

Events Policy Update

Cabinet Member for Economic Development, Leisure & Local Plan



Date: 8 March 2022
Agenda Item: 3
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Key Decision? YES
Local Ward All
Members

CABINET

1. Executive Summary

- 1.1 Following a review of performance in 2021, the Events Policy has been updated to provide a simpler, more customer centric document that seeks to support event organisers whilst managing the impact of events on the district.

2. Recommendations

- 2.1 That Cabinet approves the update to the former Events Policy and Events Guide to a single document: the *Guide to Putting on an Event or Festival in Lichfield District* presented as Appendix 1.
- 2.2 That Cabinet delegates the approval of event applications to a panel of three officers selected and lead by the Events Officer. Any recommendations to refuse event applications will be confirmed by the Head of Operational Services.

3. Background

- 3.1 The previous iteration of the Events and Festivals Policy was approved in draft form by Cabinet 8 October 2020, with authority delegated to the Cabinet Member and Head of Service to adopt the policy following consultation. The policy was in effect throughout 2021 and following a review of the impact of the policy, an opportunity to review and enhance the policy was identified.
- 3.2 It is proposed that the Events Policy be replaced with a more customer-centric *Guide to Putting on an Event or Festival in Lichfield District* intended to provide more support and guidance for event organisers and seek to better steer organisers through the process. The guide is presented as Appendix 1. The scoring matrix against which events are evaluated is presented as Appendix 2.
- 3.3 Following feedback from the 2021 events programme, the guide includes a number of key amendments to the previous policy. Key changes include:
 - Emphasising the role of the new Events Officer to advise and support event organisers
 - Seeking to achieve a greater dispersal of events across District Council Parks and across the district more broadly.

- Approval of events applications will be delegated to a panel of officers only – elected members will not have a role in the approval of event applications.
- In the event that the officer panel cannot agree / prioritise applications, the matter will be escalated to the Council’s Leadership Team.
- Any recommendations to decline an event application will be agreed by the Head of Operational Services.
- The removal of application windows – whilst these sought to regulate applications, they instead built-in delay and backlog
- That hire fees are to be paid in full at the time of booking – this will help manage the number of events booked by a single organiser in place of the application window.

3.4 Street Trading is the purview of the Regulatory and Licensing Committee and a report outlining changes to Street Trading will be presented to their next meeting.

Alternative Options	<ol style="list-style-type: none"> 1. Retain the current policy 2. Remove the policy and allow individual services to manage events within their own remit without central coordination – Parks Team manage parks events etc
Consultation	<ol style="list-style-type: none"> 1. Leadership Team 2. Member working group
Financial Implications	<p>There is an Approved Revenue Budget of £20,000 per annum to facilitate and support the delivery of events.</p> <p>In addition, to implement a more collaborative approach with events that aims to increase visitors to the District and support new events in coming forward, an additional Revenue Budget of £50,000 per annum has been included in the approved Medium Term Financial Strategy from 2022/23.</p>
Approved by Section 151 Officer	Yes
Legal Implications	None
Approved by Monitoring Officer	Yes
Contribution to the Delivery of the Strategic Plan	The proposal will help to support the council’s ambitions to encourage economic growth and enhance the district for all.
Equality, Diversity and Human Rights Implications	There are no equality, diversity and human rights implications; service delivery to residents is unaffected.
Crime & Safety Issues	There are no crime and safety implications; service delivery to residents is unaffected.
Environmental Impact	The sustainability of events is included in the scoring matrix
GDPR / Privacy Impact Assessment	None

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	Risk Description & Risk Owner	Original Score (RYG)	How We Manage It	Current Score (RYG)
A	The relaxation of the application process delivers poorer quality events	Impact: yellow Likelihood: yellow Severity: yellow	Maintain rigorous application scrutiny. Bonds paid for parks events / full payment up-front	Impact: yellow Likelihood: green Severity: green
B	Noise complaints from events	Impact: yellow Likelihood: yellow Severity: yellow	Encourage events to spread across the district Conditions on noise limits included in event licenses	Impact: yellow Likelihood: green Severity: green

None	Background documents <i>Appendix 1 Guide to Putting on an Event or Festival in Lichfield District</i>
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None	Relevant web links Any links for background information which may be useful to understand the context of the report
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