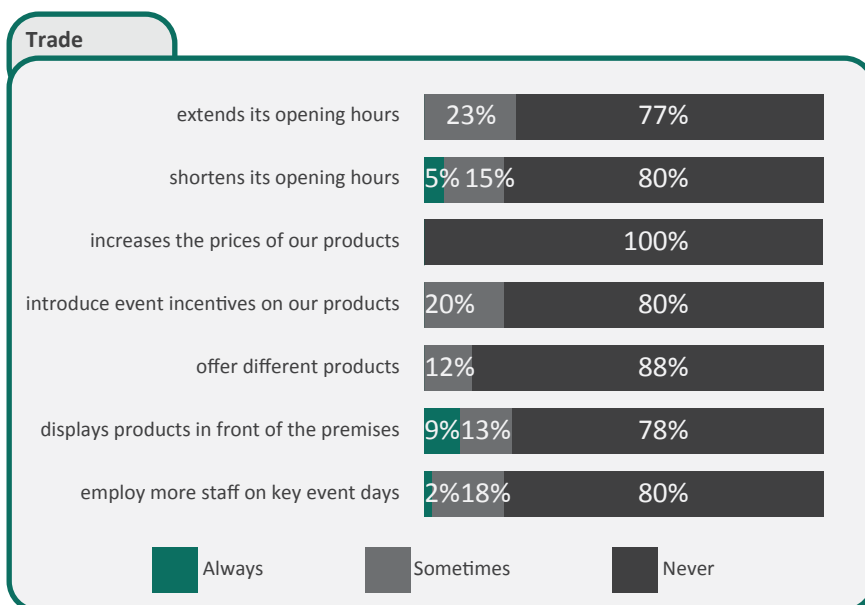
Base: 60

Businesses were asked what impact the key events have on their business on the days that key events take place. While more than one in ten businesses feel that they experience increased sales / revenue on days that key events are held (15%), more than half of the businesses feel that they experience decreased sales / revenue (51%).



In addition, businesses were asked what percentage their sales / revenue either increase or decrease on event days. Of those that provided a figure, the average overall change in sales / revenue was a 15% decrease. When looking at this by business type, no business type indicated an average increase in sales / revenue, while retail businesses indicated an average decrease in sales / revenue of 33%, food and drink businesses indicated an average decrease in sales / revenue of 14% and hair and beauty businesses indicated an average decrease of 21%.

## Trade



Base: 67

Businesses were asked whether they change the operation of their business on key event days to determine the impact they have on local trade. One in ten local businesses indicated that they always display products in front of their premises on key event days (9%), while 23% sometimes extend their opening hours. Conversely, 20% of businesses indicated that they either always or sometimes shorten their opening hours on key event days. Interestingly, six of the 15 businesses that indicated that they sometimes extend their opening hours, also indicated that they sometimes shorten its opening hours on key event days.

20% of businesses sometimes introduce event incentives on their products, while 20% either always or sometimes employ more staff on key event days.

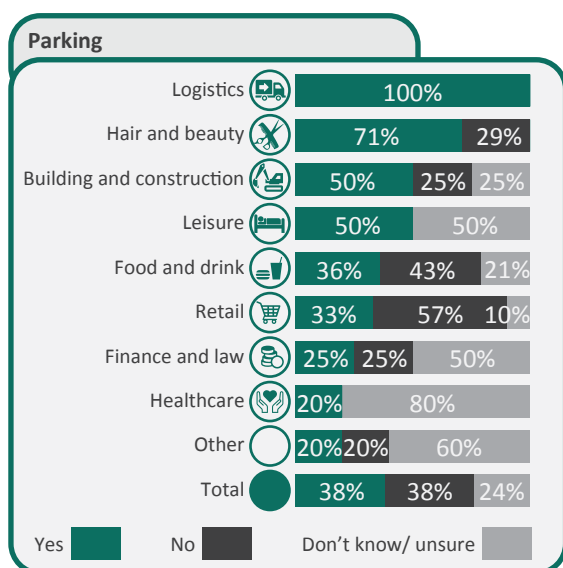
Businesses were also asked their level of agreement with a number of statements relating to the impact of the key events on their business. Overall, views on the impact of key events on businesses were mixed. Just less than half of the businesses agree that some customers are deterred from the general area that key events are held (48%), and 45% agree that they have a negative impact on their business by drawing people away from their business to the event. In addition, 11% of businesses agree that the key events help raise the profile of their business. However, roughly one-fifth of businesses agree that the key events offer them access to people who they would not otherwise be able to reach (22%), key events are important for their business success (19%), and that their passing trade increases on days that key events are held (18%). It is therefore important to consider the impact that the key events have on local businesses and their trade.

Statement	
Some customers are deterred from the general area on days that key events are held	48%
They have a negative impact on my business by drawing people away from my business to the event	45%
They have no impact on my business	43%
They offer me access to people who I would not otherwise be able to reach	22%
They are important for my business success	19%
My passing trade increases on days that key events are held	18%
The key events raise the profile of my business	11%

The overall % agreement with statements

## Event management

### Parking



Businesses were asked whether they felt the existing parking offer within Lichfield has enough surplus spaces to cater for events. Views on this were mixed, with an equal proportion of businesses feeling that there are enough surplus spaces to cater for events as those that feel there aren't. Interestingly, more than half of the retail businesses do not feel that there are enough surplus parking spaces, with these businesses potentially being most affected by decreases in trade at the weekend, when the key events typically take place.

## General management of events

Businesses were asked to indicate their level of agreement with a number of statements relating to the management of the key events within Lichfield.

Statement	
There are effective waste management services in place when key events are held	53%
They are not over commercialised	45%
The events are well organised and effectively marketed	40%
There are few congestion problems when key events are held	39%
Our business is informed of any road closures associated with the key events within Lichfield	35%
Noise levels are easily controllable so as not to cause complaint	27%
Businesses are kept informed about the events and what is happening at the event	22%
There is minimum disruption to local residents	17%

*The overall % agreement with statements*

In general, businesses indicated low levels of agreement with statements relating to the management of key events. 17% of businesses agree that the key events cause minimum disruption to local residents, and 27% of businesses agree that noise levels are easily controllable. Furthermore, 39% of businesses agree that there are few congestion problems when key events are held.

Businesses also do not appear to feel that they are provided with adequate information with regards to the key events, with only 22% agreeing that they are kept informed about the events and what is happening at the event, and only 35% agreeing that they are informed of any road closures associated with the key events within Lichfield.



## Community benefits

Businesses were also asked to indicate their agreement with a number of statements relating to the community benefits of events.

Statement	
They provide great entertainment for those attending	70%
They offer invaluable opportunities for engagement with particular activities (e.g. music, art, food, nature)	65%
They create a positive image for Lichfield	64%
The events create a sense of community spirit and pride	63%
They are an important part of Lichfield's heritage and traditions	61%
There are few antisocial behaviour issues (e.g. rowdy or inconsiderate behaviour)	40%

*The overall % agreement with statements*

In contrast to the levels of agreement with statements relating to the management of events, businesses had high levels of agreement with statements relating to the community benefits that the key events bring. More than 60% of businesses agreed with all but one of the community benefits statements. The only area of concern raised by businesses was highlighted by 40% of businesses agreeing that there are few antisocial behaviour issues created by the key events.



## Benefits and challenges

### General benefits and challenges

Businesses were asked to identify any benefits or challenges that the key events held within Lichfield create for their business. Views expressed by businesses indicated that they encounter a high number of challenges, with 75 comments addressing various challenges, compared to only 13 comments relating to benefits that the key events create.

	Number of comments
<b>Benefits</b>	<b>13</b>
Key events bring more customers	6
Key events improve the image of Lichfield	5
Key events do not impact on the business	2
<b>Challenges</b>	<b>75</b>
No benefit to business	16
Loss of trade / decrease in footfall	13
Position of stalls (blocking business entrance, food smell, uploading)	12
Road closures, parking and traffic	12
Competing/problems with event traders / stalls	10
Business not close to the events to be able to benefit, not asked to be involved	5
Health and safety issues, litter	4
Having to contribute to BID	2
Lack of event publicity	1

Six businesses commented that they benefit from **more customers** as a result of the events, and that visitors often return to the city throughout the year outside of the events. A further five businesses commented that the events generally **improve the image and reputation of Lichfield**.

*“Bringing in new customers who don't always come into the area.”*

*“First time visitors usually return at other times and add to footfall.”*

*“The festivals overall are a great asset to Lichfield and their success brings a great name to the city.”*

*“Enhances the general reputation of Lichfield.”*



However, 13 businesses suggested that they experience **decreased footfall on days that key events are held** which affects their profits, often because regular customers avoid the city on event days. In addition, 5 businesses felt that their **business is not close enough to where the events are actually held** to be able to benefit, and they are not asked to be involved.

*"We generally have a reduction in our shop when events are on, even if very busy outside, regulars don't tend to come in on these days."*

*"Events held in Beacon Park take footfall away from town - so we don't encourage those."*

There were also a number of businesses who commented that there were **no benefits to their business** created by the events held within Lichfield (16 comments).

*"No benefits to our business. Events affect profit and sales. We do not get asked to be a part of events. Outside traders come in."*

10 businesses commented on the challenge of having to **compete with traders at the events**, as well as problems experienced with the **traders showing a lack of consideration** for the local businesses.

*"Increased competition from businesses outside of Lichfield on events non-food related. For example, Home and Garden Festival was full of food vendors, so negatively impacted business."*

*"Traders do not appreciate the shopping centre environment - privately owned and managed and are often ignorant to the requirements of our 'bricks of mortar' retailers."*

*"We are amazed at the lack of thought to us by stallholders setting up in front of our window displays - not acceptable."*

Similar to this this, 12 businesses commented on **issues with the position of stalls at the events**. Issues raised included stalls blocking entrances to businesses, food smells from cooking and difficulty unloading goods because of limited access to their business.

*"Sometimes we have had problems with stands right in front of our front door and gazebos set up against our window or too close so that people can't look in our window and then when you ask them to move you get loads of attitude. Food smells can sometimes be quite strong. Stalls set up outside selling similar products to us. Once a bin was placed right outside the front door - smelly/loud generators outside the door."*

*"Having stalls outside our windows blocking customers to view inside. Generators outside (noise and smell). Leaving grease on the pathways."*

*"We need fresh supplies daily. On event days we cannot unload our goods despite the events traders having access."*

Additionally, businesses felt that **road closures, parking and traffic issues** were a challenge for them created by the events within the city (12 comments).

*"Parking for clients and staff getting in Lichfield and access to office."*

*"Abuse of car park by visitors attending events causing irritation to those customers actually using store and wishing to exit in timely manner."*

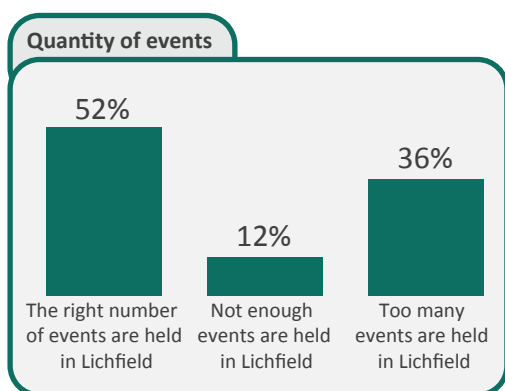
*"Road closures early in the mornings can create problems when loading vans for deliveries."*

Furthermore, four businesses commented on **health and safety issues and littering** created by the events, two businesses suggested that **having to contribute to Lichfield Business Improvement District (BID)** was a challenge created by the events as they do not necessarily see any benefit from their contribution, and one suggested that **publicity needs to be increased** in order to create benefits for their business.

*"Beer bottles left in plant pots."*

*"If the events were published to businesses via a social media portal or direct email. We could promote to clients and get engaged as a business, it's all sometimes a surprise to us and the wider community."*

## Quantity of events



Base: 59

Businesses were asked for their views on the number of events that are held in Lichfield. More than half of all businesses feel that there are currently the right number of events held in Lichfield (52%), with 36% indicating that they feel that there are too many events.

The seven businesses that indicated that they felt that there are not enough events held in Lichfield were also asked what types of additional events that they would like to see. Five of these businesses would like to see more music events, with three businesses wanting to see more arts or cultural, fairs or markets, sport or recreational, or food and drink events.

## Other comments and suggestions

### Suggestions for improvement

Businesses were asked to suggest ideas for how the events within Lichfield could be improved. There were 61 suggestions made by businesses. Responses were coded in to one of eight common themes that emerged from the suggestions made.

Businesses	Number of comments
Not having too many events/ some happen at the same time with same traders/ should concentrate on main ones and focus on the history of the town.	17
Better information provided about events/more cooperation between events and businesses	11
Suggestions on traffic and parking	9
Suggestions on locations of the events	6
Events need to be better organised	6
Positioning of stalls	5
Stallholders should cooperate with businesses and pay rent/ they take trade from local businesses that pay BID	4
Events do not offer financial benefit	3
<b>Total</b>	<b>61</b>

A number of businesses suggested it is important to not have too many events within Lichfield throughout the year and to ensure there is **more variety among the events that are held** (17 comments). It was suggested that focus should be on the main events within Lichfield, as well as events which embrace the history and heritage of the city. Businesses also suggested it is important to ensure the key events do not happen at the same time so traders are not the same for all events.

*“Too many events and they are all the same just under a different title.”*

*“Should concentrate on main festivals (maximum four per year), smaller ones don't have a strong identify (i.e. garden festival with very few garden related stalls). At risk of customers becoming put off if disappointed.”*

*“Last weekend there were 2 events on together, 'Cars in the Park and Gin and Ale Festival'. It would be more beneficial to my business to have them on separate weekends to increase footfall in the city on 2 separate weekends. Ease parking and less chance of rain spoiling both events.”*

Additionally, businesses suggested **organisers should provide them with more information** about the events that are happening in Lichfield, which will **allow businesses to be more involved and increase cooperation** between the event organisers and businesses (11 comments).

*“More advanced communication with local businesses and sponsorship opportunities.”*

*“Better awareness of a calendar of events, often not aware until the event is due. Better signposting to this information.”*

*“Give local businesses first refusal on stands at events. Let us know when events are happening - more than a months' notice.”*

As well as organiser cooperation with businesses, it was also suggested that **cooperation among stallholders and local businesses could be improved**. Businesses also suggested these **traders should pay rent** as they take trade from local businesses who are contributing to BID (4 comments).

*“Traders to work with retailers and businesses.”*

*“Food and drinks vendor take lots of business from the many Lichfield businesses who pay not only council tax but also the BID.”*

A further three businesses commented that the **events do not provide any financial benefits to local businesses**, and that it is only the stallholders at the events who benefit from any increased spending or trade from visitors.

*“The events don't help existing local business. It affects our trade and we do not have events to showcase Lichfield Businesses. Money going out of the city.”*

Some businesses suggested the **events within Lichfield could be better organised** (6 comments). Suggestions included additional seating, the need for volunteers at events and recommendations for timings and locations for the events, for example avoid having events on the same day and only have events in the day to reduce competition with night time businesses.

*“More use of Market Square every day. Possible seat area created during food festival.”*

*“Day events are acceptable but must not be excessive, as local consumers have limited cash to spend. Night events are killing out night-time trade.”*

*“The events need more volunteers.”*

In relation to this, some businesses specifically suggested **improvements relating to traffic and parking** within Lichfield on event days (9 comments). Suggestions included offering additional parking, providing a park and ride service to avoid congestion in the centre and to minimise disruption from traders' vans.

*“Get in touch with local schools to see if additional parking can happen, minimum charge, money divided between school and event, to raise cash for advertising etc. Park and ride.”*

*“Parking is a big issue! The city is chaotic. Needs to have special areas for vans when doing food and drink - the caterers tend to park their big vans everywhere. I'm surprised there hasn't been a serious accident.”*

*“Providing a park and ride scheme would be a good idea as parking not sufficient and the cost keeps people away.”*

Other businesses suggested the **location of the events could be better** (6 comments). These were mostly from businesses who suggested it would better to hold events in the park and outside of the centre.

*“Hold them in the park and leave the city free.”*

*“By using spaces provided i.e. Stowe Field and Beacon Park. - which would leave the streets free for our normal shoppers.”*

Further to this, businesses also commented on the **positioning of stalls** within the events suggesting there could be more consideration for what stalls are selling and where to place them within the event so they are not too close to local businesses selling similar products which increases competition for trade and also to ensure entrances to local business are not blocked by stalls (5 comments).

*“Clear guidelines to stallholder about where their pitch is... Don't allow similar products to be sold outside our shop.”*

*“On Bore Street there is plenty of business which trade Monday to Friday - therefore better planning and knowledge should be in place to ensure those businesses which aren't open are blocked by stalls rather than those that are.”*

### Any other comments

Businesses were also asked to provide any other comments relating to the key events within Lichfield. The 36 comments provided by businesses were coded in to one of the seven common themes that emerged.

Businesses	Number of comments
No benefit to local businesses/ should be more support for local businesses	9
Traffic, parking and general organisation of events	8
Too many events, especially food related, should focus on heritage of the city	7
Positive comment about events	4
Better advertisement of events/ more cohesion	4
Placement of stands	2
Complaints about traders, litter and anti-social behaviour	2
<b>Total</b>	<b>36</b>

Four businesses were **generally positive** about the key events held within Lichfield.

*“Well presented and offer a variety to attendees.”*

*“Festivals are very popular to people as they are in the streets and free to enter.”*

However, all the other comments provided by businesses in response to this question were further suggestions for how the events within Lichfield could be improved. Some suggested the events provide little or no benefit to local businesses in Lichfield and that **more support should be offered to these businesses** (9 comments).

*“The events don't help existing local business. It affects our trade and we do not have events to showcase Lichfield Businesses. Money going out of the city.”*

*“Feel let down that I have to have a 25% reduction in sales so these food street traders can take customers away from the shops that are here 52 weeks a year.”*

Additionally, some businesses commented on the **traffic and parking issues** that occur on event days, as well as the **general organisation of the events** suggesting this could be improved (8 comments).

*“Our customers are put off coming in as they think there will be nowhere to park or they will pay to park and town will be too busy for them, maybe offer free parking and overflow parking or free park and ride service.”*

*“Traffic getting into and out of city centre is hindered by very long term roadworks and unnecessary temporary traffic lights.”*

Businesses also commented that there are **too many events held within Lichfield** throughout the year, particularly **food related events**, and suggested the events should **focus more on the history and heritage** of the city (7 comments).

*“Too many food and drinks events. When they have home and garden here it is 95% food and drink.”*

*“The food festivals are called 'beer fest' among my customers - they want more to promote history of Lichfield/Medieval Market etc. Please get local business involved to promote our history.”*

Further to this, a few businesses suggested the **events should be better advertised** and that more information available on the events would be helpful (4 comments). These businesses also commented that there would be more cohesion between event organisers and businesses if more information was shared about the events.

*“More advertising is needed. There needs to be a diary of events in the city centre - maybe a digital board, banners, flags etc.”*

*“Lots of good stuff but too many different organisations involved - should be brought together under one group. Better synergy, collaboration, marketing etc.”*

Two businesses suggested there should be more **consideration for the placement of stalls** within the event, in terms of ensuring stalls are not placed near to local businesses selling similar products. A further two businesses complained about stallholders at the events and commented specifically on **problems with littering and anti-social behaviour**.

*“At the Gin, Cheese & Ale festival the only cheese stand to be seen was opposite the resident cheese shop - better placement of stands required.”*

*“Some events heavily feature alcohol related stalls which are well received but have created anti-social behaviour later in the evening.”*

*“Festivals are very popular to people as they are in the streets and free to enter.”*



## Visitors

### Audience profile

Attendance is one of the most primary measures of an event's impact. In simplistic terms, it can be used to assess the popularity and success of an event as well as the number of people who engage with its associated activities and programmes. It is also used to determine the profile of visitors to events.

In order to identify the visitor characteristics of those who are directly engaging with the key events held in Lichfield, questions were asked within the visitor survey to determine some of the more common aspects of people's personal profile.

### *Locality*

Visitors were asked to provide their postcode or if overseas, their country of origin. Postcodes were coded in to postal town when local to the area, whereas respondents from further afield have been classified into their county. Results show that the vast majority of visitors to the events come from Lichfield or its surrounding area, with 32% of visitors overall indicating that they live within Lichfield.



Locality	Home and Garden Festival	Lichfield Greenhill Bower	Rotary Cars in the Park/ Gin, Cheese & Ale Festival	Food Festival	Total
Lichfield	44%	33%	23%	28%	32%
Sutton Coldfield	3%	10%	17%	9%	10%
Walsall	7%	6%	10%	11%	9%
Burntwood	10%	15%	2%	8%	8%
Birmingham	4%	7%	10%	5%	7%
Cannock	4%	6%	7%	7%	6%
Rugely	3%	10%	8%	2%	5%
Tamworth	4%	1%	8%	6%	5%
Swadlincote	2%	1%	2%	2%	2%
Wolverhampton	2%	0%	1%	3%	2%
Stafford	1%	0%	3%	1%	1%
Derby	0%	1%	1%	3%	1%
Burton-on-Trent	3%	1%	0%	1%	1%
Stoke-on-Trent	0%	1%	1%	2%	1%
Willenhall	1%	0%	1%	1%	1%
Wednesbury	1%	0%	0%	2%	1%
Leicestershire	0%	0%	2%	1%	1%
West Yorkshire	1%	0%	2%	0%	1%
Atherstone	0%	0%	0%	2%	1%
Solihull	0%	1%	0%	1%	1%
London	0%	0%	1%	1%	1%
Lancashire	2%	0%	0%	0%	1%
Bilston	0%	0%	0%	1%	<1%
Coventry	0%	1%	0%	0%	<1%
Rugby	0%	0%	0%	1%	<1%
Oldbury	0%	1%	0%	0%	<1%
Middlesex	0%	0%	0%	1%	<1%
Tyne and Wear	1%	0%	0%	0%	<1%
Kent	0%	1%	0%	0%	<1%
Gloucestershire	1%	0%	0%	0%	<1%
Overseas	0%	0%	0%	1%	<1%
Telford	0%	0%	1%	0%	<1%
Stone	1%	0%	0%	0%	<1%
Newport	0%	0%	0%	1%	<1%
Matlock	1%	0%	0%	0%	<1%
Heanor	0%	0%	1%	0%	<1%
Ashbourne	0%	0%	0%	1%	<1%

### Type of Trip

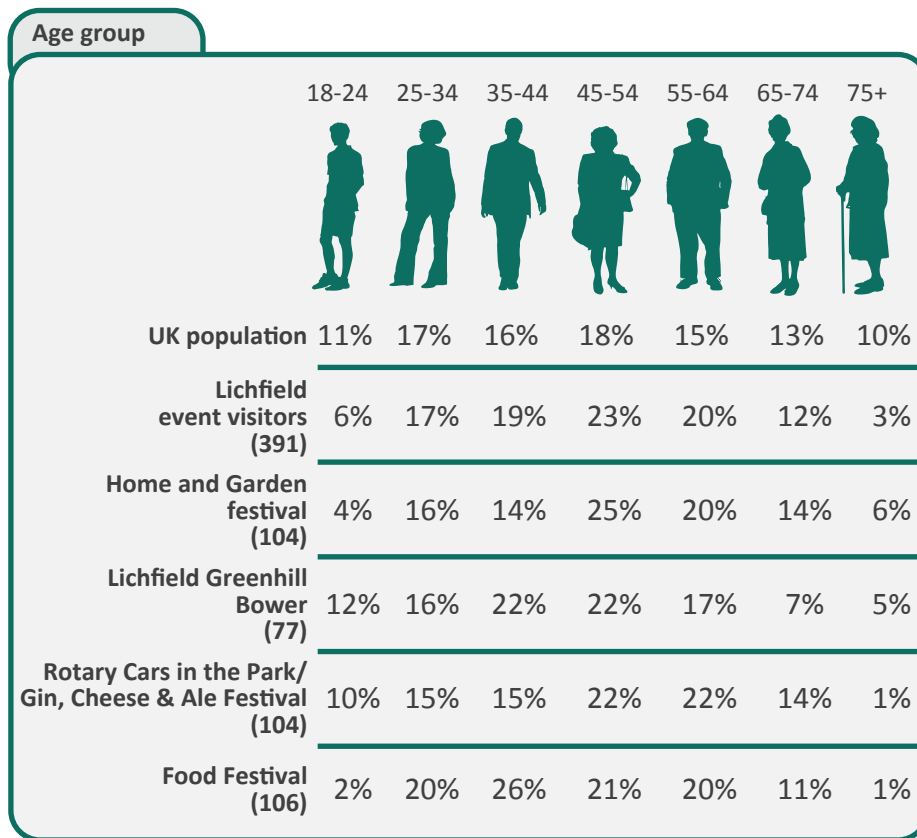
Visitors were asked to indicate what type of trip they were on. The vast majority of respondents indicated that they were local, predominantly on a morning/afternoon trip from home or a day trip from home.

Type of trip	Home and Garden Festival (106)	Lichfield Greenhill Bower (77)	Rotary Cars in the Park/ Gin, Cheese & Ale Festival (105)	Food Festival (107)	Total (395)
<b>LOCAL</b>	<b>89%</b>	<b>96%</b>	<b>95%</b>	<b>96%</b>	<b>94%</b>
Morning/ afternoon trip out from home (locally)	74%	43%	60%	51%	58%
Day trip from home	14%	53%	34%	45%	35%
Lunch break/ visit before or after work	1%	0%	0%	0%	0%
<b>NON LOCAL</b>	<b>11%</b>	<b>4%</b>	<b>5%</b>	<b>4%</b>	<b>6%</b>
On a holiday (4+ nights)	1%	0%	0%	3%	1%
On a short break (less than 4 nights)	2%	0%	1%	0%	1%
Visiting friends and relatives	3%	3%	1%	0%	2%
Study at an educational establishment in the area	0%	0%	1%	0%	<1%
Business/ attending a conference	1%	0%	0%	0%	<1%
Other	5%	1%	3%	1%	3%



## Age

Visitors were asked to indicate their age. When compared to UK population data, the Lichfield events attract a greater proportion of 45-54 and 55-64 year olds, as well as fewer 18-24 year olds and those aged 75 and older.

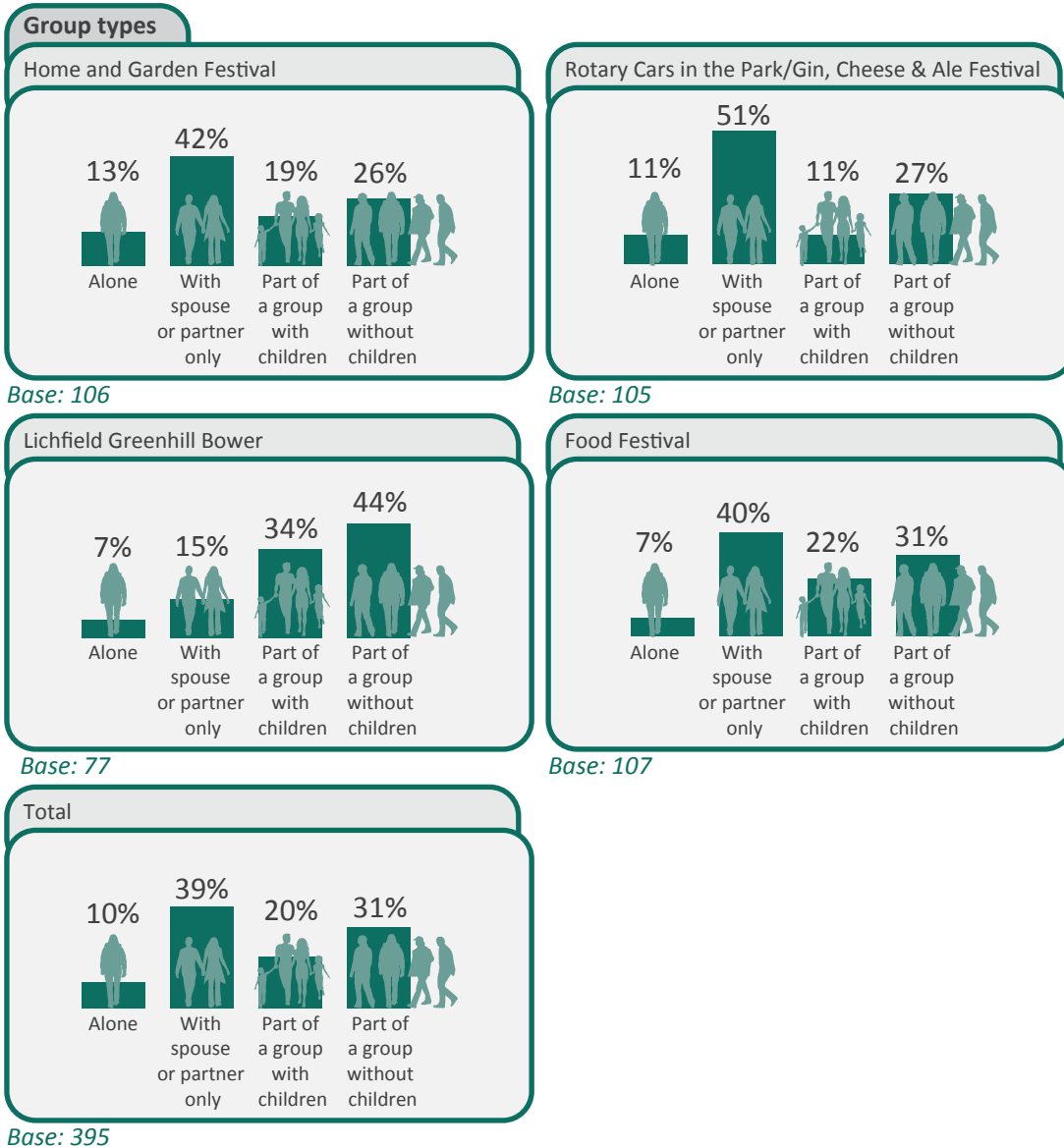


## Group Type

Respondents were asked to indicate who they were attending the event with. Overall, one in five respondents (20%) indicated that they were part of a group with children aged under 18 years.

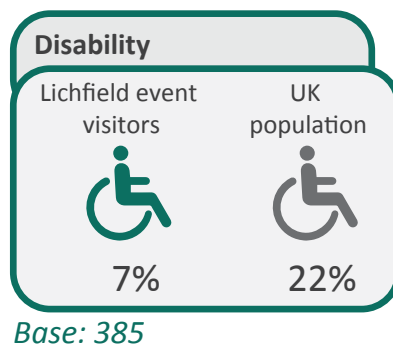
Additionally, 39% of respondents overall indicated that they were visiting with their spouse/partner only, 31% were part of a group without children, and 10% were visiting the event alone.

When looking at the individual events, visitors to the Greenhill Bower were significantly more likely to be visiting as part of a group, either with or without children, than any of the other events. 34% of respondents at the Greenhill Bower indicated that they were visiting with children aged under 18, with a further 44% visiting as part of a group without children.



## Disability

7% of all visitors reported that their day-to-day activities were limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months. This is significantly less than the UK population (22%). Findings were consistent at the different events that face to face interviewing took place at.



## Ethnicity

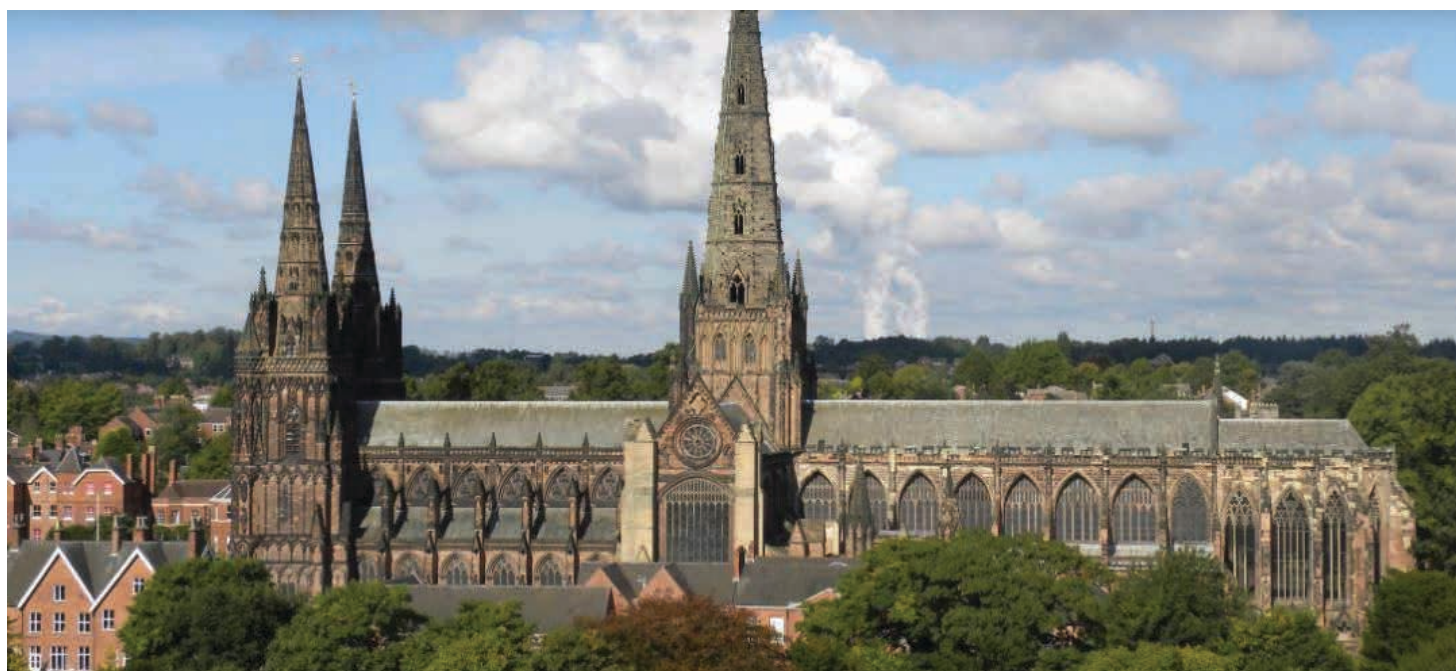
The vast majority of respondents consider themselves to be White (English/ Welsh/ Scottish/ Northern Irish/ British), consistent with the wider Lichfield District population. Findings were consistent at the different events that face to face interviewing took place at.

Ethnicity	Home and Garden Festival (103)	Lichfield Greenhill Bower (77)	Rotary Cars in the Park/ Gin, Cheese & Ale Festival (103)	Food Festival (107)
White (English/Welsh/Scottish/Northern Irish/British)	97%	97%	95%	94%
White other	2%	2%	3%	2%
Mixed	1%	2%	1%	1%
Asian	0%	0%	1%	3%
Black	0%	0%	0%	0%
Other	0%	0%	0%	1%

### *Religion / belief*

Respondents were asked to indicate their religion or belief. The vast majority of respondents indicated that they had no religion (49%) or were Christian (48%). There were significantly more respondents that indicated they had no religion when compared to the Lichfield District population, as well as significantly fewer respondents who were Christian compared to the Lichfield District population.

Religion	Lichfield event visitors (375)	Lichfield District population
No religion	49%	25%
Christian	48%	74%
Buddhist	1%	<1%
Hindu	0%	<1%
Jewish	1%	<1%
Muslim	<1%	<1%
Sikh	<1%	1%



## Social grade

Visitors were asked to indicate the occupation of the main wage earner within their household, in order to help determine their social grade. Social grades are often grouped in to ABC1 and C2D, which equate to non-manual and manual workers respectively. Those grouped as E grade are entirely dependent on the state long-term, through sickness, unemployment, old age or other reasons. Social grade is a helpful tool for defining target groups in many consumer markets, including those you wish to promote your event to.

When compared to 2018 social grade figures for the whole of Great Britain, Lichfield events attract a greater proportion of ABC1 visitors than the general population.

Social grade	Description	Lichfield event visitors (392)	2018 Great Britain population
A	<ul style="list-style-type: none"> <li>Professionals, very senior managers in business; top-level civil servants</li> <li>Retired people who worked in a grade A job</li> </ul>	2%	4%
B	<ul style="list-style-type: none"> <li>Middle-management executives in large organisations, with appropriate qualifications</li> <li>Principal officers in local government and the civil service</li> <li>Top management or owners of small businesses and educational and service establishments</li> <li>Retired people who worked in a grade B job</li> </ul>	31%	22%
C1	<ul style="list-style-type: none"> <li>Junior management, owners of small establishments and all other non-manual workers</li> <li>Jobs in this group have very varied responsibilities and educational requirements</li> <li>Retired people who worked in a grade C1 job</li> </ul>	33%	29%
C2	<ul style="list-style-type: none"> <li>Skilled manual workers</li> <li>Manual workers with responsibility for other people</li> <li>Retired people who worked in a grade C2 job</li> </ul>	26%	21%
D	<ul style="list-style-type: none"> <li>Semi-skilled and unskilled manual workers, apprentices and trainees of skilled workers</li> <li>Retired people who worked in a grade D job</li> </ul>	5%	15%
E	<ul style="list-style-type: none"> <li>Long-term recipients of state benefits</li> <li>Unemployed for more than six months</li> <li>Off sick for six months or more (unless they are still being paid by their employer)</li> <li>Casual workers and those without a regular income</li> <li>Intermittent workers in receipt of income support</li> </ul>	3%	9%

There were significantly more visitors to the Home and Garden Festival than any other event who were social grade B, while Lichfield Bower attracted significantly more social grade B visitors than Cars in the Park/ Gin, Cheese & Ale Festival and the Food Festival.

<b>Social grade</b>	<b>Description</b>	<b>Home and Garden Festival (105)</b>	<b>Lichfield Greenhill Bower (76)</b>	<b>Rotary Cars in the Park/ Gin, Cheese &amp; Ale Festival (104)</b>	<b>Food Festival (107)</b>
A	Higher managerial, administrative and professional	3%	1%	2%	2%
B	Intermediate managerial, administrative and professional	44%	32%	23%	26%
C1	Supervisory, clerical and junior managerial, administrative and professional	24%	33%	43%	34%
C2	Skilled manual workers	23%	28%	25%	27%
D	Semi-skilled and unskilled manual workers	2%	4%	6%	8%
E	State pensioners, casual and lowest grade workers, unemployed with state benefits only	5%	3%	1%	3%



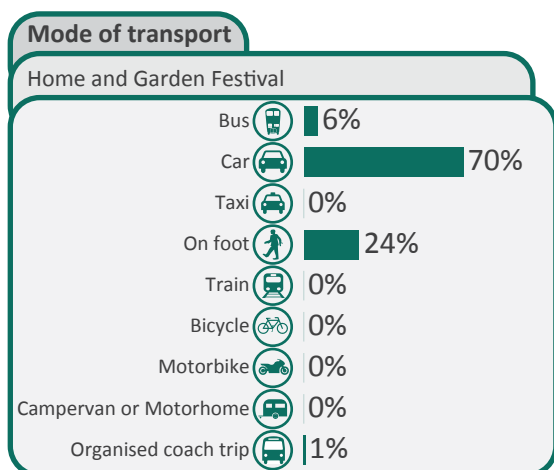
## Visitor transport and travel

Transport and travel to events has become increasingly important when considering the environmental impact of an event. The scale of this impact depends not only on the number of visitors and distance they travel to the event, but also the method of travel used.

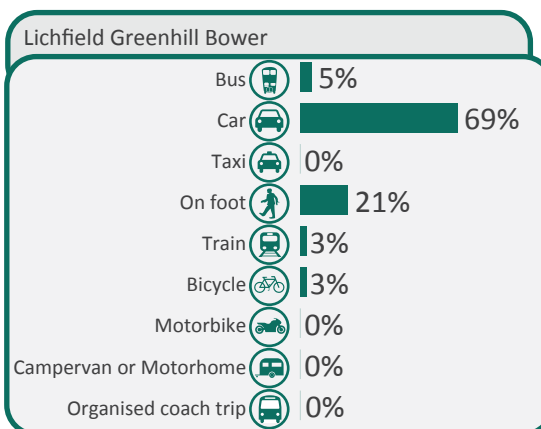
Understanding how visitors access an event can help to identify ways to reduce the environmental impact of visitor travel, reduce road congestion and encourage more sustainable travel through public transport and car-sharing.

### Visitor mode of travel

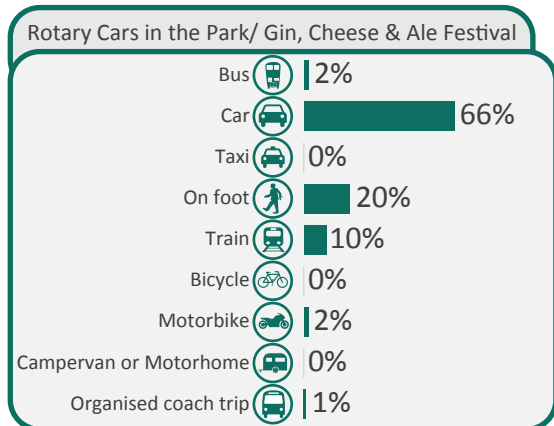
Visitors were asked to indicate the main means by which they travelled to the event. Overall, 67% of visitors travelled to the event by car, while 22% accessed the event on foot. 5% of visitors travelled by train and 3% travelled to the event by bus. Methods of travel used were similar amongst visitors to all of the events held within Lichfield.



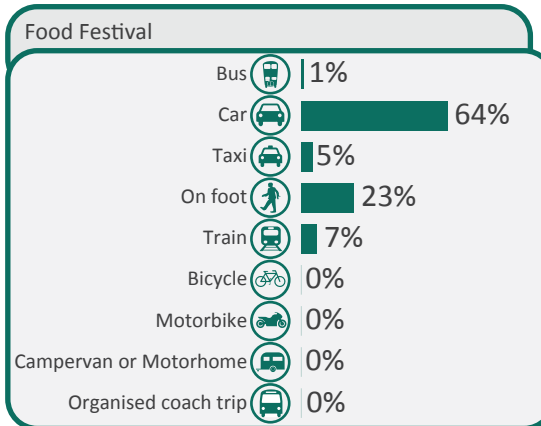
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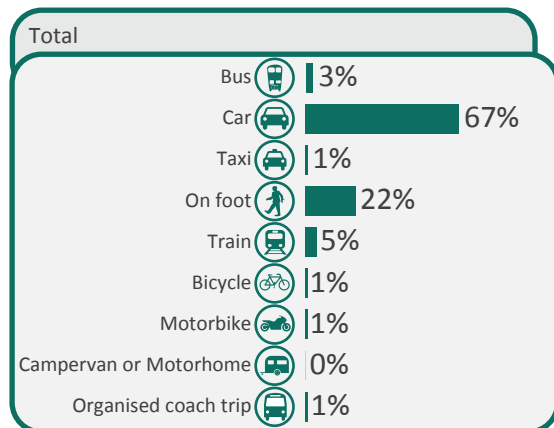
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Base: 105



Base: 107



Base: 395

## Issues with travel arrangements

In addition to this, visitors were also asked if they experienced any issues with their travel arrangements for the event. Across all of the events only nine visitors indicated that they had experienced issues with their travel (2%).

When asked to provide details of the issues experienced five visitors commented on problems with **parking**, three commented on experiences with **traffic and traffic lights**, one experienced a **train cancellation** and another visitor commented on the **lack of signs for the event** itself.

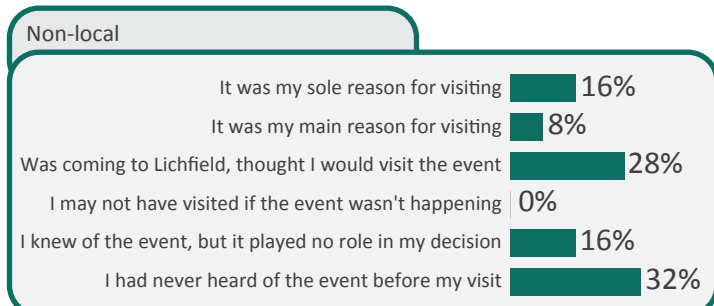
## Motivations

### Motivation to visit Lichfield

Visitors were asked to indicate what role the event played in their decision to visit Lichfield on the day of the event. 34% of locals indicated that it was their sole reason for visiting, with a further 29% stating that it was their main reason, and 27% indicating that they were coming in to Lichfield anyway so thought they would visit the event. In contrast, only 16% of non-locals indicated that it was their sole reason for visiting Lichfield, and 32% stated that they had never heard of the event before their visit.



Base: 370



Base: 25



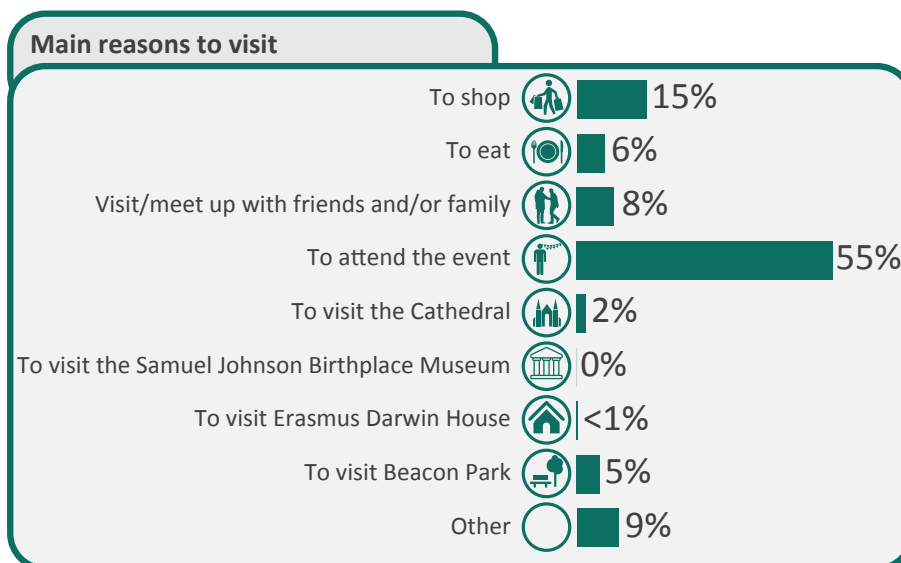
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When looking at the individual events, visitors to the Food Festival, the Lichfield Greenhill Bower and the Rotary Cars in the Park/ Lichfield Gin, Cheese & Ale Festival were significantly more likely to state that the event was their sole or main reason for visiting in comparison to visitors to the Home and Garden Festival. Furthermore, visitors to the Home and Garden Festival were significantly more likely to indicate that they were coming into Lichfield anyway so thought they would visit the event or that they had never heard of the event before their visit compared to visitors to all other events.

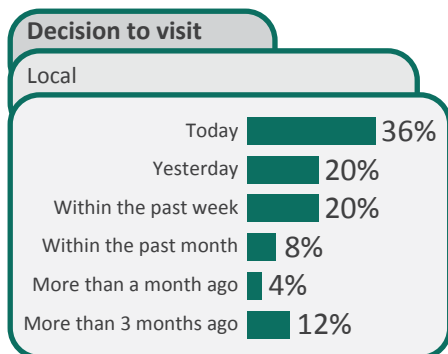
Motivations to visit	Home and Garden Festival (106)	Lichfield Greenhill Bower (77)	Rotary Cars in the Park/ Gin, Cheese & Ale Festival (105)	Food Festival (107)
It was my sole reason for visiting	13%	35%	36%	48%
It was my main reason for visiting	14%	47%	27%	28%
I was coming into Lichfield anyway so thought I would visit the event	44%	16%	26%	18%
I may not have visited if the event wasn't happening	1%	0%	4%	0%
I knew of the event, but it played no role in my decision	7%	0%	6%	4%
I had never heard of the event before my visit	21%	3%	2%	3%

Visitors were also asked what their main reason for being in Lichfield was. 55% stated that it was to attend the event, supporting the findings above. In addition, while respondents had other main reasons for being in Lichfield, they combined these other activities with a visit to the event, suggesting that dwell time within Lichfield is not just limited to the event itself.

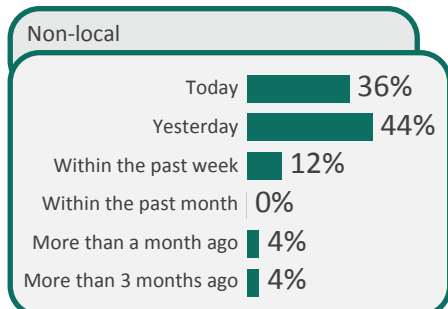


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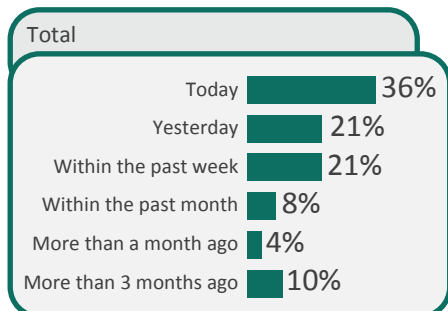
## Decision to visit



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Visitors were asked when they decided to attend the event, with 36% of both locals and non-locals deciding to visit the event on the day. A further 44% of non-locals decided to attend the event the day before.

When making comparisons across the individual events, visitors to the Home and Garden Festival were significantly more likely to make their decision to visit on the day of the event compared to visitors to all other events. Meanwhile, Rotary Cars in the Park / Lichfield Gin, Cheese & Ale and Food Festival visitors were significantly more likely to have made their decision in the week leading up to the event in comparison to visitors to the Home and Garden Festival and the Lichfield Greenhill Bower. Lichfield Greenhill Bower visitors were also significantly more likely to have made their decision to visit the event more than three months ago when compared to visitors to all the other events.

Decision to visit	Home and Garden Festival (106)	Lichfield Greenhill Bower (77)	Rotary Cars in the Park/ Gin, Cheese & Ale Festival (105)	Food Festival (107)
Today	63%	22%	29%	25%
Yesterday	20%	22%	17%	26%
Within the past week	9%	16%	29%	27%
Within the past month	4%	8%	11%	8%
More than a month ago	2%	4%	6%	4%
More than 3 months ago	2%	29%	10%	9%

## Event publicity

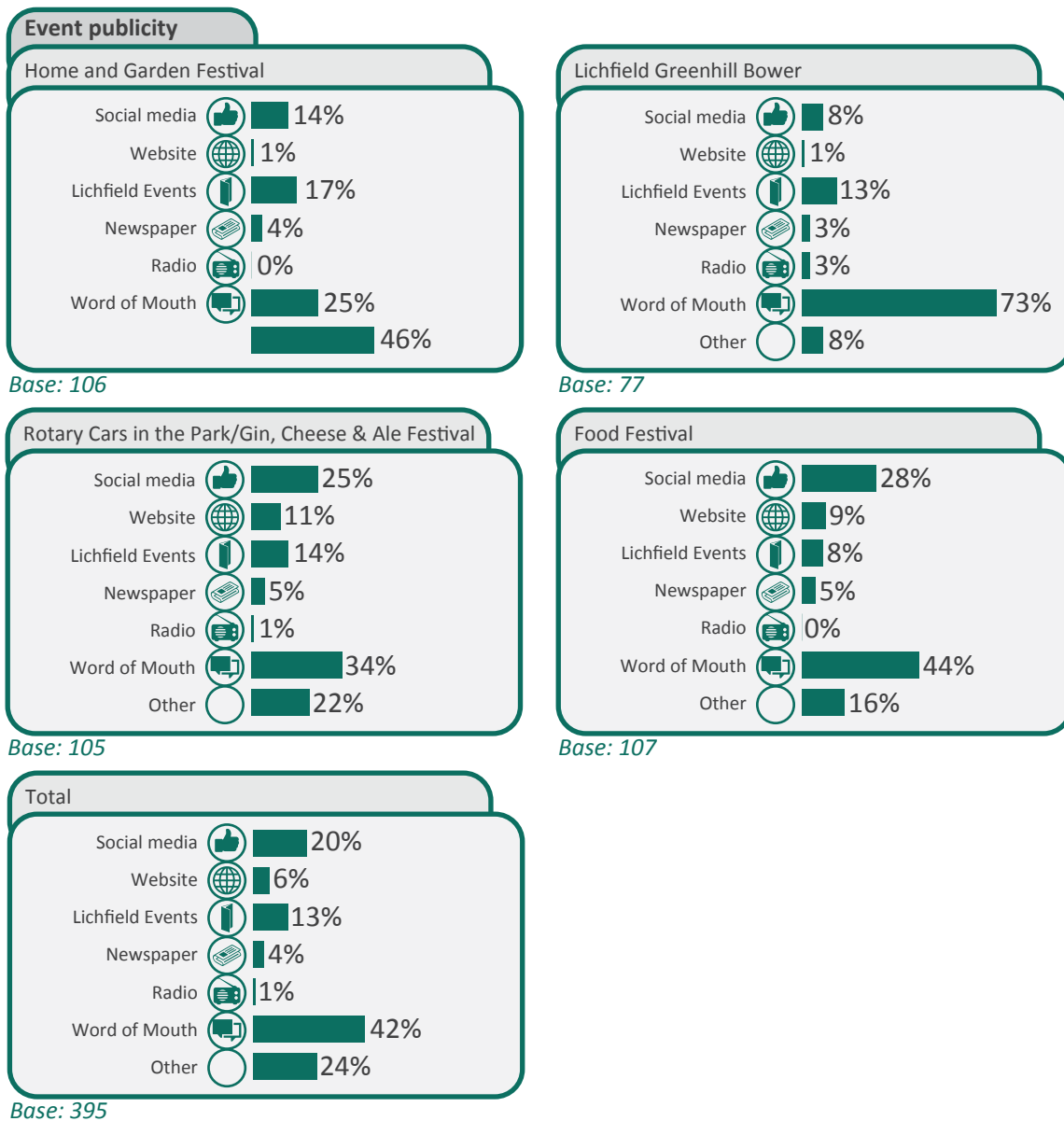
Visitors were asked how they heard about the event they attended. 42% of visitors overall had heard about the event via word of mouth. 73% of visitors to Lichfield Greenhill Bower had heard of the event through word of mouth, while only 25% of visitors to the Home and Garden Festival had.

20% of all visitors had heard about the event they attended via social media, with most of these stating that they had heard of the event via Facebook. Significantly more visitors to Lichfield Food Festival, Rotary Cars in the Park and the Gin, Cheese & Ale Festival heard of the event via social media compared to visitors to the Home and Garden Festival and Lichfield Greenhill Bower.

13% of visitors had heard of the event via Lichfield Events. Visitors to Lichfield Food Festival were significantly less likely to have heard of it via Lichfield Events.

Only 6% of visitors heard of the event they attended via a website. While relatively few visitors had heard of the event via a website (6%), popular websites that were used were Visit Lichfield, What's On, and Google.

24% of visitors said that they had heard of the event they attended through 'other' means, with significantly more visitors to the Home and Garden Festival than any other event indicating that this was how they heard of the event. Visitors were asked to write in the 'other' means that they had heard of the event, with more than half of the comments relating to the fact that they hadn't heard of it and their visit was spontaneous. Other ways visitors had heard of the event they attended included signs, posters and banners around Lichfield, and that they were local and so had previous knowledge of the event.



## Satisfaction

### Likelihood to recommend the event

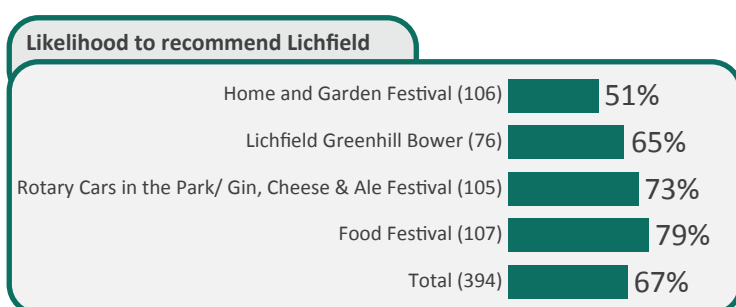
Visitors to the events were asked to indicate how likely they are to recommend the event to friends and family on a scale of 0 to 10 (0 = not at all likely, 10 = extremely likely). The Net Promoter Score (NPS) has been used to provide a standardised measure of overall satisfaction that can be compared across events. NPS is calculated as the difference between the percentage of visitors scoring 9-10 (promoters) and the percentage scoring 0-6 (detractors). Those that scored 7-8 are classed as passives, and are not considered when calculating NPS.



While the overall NPS for the events was 53%, the NPS for the Food Festival and Rotary Cars in the Park/ Lichfield Gin, Cheese & Ale Festival was significantly higher than that identified for the Home and Garden Festival and Lichfield Greenhill Bower.

### Likelihood to recommend Lichfield

Visitors to the events were also asked to indicate on a scale of 0 to 10 (0 = not at all likely, 10 = extremely likely) how likely they are to recommend Lichfield as a place to visit to friends and family, based on their visit to the event. NPS has again been utilised to provide a standardised measure of overall satisfaction that can be compared across events.

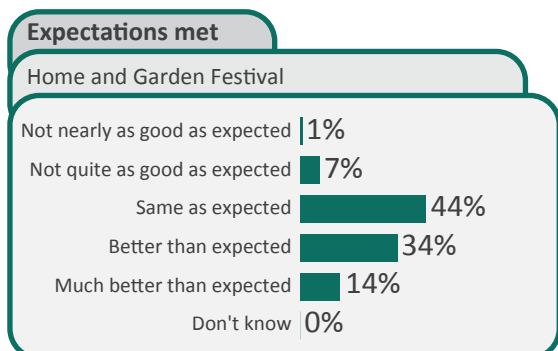


The NPS for Lichfield as a place to visit based on their visit to the Food Festival and Rotary Cars in the Park/ Lichfield Gin, Cheese & Ale Festival was again significantly higher than that identified for the Home and Garden Festival and Lichfield Greenhill Bower.

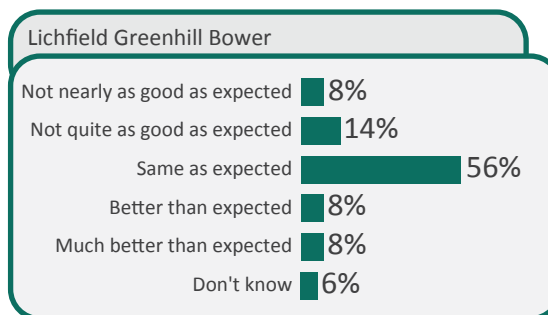
Interestingly, visitors are less likely to recommend the event they attended to friends and family than they are to recommend Lichfield as a place to visit as a result of their experience at the event. This demonstrates that the events have an important part to play on the image and reputation of the city.

## Expectations met

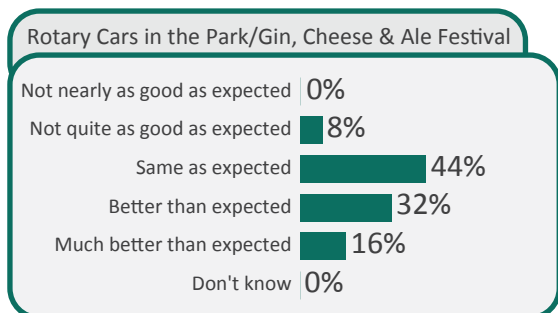
Visitors were asked to what extent the event lived up to their expectations. Overall, 42% of visitors felt that the event was either better than expected or much better than expected, while only 9% of visitors felt that the event was either not quite as good as expected or not nearly as good as expected. While similar numbers of visitors to all of the events felt that the event that they attended was as expected, significantly more visitors to Lichfield Greenhill Bower than to the other events felt that it was either not quite as good as expected or not nearly as good as expected.



Base: 106



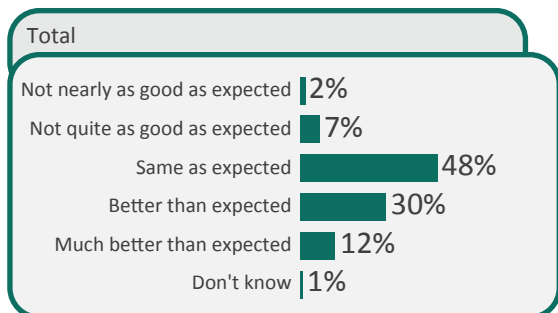
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Visitors that felt that the event was either not quite as good as expected or not nearly as good as expected were asked to indicate why. Overall, reasons for the events not living up to expectations were related to the **events not being as big as previous years**, with less stalls.

Of the nine reasons for the Home and Garden Festival not living up to expectations, six visitors felt that the event **felt more of a food festival than related to home and garden**.

*“Advertised as Home and Garden but it's just a food festival”*

Of the 19 reasons for the Lichfield Greenhill Bower not living up to expectations, nine comments related to **the parade not being as good as previous years**, five comments were related to it being **too expensive**, both for the stallholders and entrance in to the park, which has also had implications for there **not being enough stalls** and that **everything has been taken from the town** and put in the park.

*“Not so many floats, not so spectacular”*

*“They've taken everything away the town and gradually put in the park and the park should be free”*

*“Why is it all in the park? The licence for the stallholders is expensive”*

There were five comments explaining why Rotary Cars in the Park did not live up to expectations, with all of these relating to it **not being as well attended as previously with less cars to look at.**

*“More people and cars last time”*

Likewise, the three comments relating to Lichfield Gin, Cheese & Ale Festival not living up to expectations were related to it **not having as many stalls or produce as previous years.**

*“Cathedral Close market doesn't have many stalls compared to previous ones”*

Finally, the one comment relating to the Food Festival not living up to expectations was also about there **not being many stalls.**

*“Not so many stalls”*

Visitors who previously indicated that they were highly likely to recommend the event they attended (promoters) were significantly more likely to state that the event was better than expected or much better than expected than those who were less likely to recommend the event (detractors). Furthermore, visitors who previously indicated that they were not likely to recommend the event (detractors) were significantly more likely to have stated that the event was not nearly as good or not quite as good as expected compared to those who were highly likely to recommend the event (promoters).

Expectations met	Detractors	Passives	Promoters
Not nearly as good as expected	12%	1%	<1%
Not quite as good as expected	26%	3%	5%
Same as expected	58%	63%	40%
Better than expected	2%	29%	36%
Much better than expected	2%	4%	17%
Don't know	0%	0%	2%

## Event feedback

Visitors were asked what they liked about the event they attended as well as what they would improve about the event. Responses were coded in to the common themes that emerged from the events where interviewing took place. There were 426 comments from visitors across all events regarding what they liked about the event, compared to 279 comments relating to what they would improve.

	Home and Garden Festival	Lichfield Greenhill Bower	Rotary Cars in the Park/ Gin, Cheese & Ale Festival	Food Festival
<b>Positive feedback</b>	<b>102</b>	<b>70</b>	<b>112</b>	<b>142</b>
Atmosphere	17	9	17	18
The quality and variety at the event	56	27	53	77
Family day out	5	10	3	3
Everything, generic positive comments	8	8	13	9
Friendly people	2	2	2	5
Community spirit, events are good for Lichfield	6	7	2	7
Well organised, good layout	1	3	9	5
Free entry	0	0	4	0
Suggestions for improvement	2	0	3	4
Weather	1	1	5	13
Other	1	0	0	1
Nothing	3	3	1	0
<b>Improvements</b>	<b>62</b>	<b>56</b>	<b>72</b>	<b>89</b>
Traffic and parking	0	4	2	9
Expensive	3	5	1	2
Better/more advertising of the event, signage	9	2	2	10
The quality and variety at the event	23	22	25	7
Better organisation (more toilets, seating, bins, space)	4	7	11	27
Weather	0	3	2	0
Nothing / don't know	23	13	29	34

Visitors to all of the events gave contrasting views relating to the quality and variety of stalls. However, there were a much greater number of comments in support of the quality and variety of stalls (213 comments) than there were in terms of what they would like improved (77 comments).

When looking at the individual events, visitors to the Home and Garden Festival liked the **variety and number of food stalls**, however other visitors suggested that **there should be more home and garden specific stalls** at the event. This view is consistent with the comments relating to why the Home and Garden Festival did not live up to some visitors' expectations described previously.

*"Lots of different independent stalls" (Home and Garden Festival)*

*"Lots of interesting stalls" (Home and Garden Festival)*

*"More home and garden stalls, less food stalls" (Home and Garden Festival)*

Many visitors to the Lichfield Greenhill Bower **liked the parade** as well as the other activities and displays that were on offer at the event. However, it was suggested by other visitors to the event that **the parade could be longer and include more floats**, and that **there could be more stalls and activities offered**. Again, feedback to this question from Lichfield Greenhill Bower visitors supported the comments as to why this event did not live up to some visitors' expectations as previously described.

*"The procession and the events in the park" (Lichfield Greenhill Bower)*

*"The parade was lovely" (Lichfield Greenhill Bower)*

*"Better floats, a longer procession." (Lichfield Greenhill Bower)*

Visitors to the Food Festival liked the **variety of food and drink stalls** at the event. Only a few visitors to the Food Festival suggested the variety and quality of these stalls could be improved.

*"Variety of stalls. Different foods, veggie and gluten free options." (Food Festival)*

*"It's brilliant. Fab food and drink" (Food Festival)*

*"More for children" (Food Festival)*

Visitors to the Gin, Cheese & Ale Festival also liked the **variety of food and drink stalls on offer**, while visitors to the Rotary Cars in the Park particularly liked the **cars on display** at the event. However, other visitors to these events suggested they would have liked **more stalls selling gin, cheese or ale** at the Gin, Cheese & Ale Festival, as well as **more cars, including classic cars**, and food and drink stalls at the Rotary Cars in the Park event.

*"Nice selection of cars." (Rotary Cars in the Park)*

*"Wide variety of food and drink on offer" (Gin, Cheese & Ale Festival)*

*"More classic cars and fewer modern cars" (Rotary Cars in the Park)*

Another theme to emerge from the positive comments made by visitors about what they liked about the event they attended was **socialisation, increased connections and community spirit** (115 comments). More than half of these comments were made by visitors who felt the event they attended had a **good atmosphere** (61 comments). Some visitors felt that the event they attended created a **sense of community spirit** and that the **events were a positive thing for Lichfield** as they bring life and trade to the city (22 comments). Visitors also liked that the event they attended was **great for a family day out**, with activities and stalls that all of the family could enjoy (21 comments), while others specifically commented on **how friendly the people were** at the events (11 comments). Views expressed within this theme were fairly consistent among visitors to all of the events, however visitors to Lichfield Greenhill Bower event were more likely to have commented on the event being a family friendly day out, but less so on the atmosphere of the event when compared to visitors to the other events.

*"How busy it was, lovely atmosphere, relaxed." (Food Festival)*

*"It brings the community together. Makes me feel good to get out." (Lichfield Greenhill Bower)*

*"Enjoyable for all ages." (Home and Garden Festival)*

*"Very friendly people." (Rotary Cars in the Park)*

A number of visitors commented that they **liked everything about the event** they attended or were **generally positive** about the event (38 comments). In addition to this, many of the suggestions for improvement made by visitors were from those who felt that nothing about the event they attended needed to be improved (99 comments).

*"Love Lichfield, love these events." (Home and Garden Festival)*

*"Like everything about it." (Food Festival)*

*"Nothing, it's fantastic." (Lichfield Greenhill Bower)*



18 visitors felt that the event they attended was **well organised and had a good layout** to enable visitors to easily access the event, creating an atmosphere while also not overcrowding areas of the event. Half of these comments were made by visitors to Rotary Cars in the Park.

*“Not too crowded, all spaced out.” (Home and Garden Festival)*

*“It's nicely laid out.” (Rotary Cars in the Park)*

On the other hand, there were many more suggestions for improvement relating to the **organisation of the events** (49 comments). Visitors suggested the events needed **more toilets, more seating, more bins, more space and better laid out to improve accessibility** and avoid issues with congestion or crowding. More than half of the suggestions for improvement relating to organisation were from visitors to the Food Festival, with these mostly suggesting that the **layout of the event caused issues with congestion in parts** of the event, that there was **poor crowd control** and accessing the event was difficult. As well as this, Food Festival visitors also suggested there could be more seating, bins and toilets provided at the event. However, this was a consistent view among visitors to all of the events.

*“By the river it's very congested, a stall was in the way.” (Food Festival)*

*“More seating. More toilets. More rubbish bins.” (Food Festival)*

*“Needs more seating at the Cars in the Park, plus more toilets.” (Rotary Cars in the Park)*

Furthermore, 15 visitors suggested improvements relating to the **traffic and parking** at the event they attended. Visitors suggested there should be more parking available on event days, as well as cheaper or free parking to attract more visitors. The majority of these suggestions were made by visitors who attended the Food Festival.

*“Better and more parking and sensible prices to park.” (Food Festival)*

*“More parking and on event days it should be free, it puts people off coming here.” (Food Festival)*

Four visitors, all of whom attended Rotary Cars in the Park, liked that the event was **free to enter**. However, there were comments from visitors to all of the events who thought the **events were expensive** and suggested the event they attended would be better if it was cheaper (11 comments). Visitors particularly commented on the **cost of the rides at Lichfield Greenhill Bower** event, as well as the **prices at the food and drink stalls** at all of the events.

*“It's free and reasonable food prices.” (Rotary Cars in the Park)*

*“Make it cheaper. The cost the rides really adds up. A day pass like a wristband for everything like a theme park.” (Lichfield Greenhill Bower)*

*“Cheaper food stalls.” (Home and Garden Festival)*

20 comments were made by visitors who liked the **good weather** at the event they attended. On the other hand, five visitors suggested the weather could have been better when asked what they would improve about the event.

*“Because the weather is nice, it's very pleasant.” (Home and Garden Festival)*

There were 23 suggestions from visitors that there could be **more or better advertising of the event** they attended, as well as **better signs for finding the events** and facilities at the events, such as toilets. The majority of these comments were made by visitors who attended the Food Festival and Home and Garden Festival.

*“Better advertising, be what you say you are.” (Home and Garden Festival)*

*“Signs in Lichfield directing to the food festival.” (Food Festival)*

Finally, in response to the question asking what visitors liked about the event they attended a few commented that **nothing was good** (7 comments), meanwhile some other visitors suggested improvements for the event they attended, such as to improve the advertising of the event, have more space and for there to be cheaper food options available (9 comments).

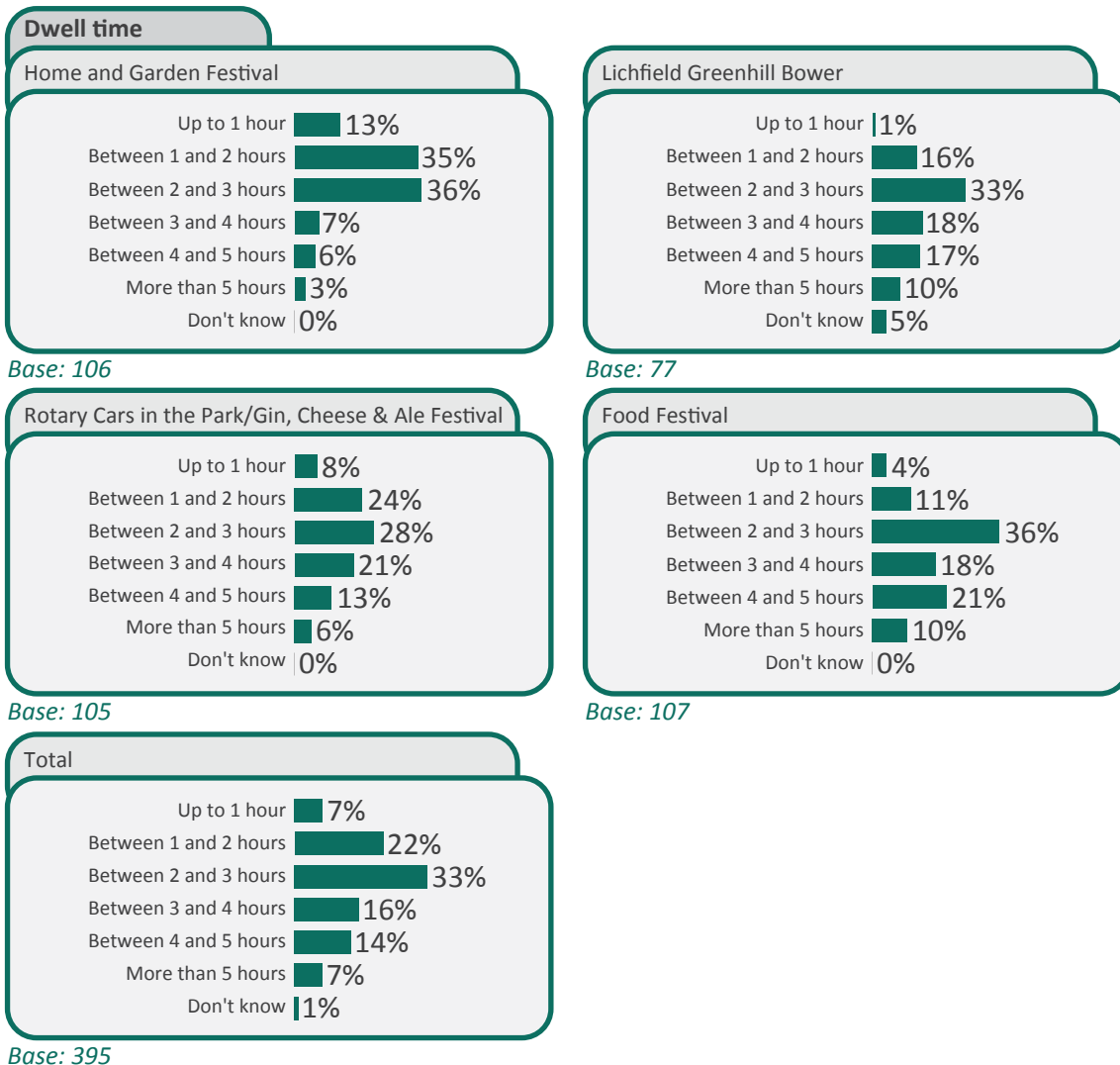
*“More space between stands.” (Food Festival)*

*“Advertise it.” (Home and Garden Festival)*

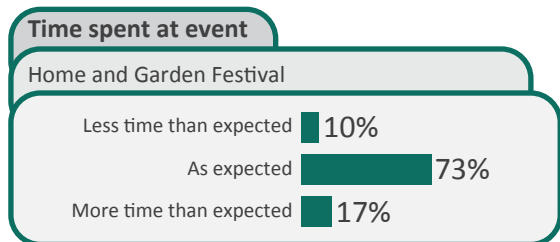
## Time spent at the event

### Dwell time

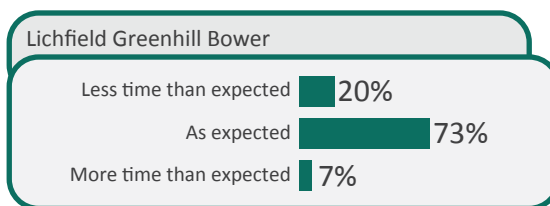
Visitors were asked how long they spent at the event. Overall, 29% of visitors spent up to 2 hours at the event, 33% spent 2-3 hours at the event, and 37% spent more than 3 hours at the event. Visitors to the Home and Garden Festival were significantly less likely to spend more than 3 hours at the event than visitors to the other events.



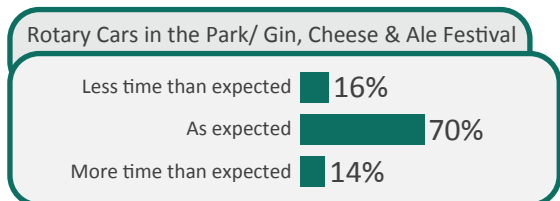
Visitors were also asked to indicate how long they intended to visit the event for. Net dwell time has been used to assess the success of the event. Net dwell time is calculated as the difference between the actual time spent at the event and intended time spent at the event. Visitors are classified as having either spent less time than expected, as expected, or having spent more time than expected. Overall, 73% of visitors spent the same amount of time at the event as they expected to, while there was an equal split between those that spent either more (14%) or less (13%) time than expected.



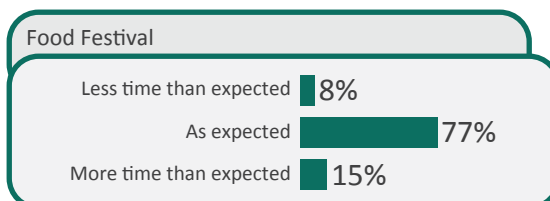
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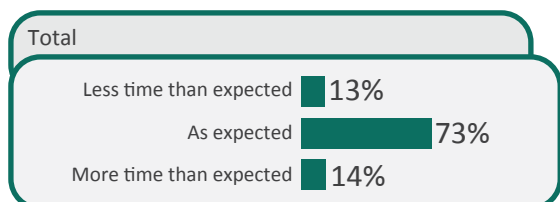
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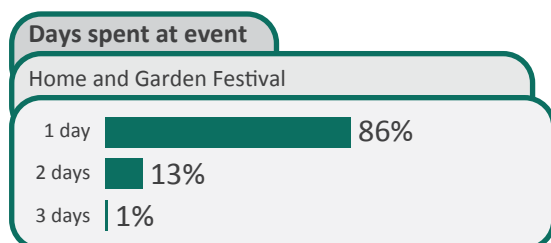
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Looking at the events individually, there were more visitors that spent more time than expected than those that spent less time than expected at both the Home and Garden Festival and the Food Festival, while the opposite was true for the Lichfield Greenhill Bower.

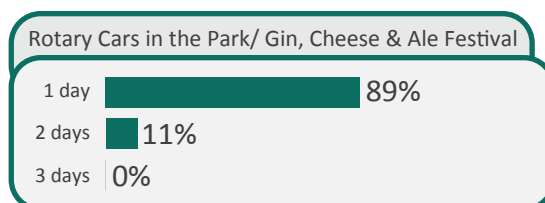
### Days at the event

The success of an event can also be measured by exploring whether visitors attend for more than one of the days that it is running. As Lichfield Greenhill Bower is only held on one day, it has not been included in this analysis.

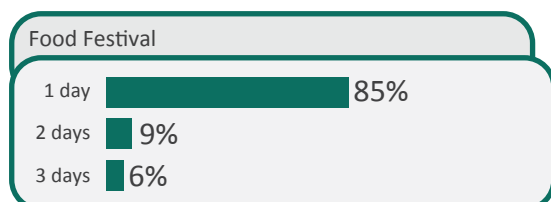
More than one out of every ten visitors to the events indicated that they intended to visit on more than one of the event days for all of the other events where interviewing took place, indicating that the multi-day events have enough variety and opportunities for engagement for visitors on more than one day.



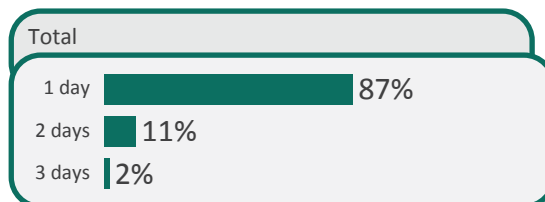
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## Personal benefits

Overall, 67% of visitors agreed that their visit to the event had enhanced their image of Lichfield as a place to visit. Agreement was consistent among visitors to all of the events.

Furthermore, 61% of visitors indicated that their visit to the event means that they are more likely to visit Lichfield for a day out, while 31% indicated that they are more likely to visit Lichfield for a short break or holiday in the next 2 years as a result of attending the event.

Statement	
Visit to the event enhanced my image of Lichfield as a place to visit	67%
My visit to this event means that I am more likely to visit Lichfield for a day out in the next 12 months	61%
My visit to this event means that I am more likely to visit Lichfield for a short-break or holiday in the next 2 years	31%

*The overall % agreement with personal statements*

## Community benefits

Visitors were also asked to indicate their agreement with a number of statements relating to the community benefits created by the key events. More than 80% of visitors agreed or strongly agreed with all of the statements relating to the community benefits, suggesting that the events within Lichfield are important to the community and provide a great socio-economic benefit to local people.

Generally, the events were seen as a great way of providing entertainment as well as being a source of community spirit and pride among local residents, helping to create a positive image of Lichfield that is inclusive for all. The events are also seen as important for the local economy by providing additional customers for local businesses.

Statement	
The event that we attended provides great entertainment for those attending	97%
The event that we attended creates a positive image for Lichfield	94%
The event that we attended creates a sense of community spirit and pride for local residents	92%
The event that we attended provides additional customers for local businesses	91%
The event that we attended creates a sense of community spirit and belonging for those attending	90%
The event that we attended is inclusive and enables all who wish to attend to do so	90%
The event that we attended offers invaluable opportunities for engagement with particular activities (e.g. music, art, food, nature)	86%
The event that we attended is not over commercialised	84%
The event that we attended is an important part of Lichfield's heritage and traditions	82%

*The overall % agreement with community statements*

## Event organiser findings

### Event management

#### Involvement

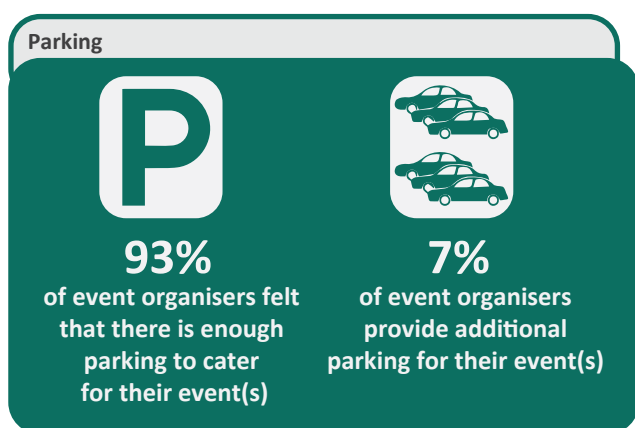
Event organisers were asked to indicate what the reasons they organise events are. The reasons that event organisers gave for organising the event included the fact that it is a **long-running festival** (5 events), the desire to **encourage engagement and participation with the local community** (4 events), to **promote a specific cause** (4 events), and to **increase footfall and visitor numbers** throughout the year (2 events).

*“Longstanding festival to present a wide choice of music to local residents and attract visitors to the city”*

*“Wanted to run a low cost event for the local community”*

*“To forward our mission and strategic objectives”*

### Parking



Event organisers were asked whether they felt that the existing parking offer within Lichfield has enough surplus to cater for events. The vast majority of event organisers felt that there was enough parking within Lichfield to cater for these events (93%).

Event organisers were also asked if they provide additional parking for their event(s). Only 7% of event organisers provide additional parking for their event(s).



## General management of events

Event organisers were asked to indicate their agreement with a number of statements relating to the management of the event(s) they organised within Lichfield.

Statement	
There are effective waste management services in place	89%
Noise levels are easily controllable so as not to cause complaint	89%
Costs for security and safety are reasonable	88%
There are few congestion problems	78%
The event(s) that we organised is not over commercialised	78%
There is a constant need for creativity and innovation to keep the event sustainable	67%
It is easy to get adequate and reliable part time, agency or volunteer staff	66%
Event overlays are creative and cost-effective	56%
The event(s) that we organised finds it easy to maintain attendance numbers / ticket sales	56%
Appropriate permissions and licences are granted easily	33%
We can cope with any weather condition (e.g. heavy rain, extreme heat)	33%
Programming and curating content has few challenges	22%
The event(s) that we organised receives good support from local government	22%
The event(s) that we organised finds it easy to get funding support	11%

*The overall % agreement with management statements for event organisers*

There were mixed views among event organisers regarding the statements relating to the management of events, indicating that some areas are effectively managed but there are other areas that could be better managed for organisers. The majority of event organisers agreed that the waste management services in place are effective (89%), that noise levels are easily controllable (89%) and that costs for security and safety at events are reasonable (88%). Many event organisers also thought that the event they organised was not over commercialised (78%) and that there are few congestion problems created by their event (78%).

On the other hand, there were a number of areas for concern highlighted by event organisers demonstrated through low agreement with the statements. One of the main management challenges created for event organisers is funding support, with only 11% of organisers agreeing that it is easy to get funding support for events through grants, sponsorship or loans. Event organisers also indicated that support from local government could be better, with only 22% agreeing that the event they organise receives good support from local government, and 33% agreeing that appropriate permissions and licences are granted easily. Other statements with low agreement were related to programming and curating content (22%) and coping with weather conditions (33%) suggesting these are also areas that could be better managed.



## Trade

In order to determine the impact of the key events on trade, event organisers were asked to indicate their agreement with statements relating to the business critical opportunities created for those organising or supplying the events and additional customers for local businesses as a result of the events.

The majority of event organisers agree that the event they organise offers business critical opportunities for those organising or supplying the event (88%), while 78% agreed that the event they organised provides additional customers for local businesses, indicating that the majority of event organisers believe the events within Lichfield have a positive impact on trade in the area.

Statement	
It offers business critical opportunities for those organising or supplying the event	88%
The event(s) that we organised provides additional customers for local businesses	78%

*The overall % agreement with trade statements for event organisers*

## Community benefits

Event organisers were also asked to indicate their agreement with a number of statements relating to the community benefits created by the key events held within Lichfield. Agreement was high among event organisers for all of these statements indicating that organisers believe the events are important for the community and create many benefits for local residents.

In particular, all event organisers agreed that the events create a positive image for Lichfield, that they provide great entertainment for those attending and that the events are a source of community spirit, belonging and pride for attendees as well as local residents.

Statement	
The event(s) that we organised creates a positive image for Lichfield	100%
The event(s) that we organised provides great entertainment for those attending	100%
The event(s) that we organised creates a sense of community spirit and belonging for those attending	100%
The event(s) that we organised creates a sense of community spirit and pride for local residents	100%
There are few antisocial behaviour issues (e.g. crime, noise)	89%
There are little or no negative responses from attendees or residents	89%
The event(s) that we organised offers invaluable opportunities for engagement with particular activities (e.g. music, art, food, nature)	89%
The event(s) that we organised creates a sense of community spirit and pride for those working at the event	89%
The event(s) that we organised is inclusive and enables all who wish to attend to do so	89%
The event(s) that we organised is an important part of Lichfield's heritage and traditions	78%
There are opportunities for direct engagement with audiences for stakeholders (e.g. organisers, suppliers and sponsors)	67%

*The overall % agreement with community statements for event organisers*

## Charity donation

Event organisers were asked to indicate whether they donated to or raised money for charity from the proceeds made from their event.

While the majority of event organisers indicated that they did not donate any of their proceeds to charity, their reasons for this were that they were a department of either the City or District Council. Other event organisers indicated that all of the proceeds were donated to charity. However, the reason for this was that the event organiser was a charity, and therefore the proceeds of the event went to themselves.

One event organiser indicated that what they did donate went to the Mayor and Sheriff's charities.

## Benefits and challenges

### General benefits and challenges

Event organisers were asked to identify other benefits and challenges created by the event(s) that they organise.

	Number of comments
<b>Benefits</b>	<b>11</b>
Offer engagement opportunities for local groups or individuals to promote their work	4
Boost local economy, employability	3
Increase footfall / boost visitor numbers	2
Educate	2
<b>Challenges</b>	<b>10</b>
Charges from local authority (e.g. licence fees)	4
Organisation of the event (H&S, road closures, stall placement, volunteers, promotion)	4
Getting sponsorship	2

There were 11 comments from event organisers regarding the benefits created. Four of these organisers believe the events offer **engagement opportunities for local people** to promote their work and develop/showcase their skills.

*"Enables local artists to develop skills and provides an increase in artistic activities in both quality and quantity."*

*"We also ran a 'young critics' scheme for young writers and 8 free 'wellness' workshops."*

Additionally, three organisers commented that the **events boost the local economy** and create **employment opportunities** within Lichfield.

*"Positive impact on local economy."*

*"We create work experience and employment opportunities. 630 students participated in our 2019 events."*

Event organisers also think that the **events increase footfall and visitor numbers** to the local area (2 comments), while also **educating people on the heritage and history of Lichfield** (2 comments).

*"Increase in visitors to the city many will return again. Increase in footfall and dwell time."*

*"The event provides fantastic opportunities for local audiences to discover more about the city's heritage."*



On the other hand, there were 10 comments from event organisers relating to the challenges created by the event(s) they organise. Four event organisers commented on challenges relating to the organisation of an event, for example **health and safety procedures, road closures, stall placement** within the event, **difficulty attracting skilled volunteers** and the **cost of promoting the event**.

*“Some external factors affected us on this day. For example, some cars did not acknowledge the road closure signs and drove around the market square.”*

*“Attracting skilled volunteers at the organisational level. Effective and widespread promotion (costs).”*

In addition to this, four organisers suggested **charges from the local authority were a challenge** for them, for example the **licence fees create problems attracting stallholders** to the event. Meanwhile two other organisers commented on the challenge of getting **sponsorship** for an event.

*“This year the charging of street trading licences has made many stalls cancel.”*

*“Attracting sponsorship/funding to enable a sustainable festival.”*

*“We create work experience and employment opportunities. 630 students participated in our 2019 events.”*

*“The event provides fantastic opportunities for local audiences to discover more about the city’s heritage.”*

## Stallholder responses

### Event management

#### Involvement

Stallholders were asked to indicate their reasons why they have a stall at the event they attended. A number of reasons for having a stall at the event were given by stallholder respondents. These included **showcasing their products/brand** (9 stallholders), to **generate income** (14 stallholders), the fact that **they are a local business and it is a local event** (9 stallholders), they have **had a stall at the event in previous years** (7 stallholders), there is **good footfall** and high number of potential customers at the event (7 stallholders), to **try and grow a local customer base** (6 stallholders), while one stallholder said it was because the **organiser was good to deal with**.

*“To raise profile and generate income”*

*“We are Staffordshire based so hoped that buying from a local producer would appeal”*

*“It’s a local event and I want to grow my business locally”*

*“I really enjoy this event and have been exhibiting my work there for a number of years”*

*“It’s local for me, lots of visitors and have repeat sales”*

*“It gives us great exposure in the local area”*

#### General management of events

Stallholders were asked to indicate their agreement with a number of statements relating to the management of the event they were a stallholder at. Stallholders were positive about the level of communication they had with event organisers (63%) and how noise levels are managed at the event (63%).

However, a number of these statements relating to the management of events received less than 50% agreement from stallholders. The areas of concern for stallholders included the costs for the stall and issues with getting adequate and reliable staff. Stallholders also indicated that congestion, waste and coping with the weather were all areas that could be better managed at the events. Only 36% of stallholders agreed that costs for the stall are reasonable, while 36% of stallholders also agreed that there are few congestion problems on event days. 32% of stallholders agreed that there are effective waste management services in place for events, and only 26% agreed that it is easy to get adequate and reliable part time, agency or volunteer staff.

Statement	
Noise levels are easily controllable so as not to cause complaint	63%
Communication with the event organisers is good	63%
The event that we were a stallholder at is not over commercialised	52%
It can cope with any weather condition (e.g. heavy rain, extreme heat)	39%
Costs for the stall are reasonable	36%
There are few congestion problems	36%
There are effective waste management services in place	32%
It is easy to get adequate and reliable part time, agency or volunteer staff	26%

*The overall % agreement with management statements for stallholders*

## Trade

In order to determine the impact of events on trade for stallholders, stallholders were asked to indicate their agreement with statements relating to the importance of events for their business success and access to additional customers at events.

The vast majority agree that events offer stallholders access to people who would not otherwise have been reached (91%), while 66% of stallholders think that the events are important for their business success.

Statement	
It offers me access to people who I would not otherwise be able to reach	91%
It is important for my business success	66%

*The overall % agreement with trade statements for stallholders*

## Community benefits

Stallholders were also asked to indicate their agreement with a number of statements relating to the community benefits created by the key events. The majority of these statements received more than 50% agreement, indicating that the events are seen to be important for the community and create great benefits for local residents. In particular, stallholders indicated that they think the event they were a stallholder at creates a positive image for Lichfield (84%), is inclusive and enables all who wish to attend to do so (81%) and provides great entertainment for those attending (80%).

The only area of concern for stallholders relating to the community was the issue of antisocial behaviour, with only 45% of stallholders agreeing that there are few antisocial behaviour issues at the event(s).

Statement	
The event that we were a stallholder at creates a positive image for Lichfield	84%
The event that we were a stallholder at is inclusive and enables all who wish to attend to do so	81%
The event that we were a stallholder at provides great entertainment for those attending	80%
The event that we were a stallholder at is an important part of Lichfield's heritage and traditions	71%
The event that we were a stallholder at offers invaluable opportunities for engagement with particular activities (e.g. music, art, food, nature)	68%
The event that we were a stallholder at creates a sense of community spirit and pride for those working at the event	68%
The event that we were a stallholder at creates a sense of community spirit and belonging for those attending	62%
The event that we were a stallholder at creates a sense of community spirit and pride for local residents	58%
There are little or no negative responses from attendees or residents	56%
There are few antisocial behaviour issues (e.g. crime, noise)	45%

*The overall % agreement with community statements for stallholders*

## Charity donation

Stallholders were asked to indicate whether they donated to or raised money for charity from the proceeds made from their stall. Of the 31 stallholders who responded to the survey, four indicated that they donated to or raised money for charity from the proceeds they made from their stall at the event. Of these, two stallholders indicated that they were charities, while the other two were sole traders who donated to local charities.

## Benefits and challenges

### General benefits and challenges

Stallholders were asked to identify any benefits or challenges created from being a stallholder at the key events held within Lichfield. Views given by stallholders suggests that they encounter a greater number of challenges (48 comments) than benefits (27 comments) from being a stallholder at the events. The main benefits to stallholders are that the events provide an opportunity for promoting their business and high footfall at the events. However, the main challenges facing stallholders at the events are the expense of licence fees, as well as organisational issues such as the layout of stalls and a lack of publicity for the events.

	Number of comments
<b>Benefits</b>	<b>27</b>
Good way to promote my business/ brand/ cause, good networking	14
High footfall	8
No challenges	3
Well known event in a great location	2
<b>Challenges</b>	<b>48</b>
Organisation issues (Lack of advertising, problem with organisers, power supply, location of stalls)	15
Licence fee	10
No benefits	7
Poor attendance/ spending	6
Too many traders, especially food	4
Traders that are not local, commercialisation	3
Weather	3

There were a total of 27 comments regarding the benefits created by being a stallholder at the events within Lichfield. A number of stallholders felt that the events provided a **good opportunity to promote their business**, brand or cause and was **good for networking** (14 comments).

*“Links between businesses. We have used the networking opportunities to book other events we may not have known about.”*

*“Opportunity to show my work, networking and marketing for future events.”*

Eight stallholders felt the events benefited from **high footfall**, while two others commented that the event they were a stallholder at was **well known and in a great location**.

*“Huge footfall, great location.”*

*“Being able to be part of a well-known event that is a yearly tradition.”*

In addition to this, there were three stallholders who commented that there were **no challenges** created by being a stallholder at these events. Two of these were from stallholders at the Food Festival, while one was a stallholder at the Gin, Cheese & Ale Festival.

On the other hand, a total of 48 comments were made in relation to the challenges created by being a stallholder at the events in Lichfield. A number of stallholders commented on **organisation issues** relating to the event they were a stallholder at, for example lack of advertising, problems with organisers, power supply issues and poor location of their stall (15 comments).

*“There was not much advertising that I could see in the surrounding areas... A lack of stallholders in the area I was allocated led to a lot of customers turning around before getting to my stall and walking back the way they came - we were the last stand by Minster Pool.”*

*“Cost to exhibit for a larger vehicle is triple even though we can only serve the same number of customers. Communication before and during event from organiser is terrible.”*

*“The layout and stall positions can cause problems, by putting consumables next to non-consumables - smells, cooking and queues.”*

Additionally, a number of stallholders commented that the **street trading licence fee** introduced by the council was a challenge as it **increases the cost to traders and discourages them from attending** the event (10 comments). Stallholders suggested the **reduced numbers of stalls at the events impacted on the atmosphere and footfall of events**, which creates further challenges for them.

*“Unnecessary licence fee by Lichfield Council. Exhibit all over the UK and even in the City of London there are no made up council licences. It damages small businesses and creates growing resentment.”*

*“This year a lot of the stallholders didn't attend due to the Street Trading Licence that has been imposed on to the traders. The licence should be FREE as it has completely ruined the whole event. The market this year looked very poor in comparison to previous years and the people attending commented on that. The atmosphere has gone I'm afraid... The council should abolish it and bring back the 'festivity' into the Festival, otherwise there'll be no traders there to put on a show.”*

Stallholders also commented on **poor attendance and spending from visitors** at the events (6 comments).

*“Local customers not attending the General Market due to access and parking problems.”*

*“During periods of heavy congestion, visitors don't spend with stallholders.”*

Four stallholders suggested there **were too many traders at the events**, particularly **too many stalls selling similar products**. This issue was raised mostly in relation to food stalls. Meanwhile others suggested that **traders in attendance at the events were not local** and the events have become **over-commercialised** (3 comments).

*“Traders who sell the same items and live outside the county doesn't help support the growth of local businesses. Personally I have found this to impact my business and sales reduce year on year as more of the same traders are introduced who have come from miles away... Because of both these issues, I've now been forced to look further afield for events and will have only attended two events in Lichfield this year compared to five to six in previous years.”*

*“Difficult as a small local trader where we as producers also man the stall, when you're competing against more 'factory' based products with stalls manned by seasonal staff and products are mass produced. The market lacks a local distinctiveness and hard to pick out local traders from those who travel a long way. A lot of food festivals are becoming the same, with the same stalls and no local character.”*

*“It was very quiet and the mix of stalls was not right for the event. Too many fast food.”*

Additionally, in response to the question regarding the benefits created by the events a few stallholders said there were **no benefits** (7 comments). These comments were made by stallholders to all of the events.

Three people commented that the **weather is a challenge** for stallholders at events as this results in fewer visitors attending the event.

*“Difficulties experienced in poor attendance in bad weather as there is no protection against the weather.”*

## Conclusions

The findings within this report offer a comprehensive overview and understanding of the socio-economic impact of the key events held within Lichfield. The study gave event organisers, stallholders, local businesses and event visitors the opportunity to provide their views on a wide range of socio-economic impacts.

### Why support key events within Lichfield?

Key events attract more than 340,000 event visitors throughout the year, and generate more than £9 million in visitor spend, with more than £5 million of this attributed to visits to Lichfield that would not have occurred if the events were not held.

As well as the economic benefit, there are a number of community benefits created by the key events within Lichfield. The events are a source of community spirit and pride for local residents, and help to create a positive image of Lichfield and one that is inclusive for all.

Consideration should be given to enhance and develop the key event programme within Lichfield due to the socio-economic benefits that they bring to the city.

### Considerations and recommendations

There are a number of recommendations which should be considered by the council and event organisers as they continue to develop the key event programme within the city.

### Organisation of the events

#### *Fees, cooperation and collaborative working among stakeholders*

Firstly, in terms of the organisation of the events, stallholders and event organisers commented on street trading licences. These are seen to have deterred traders from coming to the events, which has had an impact on the number of stalls and activities at the events. It is suggested that the cost of the street trading licences should be further considered.

It is suggested that event organisers should look to work more closely and collaboratively with the council and local businesses. Improved communications from event organisers to local businesses would be beneficial. This should include making them aware of any road closures, and any opportunities there are for businesses to get involved with their event.

The events are also seen as important to the community and believed to create many socio-economic benefits for local residents. Improving relations with local businesses and increasing their involvement will only strengthen the community benefits these events provide. As events are generally not competitive, there is a strong case to be made for better sharing of learning and information between organisers for the benefit of the city and local community.

Furthermore, it is recommended that businesses are encouraged to offer different products or promotions on event days to generate more custom from event attendees on these days. This will also increase dwell time of visitors within the city itself.

#### *Type of events that should be supported*

There are also a number of recommendations in terms of the type of events that should be supported within the city. It is also important that key events reflect what they are marketed as, with stalls, activities and products reflecting the theme of the event.

More events could be encouraged throughout the year to account for seasonal peaks and troughs. A more varied event programme, celebrating the history and heritage of Lichfield may also attract a wider audience.

#### *Other organisational challenges*

It is recommended that greater consideration should be given to the layout of the events by organisers to ensure it is suitable for everyone. Stalls should not be placed where there is little/no footfall, but should also not be placed where they will create congestion as this also prevents spending from visitors. Stalls should also not be placed in areas that will cause issues with local businesses, for example food stalls should not be placed in front of food shops selling similar products, which creates more competition for customers. Stalls should not be placed where entrances to local businesses are blocked. Improving the layout of the events will benefit stallholders so they have a continuous stream of visitors throughout the event, which means they are more likely to return year on year. This in turn will benefit organisers as the size and quality of future events will be maintained because stallholders keep coming back to the event, which will help to maintain visitor numbers.

To ensure the sustainability of the key events it is recommended that organisers and the council promote and encourage more sustainable travel for visitors to the events, for example by encouraging the use of public transport. Encouraging more sustainable travel for visitors will also help to ease congestion on event days. In addition to this, good communication from organisers with local residents and businesses about upcoming road closures on event days will help to ease congestion.

Employing additional event stewards/staff can assist with the organisational challenges faced on event days such as helping to enforce road closures and ensuring health and safety procedures are followed.

To account for issues relating to being able to get adequate and reliable part time, agency or volunteer staff it is recommended that organisers, the council and stallholders work with local organisations who offer volunteering opportunities to improve the promotion and communication of the benefits of these roles.

Developing new initiatives for ensuring waste is effectively managed will also help to ensure the sustainability of the events.

It is also recommended that event organisers encourage event visitors to spend time in the city itself. This will increase dwell time within the city and the event itself, and will also increase footfall to local businesses.

It is also important that event organisers have systems in place to ensure businesses can maintain access on event days, for example for deliveries.

### **Marketing and promotion of events**

The events attract a large proportion of local visitors from people living within Lichfield and its surrounding areas. Events should be promoted to a wider audience within a 2 hour drive of Lichfield to encourage more non-locals to attend.

It is recommended that the key events are marketed more than 3 months prior or within the month leading up to the event, and increased during the week before the event.

The events should be promoted through social media, websites and paid advertising. Promotion should focus on Lichfield as a destination and combined with the events programme. Event specific advertising is also recommended for the key events.

The findings within this report offer a comprehensive overview and understanding of the socio-economic impact of the key events held within Lichfield. The study highlights the economic benefit that the key events bring to the city of Lichfield, and consideration should be given to enhance and develop the key event programme within Lichfield further due to the socio-economic benefits that they bring to the city.

The events programme should be varied in the terms of the type of event, with a focus on improved event management, communication, and marketing by the event organisers, and consideration should also be given to the cost of the street trading licenses.

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# Events and Festivals Policy

CLr Iain Eadie, Deputy Leader and Cabinet Member for the Visitor Economy and Local Plan

Date:	6 <sup>th</sup> October 2020
Agenda Item:	6
Contact Officer:	Craig Jordan/Lisa Clemson
Tel Number:	01543 308202/01543 308708
Email:	Craig.Jordan@lichfielddc.gov.uk/ Lisa.Clemson@lichfielddc.gov.uk
Key Decision?	NO
Local Ward Members	All



**CABINET**

## 1. Executive Summary

- 1.1 The purpose of this report is to seek approval to consult on a draft Events and Festivals Policy. The policy follows reports to EGED and work commissioned to recognise the value of events to Lichfield District.
- 1.2 The aim of this policy is to facilitate the continued delivery of high quality, well run events and festivals in Lichfield District, to ensure that they are well managed, consider the impacts on existing businesses and residents and add to the economic growth of the district.

## 2. Recommendations

- 2.1 That the Cabinet approves for the purposes of consultation the draft Events and Festivals Policy attached at **Appendix 1** to this report.
- 2.2 That the Cabinet delegates authority to the Cabinet Member for Visitor Economy and the Local Plan in consultation with the Head of Economic Growth and Development to approve and adopt the policy following consultation unless there are material changes which need further consideration by Cabinet.
- 2.3 That subject to the policy being endorsed following consultation, Cabinet recommends to Full Council that the Council's constitution be amended to formally acknowledge the formation of a cross-service officer panel for determining an annual events programme in consultation with the Cabinet Member for Visitor Economy and the Local Plan.
- 2.4 That Cabinet recommends to Council an update the Medium Term Financial Strategy to include a supplementary budget of £20,000 per annum to help meet the costs of new events intended to support local communities across the district.
- 2.5 Cabinet delegate authority to the Cabinet Member for Visitor Economy and the Local Plan in consultation with the Head of Economic Growth and Development to determine requests where these are submitted.

## 3. Background

### Context

- 3.1 A key theme of Lichfield District Council's Strategic Plan 2020 - 2024 is that "we will work collaboratively to shape our place and develop prosperity" by encouraging increased visitors, increased spend in our local economy and more overnight stays.
- 3.2 Events and festivals are recognised as a key part of this, as an engaging and varied events programme helps us build on our heritage, tourism, and cultural offer and encourages more footfall, both to the events and afterwards as events help showcase the city for future repeat visits.

- 3.3 The District Council commissioned in 2019 Bournemouth University (BU) to undertake an Economic Impact Assessment of the key events and festivals held within Lichfield City. This research provided the council with information about how these events contributed to the local economy, what effects they were having on local businesses, what visitors' perceptions were and to provide information about if and how they deliver economic, social and cultural benefits to the city.
- 3.4 As part of its work the University carried out a number of surveys with different stakeholders examining economic impacts, social and cultural impacts, perceptions of the key events and motivations for visiting.
- 3.5 The findings of this research were presented to the Council's Economic Growth, Environment and Development (Overview and Scrutiny) Committee earlier this year and members discussed various areas where improvements could be made in our approach to hosting events and where further work was needed. This included in respect of:
- Consideration of the relationship between events and existing businesses located in the city centre
  - Developing a more diverse events programme
  - Health and safety at events, including road closures
  - Marketing of events
  - Potential resource for co-ordinating events
  - Application process for event organisers
- 3.6 It was resolved at the meeting that the BU report should be noted and the views of the committee and recommendations of the BU Study on improving events and festivals be reflected in the development of an events and festivals policy.

### **Proposed Policy**

- 3.7 Lichfield District Council as a landowner hosts events for example in its parks, it also has a major role in facilitating events via its various roles and responsibilities. Through its regulatory service it provides the necessary licences and consents to allow activities to take place; it considers the health and safety of events through chairmanship of the Safety Advisory Group and ensures food safety guidelines are adhered to for food-related events. In addition, the Council via its visitor economy team helps to promote events and provides opportunities for event organisers to use the various Visit Lichfield marketing platforms. Operational Services provides support for street cleaning and rubbish removal, for events on council owned land as well as in the city centre. Democratic Services deal with requests for road closures.
- 3.8 Currently applications for a licence to run special events<sup>1</sup> are considered by officers in Regulatory Services.
- 3.9 Currently applications for events to take place in Beacon Park and Stow Fields are considered and decisions made by senior managers in the Operational Services Parks Management Team.
- 3.10 Outside of the District Council and across the district, events are promoted and hosted by a variety of other organisations and landowners. In seeking to develop a policy the intention has been to capture the varied interests and partners who play a part in providing for events and festivals so that the approach is one which reflects a shared vision and which will truly be of benefit to all parties including local residents and business.
- 3.11 A further consideration with the formulation of a policy has been to bring together the various services that operate within the District Council to promote, regulate and support events and festivals as described above so that a single, clear message can be communicated and also where possible related internal processes and procedures can be streamlined.
- 3.12 Attached at **Appendix 1** is a draft policy and procedure which is the product of the work requested by the EGED Committee. Cabinet will note the reference to an overarching vision to provide for a suitable

range and mix of events that will appeal to different sections of society, that will allow for the involvement of local residents and businesses, that will bring economic benefits and furthermore, help to promote the District as an attractive place to live, work and play.

- 3.13 Through applying the policy and its promotion via various channels, it is hoped that event organisers will wish to bring forward proposals for events and festivals in line with the vision and stated objectives, building upon the already high profile the district has for hosting the same.
- 3.14 To ensure that events are indeed suitable and will deliver the necessary benefits to the district and its communities, alongside the draft policy is a process which it is suggested should be followed to allow the District Council and its partners to assess and evaluate proposed events when these come forward. A two part process is proposed involving an initial stage whereby proposals will be judged by a panel of officers against a set of criteria and scored accordingly. Where an in principle approval is duly granted and confirmed in consultation with the respective Cabinet Member for Visitor Economy and the Local Plan then event organisers will be invited to submit detailed proposals and subject to the details being acceptable, then the granting of the relevant consents through existing procedures.
- 3.15 Assuming the policy is subsequently confirmed and to avoid any confusion with other functions relating for example to the granting of licences and consents it should be formally recognised that the Cabinet Member for Visitor Economy and the Local Plan will be responsible for determining an appropriate annual events programme.
- 3.16 To support the new policy and its implementation & following previous feedback from the EGED Committee, work is in progress to develop a guidance document for event organisers that contains all of the information an event organiser would require to propose and run an event in Lichfield District. This document will be an operational guide informed by the various service areas referred to in paragraph's 3.7 to 3.9 above.
- 3.17 It is expected that the policy and its implementation will be delivered by those services within the Council that already have relevant roles and responsibilities. It will be important however to have a single 'gateway' in to the Council and a single point of contact (SPOC) to help prospective event organisers access/navigate the procedures. It is suggested that the Council's Visitor Economy Manager should be that SPOC. To monitor the effectiveness of the policy and associated procedures it is also suggested that an officer group be established made up of representatives from the said services.
- 3.18 If Cabinet is minded to approve for consultation the draft policy and the process for facilitating appropriate events it is proposed that the views of EGED members, key external partners and those of other interested parties are now sought.

### **Community events**

- 3.19 As stated in the draft policy, subject to proposals meeting the relevant criteria new events particularly those that derive from and support local communities across the district would be welcome adding variety to the annual programme. To encourage new events that serve to meet local community needs and recognising that meeting associated costs may be an issue for some events, it is proposed that the Council agrees a fund that organisers could bid in to where necessary. It is suggested that a fund of £20,000 per annum be available for this purpose with authority given to the Cabinet Member for Visitor Economy and the Local Plan in consultation with the Head of Economic Growth and Development to agree or otherwise requests for support where submitted. It is not possible to accommodate the aforementioned sum within existing budgets and therefore if the Cabinet is minded to support the proposal a recommendation will need to be made to Council to agree a supplementary budget to the Medium Term Financial Strategy.

### **Covid -19**

- 3.20 Finally, in the current climate of the COVID19 pandemic, it is recognised that opportunities for a full events and festivals programme are by necessity limited. The policy is aimed at a post CV19 situation whereby any restrictions are removed. In the interim however it is acknowledged that any events that

may be proposed and agreed will be required to comply with relevant government advice and guidance.

### Concluding Remarks

- 3.21 Key events attract more than 340,000 event visitors throughout a typical year to the district, and generate more than £9 million in visitor spend, with more than £5 million of this attributed to visits to Lichfield that would not have occurred if the events were not held. As well as the economic benefit, there are a number of community benefits created by the key events within Lichfield. The events are a source of community spirit and pride for local residents, and help to create a positive image of Lichfield and one that is inclusive for all.
- 3.22 A policy of the kind being suggested in this paper will help ensure events and festivals take place which building upon the successes that have occurred to date and going forward assist in maintaining a high standard and accessible events programme.
- 3.23 It is recommended that Cabinet approve the draft policy and approach for the purposes of consultation and seek the views of relevant partners and other interested bodies.

Alternative Options	The Council could decide not to have a policy or to agree an amended policy to that emerging. The view of the EGED Committee which has considered the matter is that the Council and the district would benefit from having a suitable policy to facilitate an appropriate events programme that benefits the district.
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Consultation	Internal consultation with all relevant service areas has taken place. If approved for consultation the views of EGED members would be sought as well as external partners and stakeholders.
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Financial Implications	The report suggests the creation of an annual fund to support the development of new events serving local communities. A sum of £20,000 per annum is proposed. This sum cannot be met within existing budgets and hence would be a budgetary pressure.
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Contribution to the Delivery of the Strategic Plan	<ol style="list-style-type: none"> <li>1. A key theme of Lichfield District Council’s strategic plan 2020-2024 is we will work collaboratively to shape our place and develop prosperity across Lichfield District.</li> <li>2. Events and Festivals are recognised as a key part of showcasing our district, and encouraging economic growth. A varied events programme, helps us build on our heritage, tourism, and cultural offer and encourages more footfall, both to the events and afterwards as events help showcase the district for future return visits.</li> </ol>
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Equality, Diversity and Human Rights Implications	<ol style="list-style-type: none"> <li>1. An equality impact assessment has been undertaken.</li> </ol>
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Crime & Safety Issues	A well prepared event management plan, should consider the impact events may have on crime and disorder, plans should be put in place to prevent any disorder, working with the Safety Advisory Group can help to mitigate any impact.
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	Events provide a social activity for residents and visitors.
<b>Environmental Impact</b>	The environmental impact of any event will be assessed, managed and mitigated through the event booking enquiry/assessment process. The draft policy includes a set of environmental criteria against which to judge any EoI.

<b>GDPR/Privacy Impact Assessment</b>	A Privacy Impact Assessment has not been undertaken at this stage.
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	<b>Risk Description</b>	<b>How We Manage It</b>	<b>Severity of Risk (RYG)</b>
A	Will this new policy be implemented in time to develop a varied events programme for 2021?	This will be dependent upon the outcome of consultation and the subsequent timing of the policy's introduction. In the event of delay or other issues emerging, the existing policies and processes will offer a fall- back position. However, the current impact of CV19 is likely to be a significant factor in determining the scope for events in the near future (see below)	Likelihood: Yellow Impact: Yellow
B	Will the environment be right, post covid, to develop an events programme for 2021	Continually review the guidelines issues by government with regards to mass gatherings/events.	Likelihood: Red Impact: Yellow
C	Consideration should be given as to whether the policy and associated processes and guidance will deter event organisers from wishing to run events in Lichfield.	Continually monitor and review the policy and its implementation to ensure that it meets the Council's and other stakeholder's requirements.	Likelihood: Yellow Impact: Red

<b>Background documents</b>
Economic Impact report from Bournemouth University from January 2020.

<b>Relevant web links.</b>
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<sup>i</sup> A special event is defined as an event that has a minimum of 10 stalls and have the potential to deliver significant economic impact

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# Guide to Organising an Event in Lichfield District

Draft

# Contents

- Introduction
- Applying for permission to hold an event
- Evaluation criteria
- Event management plan
- Traffic management & road closures
- Street trading and licenses
- Noise control and use of generators
- Litter collection/waste/recycling
- Insurance
- Funding your event
- Locations available for your event
- Promoting your event
- Lichfield District events policy



# 1 | Introduction

Welcome to Lichfield District Council's guide to event planning in the district.

This guide has been designed to support you in the process of organising a public event in Lichfield District.

Lichfield District Council and its partners want events in the district to be fun and enjoyable for all and bring a range of benefits to the area and its communities.

This guide should be read alongside the district council's approved policy and procedure on events and festivals.

## **Disclaimer statement:**

Please note, all the information in this document is guidance only. It does not necessarily include all the information that may be relevant to your event. The district council is not responsible for the lack of any information supplied in this document. It will be the responsibility of the event organiser to seek and obtain all the necessary consents and approvals to allow an event to go ahead and to comply with all legal requirements.

## 2 | Applying for permission to hold an event

The district council is keen to have a year-round events programme that offers variety for visitors to enjoy. We will work with other landowners/stakeholders to coordinate a programme across all of the available events opportunities, and make sure the events are of a quality to meet customer expectations.

To co-ordinate events across the district, avoid event clashes, and ensure they meet our criteria, there will be a single application point for all large events and festivals, via our website [www.lichfielddc.gov.uk/link will be inserted when it goes live](http://www.lichfielddc.gov.uk/link-will-be-inserted-when-it-goes-live)

Event organisers are welcome to discuss a proposed event idea with the Visitor Economy Manager in the first instance, who can provide a wide range of local information, including advice on possible event locations and landownership.

### **Stage 1 - Expression of interest application**

In the first instance event organisers will be invited to submit an **expression of interest** event application, to the district council. This will be in the form of an online application (*link will go live when application opens*). You can submit an expression of interest application for 2021 from Tuesday 2 December 2020 to Wednesday 13 January 2021. For future years there will be two periods to submit expression of interest applications. The dates will be advertised on the district council's website. For applications to be considered, submissions must be made through an online form on the district council's website.

An application must in all cases include:

1. Proposed title of event

2. Details of the size, theme and nature of the event
3. Intended site and location
4. Intended operating times and overall duration
5. Outline event management plan, setting out how the organiser intends to manage their event.

All expressions of interest will be evaluated against a set of criteria and a scoring matrix, and a decision will be made and communicated to the applicant.

The council reserves the right to refuse permission for an event which does not meet with the approved policy.

Once a proposed event has been accepted in principle, the applicant will be invited to make a full event organiser's application and be expected to pay the relevant financial deposits. This must be done within four weeks of being notified, to allow proper consideration to be given to the proposal and for the relevant consents to be issued prior to the event taking place. Where consents have not been obtained in advance events will be unable to take place.

We suggest event organisers consult with this guide in the first instance, to ensure any proposed event meets our criteria for events and festivals

### **Stage 2 – Full event application**

Applications that have met the evaluation criteria will be notified and invited to submit a full event application, this will be an online form. At this stage other relevant information needs to be submitted to enable the various consents to be considered. A detailed events management plan (EMP) must accompany each application. This must be made within four weeks of an event organiser being notified that their expression of interest has been successful.

Permission to use land not owned by the district council must be sought from the relevant landowner before a full event application is submitted.

## **3 | Evaluation criteria and score weighting**

To ensure all expression of interest applications meet the district council's policy, all applications will be evaluated and scored against the set criteria below.

### **A. Economic benefit - 25% weighting**

We are looking to have events that support the district's economy through increased visitor numbers and spend. Event proposals should therefore show the degree to which they:

- Generate income for the local economy
- Help to regenerate parts of the district
- Contribute towards meeting the council's strategic objectives around shaping places and developing prosperity

- Have local business involvement
- Show variety in their offer to attract different customers

### **B. Event organisers' experience/previous performance - 25%**

We are looking for event organisers who have the suitable capabilities and capacity to deliver well run, organised events and festivals that meet all regulatory requirements. Evidence should be provided to show previous experience and performance in planning and operating events and the following will be taken into account:

- Organiser's past performance in organising previous events
- Compliance with relevant legislation and guidance
- Ability to meet deadlines
- Payment of fees/outstanding debts

### **C. Financial viability - 20%**

Applicants must demonstrate the financial viability of a proposed event, identify all relevant costs and planned/projected income. The applicant's financial assessment will be judged having regard to:

- The credibility of the costings and whether all relevant costs have been factored in
- Levels and sources of projected income including any sponsorships to cover costs
- Returns on investment

### **D. Promotes the district and engages the community - 15%**

We are keen that events help to promote the district and also fully engage with residents and local communities. Event proposers should show in their applications how these aims will be achieved having particular regard to:

- Promoting Lichfield District as a vibrant and attractive place to live, work and visit
- Generating positive, local, regional and international publicity for the district
- Encouraging community engagement - residents and businesses - and promoting civic pride in events and festivals
- Supporting cultural, economic, community and social growth for the benefit of the district

### **E. Environmental impacts - 15%**

To ensure the environmental impact of events are taken into account in the planning and management of an event, the factors below will be assessed:

- Impact of noise, vibration, fumes, disruption on local communities
- Waste management (including minimising visitor and trade waste)
- Promotion of the use of recycled materials within event infrastructure
- Managing risk of spillages and surface damage to/on the local environment

- Protecting the interests of the environment as part of event messaging and planned activities
- Plans for cleaning up after an event and suitably restoring a site/location

Each of the above five criterion will be judged and a score of 0-5 will be awarded, with 0 indicating no alignment with the respective criteria and 5 a very strong alignment. The maximum score achievable will be 25.

## 4 | Event management plan:

### Includes health and safety/food safety/risk assessment/safety advisory group/emergency planning

Event organisers have a responsibility to ensure the health, safety and welfare of any employees, volunteers or contractors involved in arranging the event as well as the public attending the event. Event organisers must take all reasonable precautions to ensure their event is run safely and complies with recognised safety standards. All entertainment events are classed as work activities and are therefore subject to the Health and Safety at Work etc. Act 1974 and associated regulations and codes of practice.

The event organiser is required to prepare a formal plan detailing the event, how it is organised and all of the health and safety arrangements. The plan should include a risk assessment detailing all of the hazards and the specific control measures that should be in place. Event organisers will be required to consider the needs of people with disabilities and include this in their risk assessment.

The event plan should be produced in conjunction with the risk assessment. The risks identified should inform your decisions about the way the event will be managed. The event organiser should make their aims and objectives for the event plan clear at the beginning of the document.

This is not an exhaustive list but the event plan, as a minimum, should include information under the following headings:

1. Event title and purpose
2. Plan, aims and objectives of event plan
3. Event management structure
4. Roles and responsibilities
5. Venue and site design
6. Crowd management
7. Security and stewarding
8. Emergency procedures (evacuation procedures)
9. Severe weather and event cancellation
10. Road traffic management (barriers/road closures)
11. Alcohol
12. Street trading

13. Food safety/water supply
14. Electrical and Gas Safety
15. First aid
16. Fire safety
17. Communications
18. Waste management
19. Welfare facilities
20. Noise management
21. Lost children policy
22. Advertising/media
23. Event insurance

Important appendices to include:

- Site plan
- Timetable of events/programme schedule
- Key contacts
- Risk assessment
- Contractor's methods statements, plans and risk assessments
- Insurance certificate
- Licensing conditions

For step by step guidance on how to create an event management plan, advice on event risk assessments and emergency planning, please visit [www.lichfielddc.gov.uk/emp](http://www.lichfielddc.gov.uk/emp)

Depending on the size and duration of the event it may also be necessary to arrange a meeting with the Safety Advisory Group (SAG). This will bring together the relevant organisations to discuss the event and the safety controls that are to be put in place and to provide advice. The role of the SAG is to provide advice, based on recognised standards of good practice. It is not the responsibility of the SAG to prepare or approve risk assessments or traffic management plans etc.

Remember there may be specific permissions and licences required for the event. Some of which are listed below:

- Permission from the landowner
- Premises licence or Temporary Event Notice (TEN)
- Street trading consent
- Road closures
- Advertisement consent
- Food businesses registrations for mobile caterers/food stalls
- Waste management
- Amplified music

## 5 | Traffic management and road closure

### **Temporary closure of streets order under section 21 of the Town Police Clauses Act, 1847 for the prevention of obstruction etc.**

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Lichfield District Council can temporarily close some district roads and streets to vehicles under the above act, if they are likely to be busy with pedestrians – for example a festival, street party, small gathering, rolling procession, parade or fun run.

We will **not approve overnight road closures** and we may also refer applications that require the closure of major roads, or where the disruption will be prolonged and widespread, to Staffordshire County Council. If the road closure is over multiple days, we require the start and finish time for each day and you will be notified if we consider the application needs to be submitted to the county council.

#### **Applying for a temporary road closure**

**An application must be submitted at least three months** before your event. There is no application fee for a road closure granted by Lichfield District Council. Closures are granted at our discretion and will take account of consultation, regulatory, licensing and other safety issues.

Before submitting the application please view the highway roadwork interactive mapping system at <https://one.network/> to ensure there are no other roadworks or events booked on the roads for the dates required.

When the application is received the police are consulted for their agreement. This does not mean they will police the event - the safety is the organiser's responsibility. The council's regulatory team will also be advised to confirm appropriate licensing and conditions to ensure public safety have been met by the applicant/event organiser. Before completing the form, ensure you have the correct days and dates of the closure, the accurate name of every road to be closed, and the exact times required (including setting up and closing down times).

Apply for a temporary road closure at [www.lichfielddc.gov.uk/roadclosureform](http://www.lichfielddc.gov.uk/roadclosureform) The link to apply for a temporary road closure through Lichfield District Council website is <https://www.lichfielddc.gov.uk/xfp/form/218>

#### **Notifying residents and businesses**

It is the organiser's responsibility to notify residents, taxi ranks and local businesses that could be affected by the planned road closure. We recommend this is done as soon as possible after the closure is approved. You will be emailed a road closure notice and it is the organiser's responsibility to display the notice on the affected streets at least 14 days before the event.

If complaints or objections are received in relation to your event these will be passed on to you to account for and respond to. These objections may be taken into account in determination determining any future road closures you request.

## **Safety**

It is the organiser's responsibility to ensure the event is managed safely for the public, including the use of barriers and security staff to supervise throughout the closure for those attending the event and any affected residents or businesses. A traffic management and event management plan will also be required. If the event is considered a major event, you will need to cooperate with the Lichfield District Safety Advisory Group.

## **6 | Street trading and licences**

Street trading supports the district council's priority to encourage a vibrant and prosperous economy. It provides valuable employment opportunities for local people as well as a seedbed of entrepreneurship, allowing new entrants to test their business skills and ideas in an environment which has low start-up costs, minimal overheads and existing customer footfall. Goods on sale in the street provide convenient access to hot and cold drinks, fresh fruit and vegetables, household goods and other services for local communities, those travelling to work, and the visitors to the district.

The designation of all streets within Lichfield District as consent streets has taken place to ensure:

Public safety, Prevention of crime and disorder and Prevention of public nuisance.

A 'special event' is where there are ten or more street trading consents to be issued to the traders at that event, and where the event is organised by a single person/organisation. Special events can make a significant contribution to the local economy and can attract many visitors and tourists into the district. Consents will be issued by the council to individual traders on successful application to the council. To be considered a special event a minimum of ten street trading consents must be issued to traders at the event. Having nine or fewer traders can still be applied for, but will be considered temporary street trading.

Applicants wishing to serve and/or sell alcohol will need to apply for a Temporary Event Notice (TEN). A TEN must be sent to the licensing team (and the police) at least ten working days in advance of a planned event.

For events involving 20 or more traders all applications for street trading consents must be received three weeks prior to the event taking place to allow adequate time to process the applications. For events involving fewer than 20 traders all street trading applications must be received two weeks before the event.

We strongly recommend all street trading organisers contact the licensing team while they are in the planning stages of their event. Applications may have restrictions put on them by the council, such as the number of certain type of trader e.g. food, or the number of total stalls that can be accommodated at the event. Further details on street trading can be found within the Street Trading Policy at [www.lichfielddc.gov.uk/streettrading](http://www.lichfielddc.gov.uk/streettrading)

## 7 | Noise control and use of generators

Many events, especially those involving amplified music, can cause disturbance to those living in the vicinity. However, consideration should be given to people residing in nearby properties in relation to any noise source, not just music. For example, generators and even noise from people queueing to enter an event can all have a significant impact.

Key considerations:

- The location of the event will need to be considered primarily in relation to residential properties. Where a site is large, locating noise sources at the furthest point from residential properties is strongly advised. In general, no music should be audible from the nearest noise sensitive premises (residential, hospitals etc.) from 11pm onwards. If you intend to continue playing music after this time it is crucial that the location is chosen to accommodate this requirement.
- The volume of any music will likely need to be controlled. A noise limit may be imposed by environmental health and to make sure this is complied with, a noise limiter or other technology may be considered.
- The placement of a stage needs consideration so any speakers are facing away from residential properties as much as possible. Where a site is surrounded by properties, speakers should ideally be facing those which are furthest away.
- Ideally any electricity should be drawn from mains supplies. Where this is not possible, generators should be selected taking account of their noise emissions and the quietest available should be used where there is a possibility of disturbance to residents.
- Communicate with all nearby residents at least one month before the event, ensuring they are informed of the proposals and also supplying a name and contact number for any complaints.
- If your event is a concert, you may need to appoint qualified noise consultants with experience of limiting off site noise. They should be able to both minimise the off-site impact and demonstrate you are meeting your licence conditions. This would include the production of a noise management plan.

Full details should be provided in your event management plan. Early consultation with the council's environmental protection team is advisable should there be any doubt as to the suitability of the site for your proposed event.



## 8 | Litter collection/waste/recycling

Event organisers are responsible for providing sufficient and suitable waste bins, making sure the event area is litter picked during and after the event, along with clearance of any litter blown/strewn to other areas from the event. Ground protection should be put in place to prevent spills. All waste must be removed from the site no later than the clear up day. Costs may need to be applied to the event organiser for failing to ensure sufficient waste collection and clean up, so it helps to ensure you have sufficient event marshals to help with the clear up and monitoring spills etc. We are committed to encouraging recycling in the district, and request that you consider opportunities to recycle wherever possible. Our street scene and waste departments can provide a quote for waste support, including, supplying bins, litter picking and the removal and disposal of waste and recycling. The booking process will guide you to the relevant department for the waste support quotes.

## 9 | Insurance

Organisers must ensure the event is adequately insured and that sufficient covers are in place to indemnify them against any civil litigation claims. The type and level of insurance required will depend on the event you are organising and the risks involved.

If the event is held on council land or property you will be required as a minimum to demonstrate you have public liability insurance to a level appropriate to your event. Once your event application form has been submitted to the council, the insurance officer will advise what level of public liability insurance and any other covers that are required. You will need to provide confirmation of the required insurance cover at least one month before the event.

Public liability insurance covers injury to a third party or damage to their property which is caused by the negligence of the insured. As an event organiser you need the security of knowing if there are any allegations of that nature, you have insurance in place which will cover the costs of defending or settling a claim should you be deemed negligent.

You should also check any contractors you may be using as part of your event have their own insurance in place (caterers, amusement suppliers, entertainers etc.). You should always ask to see a copy of their insurance policy prior to the event and check they will comply with any specific policy terms and conditions which may be imposed by their insurance company.

During the event, if you become aware of an incident which may lead to an insurance claim, you should ensure full details of the incident are recorded, details of any witnesses obtained and photographs taken if possible. The event organiser must ensure the matter is reported to their own insurers as soon as possible. Also if an incident occurs at your event do not admit liability as it may invalidate your insurance cover.

## 10 | Funding your event

It will be an event organiser's responsibility to cover all of the costs relating to running their event. This includes, but is not limited to, infrastructure, hire of land, road closures, traffic management, rubbish removal, facilities such as toilets, during and after event cleansing and licenses/street trading. The council nor its partners will be liable for any costs incurred by event organisers.

## 11 | Locations for events

There are a number of locations where large events can be accommodated, some are under the ownership of the district council, such as Beacon Park and Stowe Fields, and other areas are owned and managed by various landowners. If you would like further information about locations for events, please contact the Visitor Economy Manager.

## 12 | Promoting your event

Once you have had your event application confirmed you will want to start promoting it to ensure you get a good audience.

Our visitor economy team will be pleased to help you promote your event and offer a number of marketing opportunities. You may wish to add your event to the What's On section of the Visit Lichfield website to ensure your event gets publicised. This can be accessed online at [www.visitlichfield.co.uk](http://www.visitlichfield.co.uk). In addition we have large followings on the Visit Lichfield social media platforms and would be happy to share your event on these channels, issue regular e-newsletters to tourism businesses in the district and to consumers. We also produce a number of printed publications.

In our Visitor Information Centre, we have the facility to display professionally designed A4 posters. For further information about these opportunities, please contact the visitor economy team by emailing [info@visitlichfield.com](mailto:info@visitlichfield.com).

Please note: Fly posting or fixing posters or notices to street furniture is not permitted. Furthermore, you must not obstruct the highway with any advertising material.

## 13 | Lichfield District events and festivals policy

In addition to this guidance document, Lichfield District Council has an events and festivals policy, which supports this document. The policy can be viewed at [www.lichfielddc.gov.uk/link will be inserted when policy has been adopted](http://www.lichfielddc.gov.uk/link will be inserted when policy has been adopted)

**For more information contact:** Lisa Clemson, Visitor Economy Manager  
[Lisa.Clemson@lichfielddc.gov.uk](mailto:Lisa.Clemson@lichfielddc.gov.uk)

**Disclaimer Statement:** All the information in this document is guidance only. It does not necessarily include all the information that may be relevant to your event. Your local authority is not responsible for the lack of any information.