



# **DRAFT**

## **Guide to Putting on an Event or Festival in Lichfield District**

December 2021

Section	Text
<p><b>Introduction</b></p>	<p>Welcome to Lichfield District Council’s guide to putting an event or festival on in the district. Events and festivals are an important part of our landscape and we recognize the importance that events and festivals play in our collective cultural and economic wellbeing.</p> <p>This guide is designed to support event organisers in the process of planning and operating a large public outdoor event or festival in Lichfield District.</p> <p>Our aim is to have a continual, engaging and varied events programme that helps build on our existing heritage, tourism and cultural offer. We want to encourage a vibrant annual events calendar; with an exciting mix of music, social and community events that benefit our residents, businesses, street traders and visitors. We are committed to mitigating any potential adverse impacts of events on residents and businesses.</p> <p>The district plays host to a large and varied number of events and festivals every year, from commercial events to local charity events. In addition, we host one-off occasions such as the 2012 Olympic Torch Relay. These events attract investment and visitors from a wide area.</p> <p>This guide provides information to ensure that events are planned and run smoothly, and sets out the processes and procedures that apply in assessing which events take place in the district, in particular where events are proposed on Council land or where we have some form of control e.g. Consented Streets.</p> <p>The guide should be read alongside the district council’s approved policy on events and festivals which can be viewed at <a href="http://lichfielddc.gov.uk/Lichfield-District-Events-and-Festivals-Policy-and-Procedure.docx">Lichfield District Events and Festivals Policy and Procedure.docx (lichfielddc.gov.uk)</a></p>
<p><b>What we mean by Events &amp; Festivals</b></p>	<p>1. For the purpose of this policy an event or festival is classed as: <i>An outdoor event that has 500 people or more in attendance at any one time during its staging, that is open to the general public and involves one or more consented activities (street trading, alcohol or entertainment)</i></p> <p>This policy is not applicable to events that will serve less than 500 attendees at any one time, street parties for national celebrations, street play/games, commemorative parades or organised protests.</p> <p>For indoor events with less than 500 attendees there is the potential for us to hold a register of suitable indoor premises across the district that have an appetite to host events. The Events Officer would then signpost events to these premises.</p> <p>If the activity is covered by an existing premise license, then a new application would be required for a temporary event notice.</p> <ul style="list-style-type: none"> <li>• Events can take place on Council land, the highway or on private land (including land owned or controlled by other local authorities).</li> <li>• Depending on the location and type of event in question, various permissions and consents will be required to allow an event to take place alongside the approval of the respective landowner to use their property.</li> <li>• These permissions ensure that people intending to access and enjoy events can do</li> </ul>

	<p>so in a safe and secure manner but also that the impacts of events can be managed so as not to cause harm to local amenity; including that of residents and business.</p> <p>Working with other partners in the district, we are keen to attract a good range of high standard events – hopefully recurring every year. We want to see events operated by experienced and knowledgeable organisers.</p> <p>Examples of the types of events we would like to encourage are set out below:</p> <ul style="list-style-type: none"> <li>• Events that help promote the district and raise its profile nationally and regionally, i.e. Music (Fuse festival, Lichfield proms, Crooked House), film, book, comedy, food &amp; drink festivals, continuation of the annual ‘Cars in the Park’.</li> <li>• Events that promote quality of life improvements including carbon reduction and health and well-being, i.e. healthy/organic/local food festival, yoga, sport, etc.</li> <li>• Events which put community engagement and cohesion at their heart – festive and celebratory events, i.e. Christmas markets where we showcase local entrepreneurship, business, and produce as well as the continuation of the annual Lichfield Greenhill Bower and Carters Steam Fun Fair.</li> <li>• Events that deliver and help inspire sporting opportunities – sport festivals where we work with sports teams to visit schools to inspire children and increase participation, marathons/half marathons, fun runs, torch relay events.</li> <li>• Events that showcase culture and artistic expression, i.e. food/music festivals, live comedy, pop-up art galleries.</li> </ul>
<p><b>Considering putting an event on</b></p>	<p>The first point of contact for any new or returning event organiser is our Events Officer: <a href="mailto:events.officer@lichfielddc.gov.uk">events.officer@lichfielddc.gov.uk</a>.</p> <p>Early engagement with the Events Officer is critical to the delivery of a successful event. They are a valuable source of information and guidance and will signpost organisers to the most appropriate venue for their event within the district.</p> <p>Our Events Officer will advise and guide applicants, however planning the event remains the responsibility of the event organiser. This is particularly the case where statutory consents are required – many have strict timescales which you must comply with.</p>
<p><b>Applying and receiving consent to hold an event</b></p>	<p>Event organisers who are interested in putting on an event in Lichfield district on Council-owned land or controlled property will be required to in the first instance submit details of their proposal via an online form available on our website.</p> <p>We need you to apply for consent when you are seeking to hold an event. This helps us:</p> <ul style="list-style-type: none"> <li>• Coordinate multiple events across the district</li> <li>• Avoid event (type/venue) clashes</li> <li>• Ensure events on our land meet our aims</li> </ul> <p>A two-stage process has been implemented for large outdoor public events on District Council owned land or a location which the Council has some form of control over.</p>

	<ul style="list-style-type: none"> <li>• First you must submit an Expression of Interest. If this is supported, then you</li> <li>• Submit a full application</li> </ul> <p>Both steps can be completed online at: <a href="http://lichfielddc.gov.uk">lichfielddc.gov.uk</a></p> <p><b>Prior to making an application, event organisers are encouraged to discuss their ideas with our Events Officer.</b></p>
<p><b>Stage 1 – Expression of Interest</b></p>	<p>All applications are evaluated against a set of criteria and a scoring matrix, and a decision is then made as to whether it is deemed acceptable. Full details of the criteria and scoring matrix are set out below.</p> <p>Assessing Expressions of Interest Applications (Stage 1) Expressions of Interest will be scored against:</p> <ul style="list-style-type: none"> <li>• The Economic benefits that will be generated by the event</li> <li>• The organisers level of experience and past performance in hosting events; including whether they owe us money from previous events.</li> <li>• The financial viability of the event</li> <li>• How the event will help promote the District and encourage community engagement</li> <li>• The environmental impacts of the event</li> </ul> <p>All expressions of interest will be evaluated against a set of criteria linked to the aforementioned themes and a scoring matrix will be used to determine whether an event proposal is acceptable or not. We reserve the right to reject any applications that are not considered to meet minimum standards of compliance/viability at stage 1. Our Events Officer will be able to provide further detail on the assessment criteria for the above.</p>
<p><b>Stage 1 – Scoring Matrix</b></p>	<p>The 5 criteria above will collectively form the basis of a scoring exercise.</p> <p>Scoring allows us to differentiate applications made for the same venue at the same time – although the Events Officer will seek to avoid such clashes by signposting to alternative venues/dates.</p> <p>The scoring also provides an assessment of an organiser’s ability to deliver a successful event; we reserve the right to refuse applications if the applicant cannot evidence a level of competence needed for the scale of their event.</p>
<p><b>Stage 2 – Full Event Application</b></p>	<p>Once a proposed event has been accepted in principle, the applicant will be invited to make a full application for the necessary formal consents/permissions.</p> <p>This application will need to be accompanied by the necessary financial deposits. It should be noted that passing the appraisal does not guarantee that an event will be granted approval and can take place. This will depend on a full, detailed application meeting the relevant regulatory requirements.</p> <p>This application must be submitted within four weeks of an in-principle decision being communicated to an organiser.</p>

	<p>An Event Management Plan (EMP) will be required to be submitted alongside other information.</p> <p>Full applications must be made via our website <a href="http://www.lichfielddc.gov.uk">Alcohol, event and entertainment licences (lichfielddc.gov.uk)</a></p> <p>Once an application has been agreed in principle, the hire fee is to be paid in full before the event is confirmed.</p>
<p><b>Event Management Plan</b></p>	<p>The Event Management Plan is to detail how the event is going to be organised and managed including in respect of health and safety arrangements.</p> <p>For information of what an EMP includes and how to prepare one, please see: <a href="http://www.lichfielddc.gov/emp">www.lichfielddc.gov/emp</a></p> <p>Some additional guidance on the EMP is presented as Appendix 1 to this document. These reflect some aspects that have previously presented challenges to events. Appendix 1 also includes details of some of the statutory permissions that event organisers must secure – these are independent to the event application process and are the sole responsibility of the event organiser to secure.</p> <p>The EMP will be assessed by us and consulted on with other relevant partner organisations concerned to ensure events can take place safely and will not impact adversely on the amenity of an area and its residents. Partner organisations include the Police, Fire and Rescue Service, the Highway Authority etc.</p> <p>Depending on the size and duration of an event it may also be necessary to hold a meeting between the event organisers and the Safety Advisory Group (SAG). The SAG is made up of representatives of the Council and partner organisations.</p>
<p><b>Appendix 1</b></p>	<p><b>Initial Event Guidance</b></p> <p><b>Traffic Management including Road Closures</b></p> <p>If an event is planned for within or on a public highway, event organisers must assess the impact on the road network. As part of the submitted EMP a Traffic Management Plan needs to be prepared.</p> <p>We can permit a road closure for a temporary period to allow an event to take place. To request this, you must make an application.</p> <p>We cannot approve overnight road closures and we may also refer applications that require the closure of major roads or where disruption will be prolonged and widespread to Staffordshire County Council as Highways Authority.</p> <p><b>Applying for a Temporary Road Closure</b> Applications must be made using an online form on the Council’s website – <a href="http://www.lichfielddc.gov.uk/roadclosureform">www.lichfielddc.gov.uk/roadclosureform</a></p> <p>Before submitting an application please view the highway roadwork interactive mapping system at <a href="https://one.network/">https://one.network/</a> to ensure there are no other road works or events booked on the dates required.</p>

When completing the form, ensure you have the correct days and dates of closure, the accurate name of every road to be closed, and the exact times required (including setting up and closing times). In locations where access is required by residents and businesses, consider carefully how you will maintain such access including access for the emergency services, should the need arise.

The police will be consulted on any application received and their views requested. The Council's Regulatory team will also be notified and consulted to ensure that relevant licensing and public safety matters are being addressed.

It is the event organisers responsibility to notify residents, taxi companies and local business that could be affected by a planned road closure. It is recommended that this is carried out as soon as is possible after a closure is approved. In addition, Event organisers will be sent a road closure notice and will be required to display this notice on the affected roads at least 14 days before the event occurs.

### **Street Trading and Licences**

We have adopted a Consented Street policy across the district towards street trading. This means that any person(s) wishing to sell, exposing or offering for sale any article must hold a valid street trading consent from us.

Street trading rules are applied to ensure public safety, prevention of crime and disorder and prevention of public nuisance.

Further details on street trading can be found at [www.lichfielddc.gov.uk/streettrading](http://www.lichfielddc.gov.uk/streettrading)  
It is strongly advised that event organisers contact the Council's Licensing team when they are in the planning stages of their event. Our Events Officer can help you to do this.

### ***The Licensing Act 2003***

The Licensing Act 2003 covers the sale of alcohol, provision of late-night refreshment, provision of entertainment by way of live and recorded music, films, plays, dancing, boxing, and wrestling and provision of facilities for dancing and music. You need to ensure you have the appropriate license which is influenced by things like the size and duration of your event.

### **Noise Nuisance**

Events have the potential to cause noise nuisance to residents and the general amenity of an area. When looking to hold an event and deciding on its location organisers must consider the proximity of residents and how noise effects could be suitably mitigated.

Key considerations:

- 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 nearest noise sensitive premises from 11pm onwards. If the intention is to continue playing music after this time a location should be chosen which allows this to take place without harm to residents or the area in general.
- The volume of any music should be controlled. We may impose a noise limit

	<p>and to ensure compliance a noise limiter or use of other technology may be applied.</p> <ul style="list-style-type: none"><li>• The placement of any stage needs to be carefully considered particularly where amplified sound is being used. Speakers should be located as far away as possible from surrounding residential properties.</li><li>• Ideally any need for an electricity supply should be met by use of the mains supply. If generators must be utilised these should be chosen based on their noise emissions and the quietest possible selected.</li><li>• If your event is a concert, you may need to appoint noise consultants with experience of limiting off-site noise. They should be able to both minimize the off-site impact and demonstrate you are meeting your license conditions.</li></ul> <p>Full details of noise issues and how these will be addressed must be included in the EMP. Early engagement with the Council’s Environmental Protection team is advisable should there be any doubt about the location of your proposed event or how noise issues will be dealt with.</p> <p>Event organisers must communicate with all nearby residents at least one month before an event is scheduled to take place, ensuring that they are informed of the planned activity and measures being taken to limit noise emissions. A contact name and number should be provided for any complaints to be raised whilst the event is underway.</p> <p><b>Sustainability and Environmental Impact</b></p> <p>We have approved a sustainable events policy intended to ensure that the environmental impacts of hosting events and festivals is properly considered in all aspects of planning for and delivering events.</p> <p>There are key considerations and actions that should be factored in to running an event:</p> <ul style="list-style-type: none"><li>• Choose a location and facilitate infrastructure which allows people where possible to walk and cycle to access an event</li><li>• Maximise the use of recycled materials in the staging of an event</li><li>• In terms of site layout seek to minimize the chances of harm to the natural environment</li><li>• Waste products that cannot be recycled at or after the event must be safely and securely disposed of off-site.</li></ul> <p><b>Engaging with local businesses</b></p> <p>We want to see events that also benefit local businesses. For events that take place in the streets our events officer will engage with businesses in the area the event is taking place to encourage and facilitate their involvement. Where premises-based businesses decide to extend the trading activities outside their premises on the days of events and trade, no street trading consents will be issued for these locations.</p> <p><b>Engaging with local residents</b></p> <p>We want to ensure that residents are considered and made aware of local events, particularly where there is a road closure. Our event officer will be contacting residents in the location where the event is taking place and offering them opportunities to raise their concerns and for these to be addressed as far as possible.</p> <p><b><i>Waste/litter collection/recycling</i></b></p>
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Event organisers will be responsible for providing sufficient and suitable waste bins; making sure litter is picked during and after the event including litter which is blown/strewn across adjoining property; and ensuring that waste is removed from the site by a reputable company holding the appropriate waste carrier licence. Ground protection should be put in place to prevent spills and staining.

All waste must be removed from site no later than the intended and agreed clean-up day.

Enough marshals should be employed to ensure litter picking and waste collection duly takes place. Any costs incurred by us after the event from having to deal with outstanding waste issues will be recharged to the organiser and recouped.

Our Street scene and waste departments can provide a quote for waste support, including supplying bins, litter picking and the removal of waste and materials that can be recycled.

<https://www.lichfielddc.gov.uk/street-cleansing-litter-graffiti/street-cleansing-services/3>

### ***Toilet facilities***

When planning an event, organisers should consider the need for toilet facilities and make appropriate provision, particularly where the timing of an event may mean that nearby public conveniences are not available. For events serving 500 attendees or more at least one accessible toilet must be provided for people with disabilities.

### **Car Parking**

As mentioned earlier in this guide, the expectation is that events will be held in locations where possible that minimise the need for private vehicle travel allowing people to walk and cycle. However, it is accepted that certain events may generate car journeys and people seeking to park their vehicles. Event organisers will need to consider the potential parking implications of their event and determine whether arrangements need to be made to meet demands.

Where our public car parks are available use can be made of these. However, it is advised that event organisers liaise with our Car Parking Manager as early as possible in the planning of an event to discuss likely demands on public car parks.

It should also be noted in the context of ensuring parking needs can be met that on-street and off-street parking enforcement regimes exist in the district. Normal enforcement will take place whilst events are being held and charges will be applied to cars not parked in designated parking bays on-street or off-street.

### **Insurance**

Organisers must ensure that any event is adequately and properly insured, and that enough cover is in place to indemnify 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-owned 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 full event application has been submitted to us, our Insurance Officer will advise what level of public liability cover is required.



	<p>You will need to provide confirmation of insurance cover at least one month before the event takes place.</p> <p>Event organisers will also be required to check that any contractors engaged in any event are suitably insured too e.g. caterers, entertainments etc.</p> <p><b>Funding your Event</b> It will be the responsibility of an event organiser to cover all the costs of their event. This includes but is not limited to, infrastructure, hire of land, road closures, traffic management arrangements, waste removal, toilet provision, cleaning plus requisite street trading licences and other consents. We will not be liable for any costs incurred by the event organisers or costs falling due to the defaulting of an event organiser.</p> <p>The assumption is that events will meet their costs with no public subsidy involved. We have agreed an annual budget of £20,000 to assist with the set-up costs of new events across the district. If an event organiser is proposing an event which falls within the scope of being deemed a large outdoor event, then an application could be made to us for grant-aid under this budget. Applications will be judged on their merits and there is no guarantee that a bid will be successful. We will not seek to reduce any of its agreed fees and charges to facilitate an event or events.</p> <p><b>Promoting your Event</b> Once an event organiser has had their event application confirmed they will want to commence promoting the event itself. No event promotion must take place before acceptance of the event has been confirmed.</p> <p>Our Visitor Economy team will be pleased to help organisers promote their event and offer a number of marketing opportunities. Organisers may wish to add their event to the What’s On section of the Visit Lichfield website. This can be accessed at <a href="http://www.visitlichfield.co.uk">www.visitlichfield.co.uk</a> In addition, we have large followings on the Visit Lichfield social media platforms and would be happy to highlight an event on these channels. A further opportunity is via the regular e-newsletters that we prepare and circulate to tourism businesses and consumers.</p> <p>In any advertising or other promotional literature, event organisers must not state or imply that an event is supported, sponsored or endorsed by the District Council or make use of our logo or any part of our corporate identity without having sought and received prior permission from the Events Officer.</p>
<p><b>Appendix 2 – Council land available for hire for events</b></p>	<p><b>Beacon Park:</b> Beacon Park is our principal event space. The park has a strong events pedigree, and benefits from direct access to the city centre. The 70-acre scale means that Beacon Park can accommodate large-scale, high footfall events.</p> <p><b>Noise Rate:</b> The acceptable level of noise for events is subject to a range of factors – number of louder events, duration of event, operating hours, genre of music</p>

etc. Based on feedback from previous events, upper noise limits will be set and enforced for events Beacon Park.

Where event organisers are intending to deliver events at this upper limit, we will seek to distribute these events across the year.

In addition, where event organisers seeking events at (or above) this upper limit, we will work with event organisers to spread louder events across the District using the range of locations we have available. This will limit noise disturbance to the residents most closely located to Beacon Park, namely those in Beacon Park Village.



**Other Parks:**

Other parks and open spaces are also available for events – the Events officer will direct events to the most appropriate venue in terms of scale and type.

Other parks and open spaces that form part of our event portfolio include:

- **Stowe Fields** – benefitting from the same access to the City Centre as Beacon Park, Stowe offers an alternative venue for smaller events.

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|  | <ul style="list-style-type: none"><li>• <b>Christchurch Playing Fields</b> – a large open space adjacent to Beacon Park. Offers an alternative venue for large scale events, particularly where there is a need to manage the impact on neighbours (music events etc.)</li><li>• <b>Darnford Park</b> and <b>Stychbrook Park</b> – are on the periphery of the city centre and offer hosting options for smaller events.</li><li>• <b>Burntwood Park</b> – an event space for medium sized events and community activities local to Burntwood Town Centre.</li></ul> |
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**[Maps for these locations in the style of the above Beacon Park map have been commissioned and will be included in the published version].**