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| REPORT TO: | CABINET 18 November 2019 |
| SUBJECT: | Borough Wide Events – A look ahead |
| LEAD OFFICER: | Shifa Mustafa, Executive Director Place Steve Iles, Director of Public Realm Paula Murray, interim Director of Culture |
| CABINET MEMBER: | Councillor Oliver Lewis Cabinet Member for Culture, Leisure and Sport |
| WARDS: | All |

CORPORATE PRIORITY/POLICY CONTEXT/ AMBITIOUS FOR CROYDON

The Corporate Plan (2018 – 2022) sets out how the council will deliver on its key ambitions. The events policy and events process address the following outcomes:

- We value the arts, culture, sports and activities -
- Everyone feels safety in their street, neighbourhood and homes –
- Business moves here and invests, our existing businesses grow –

The events process helps the Council meet the outcomes 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. The current event process promotes close working with our safety partners and event organisers to ensure that events are safe and there is a positive wider impact on the community.

FINANCIAL IMPACT

The event policy has produced a fair and consistent charging policy. There is a minor income stream generated through the administration fees and the hire charges from our parks and open spaces.

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 the annual programme of events for this year

1.2 Note changes planned for an annual report to cabinet on events

2. EXECUTIVE SUMMARY

- 2.1 The purpose of the report is to:
- Provide an update to Cabinet on the events policy since its full implementation in April 2018 and
 - Provide a review of previous successful events.
 - Provide a look at the year ahead and key changes planned
- 2.2 The council has an ambition not only to continue to support events, but to encourage a greater range of events providing a diverse mix of recreational and cultural activities.
- 2.3 The Events Policy has enabled a consistent and well-co-ordinated approach to how events are supported and facilitated by the council. It has helped ensure events are put on safely and follow best practice guidance. Feedback from organisers has shown that the new process has made it easier for all to navigate the process of staging an event.
- 2.4 It is the aim to bring an annual report to cabinet highlighting the future events. The will is to ensure that the busy summer programmed is fixed by January each year and cabinet can be advised of major events that are planned.

3. DETAIL

Our Events

- 3.1 In 2018/19 there were 110 events held in Croydon and in 2019/20 there are currently projected to be 150 events being held. It is estimated that over 100,000 people have attended events in Croydon over the past year.
- 3.2 2019 has seen a huge range of events for Croydon in our parks and public spaces from major festivals to firework displays to community fetes and car boot fairs.
- 3.3 At the larger end of the scale we saw The Ends Festival take place for the first time in Lloyds Park on 31st May - 2nd June. This festival has just been nominated in 3 categories by the UK Festival Awards, the nominations are for Best Medium-Sized Festival, Best New Festival, Best Metropolitan Festival. The Ends was attended by over 15,000 people over the 3 days and attracted acts including Damien Marley, Nas and De La Soul.
- 3.4 Other large scale events that took place in Croydon Parks include Croydon Pride and Croydon Mela that took place back to back in Wandle Park on the 13th and 14 July 2019. Attendance for each day was over 10,000 people. Both Pride and Mela were extremely successful, positive and inclusive events bringing together communities from diverse backgrounds in one space.
- 3.5 Our events are not just in parks, and in 2019 we saw the Croydon Food and Music Festival take place for the 7th year with estimated attendance figures of over 12,000. South End was closed for traffic and in 2019 there were over 90

stalls and food traders with involvement from local business and local talent performing on the music stages, showcasing Croydon as a diverse community.

- 3.6 At the smaller scale there are approximately 8 Christmas Light Switch on events taking place on high streets throughout the borough, these will be attended by local groups of all ages coming together. Each event involves a minor road closure, with local businesses taking part, a small number of stalls and local entertainment. This year saw an increased interest in staging outdoor cinemas and 4 separate parks saw cinema screenings taking place and numbers in the region of 2,000 attending.
- 3.7 This year also saw a successful programme of high street events in the Croydon Town Centre where 15,000 people engaged with Street Live over 9 June-15 September 2019. There were 15 different events and activities: some for one day, some for a weekend or with regular sessions throughout the summer.
- 3.8 The Big Lunch initiative also took place in Croydon this year. This is a national event supported by the Council where communities are encouraged to get together for lunch or celebration. The estimated number in attendance this year for Big Lunch events was over 4,000.
- 3.9 For 2020, the date for The Big Lunch weekend has already been set and it is 6th-7th June 2020. Only events on these dates can be classified as Big Lunches, and we are projecting even larger numbers of community participation for next year.
- 3.10 In addition to planned and projected events, there have been a number of unplanned or unexpected events, such as the recent Banksy exhibition which ran for two weeks in the town centre. Our Events practice is now so well ingrained that we have been able to deal successfully with occurrences such as this. The team have excellent communication links with both internal council departments and external agencies. This allowed clear requests and advice to be given to the organisers producing a safe and successful event activity.

The Policy and Process

- 3.11 The policy attached in Appendix 1 was fully implemented in April 2018. It has successfully bedded in and we have also undertaken an informal review with partners earlier this year. Minor amends have been suggested but largely reconfirmed the way that we are now working. No changes have yet to be made to the policy.
- 3.12 As detailed in the policy 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 either indoors or outdoors, on public land or in private property. 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.”
- 3.13 All events falling under this definition are required to complete an event application form that can be downloaded from the Events Team Webpages on the Croydon Council Website.

- 3.14 On submitting an application form a fee is payable. The fees for this have not altered since implementation and are £30 for a charity community events and £120 for a commercial event. These fees are including VAT.
- 3.15 The fee goes towards covering the administration required to log events in a central database, review the application, co-ordinate information between the organiser and interested parties plus ensuring that all the necessary permissions and notifications are put in place.
- 3.16 We convene a Safety Advisory Group (SAG) on a regular basis throughout most of the year to look at event applications and discuss the more details plans for larger events in particular. The SAG is a forum for discussing and advising on the public safety aspect of an event. They aim to help organisers with the planning, and management of an event and to encourage cooperation and coordination between all relevant agencies. As detailed in the policy should the group have concerns regarding the safety of an event there is an escalation process for the recommendation for the cancellation of an event.
- 3.17 Once all key departments and agencies have met and agreed the way forward, checks are made by events officer that these points are actioned. Officers also visit during the event.
- 3.18 Following the event a debrief takes place and all concerns (if any) are discussed and improvement for any future events on that site are agreed.

Fees and Charges

- 3.19 Recent bench marking has taken place and this is detailed in the table below. Based on these figures Croydon is seen to have competitive application fees. Consideration may be given in future years for an increase in these fees.

| | Application fee (excluding VAT) |
|-----------|-------------------------------------------------|
| Croydon | Commercial: £100 Charity/Community: £25 |
| Ealing | £50 |
| Haringey | Commercial: £124 Charity/Community: £25-£106 |
| Lambeth | Commercial: £100 Charity/Community: £25 |
| Southwark | Commercial: £150 Charity/Community: £60 |
| Merton | 10% of hire fee (starting at £30 to max £250) |
| Bromley | Commercial: £180 Charity/Community: £0 -£60 |

- 3.20 Fees are being reviewed for 2020/21 and the sizing categories detailed in the policy and the park hire fees are being altered so the definitions align.

Future Events

- 3.21 There are currently 116 events proposed but based on the increase in events over the last couple of years it is expected that the final figure will be in the region of 160 events.
- 3.22 Some of our key events from 2019 are already booked to return to Croydon in 2020 and there are some new events that are unconfirmed but are potential new exciting additions to the Croydon Events calendar.
- 3.23 Returning events include Croydon Pride and Croydon Mela that are set to return to Wandle Park on the 18th and 19th July 2020. Both events are planning to continue growing and both within the park as well as expanding the Pride Parade meaning alterations to the route to allow such a large group safe access to the park.
- 3.24 The Ends has booked to return to Lloyd Park for the 20th and 21st June for a 2 days festival in 2020. We are able to build on the successful relationship that was forged in 2019 and are confident that the 2020 event will be a bigger success with early communication with all partners being an essential part of the event.
- 3.25 The popular Classic Car event returns to Rotary Fields in Purley on 5th July 2020 after taking a break in 2019. This event attracts in the region of 3,000 people viewing an array of classic cars as well as traditional family fun.
- 3.26 Billy Smarts Circus is booked to set up in Addington Park with the show days planned as the 8th-13th September. It has been confirmed that there are no performing animals at this circus show.
- 3.27 We are hoping for a new sporting event to be launched as part of the anniversary year of the Croydon Harriers who will be 100 years old next year. Their plan is for a relay marathon to take place in Croydon with the exact location yet to be determined; a large scale inclusive event for a wide range of people to take part in or watch.
- 3.28 Discussions are also taking place with organisers for family festivals and music events including a potential Latino music day or an 80's music festival. The events team are also linked in with the operator of the Fairfield's Hall who have an array of shows planned for 2020 with some events planning on using the surrounding external space too.
- 3.29 Appendix 2 contains a table detailing the current events projected for the financial year 2020/21.

Future Plans

- 3.30 Additional future plans for the events team encompass further improvements to the events process such as introducing a fully online application and payment system.

- 3.31 A full review of the webpages providing detailed information on all our potential venues and clearly defining what Croydon Council expectation of event organisers will be carried out during 2020/21 to ensure clarity and consistency.
- 3.32 Environmental Polices are being devised for parks and events with a push to ensure all organisers consider the use of plastics and the availability of recycling facilities for any event. Plus it is our intention to work towards adopting the British Standard on sustainable events over the next 2 years.
- 3.33 The ambition is to make Croydon a destination of choice for events and event organisers, creating a greater range of opportunities for our residents and visitors on a year round basis and making the most of our public spaces.

4. CONSULTATION

- 4.1 A recent consultation and review has taken place on the Event Policy with external partners where no major changes were proposed. There are regular debriefings after the larger events in particular and feedback from residents is also channelled back into the process of future event management.
- 4.2 It is worth noting that the Events Team have been contacted by neighbouring boroughs offering praise on producing a clear events policy as asking for permission to adopt areas of our policy.
- 4.3 In the spring of next year, a briefing event will again be offered to all councillors to hear about the programme ahead and to take part in any discussions.

5. PRE-DECISION SCRUTINY

- 5.1 This has not been to scrutiny but underwent wide consultation in 2016/17. Comments that were received by councillors and were taken on board before the policy was brought before cabinet in early 2017.
- 5.2 Whilst this has not been to scrutiny it is planned to bring before scrutiny committee in 2020/21.

6. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

6.1 The effect of the decision

There are no changes to the currently approved budget as a result of the report. Continuing improvement in the events policy and practice for Croydon could result in an increase in revenue income from events in future financial years.

6.2 Risks

Whilst there are plans to improve and streamline some areas there is no current risk to the Council continuing with the current process. Event organisers are clearly informed that applications must be completed to ensure fairness and consistency with all organisers and to ensure the appropriate safety checks are completed.

6.3 Options

A review of the Events Policy and practice was undertaken earlier this year to determine whether other options were more suitable, the current policy and practice were largely reconfirmed as the best way ahead at present. We will continue to review the policy on an annual basis with partners to make reassessment in the light of changing circumstances such as the number of annual events increasing or the nature of events coming to Croydon changing. We will also continue to benchmark against other authorities' practice.

6.4 Future savings/efficiencies

There are current income targets already in revenue budgets relating to income from events. Part of the drive to improve and professionalise the practice of receiving events in our public spaces in Croydon will be to increase that income stream for the future.

Approved by Lisa Taylor, Director of Finance, Investment and Risk and s151 Officer

7. LEGAL CONSIDERATIONS

- 7.1 The Head of Corporate Law comments on behalf of the Director of Law and Governance that there are no direct legal implications arising from the recommendations in this report. Specific legal advice may need to be sought in relation to proposed events as and when these arise.

Approved by Sandra Herbert, Head of Litigation and Corporate Law on behalf of the Director of Law and Governance & Deputy Monitoring Officer

8. HUMAN RESOURCES IMPACT

- 8.1 There are no Human Resources implications from this report. If any should arise these will be managed under the Council's policies and procedures.

Approved by: Jennifer Sankar, Head of HR Place & GSE and Sue Moorman, the Director of Human Resources

9. EQUALITIES IMPACT

- 9.1 There is a very wide range of accessible events in the year round programme in Croydon and these are growing in diversity and location. Many of the events in the programme are free and provide residents with opportunities to participate and engage in activity that they may not otherwise be able to do.

Approved by: Yvonne Okiyo, Equalities Manager

10. ENVIRONMENTAL IMPACT

- 10.1 Consideration is always given to how the council's highways, parks and open spaces will be used for events. The policy allows 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.
- 10.2 The use of our green spaces is carefully monitored by the parks team and time for the ground to recover and flourish. All events are required to produce a waste recycling plan and the effect of the disposal of waste on the environment a key consideration.
- 10.3 As stated above in 3.22 the Events Team have set an objective for 2020/21 to have full environmental policies in place for parks and work towards adopting the British Standard on sustainable events over the next 2 years

11. CRIME AND DISORDER REDUCTION IMPACT

- 11.1 Safety is one of the driving forces in the drafting of the Events Policy and process. One of the major objectives of the policy is to ensure safety is paramount in event management in Croydon. This has had a positive impact in terms of crime and disorder reduction in public spaces associated with events.
- 11.2 Events, event management's plans, risk assessment etc. are scrutinised by the Safety Advisory Group partners and the role of the Safety Advisory Group is now fully integrated to the process.
- 11.3 We have a very successful and open working relationship with the police. Considerations are always given to what plans are in place for the reduction of crime and disorder both in around and event; these may range from asking for higher age restrictions on the sale of alcohol to additional stewarding in residential areas for example.
- 11.4 Consultation takes place with residents and affected businesses. The effectiveness of the consultation is always reviewed as part of a debrief. Where areas of improvement are noted this is pushed forward for future events and lessons are learnt.
- 11.5 Good practice guidelines on event management is also made available to organisers.

12. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

- 12.1 A successful and flourishing events programme in Croydon is extremely important for the borough for a number of reasons. It provides many and diverse opportunities for our residents and visitors to take part and engage in activities either as audience or participants, it brings communities together and creates platforms for local celebration, it raises the profile of Croydon in a positive way outside of the borough and creates an income stream for the local authority.

13. OPTIONS CONSIDERED AND REJECTED

13.1 Prior to the development of the Events Policy, the option to continue with current practice was considered and rejected; the number of events was increasing year on year and the scale of events was also increasing. There were a number of inconsistencies in how event organisers were dealt with and unsafe practices identified. All of this confirmed the need to move ahead with the implementation of the policy and changed practice and the subsequent review referred to above in this report.

14. DATA PROTECTION IMPLICATIONS

14.1 WILL THE SUBJECT OF THE REPORT INVOLVE THE PROCESSING OF 'PERSONAL DATA'?

Yes, the event registration process involves both organisations and sometimes individuals registering their details.

14.2 HAS A DATA PROTECTION IMPACT ASSESSMENT (DPIA) BEEN COMPLETED?

No. All data is stored within the departmental guidelines. Guidance had been sought from legal at the time the application form was introduced to ensure that GDPR and DPA legislation was met. Information on the gathering of personal data is stated the application form when the data is gathered. A full DPIA would be implemented should the system change.

The Director comments that sufficient guidance was given at the point of implementation to enable compliance with GDPR legislation. Should the system of registration change significantly then further guidance would be sought or a full DPIA conducted

Approved by Paula Murray, Creative Director: Place

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APPENDICES TO THIS REPORT:

Appendix 1 – Events Policy
Appendix 2 – Proposed/planned events for 2020/21

BACKGROUND DOCUMENTS:

None