

Draft Events Policy

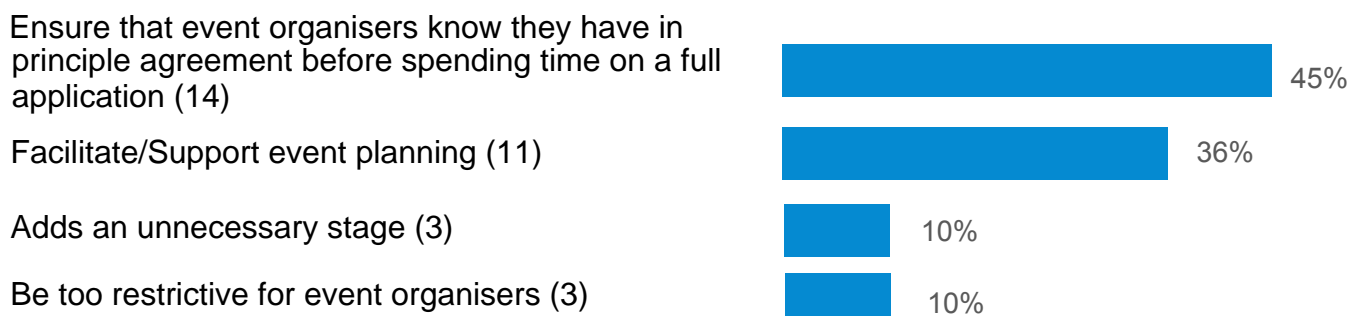
This report was generated on 19/11/20. Overall 31 respondents completed this questionnaire. The report has been filtered to show the responses for 'All Respondents'. An additional 5 responses were received by email and are included as an appendix

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

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.

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.

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.

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

A simple in principle booking should be available for future planning

They would be sure they wanted to takepart

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

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.

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

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 beneficial 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.

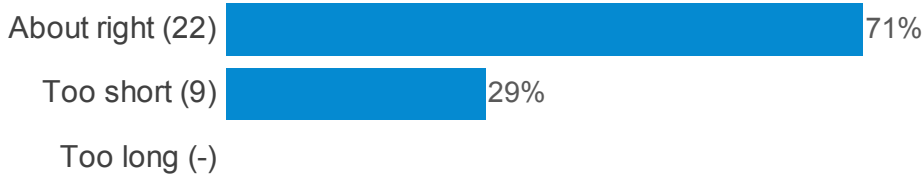
See above, suggest quarterly.

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

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.

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

It is quite dreadful.

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

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.

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.

Very well thought through and thorough.

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.

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

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?

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

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

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

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

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

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.

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

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

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

Kids programmes, sporting programmes, family days, cinemas

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

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

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.

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.

A varied programme of quality events is important across the year

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

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!

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

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:

Recommendation	Does the Policy deliver this?	How could it be delivered?
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

Subject: Consultation for Events

Good Evening

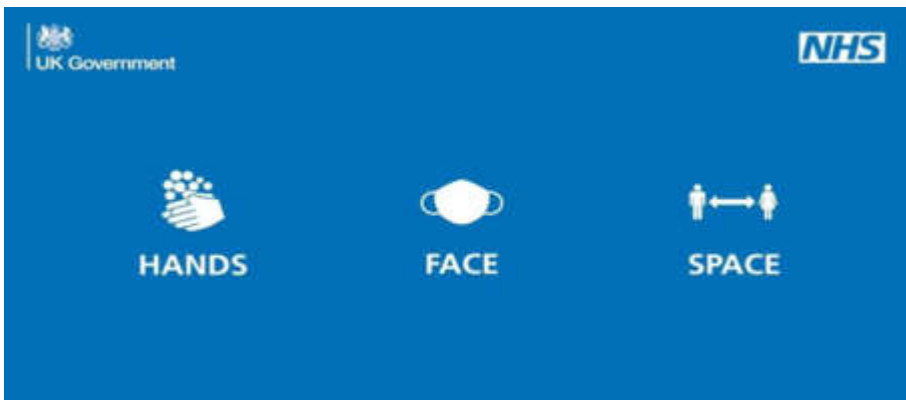
Having read the draft events and festivals policy and procedure and associated draft guide to organising an event in Lichfield District I would like to make the following points. The vast majority of the points we are already covering year on year with very few or no issues. Lichfield Greenhill Bower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

If you are not the intended recipient of this email, you must neither take any action based upon its contents, nor copy or show it to anyone.

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

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

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.