



Lichfield District
**Events and Festivals
Policy and Procedure**

Introduction

Events and festivals are an important part of the business and cultural landscape of the UK, Lichfield District is no different. Lichfield District Council recognises the importance events and festivals play in the cultural and economic wellbeing of the district.

The district plays host to a large and varied number of events and festivals every year, from established commercial events to local charity events. In addition, it hosts one off occasions such as the 2012 Olympic Torch Relay. These events attract investment and visitors from a wide area.

Many of the events are run by event organisers and specific bodies, others by Lichfield District Council and city/town/parish councils. They take place on council owned and controlled land and on land owned and managed by other parties.

Purpose of Policy

This policy has been developed to facilitate the continued delivery of high quality events and festivals in Lichfield District, to ensure that they are well managed, add to the economic growth of the district and are enjoyable for all. It is intended to bring together the various interests and parties who seek to host events across the district and provide a clear policy which reflects a shared vision and objectives.

The council has a variety of roles in the successful promotion and facilitation of events to support its cultural and economic aspirations from regulatory to land owner, host of an event, or promoter of the district. This policy provides for a single point of contact with the council through which any or all of these services can be accessed by event organisers and guidance sought.

Working with all partners our collective aim is to have an engaging and varied event programme that helps build on the heritage, tourism, and cultural offer and encourages more footfall, both to the events and afterwards, as events help showcase the district for future visits.

Consideration also must be given in any policy to the impacts events and festivals can cause for some residents and businesses, and which need to be carefully managed and mitigated. Though this is largely achieved through regulatory approvals, the volume and frequency of events are not generally considered on a case by case basis, which this policy seeks to resolve.

The policy will also assist anyone looking to run an event in Lichfield District as to the types of events deemed acceptable to help achieve our aims and clarity on the requirements that will be placed upon event organisers and operators.

Scope of Policy

Well organised festivals and events are recognised for their ability to produce benefits for the local economy, bring life to an area, create interest in a location and reflect on the quality of a place.

The scale and nature of events and festivals can vary significantly and can cover many different themes - sports, leisure, special interest, culture, heritage and the arts. Overall benefits can include:

- Added economic value to an area.
- Quality of life improvements including carbon reduction.
- Community engagement and cohesion.
- Promoting good health, vitality & well-being.
- Publicity and media exposure.
- Delivering and inspiring sporting opportunities
- Culture and artistic expression.

There are a number of diverse regulatory and support roles and functions involved in facilitating events. These include the carrying out of statutory functions such as licensing/street trading, food safety, road closures, ensuring health and safety requirements are being met, marketing support and promotion. This policy acknowledges the wide range of functions and the bodies responsible for undertaking such activities and offers advice and support to navigate these requirements effectively. It also sets a clear expectation of where events will not go ahead and are unlikely to meet the standards we have set and therefore prevent event organisers and council resources being committed to poor quality or substandard events that potentially damage the district.

For the purpose of this policy an event is classed as an outdoor event that has more than 500 people in attendance at any one time during the advertised event opening hours, that is open to the general public and involves one or more consented activity (street trading, alcohol or entertainment), or may require a formal road closure.

This policy is not applicable to street parties for national celebrations, street play/games or commemorative parades.

Policy Considerations

The following matters will need to be addressed by event organisers in putting forward a proposal/ expression of interest and will be assessed by the council when determining the programme of events that will meet our aspirations.

Event title

The title of an event should accurately represent what it is to ensure visitors attending know what to expect. If any event does not adhere to this, future event applications will be carefully considered and may not be accepted on the programme.

Event types/themes

Across a year and the various sites and locations available, the council and its partners would wish to see a suitable mix of events take place. This will help attract different customers and promote the district as a destination for events and festivals. In assessing applications, the council will be keen to avoid similar themed events occurring at the same time, close together in the calendar, or in the same locations.

Hiring of a site/land

The permission of the owners of a site will always be required to allow an event to take place. However, the granting of permission does not override any considerations under this policy framework as to an event's suitability.

Safety

The effective management of an event is essential in ensuring it is a safe and well run for audiences, those involved in an event itself, and residents and businesses located in close proximity. It is the responsibility of the event organiser to make all of the arrangements necessary to ensure an event is safely planned and well managed.

All events must comply with relevant legislation and recognised safety standards. Event organisers will be responsible for the safety of everyone at the event including the public, their members and/or any employees and volunteers¹.

Traffic management and use of highways

Events that are held on, or that require the use of, the public highway will require permission to formally close the highway. This will require a road closure application to be made to either Staffordshire County Council as highway authority or Lichfield District Council to ensure the event operates safely.

Further information can be found in the Guide to organising an event in Lichfield District.

Off-street events can cause traffic congestion and may need on-street traffic management measures to ensure safety for the public entering or exiting the highway.

Noise

Many events, especially those involving the use of generators and amplified music, can cause disturbance to those living in the vicinity. Consideration should be given to people residing in nearby properties as well as businesses operating locally.

Environmental impact

All events are opportunities to communicate environmental messages to the public. The council aims to actively work with organisers to ensure best practice is introduced at all stages of event management.

Street trading and licences

Event organisers will be responsible for ensuring that they have the appropriate authorisations in place to cover the activities they are proposing to carry out, as part of their event. An authorisation is required for any event, irrespective as to where it take place which involves one or more of the following:

- Sales of alcohol – including the provision of alcohol in exchange for donations or as part of the ticket price.
- Regulated entertainment – entertainment that takes place in the presence of an audience, with the purpose of entertaining or partly entertaining that audience comprising of the public, or a section of the public.
- Late night refreshment, hot food or hot drink served between 11.00pm and 5.00am.
- Street Trading - anyone who wishes to sell from a fixed location on a street must apply for a Street Trading Consent.

It is the responsibility of the event organiser to ensure the correct licences are in place. Please refer to the Guide to organising an event in Lichfield District publication.

¹ The most relevant safety law is likely to be the Health and Safety at Work etc. Act 1974 and its accompanying regulations

Funding

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 not be liable for any costs incurred by event organisers.

Marketing and public relations

The council would encourage all events organisers to provide suitable publicity information on their approved events and is willing to assist in this by making available the Visit Lichfield website What's On pages.

The events and festivals programme will be promoted via social media and organisers will be encouraged to cross-promote events and collaborate on marketing activity.

Timing of applications and event lead-in times

Applications for permission to hold an event must be made in good time (defined in the Guide to organising an event in Lichfield District) as will the submission of information to enable the necessary consents and authorisations to be considered. Where such information is not made available, the council will reserve the right to not allow an event to take place.

Event organisers will be expected to inform businesses and residents if an event has the potential to have an impact on their access to their home or businesses this must be done in writing at least 28 days before the event in question. In addition, we would expect to see notices displayed in the areas detailing any road closures at least 28 days prior to an event taking place.

Cancellation

The council reserves the right not to permit an event on its land if necessary paperwork or payments, outlined in the Guide to organising an event in Lichfield District document, are not made prior to the scheduled date of an event.

Organisers should also note that they should have requisite insurance cover including that necessary to cover any liabilities falling to other parties. Neither the council nor other relevant landowners will accept any responsibility or liability for the cancellation of an event due to the refusal of any licence, consent or introduction of government legislation/guidance.

This is particularly relevant with the presence of Covid-19 and the possibility of local outbreak control being initiated at short notice.

Application Procedure

Expressions of interest and event applications

The council is keen to have a year round events programme that offers variety for visitors to enjoy. It will seek to work with other landowners/stakeholders to suitably co-ordinate a programme across all of the available events opportunities and, in doing so, serve to ensure that the events themselves are of a quality to meet customer expectations.

In order to co-ordinate events across the district, avoid event clashes and ensure events meet the council's criteria, there will be a single point of entry for all festivals and event applications, via the council's website. In the first instance, event organisers will be invited to submit expressions of interest to the council. This will be in the form of an on-line application. All expressions of interest will be evaluated against a set of criteria and a scoring matrix (See Appendix A) and where an event cannot be supported as it does not meet the criteria, or will clash with an event that more ably meets with the criteria, this will be communicated to the applicant.

The council reserves the right to refuse permission for an event which does not accord with the approved aims of this policy. Where this is the case, it is unlikely that the necessary consents will be obtained for the use of any council land, street trading licences or Lichfield District Council approved road closures as these will reflect the same criteria.

Once a proposed event has been accepted in principle, the applicant will be invited to make a full Event Organisers Application and be expected to pay the relevant financial deposits.

Organisers looking to hold an event and invited to submit an application must do so in good time to allow proper consideration to be given to the proposal, and for the relevant consents to be obtained prior to the event taking place. Where consents have not been obtained in advance, events will be unable to take place.

Acceptance of expressions of interest give no guarantee that the event will continue or be granted the relevant consents as these may be subject to conditions, other consultees and decisions in line with the relevant law or council policy. The council will seek wherever possible through this policy to work with event organisers to advise and support such events that meet the stated aims.

Appendix A

Event application and evaluation criteria

In the first instance event organisers are welcome to discuss a proposed event idea with the Visitor Economy Manager, who is able to provide a wide range of local information, including advice on possible event locations.

Applications seeking approval for a proposed event must be submitted through the online application process.

Stage 1 – Expression of Interest

Each year the council will open a window for event organisers to submit an expression of interest to run events, the dates and the period within which submissions can be made will be posted on the council's website www.lichfielddc.gov.uk. For applications to be considered, submissions must be made through an on-line form on the 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. Details of how your proposed event will meet the criteria

Evaluation of expressions of interest

The council is keen to have a year round events programme that offers variety for visitors to enjoy. It will seek to work with other landowners/ stakeholders to suitably coordinate a programme across all of the available events opportunities and in doing so serve to ensure that the events themselves are of a quality to meet customer expectations. In order to ensure we meet the above, all applications will be assessed having regard to the following criteria:

- Economic benefits
- Organisers experience and performance
- Financial Viability
- Promotion of District and community engagement
- Environmental impact

Full details of the assessment process can be found in the accompanying Guide to organising an event in Lichfield District.

We would suggest event organisers consult with this guide in the first instance, to ensure any proposed event meets the council's criteria for events and festivals.

Once the expression of interest application has been accepted in principle, event organisers will then be invited to make a full application and be expected to pay the relevant financial deposits.

Stage 2 – Full application

Applications that have met the evaluation criteria, will be duly notified and invited to submit a full event application. This will be in the form of an online form. At this stage, other relevant information will be required to be submitted to enable the various consents to be considered. Accompanying each application must be a detailed Events Management Plan (EMP).

Contact details

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