

## For General Release

<b>REPORT TO:</b>	<b>CABINET 20 February 2017</b>
<b>AGENDA ITEM:</b>	<b>7</b>
<b>SUBJECT:</b>	<b>Making Events Happen</b>
<b>LEAD OFFICER:</b>	<b>Shifa Mustafa, Executive Director, Place</b>
<b>CABINET MEMBER:</b>	<b>Hamida Ali, Cabinet Member for Communities, Safety and Justice</b> <b>Timothy Godfrey, Cabinet Member for Culture Leisure and Sport</b>
<b>WARDS:</b>	<b>All</b>

### **CORPORATE PRIORITY/POLICY CONTEXT:**

The Corporate Plan (2015–2018) sets out how the council will deliver on its key ambitions:

GROWTH – creating growth in our economy

INDEPENDENCE – helping residents be as independent as possible

LIVEABILITY – creating a welcoming, pleasant place in which local people want to live

THE COUNCIL AS AN ENABLER - the Corporate Plan contains the Council's contribution to Croydon's Community Strategy (2016–2021) developed by Croydon's Local Strategic Partnership (LSP). The Recommendation within this report addresses the priorities for developing Croydon as an attractive place in which to live, work and visit. The new Events Policy and process will address the following priorities:

- An Enterprising City – a place renowned for its enterprise and innovation with highly adaptable and skilled workforce and diverse and responsive economy
- A Learning City – a place that unleashes and nurtures local talent, is recognised for its culture of lifelong learning and ambitions for children and young people
- A Creative City – a place noted for culture and creativity – one of the best incubators of new artistic and sporting talent in the country

Making it easier to facilitate events and attracting a more diverse programme will play a significant role in improving the attractiveness of Croydon as a destination, as well as an increased sense of belonging, wellbeing and independence through increased participation in a broad range of cultural, educational, community and artistic activities.

### **AMBITIOUS FOR CROYDON & WHY ARE WE DOING THIS:**

This work will help the Council meet the aspirations in 'Ambitious for Croydon' through a number of ways. Events can help the development of strong communities, they can bring in visitors and create a positive economic impact locally. A good and varied events programme will enhance the reputation of Croydon making it a more attractive place for people to live, visit and invest.

## **FINANCIAL IMPACT**

The creation of a new events policy will enable a fair and consistent charging policy to be adopted and implemented. The minor income stream generated through the introduction of administration fees will contribute to the existing costs to the council for co-ordinating events.

**FORWARD PLAN KEY DECISION REFERENCE NO:** Not a key decision

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below

### **1. RECOMMENDATIONS**

The Cabinet is recommended to:

- 1.1 Note that the Events Policy attached as Appendix A is in draft and the final version will be approved by the Executive Director of Place in due course.
- 1.2 Note that the council will commence engagement on the draft policy with various external stakeholders and internal teams including the Food and Safety, Licensing, Highways and Parks teams and external partners including the Metropolitan Police, British Transport Police, London Fire Brigade and London Ambulance Service.

### **2. EXECUTIVE SUMMARY**

- 2.1 There are currently over 100 outdoor events in Croydon at a range of scales. The council has an ambition not only to continue to support these, but to encourage a greater range of events providing a diverse mix of recreational and cultural activities. Events can help the development of strong communities, they can bring in visitors and create a positive economic impact locally. A good and varied events programme will enhance the reputation of Croydon making it a more attractive place for people to live, visit and invest.
- 2.2 For Croydon to realise its ambitions it is necessary to make changes to the way that the council responds to event proposals and provides support to events. This report recommends that the council develop a formal Events Policy and undertake engagement with key stakeholders on the draft policy attached at Appendix 1. The aims of this policy are to:
  - Promote Croydon as a place that is open to events and make it easier and clearer for organisers to engage with the council
  - Ensure events are put on safely and follow best practice guidance

- Make it easier for community events organisers to navigate the process of staging an event
- Provide a consistent and well-co-ordinated approach to how events are supported and facilitated by the council
- Ensure fees are clearly set out and applied consistently and that any income contributes to the council's costs in supporting events

### **3. DETAIL AND ENGAGEMENT**

#### **Making it easier to facilitate events**

- 3.1 Each year in Croydon there are over 100 events ranging from charity runs such as Race for Life and 10k runs, to funfairs and circuses, street parties and Big Lunches. These events primarily take place in our parks and on highways.

Examples of other key events for Croydon have recently included:

- Pearl Izumi Cycle Race
- South End Festival
- PrideFest
- Thornton Heath Festival
- New Addington Festival
- Purley Festival
- Firework displays
- Park Hill festival

- 3.2 Although the borough has a large number of successful events already, there are a number of opportunities for improvements in the ways things happen and are coordinated. For example, there is currently no single point of contact to get information and also there is no corporately agreed process for engaging with the council with a view to putting on events in Croydon. Over time, practice has developed differently in different parts of the Council, which means that it can be confusing for both event organisers and officers; advice can differ, fees are not applied consistently and there can be duplication of effort by council officers. In addition, there is no current calendar of events, meaning that we are missing opportunities to promote events to the community and to co-ordinate them more effectively.

- 3.3 The council has reviewed its practice to ensure that the gaps and issues identified from these inconsistencies are addressed. The proposed draft Event Policy which includes revised processes and procedures simplifies our current system with a single point of contact for all event enquiries, which will allow ease of access for event organisers, within the Council and with partners. The council will be aligning all of its event co-ordination processes behind this principle to improve its customer service, cost control and income maximisation.

- 3.4 The new process will also ensure consistency and allow a better overview of all events happening. The benefits include better internal awareness so that teams can ensure appropriate resources are in place to assist. It will also ensure that the marketing and publicity of events can be much better through the development and regular publication of an events calendar. This will show

where and when events are happening throughout the year meaning that the council can be more proactive in marketing them to the community.

### **A new system and service**

3.5 The council will develop a clear online guide containing:

- A toolkit for organisers of smaller events containing a check list of areas to be covered and blank documents such as risk assessment templates to be completed.
- A clear defined event process flow diagram
- What the event timescales are
- Application form that can be completed on line
- A single email/phone number of how to contact the events team
- Signposting to external help and advice
- A list of all the fees and charges including a ready reckoner so that organisers can understand what the total fees payable will be.
- Links and information to support organisations with fundraising for event costs including opportunities for potential assistance with fees for smaller community organisations – including Community Ward Budgets and Croydon Community Grants.

### **Event spaces in Croydon**

3.6 In order to promote Croydon as a destination to stage events officers are currently developing proposals to license certain outdoor locations, which will make it easier and cheaper for events to take place in them. This would effectively mean that we could promote certain spaces as already being ready for licensable activities. As an example the Croydon Business Improvement District already have a licence to put on events in North End. Subject to engagement, we are aiming to put in similar licences, which should make other locations more attractive to event organisers. This will initially focus on central locations including spaces such as:

- Lloyd Park (review of existing licence already in place)
- Park Hill Recreation Ground
- Queens Gardens
- College Green
- Wandle Park

3.7 Supporting and encouraging events in our parks has been identified in the recent Parks review as something residents would like to see more of and plans for the future development of our parks will take this into account.

### **Safety**

3.8 It is important that there are clear lines of accountability and decision making from responding to event proposals to facilitating and supporting them being staged in Croydon. This includes accountability within the council and its partners in terms of how events are assessed and supported. Allowing events

to proceed in an unsafe manner places the public and staff involved at risk and also places the council at risk of litigation so it is imperative that effective systems are put in place to fully assess them. Historical practice means that co-ordination and awareness of events is inconsistent across various teams, which makes it harder to identify and mitigate potential risks. A Safety Advisory Group (SAG) which consists of the Food and Safety Team, Event Team, Licensing, Highways, Parks, Metropolitan Police, British Transport Police, London Fire Brigade, and London Ambulance Service is set up to do this and is chaired by a senior council officer. The SAG meets regularly to look at events being organised and discusses issues with the police, fire, London Ambulance, event organisers and other partners to ensure that event plans and risk assessments are fit for purpose.

- 3.9 The Events policy sets out a Bronze, Silver and Gold decision making structure whereby Bronze is the officer level input where the technical knowledge lies and practical/technical advice can be shared with organisers, departments and external agencies; Silver is at manager level within the Council and for the vast majority of events would have responsibility for making decisions through the Safety Advisory Group (SAG). Gold would be at Director/Executive level and would take into considerations recommendations from the SAG where there are significant potential risks to safety and/or reputational and legal issues to be considered before approval for an event can be agreed.

## **Engagement**

- 3.10 It is proposed that the council engage with key stakeholders on the draft policy as its implementation will have an impact on how we work with internal and external teams and event organisers in the future. Working in partnership is essential to putting on events successfully and safely so the engagement process will be important in ensuring that stakeholders can contribute to and have ownership of the new process. It is proposed that engagement will take place with various internal teams including the Food and Safety, Licensing, Highways and Parks teams and external partners including the Metropolitan Police, British Transport Police, London Fire Brigade and London Ambulance Service. These partners all sit on the SAG and are directly involved in assessing and working on events.

## **Fees and charges**

- 3.11 An important area for the attention of the Cabinet is the fees and charges that apply for events to take place. There are a variety of fees and charges already payable by event organisers depending on the location and type of event they want to organise. These include:
- Road closure fees
  - Parking suspension fees
  - Licensing fees
  - Park hire fees
- 3.12 Currently, fees and charges are not always applied consistently due to a variety of reasons including the fact that there is no formal fees charging regime and this makes it sometimes unclear for event organisers. Fee structures and

discounts are currently set out differently across council teams so it is proposed that these are reviewed during the engagement process so that there is clear and consistent application in the future. This will ensure that fees are applied consistently and fairly and that the council can budget effectively.

3.13 Current charges are as follows (2016/17 fees/charges are quoted):

### **Parking and Highways**

There are various charges associated with suspending parking bays and closing roads, which may be necessary when staging an event on the Highway. These are currently set out as follows:

- Parking bay suspension £40 admin charge plus either £30 per bay for residential applications and £50 per bay for commercial
- Temporary Traffic Management Orders (Section 14 RTA) £2020.00
- Single road closure for a special events (Sect. 16A RTA) £1010.00
- Multiple road closures for special Events (Sect. 16A RTA) £676.00
- Road closures for special events for registered charities £156.00

### **Licensing**

Premises License – £100.00 - £635.00 based on ratable value if inside a premises. Outdoor events are charged at £100

Temporary Event Notices (TENS) - £21.00

Street Trading Temp License (1-6 days) - £13.00

### **Parks**

Commercial:

Hire ground per day £709.20

Corporate concert/festival over 2000 people (No figure quoted)

Equipment inspection £233.25

Deposit (No figure quoted)

Charity:

Fairground Ground hire per day £262.50

Equipment inspection £233.25

Ground hire for concert for 100-1000 to people £135

Ground hire for concert for more 1000 people (No figure quoted)

Minor events:

Ground hire per day £74.60

Administration fee for highways events: £0

Inspection charge for highways events: £0

3.14 This report also highlights that a new fee structure will be implemented to contribute to the costs the council currently absorbs for administration and support for event organisers. This includes:

- Events application fee
- Street use booking/admin fee – payable in the same way as a parks booking fee
- Damage/reinstatement deposit for highway/parks events

These are payable in addition to the existing fees that are listed at 3.13.

3.15 A new standard application fee is being recommended as follows:

- Commercial = £100
- Charity/community = £25

These are payable for all events and are exclusive of other fees that may be payable.

3.16 Consideration has been given to a higher administration fee being payable by commercial events than for community/charitable events. The reason for the difference in charge would be to make it easier for community and charitable groups to hold events, thus encouraging more to take place.

3.17 Another distinction being considered is that for the highways use fee there will be a difference in fee depending on the size of event that is being applied for. The bandings for the size of events and the costs are as follows:

- Small = below 500 people expected attendance = £100
- Medium – 500 -1500 people expected attendance = £250
- Large – 1500 – 6000 people expected attendance = £500
- Major – Over 6000 people = negotiable

It is proposed that there is a discount of 75% applied to these fees if the event is a charitable or community one

3.18 The fees and charges will vary depending on the type and size of the event but would always be payable with no further discounts or waivers to be applied. It is recognised that this will mean additional costs to event organisers so information will be included on the council's new web pages about potential community grants that may be able to contribute to the costs (including Community Ward Budgets and Croydon Community Grants). The application fee would contribute to the costs of all aspects of the processing of the application including verifying that the necessary information has been provided by the applicant, recording the information on a central database and ensuring that there are no clashes with other events. There will also be various levels of internal co-ordination required with parks, parking, highways, licensing etc. to ensure the event is organised effectively.

3.19 Croydon currently has a number of events based on the highway, meaning that roads have to be closed, parking is affected and significant disruption can be

caused to the local community in trying to go about their business. Parks/open spaces have a booking fee and as with a parks fee there are administrative tasks that must take place within the Council when closing off the highway such as co-ordinating responses from other departments, communicating with external agencies, reviewing safety documents and insurance certificates and carrying out site visits either before or during the event. The street use fee would contribute to these costs.

3.20 Benchmarking has taken place with councils regarding their fees and charges. Some examples of these are as follows:

	<b>Application fee</b>	<b>Highways Fee</b>
Ealing	£50	Starting at £275
Haringey	Commercial: £124 Charity/Community: £25-£106	Discourage Highway Events
Lambeth	Commercial: £100 Charity/Community: £25	Discourage Highway Events
Southwark	Commercial: £150 Charity/Community: £60	Discourage Highway Events
Brighton and Hove	Commercial: £100 Charity/Community: £0 - £75	Madeira Drive - £1560 - £8750

3.21 It is important to note that historically the vast majority of events would be classed as 'small' with only a few medium and large events taking place. It is hoped that in future more medium and large events can take place though and the measures outlined in this policy will help promote that.

3.22 In addition to the desire to put on more events, it is recommended that, as far as possible, the council should be promoting these to take place in our parks and open spaces to prevent the disruption that is caused when closing the highway. The proposal to licence some of our parks and open spaces will help encourage events to take place off the highway and the review of fees will also take this into consideration.

### **Timescales for implementation**

3.23 An important consideration is the timescale for the introduction of these fees. There are already events in the calendar for 2017 that have not been subjected to the new fee structure proposed at 3.15 and 3.17. In order to allow event organisers enough time to adjust to the new fee structure it is proposed that these changes will not take effect until June 1<sup>st</sup> 2017. However, the existing fees highlighted in 3.13 will still apply. Event organisers will need to confirm any event planned before 30 Sept 2017 including relevant documents and plans by end of May 2017. Any applications for events after 30<sup>th</sup> Sept or submitted from June 1<sup>st</sup> 2017 onwards would thereby be eligible for the new fee structure once it is adopted. The effect of this is that during 2017/18 the council will continue to not recover certain costs that are incurred when events are put on. However, it is believed that this is the fairest way to apply the new fee



structure given that we have already agreed that a number events can take place without any administrative charge.

#### **4 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS**

	Current year	Medium Term Financial Strategy – 3 year forecast		
	2016/17	2017/18	2018/19	2019/20
<b>Revenue available</b>				
Expenditure	0	0	0	0
Income	0	0	0	0
<b>Effect of decision from report</b>				
Expenditure	0	0	0	0
Income	0	(3)	(3)	(3)
<b>Remaining budget</b>	<u>0</u>	<u>3</u>	<u>3</u>	<u>3</u>

##### **4.1 Revenue and Capital consequences of report recommendations**

The introduction of the administration fee is estimated to achieve an income of £3,250 per annum based on current number of events. Once the events policy has been designed and adopted it will enable the council to have a consistent approach to events in the borough. This may generate a higher level of income than (?) is currently earned.

##### **4.2 Risk**

One of the principle drivers for the development of the new policy and process is to ensure fairness and consistency and ensure events are able to cover their costs and not impact on the Council's revenue budget.

##### **4.3 Options**

A number of options on fee structures were considered. The fee structure proposed will need to offer the best solution to ensure that the council recovers its costs

##### **4.4 Future savings/efficiencies**

There could be future savings for the Council's revenue budgets as a result of this proposed policy. This will depend on any increase in the number of events that take place.

**Approved by Zulf Darr, Interim Head of Finance, Place and Resources.**

## **5. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICE**

- 5.1** The Council Solicitor comments that whilst there are no direct legislations considerations arising directly out of the recommendations set out in this report it is noted that the Council should ensure any decisions on charging fees must be reasonable and proportionate. This is the practice in other Council service areas such as licensing where there is legislation covering the fee charging regime. In assessing reasonableness and proportionality the Council is expected to consider the administrative cost for officers to carry out the relevant work and should not be geared towards profit making. The Council can also benchmark the proposed costs with other boroughs in London.

There is no statutory duty to consult on the Events Policy. Whether to consult will therefore depend on the issues, the nature and the impact of the decision and whether interested groups have already been engaged in the policy making process. The Cabinet Office Principles cite as examples of circumstances in which consultation may not be appropriate "for minor or technical amendments

- 5.2** The Public Sector Equality Duty (PSED) as set out contained in Chapter 1 of Part 11 of the Equality Act 2010 has three principle requirements which can be summarised as the need to:

- eliminate discrimination (in all its forms, including direct and indirect discrimination);
- advance equality of opportunity; and
- foster good relations between those sharing or not sharing protected characteristics.

- 5.3** The PSED is to protect and prevent discrimination against individuals with protected characteristics, it is therefore not primarily applicable to the Events Policy as organisers are mainly corporate entities. However, where an event organiser is an individual with protected characteristics, the Council must observed the PSED. Likewise where the event being organised will impact people with protected characteristics both the Council and the event's organisers must comply with the provisions of the Equalities Act 2010.

**Approved by Jacqueline Harris-Baker, Acting Council Solicitor and Acting Monitoring Officer**

## **6. HUMAN RESOURCES IMPACT**

- 6.1 During the review of existing event fees and functions across the council, which will take place during the policy engagement period, an assessment will be made as to whether any structural changes are required. For example, it may be desirable to have all of the administrative functions relating to events merged into a single team, which may require some restructuring of existing functions. Any changes agreed will be managed within existing HR policies and procedures.

**Approved by Jason Singh, Head of HR Employee Relations**

## **7. EQUALITIES IMPACT**

- 7.1 An initial Equalities Impact Assessment has been carried out that has recommended that a full assessment be completed once feedback from the engagement process has been received.

## **8. ENVIRONMENTAL IMPACT**

- 8.1 The environmental impact of this report relates to how some of the council's highways, parks and open spaces will be used for events. The policy will provide a more consistent process and greater rigour to preparation and cost recovery meaning that the council will be in a better position to manage these spaces in advance, during and after events have happened.

## **9. CRIME AND DISORDER REDUCTION IMPACT**

- 9.1 Safety is one of the driving forces in the drafting of this new Events Policy. One of the major objectives is the improvement of practice in event management in Croydon. This will have a positive impact in terms of crime and disorder reduction in public spaces associated with events. Events will be properly assessed and the role of the Safety Advisory Group built in to the process as a matter of course. Good practice guidelines on event management will be made available to organisers.

## **10. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION**

- 10.1 The council has an ambition to increase the range, diversity and number of events in the Borough
- 10.2 The current practice and support service offered to event organisers is inconsistent and unclear

## **11. OPTIONS CONSIDERED AND REJECTED**

- 11.1 Do nothing – this has been rejected as the current management of events is leading to inconsistent practices and exposing the council to financial and reputational risk
- 11.2 Various other fee structures have been considered and rejected. The proposal put forward is believed to offer the best solution to ensure that the council recovers its costs and also provides a clear difference between what commercial organisers and community/charitable event organisers are expected to pay.

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**CONTACT OFFICER: Andy Opie, Director of Safety**

**BACKGROUND DOCUMENTS - None**

**APPENDICES TO THIS REPORT - Draft Events Policy**

# **Croydon Council**

## **Events Policy**

DATE: February 2017

# **Contents**

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## **1. Purpose and Background**

London Borough of Croydon is committed to enabling events and recognises that varied and well managed event contribute to a diverse and vibrant culture.

The number of special events taking place in Croydon has increased steadily over the past years. This demand puts added pressure on the Council, residents and businesses of the borough.

This policy sets out the key principles with which Croydon Council, with its key partners including the Metropolitan Police Service, Transport for London, British Transport Police and other key stakeholders, approach the authorisation and management of events.

The principles are based on a range of requirements which arise from legislation, guidance and other Council policies. By setting out the key principles the Council aims to make the process transparent leading to more successful and efficiently planned events.

The approach is applicable to events that impact on the public realm, whether it be Council managed streets or parks and open spaces, as well as advice and assistance given to event organisers who hold gatherings in buildings throughout the borough.

The key principles outlined in this policy ensure that Council service providers and their partners are consistent in their approach to events in the borough. Furthermore, they are meant to aid understanding of everyone's roles and responsibilities in relation to running events, and of the significant time and effort that can be involved in facilitating them.

## **2. Benefits**

A well-managed and appropriate events policy can bring positive benefits to the borough, such as:

- Helping promote the area as a place of business, culture and community
- Playing a key part in Croydon's vision drawing visitors to the borough
- Enhancing the image of the borough
- Assisting in the promotion and increase the use of land for events within the borough
- Provide residents with an interesting, fun and diverse range of things to do
- Enhancing Croydon's cultural offering and reputation as diverse and thriving borough
- Developing a strong community by increasing and improving cross community relations
- Providing business opportunities both at and surrounding events
- Stimulating inward investment and regeneration

### 3. Objectives

The objectives of this policy are to:

- Ensure effective planning and management of events
- Ensure that pre-event consultation and planning takes place with event organisers and stakeholders
- Maximise the safety of event attendees and the event workforce and ensure that safety is placed as a priority in decision making
- Provide a framework for the event application process
- Minimise disruption to residents and businesses
- Ensure that events are accessible to all
- Promote the licensing objectives
- Develop an events programme and encourage local and national groups to organise or participate in new or existing events
- Provide a fair and consistent and well co-ordinated approach to how events are supported and facilitated by the council

### 4. Definition of Events

An event is defined as:

A planned activity in a specific location and for a limited period of time that members of the public can attend. The activity can take place both indoors or outdoors, on public land or in private property but the activity or occasion can reasonably be expected to cause a public gathering that is not part of the normal course of business at that location and time.

The size and type of the event will determine how to apply and the fees that are payable:

Size	Audience Capacity*	How to apply	When to apply
Small	Up to 500	Online application form. Insurance and risk assessments must be submitted.	Minimum of 3 months before the event
Medium	500 - 1500	Online application form. Insurance, risk assessments must be submitted. Type of event will dictate other documents.	Minimum of 5 months before the event
Large	1500 - 6000	Online application form. Full event management plan must be submitted	Minimum of 7 months before the event
Major	Over 6000	Pre- consultation with event team and then online application form.	Minimum of 10 months before the event



		Full event management plan must be submitted.	
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The audience capacity is the maximum expected number of attendees to the event.

#### Timescale

Medium and large applications will need to be placed before the Safety Advisory Group, before a decision is made on the event. The SAG meets every 2 months. A quicker decision is available for events classified as small

Additional information on timescales can be found on the event pages on the Croydon Council website.

#### **Further classifications**

##### Commercial:

Commercial are those events that are profit making including product launches, corporate events, other marketing and promotional, circuses, fairgrounds, large private festivals.

##### Community:

These are events organised by not for profit, community or voluntary groups that directly benefit the residents and visitors of Croydon and do not provide significant advertising or other commercial benefit to a profit-making business or organisation.

##### Charity:

Events organised by registered national charities and are predominantly fund raising events for the benefit of the charity.

##### Organised fitness:

These are events organised with or without a charge to those attending the activity. Generally where groups are offering training without a charge there will not be a booking fee. Further information is available on the Council's website.

Other considerations that must be detailed on the application form that will help decide the classification of event include:

##### Location:

Is the event taking place within a park or a highway?

Content:

What is the purpose of the event? For example is it a family fun day, a concert or a political demonstration?

What else is included in the event? For example is there a circus, funfair, large stage, an inflatable or fireworks display?

Audience:

Who is expected to attend the event? For example is this a family event, would the activities attract large groups of teenagers or young adults?

## **5. The application and Consultation process**

The Council is committed to providing the best available advice and guidance to event organisers to assist them in planning an event in Croydon. The following will be available on the Council's website:

- An electronic guide will be maintained that will set out the requirements for event organisers.
- A range of "template" documents is available on the Council website for those smaller events who may be less experienced.
- An events calendar with clear timescales for applications to be processed And assessed
- A ready reckoner so that applicants can see the total fees that will be payable

The stages of the application process are:

- Early Notification (Pre-application discussion) \*Please note this is not expected of all events
- Application and payment of fees
- Processing and Validation
- Approval
- Evaluation and Debrief

The applications process will be managed online and all applications forms must be sent electronically via the Council website. All events in Croydon must complete the online application form.

All applications will be checked by the events team and once verified as complete they will be subject to consultation dependent on the size of event being planned. Small events will not be subject to full consultation and particularly small events will not require any consultation at all. These events will have very low numbers attending and will have virtually no impact on the venue or the surrounding area. If a small event does require consultation this will generally only occur on the first occasion unless there are concerns raised once it has taken place. Consultation on medium and large events will involve Members of Croydon's Safety Advisory Group and may involve stakeholders including Ward Councillors, Cabinet Members, and Friends Groups depending on the impact the event is likely to have.

## 6. Safety Advisory Group

The remit of the Safety Advisory Group (SAG) is to advise on whether an event should proceed on safety and not for any other grounds. The consent of the Council or 'landlord' may be withdrawn upon advice of the SAG on safety grounds only.

The core members of the SAG are Croydon Council (Food and Safety Team, Event Team, Licensing, Highways, Parks), Metropolitan Police, British Transport Police, London Fire Brigade, and London Ambulance Service.

Members of the SAG will expect to review an Event Management Safety Plan (EMSP) before any events. Timescales for the submission of this are found on the website. An EMSP is required for all large and major events and some elements may be requested for medium and small events.

It is suggested that the EMSP will include but not be limited to:

- Access Provision
- Cancellation procedure including adverse weather conditions
- Child and vulnerable adult protection
- Complaints procedure
- Concessions and caterers
- Crowd management
- Emergency control
- Entertainment
- Environmental / Sustainability impact
- Equal opportunity statement
- Event communication plan including named contacts
- Fire safety and evacuation
- First aid / medical
- Food safety
- Infrastructure
- Licensing requirements
- Lost children and property procedures
- Marketing
- Noise management
- Public liability insurance
- Risk assessments
- Sanitary provision
- Security and stewarding provision
- Site plans
- Signage around the site
- Statement of intent
- Production and event timetable
- Traffic management
- Transport management
- Waste management

The SAG will also co-ordinate any safety debrief meetings that take place post event. A debrief is required by Croydon Council for all large and major events. A debrief will also take place for small and medium events if there has been any safety concerns noted by the Council or any of the partners.

The decision making structure for events is based on a Bronze, Silver and Gold model. Bronze is the officer level input where the technical knowledge lies and practical/technical advice can be shared with organisers, departments and external agencies; Silver is at manager level within the Council and for the vast majority of events would have responsibility for making decisions through the Safety Advisory Group (SAG). Gold would be at Director/Executive level and would take into considerations recommendations from the SAG where there are significant potential risks to safety and/or reputational and legal issues to be considered before approval for an event can be agreed.

## **7. Approval and Promotion**

Once consultation has taken place with the necessary agencies, documents have been reviewed and the Council is satisfied that all requirements have been met then an agreement in principle will be issued. This agreement will be subject to compliance with any pre-event conditions, payments (including deposits) and the requirement to obtain any licences etc.

Once the event is approved the events will be promoted through the following means:

- Including the confirmed event on the Council's calendar of events page on the website at least 4 weeks prior to the event taking place
- Notifying by email and social media to those registered for event updates
- Holding a stakeholder meeting with the event organiser in attendance for any large or major event 6 weeks prior to the event taking place

## **8. Events not normally granted approval**

Normally no more than one event will be approved on the same day in any park or open space. (An exemption may be when the events are complementary and with the agreement of both organisers). If multiple applications are received an alternative date or venue will be offered to one or both organiser. Event organisers may be required to move venue or date for other reasons.

Additionally the following will not be approved:

- Events that are deemed inappropriate such as those that will have a detrimental effect on the "normal use" of the area and those that fail to comply with the terms and conditions of hire
- Events that promote controversial issues which may be damaging to community relations, are illegal or offensive

- Any event that does not provide adequate documentation or certifications and cannot demonstrate that it should progress to the next stage of the application process
- Any events that cannot demonstrate to Croydon Safety Advisory Group that it can be delivered in a safe and robust manner
- Any event that discriminates against race, religions, gender, sexual orientation or disability.
- Any event or activity that is prohibited by Council and Parks bylaws

In addition, there are restrictions on the use of animals in events that need to be discussed with the events team before approval can be given.

The Council reserved the right to refuse any application and right to impose additional conditions regarding a booking.

## **9. Fees and Charges**

There are various fees and charges payable by event organisers depending on the location and type of event being organised. These can include:

- Events application fee
- Street use booking/admin fee – payable in the same way as a parks booking fee
- Damage/reinstatement deposit for highway/parks events
- Road closure fees
- Parking suspension fees
- Licensing fees
- Park hire fees
- Waste clearance charges

There are also various distinctions within the Council's fee structure including a higher administration fee being payable by commercial events than for community/charitable events. Another distinction is that for highways use there will be a difference in fee depending on the size of event that is being applied for. The bandings for the size of events are as follows:

- Small = below 500 people expected attendance
- Medium – 500 -1500 people expected attendance
- Large – 1500 – 6000 people expected attendance
- Major – Over 6000 people

Full detail of the Council's fees and charges and potential sources of funding can be found [here](#)

## **10. General Conditions**

The following conditions will apply to all events:

### **Safety**

Responsibility for safety rests with the organiser but the Council and its partners have a duty to ensure all relevant health & safety guidance is followed, including the preparation of full risk assessments and method statements. The first priority of all involved in managing events and filming must be human safety. Every event should have a designated safety officer.

### **Role of the Event Organiser and their obligations**

- Provide complete and accurate event documentation within the required timeframes and respond promptly to any queries raised by the Council or member of the Croydon SAG.
- Ensure that any information given on behalf of the organisation they represent is accurate and that they have the legal authority to enter agreements on behalf of that organisation or have the delegated legal authority.
- Ensure appropriate insurance and liability cover is in place.
- Permissions, licences and safety documentation must be sought well in advance, in accordance with the timetables set out in the more detailed guidelines that will be found on the website.
- The event organiser should ensure the event is run according to the submitted plans.

A self-service tool that will allow applicants to verify the deadlines for their event as well as sample documentation is available on the Council website.

Not complying can jeopardise the event and will also effect and future events planned by the organiser. Non-compliance may also result in the event organiser being liable for prosecution.

### **Environment and amenity**

Open spaces intended for people to enjoy should remain open and available for their enjoyment. In some cases it may not be possible to close off public access to the whole part of an open space.

Temporary, reversible decoration may be justified in some circumstances. Additions to the street may require planning permission and advertisement consent and advice should be sought before putting anything in place. Croydon Council must agree any works that affect the highway and associated equipment, including additions to lamp columns, in advance. It reserves the right to carry out any agreed work itself. All branding and advertising must have consent from the Council as this can undermine the character and image of the borough, and obscure essential information. The return to the normal life of the borough following an event is to be achieved as quickly and as safely as possible.

## **Noise**

Noise generated from an event needs to be agreed in advance and kept at a reasonable level. Where the Council have cause for concern about the noise from a planned event the Council reserves the right to require the event organiser to appoint an independent acoustic consultant to be on site to provide continual monitoring of noise levels.

Noise should not create an unreasonable impact on any business or residential premises in the vicinity of the event site. The organiser is expected to reduce sound levels on the day if conditions require it. If the event has a Premises Licence, then it must operate in accordance with any sound level limit or conditions attached to the Licence. A sound level limit may need to be set and/or continuous noise monitoring put in place, to ensure compliance with Licence conditions and ensure that the event does not cause a statutory nuisance.

Events must also comply with The Control of Noise at Work Regulations 2005 for staff and contractors on site.

## **Parking**

Additional parking requirements resulting from events must be planned, such as servicing, dropping off visitors by coaches, and space for taxis.

Suspensions of residential and paid-for visitor bays can be arranged for public events (or privately organised events which are open to the wider community or public), at a cost. This cost must be incurred by the event organiser.

Special bay types (e.g. for disabled people, doctors and ambulances) are only suspended in exceptional circumstances. If such bays are suspended they must be relocated within a reasonable distance. A further charge will be applicable for this relocation.

For large scale suspensions of bays used by residents, alternative parking for residents will need to be provided nearby, by the removal and temporary conversion of paid-for visitor parking bays. The conversion of these bays is chargeable.

Parking will not be suspended to create space for VIP arrivals or departures unless the circumstances are exceptional.

Further details and fees payable are available on the Council's website

## **Traffic and highways management**

Croydon Council is required to consider all traffic and highways management implications of events to fulfil its duty to keep the borough moving. A minimum period is required to implement traffic management measures, such as Temporary Traffic Management Orders to close roads, advance warning signs of events, diversion routes, and traffic controls. Costs for any traffic management order must be incurred by the event organiser.

There are restrictions on the number of times roads can be closed in a calendar year so this will be considered as part of the application process and may mean that permission for the event is refused or that an alternative location is suggested.

Structures in the highways such as cranes and scaffolding require a highways licence which must be sought from the Council in advance, Croydon Council must give permission for any change to the highway, such as removing street furniture to alter the character of a street, and would typically require that it carry out the works itself.

Residents, visitors and those engaged in business must be able to move reasonably freely through the borough, and public services should be able to operate without unreasonable disruption. Occupiers must be able to access their premises with minimum disruption. Access for emergency vehicles must be maintained with minimal impact on response times.

### **Licensable activities**

The event organiser is responsible for ensuring that all required licences are obtained and the required times for these licences are adhered to. The costs for any licence shall be incurred by the event organiser.

Such licences could include, but are not limited to:

- Performing Rights Society (PRS)
- Phonographic performance Limited (PPL)
- Street Trading Licence
- Special Treatment Licence
- Premises Licence
- Temporary Event Notice (TEN)

Events that include 'licensable activities', such as the sale of alcohol and regulated entertainment (such as live music) need to be covered by a Premises Licence. While small events can be covered by a Temporary Event Notice (TEN) larger events will be required to apply for a Premises Licence. The Council can request conditions to be attached to any licence that address the four licensing objectives.

Croydon Council can grant licenses for 'regulated' entertainment' for certain areas of publicly accessible streets and open spaces, which means that these areas are treated as premises, or 'venues' for licensing purposes. Events in these areas will be expected to be run under the conditions of the existing Premises Licence. TEN's will not be issued.

### **Food Safety**

All food businesses (however big or small) at an event must provide evidence of food registration with the relevant local authority and food hygiene ratings for all temporary catering outlets.

Anyone starting a new food business must register with the Council at least 28 days before doing so.



On the basis of the activities carried out, certain food business are required to be approved rather than registered. Please check the Council's [approvals webpage](#) to find out more.

### **Waste and recycling**

The event organiser must provide a waste management plan which is approved by the Council.

The waste management plan should show how the organiser will work with the Council to reduce the amount of additional Council contractor cleansing that is needed.

The waste management plan should show how the organiser will manage, recover and recycle or dispose of waste and street litter safely, and meet all environmental regulations and statutory requirements. Waste should be minimised and recycled as much as possible.

The Council has a strict 'No Drinking Glass' policy at events

### **Public conveniences and welfare facilities**

The event organiser is responsible for the welfare of the public, which includes temporary toilets. An adequate number of toilets must be available for an event and any temporary toilets must not obstruct the highway. All facilities must meet health and safety requirements.

### **Sharing information**

Communications and publicity about events must be coordinated with the Council and its partners.

All events are expected to fully disclose any information relating to or impacting upon any aspect of the event, so the Council and its partners have no surprises that have not been assessed for risk and danger to the public.

### **Planning permissions and advertisement consent**

All temporary uses within a building, and temporary moveable structures placed within the curtilage of a building, will normally require planning permission. Temporary events on land not within the curtilage of a building, and associated moveable structures, are allowed up to 28 days in any calendar year without the need for planning permission. This reduces to 14 days where events involve street trading and some other activities such as motor racing. Advertisements (including sponsorship branding) visible from the highway normally require consent and advice should be sought from the events team before anything is put in place. This includes the display of sponsors' details on banners and directional signage. Any attachment or alteration to a listed building or listed structure will normally require listed building consent.

### **Parks and open spaces**

Some Croydon parks can be hired for events and the council has licensed some parks and open spaces making it easier for events to be put on at these venues.

Events held in Croydon parks include circuses, charity functions, festivals, fetes and fairgrounds. There are particular issues that need to be considered in advance of making an application to hire a park that should be discussed with the events team. They will be able to provide advice on the most suitable venues for the event, availability and the application process.

## **11. Cancellations**

The Council reserves the right, at its sole discretion, to cancel any event booked on Council land due to poor weather, unsuitable ground conditions, non-receipt of the required paperwork or exceptional unforeseen circumstances. In these circumstances, the Council is not responsible for any costs that the organiser may already have incurred in preparing for the event.

In all cases in the situation of an event being cancelled the Application Fee is non-refundable.

If the events' organiser cancels the booking less than 4 weeks before the date of hire there will be no refund on the hire charge.

Where an event is cancelled due to circumstances beyond the event organiser's control, for example adverse weather conditions and natural disasters including force majeure and where the Council is provided with reasonable notice, the Council may offer a refund of the hire fees, additional service costs and any deposit at its sole discretion but this will only be paid if the costs the Council has incurred are covered. The non-operating days would be taken into consideration in these circumstances. The Council will be covering their full costs that they may have to incur to date or things they have had to put in place to assist cancelling the event.

## **12. Legislation**

All events must conform to relevant legislation, including but not limited to:

- Health & Safety at Work Act 1974
- Health & Safety (First Aid) Regulations 1981
- Data Protection Act 1998
- Equality Act 2010
- The Management of Health & Safety at Work Regulations 1999
- RIDDOR 1995
- Food Hygiene (England) Regulations 2006
- Town and Country Planning Act 1947 and 1990
- Licensing Act 2003
- The Children's Act 1989
- Fire Regulatory Reform (Fire Safety) Order 2005
- Firework Regulations 2004
- Safety at Sports Ground Act 1975
- Private Security Industry Act 2001
- Environmental Protection Act 1990
- Noise Act 1996

- Croydon Council Byelaws

### **13. Equality and Diversity**

Croydon aspires to be renowned for its safety, accessibility, inclusion, cohesion and community spirit where everyone who lives and works here has a strong sense of belonging. As a council and in partnership with others we aim to address the needs and aspirations of local people to create a place of opportunity for all. The application of this policy will have due regard to Section 149 of the Equality Act 2010, which places a general duty on public authorities, who must, in the exercise of their functions, have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act;
- Advance equality of opportunity between people who share a protected characteristic and those who do not;
- Foster good relations between people who share a protected characteristic and those who do not.

### **14. Review**

Events are unique, therefore the challenges posed by each event are different. As events evolve and develop it will be necessary for the Events Policy to evolve and develop accordingly. All the partner agencies recognise the importance of outdoor events to Croydon and work together to provide a programme of safe and well managed events for the benefit of residents and visitors.

Appendix 1

Process map

