

Guide to Organising an Event in Lichfield District

Draft

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1 | Introduction

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

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

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

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

Disclaimer statement:

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

2 | Applying for permission to hold an event

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

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

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

Stage 1 - Expression of interest application

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

An application must in all cases include:

1. Proposed title of event

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

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

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

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

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

Stage 2 – Full event application

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

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

3 | Evaluation criteria and score weighting

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

A. Economic benefit - 25% weighting

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

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

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

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

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

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

C. Financial viability - 20%

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

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

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

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

- Promoting Lichfield District as a vibrant and attractive place to live, work and visit
- Generating positive, local, regional and international publicity for the district
- Encouraging community engagement - residents and businesses - and promoting civic pride in events and festivals
- Supporting cultural, economic, community and social growth for the benefit of the district

E. Environmental impacts - 15%

To ensure the environmental impact of events are taken into account in the planning and management of an event, the factors below will be assessed:

- Impact of noise, vibration, fumes, disruption on local communities
- Waste management (including minimising visitor and trade waste)
- Promotion of the use of recycled materials within event infrastructure
- Managing risk of spillages and surface damage to/on the local environment

- Protecting the interests of the environment as part of event messaging and planned activities
- Plans for cleaning up after an event and suitably restoring a site/location

Each of the above five criterion will be judged and a score of 0-5 will be awarded, with 0 indicating no alignment with the respective criteria and 5 a very strong alignment. The maximum score achievable will be 25.

4 | Event management plan:

Includes health and safety/food safety/risk assessment/safety advisory group/emergency planning

Event organisers have a responsibility to ensure the health, safety and welfare of any employees, volunteers or contractors involved in arranging the event as well as the public attending the event. Event organisers must take all reasonable precautions to ensure their event is run safely and complies with recognised safety standards. All entertainment events are classed as work activities and are therefore subject to the Health and Safety at Work etc. Act 1974 and associated regulations and codes of practice.

The event organiser is required to prepare a formal plan detailing the event, how it is organised and all of the health and safety arrangements. The plan should include a risk assessment detailing all of the hazards and the specific control measures that should be in place. Event organisers will be required to consider the needs of people with disabilities and include this in their risk assessment.

The event plan should be produced in conjunction with the risk assessment. The risks identified should inform your decisions about the way the event will be managed. The event organiser should make their aims and objectives for the event plan clear at the beginning of the document.

This is not an exhaustive list but the event plan, as a minimum, should include information under the following headings:

1. Event title and purpose
2. Plan, aims and objectives of event plan
3. Event management structure
4. Roles and responsibilities
5. Venue and site design
6. Crowd management
7. Security and stewarding
8. Emergency procedures (evacuation procedures)
9. Severe weather and event cancellation
10. Road traffic management (barriers/road closures)
11. Alcohol
12. Street trading

13. Food safety/water supply
14. Electrical and Gas Safety
15. First aid
16. Fire safety
17. Communications
18. Waste management
19. Welfare facilities
20. Noise management
21. Lost children policy
22. Advertising/media
23. Event insurance

Important appendices to include:

- Site plan
- Timetable of events/programme schedule
- Key contacts
- Risk assessment
- Contractor's methods statements, plans and risk assessments
- Insurance certificate
- Licensing conditions

For step by step guidance on how to create an event management plan, advice on event risk assessments and emergency planning, please visit www.lichfielddc.gov.uk/emp

Depending on the size and duration of the event it may also be necessary to arrange a meeting with the Safety Advisory Group (SAG). This will bring together the relevant organisations to discuss the event and the safety controls that are to be put in place and to provide advice. The role of the SAG is to provide advice, based on recognised standards of good practice. It is not the responsibility of the SAG to prepare or approve risk assessments or traffic management plans etc.

Remember there may be specific permissions and licences required for the event. Some of which are listed below:

- Permission from the landowner
- Premises licence or Temporary Event Notice (TEN)
- Street trading consent
- Road closures
- Advertisement consent
- Food businesses registrations for mobile caterers/food stalls
- Waste management
- Amplified music

5 | Traffic management and road closure

Temporary closure of streets order under section 21 of the Town Police Clauses Act, 1847 for the prevention of obstruction etc.

Lichfield District Council can temporarily close some district roads and streets to vehicles under the above act, if they are likely to be busy with pedestrians – for example a festival, street party, small gathering, rolling procession, parade or fun run.

We will **not approve overnight road closures** and we may also refer applications that require the closure of major roads, or where the disruption will be prolonged and widespread, to Staffordshire County Council. If the road closure is over multiple days, we require the start and finish time for each day and you will be notified if we consider the application needs to be submitted to the county council.

Applying for a temporary road closure

An application must be submitted at least three months before your event. There is no application fee for a road closure granted by Lichfield District Council. Closures are granted at our discretion and will take account of consultation, regulatory, licensing and other safety issues.

Before submitting the application please view the highway roadwork interactive mapping system at <https://one.network/> to ensure there are no other roadworks or events booked on the roads for the dates required.

When the application is received the police are consulted for their agreement. This does not mean they will police the event - the safety is the organiser's responsibility. The council's regulatory team will also be advised to confirm appropriate licensing and conditions to ensure public safety have been met by the applicant/event organiser. Before completing the form, ensure you have the correct days and dates of the closure, the accurate name of every road to be closed, and the exact times required (including setting up and closing down times).

Apply for a temporary road closure at www.lichfielddc.gov.uk/roadclosureform The link to apply for a temporary road closure through Lichfield District Council website is <https://www.lichfielddc.gov.uk/xfp/form/218>

Notifying residents and businesses

It is the organiser's responsibility to notify residents, taxi ranks and local businesses that could be affected by the planned road closure. We recommend this is done as soon as possible after the closure is approved. You will be emailed a road closure notice and it is the organiser's responsibility to display the notice on the affected streets at least 14 days before the event.

If complaints or objections are received in relation to your event these will be passed on to you to account for and respond to. These objections may be taken into account in determination determining any future road closures you request.

Safety

It is the organiser's responsibility to ensure the event is managed safely for the public, including the use of barriers and security staff to supervise throughout the closure for those attending the event and any affected residents or businesses. A traffic management and event management plan will also be required. If the event is considered a major event, you will need to cooperate with the Lichfield District Safety Advisory Group.

6 | Street trading and licences

Street trading supports the district council's priority to encourage a vibrant and prosperous economy. It provides valuable employment opportunities for local people as well as a seedbed of entrepreneurship, allowing new entrants to test their business skills and ideas in an environment which has low start-up costs, minimal overheads and existing customer footfall. Goods on sale in the street provide convenient access to hot and cold drinks, fresh fruit and vegetables, household goods and other services for local communities, those travelling to work, and the visitors to the district.

The designation of all streets within Lichfield District as consent streets has taken place to ensure:

Public safety, Prevention of crime and disorder and Prevention of public nuisance.

A 'special event' is where there are ten or more street trading consents to be issued to the traders at that event, and where the event is organised by a single person/organisation. Special events can make a significant contribution to the local economy and can attract many visitors and tourists into the district. Consents will be issued by the council to individual traders on successful application to the council. To be considered a special event a minimum of ten street trading consents must be issued to traders at the event. Having nine or fewer traders can still be applied for, but will be considered temporary street trading.

Applicants wishing to serve and/or sell alcohol will need to apply for a Temporary Event Notice (TEN). A TEN must be sent to the licensing team (and the police) at least ten working days in advance of a planned event.

For events involving 20 or more traders all applications for street trading consents must be received three weeks prior to the event taking place to allow adequate time to process the applications. For events involving fewer than 20 traders all street trading applications must be received two weeks before the event.

We strongly recommend all street trading organisers contact the licensing team while they are in the planning stages of their event. Applications may have restrictions put on them by the council, such as the number of certain type of trader e.g. food, or the number of total stalls that can be accommodated at the event. Further details on street trading can be found within the Street Trading Policy at www.lichfielddc.gov.uk/streettrading

7 | Noise control and use of generators

Many events, especially those involving amplified music, can cause disturbance to those living in the vicinity. However, consideration should be given to people residing in nearby properties in relation to any noise source, not just music. For example, generators and even noise from people queueing to enter an event can all have a significant impact.

Key considerations:

- The location of the event will need to be considered primarily in relation to residential properties. Where a site is large, locating noise sources at the furthest point from residential properties is strongly advised. In general, no music should be audible from the nearest noise sensitive premises (residential, hospitals etc.) from 11pm onwards. If you intend to continue playing music after this time it is crucial that the location is chosen to accommodate this requirement.
- The volume of any music will likely need to be controlled. A noise limit may be imposed by environmental health and to make sure this is complied with, a noise limiter or other technology may be considered.
- The placement of a stage needs consideration so any speakers are facing away from residential properties as much as possible. Where a site is surrounded by properties, speakers should ideally be facing those which are furthest away.
- Ideally any electricity should be drawn from mains supplies. Where this is not possible, generators should be selected taking account of their noise emissions and the quietest available should be used where there is a possibility of disturbance to residents.
- Communicate with all nearby residents at least one month before the event, ensuring they are informed of the proposals and also supplying a name and contact number for any complaints.
- If your event is a concert, you may need to appoint qualified noise consultants with experience of limiting off site noise. They should be able to both minimise the off-site impact and demonstrate you are meeting your licence conditions. This would include the production of a noise management plan.

Full details should be provided in your event management plan. Early consultation with the council's environmental protection team is advisable should there be any doubt as to the suitability of the site for your proposed event.

8 | Litter collection/waste/recycling

Event organisers are responsible for providing sufficient and suitable waste bins, making sure the event area is litter picked during and after the event, along with clearance of any litter blown/strewn to other areas from the event. Ground protection should be put in place to prevent spills. All waste must be removed from the site no later than the clear up day. Costs may need to be applied to the event organiser for failing to ensure sufficient waste collection and clean up, so it helps to ensure you have sufficient event marshals to help with the clear up and monitoring spills etc. We are committed to encouraging recycling in the district, and request that you consider opportunities to recycle wherever possible. Our street scene and waste departments can provide a quote for waste support, including, supplying bins, litter picking and the removal and disposal of waste and recycling. The booking process will guide you to the relevant department for the waste support quotes.

9 | Insurance

Organisers must ensure the event is adequately insured and that sufficient covers are in place to indemnify them against any civil litigation claims. The type and level of insurance required will depend on the event you are organising and the risks involved.

If the event is held on council land or property you will be required as a minimum to demonstrate you have public liability insurance to a level appropriate to your event. Once your event application form has been submitted to the council, the insurance officer will advise what level of public liability insurance and any other covers that are required. You will need to provide confirmation of the required insurance cover at least one month before the event.

Public liability insurance covers injury to a third party or damage to their property which is caused by the negligence of the insured. As an event organiser you need the security of knowing if there are any allegations of that nature, you have insurance in place which will cover the costs of defending or settling a claim should you be deemed negligent.

You should also check any contractors you may be using as part of your event have their own insurance in place (caterers, amusement suppliers, entertainers etc.). You should always ask to see a copy of their insurance policy prior to the event and check they will comply with any specific policy terms and conditions which may be imposed by their insurance company.

During the event, if you become aware of an incident which may lead to an insurance claim, you should ensure full details of the incident are recorded, details of any witnesses obtained and photographs taken if possible. The event organiser must ensure the matter is reported to their own insurers as soon as possible. Also if an incident occurs at your event do not admit liability as it may invalidate your insurance cover.

10 | Funding your event

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

11 | Locations for events

There are a number of locations where large events can be accommodated, some are under the ownership of the district council, such as Beacon Park and Stowe Fields, and other areas are owned and managed by various landowners. If you would like further information about locations for events, please contact the Visitor Economy Manager.

12 | Promoting your event

Once you have had your event application confirmed you will want to start promoting it to ensure you get a good audience.

Our visitor economy team will be pleased to help you promote your event and offer a number of marketing opportunities. You may wish to add your event to the What's On section of the Visit Lichfield website to ensure your event gets publicised. This can be accessed online at www.visitlichfield.co.uk. In addition we have large followings on the Visit Lichfield social media platforms and would be happy to share your event on these channels, issue regular e-newsletters to tourism businesses in the district and to consumers. We also produce a number of printed publications.

In our Visitor Information Centre, we have the facility to display professionally designed A4 posters. For further information about these opportunities, please contact the visitor economy team by emailing info@visitlichfield.com.

Please note: Fly posting or fixing posters or notices to street furniture is not permitted. Furthermore, you must not obstruct the highway with any advertising material.

13 | Lichfield District events and festivals policy

In addition to this guidance document, Lichfield District Council has an events and festivals policy, which supports this document. The policy can be viewed at www.lichfielddc.gov.uk/link will be inserted when policy has been adopted

For more information contact: Lisa Clemson, Visitor Economy Manager
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