

Title: Events Manual / Events Review
Lead Officer: Marcus Ferguson
Portfolio Holder: John Cooke
Public report
Wards of the District directly affected: All

Contrary to the policy framework: No
 Contrary to the budgetary framework: No
 Key Decision: Yes
 Included within the Forward Plan: Yes (ref: 1,126)
 Equality Impact Assessment Undertaken: N/A
 Consultation & Community Engagement: No
 Final Decision: Yes

Officer/Councillor Approval

Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive	6/09/21	Chris Elliott, Andrew Jones
Head of Service	6/09/21	John Careford
CMT	6/09/21	Chris Elliott, Andrew Jones, Dave Barber, Tony Perks
Section 151 Officer	6/09/21	Mike Snow
Monitoring Officer	6/09/21	Phil Grafton
Finance	6/09/21	Mike Snow
Portfolio Holder(s)	6/09/21	John Cooke

1. Summary

- 1.1. This report provides an update on the action plan arising from the Events review agreed by Executive in February 2018. Specifically, it addresses matters relating to the creation of an Events Manual and proposes a parks protocol and series of revised fees and charges for events on Warwick District Council land. It is intended to bring in these changes for the events taking place in 2022.

2. Recommendation

- 2.1. That Cabinet notes the work to produce an Events Manual to enable the Council to work with event organisers to better support events across the district.
- 2.2. That Cabinet approves the Events Manual attached as appendix 1 including the proposed approach to the use of parks and open spaces and the revisions to fees and charges for event organisers. Similar fees and charges at other councils can be seen in appendix 2.
- 2.3. That Cabinet agrees that Warwick District Council no longer pays for all waste services at events in the district and adopts the approach set out in appendix 1 towards waste management and recycling at events.

3. Reasons for the Recommendation

- 3.1. Recommendation 2.1: As part of the Events review which was undertaken in 2017 and 2018, it was agreed that an events manual would be produced to assist event organisers and particularly signpost them to the correct steps they need to undertake to organise a successful and safe event. In doing so, the Business Support & Events Team are mindful that events can range in scale from very local community-based events which may only attract a relatively small number of people to large commercial events which may attract many thousands of visitors. The production of an events manual was agreed by the Council following consultation with a range of stakeholders. Importantly, it was recognised that an events manual needs to:-
 - Set out deadlines for events organisers so that all proper documentation can be completed in good time to ensure that events can operate in a safe manner.
 - Incorporate formal maps to identify specific areas within parks which can be used by event organisers
 - Include protocols (prepared in conjunction with the Council's Green Space Team) that will govern the use of parks for events
- 3.2. Substantial progress had been made on the Events Manual prior to the pandemic. Since that time the work of the Business Support & Events Team has been focussed very much on supporting businesses through the pandemic including supporting the re-opening of town centres and paying of business grants. Furthermore, since no events were taking place, the need for a published manual was less urgent. With events now beginning to take place over the summer of 2021 the Manual has now been completed.

- 3.3. Recommendation 2.2: The final Events Manual is attached as appendix 1. As can be seen, it covers a wider range of matters which event organisers either will, or may, need to consider when organising events. These include the production of Events Management Plans, the need for traffic management plans, the role of safety stewards, premises licenses, environmental health, medical and food safety issues. Members attention is particularly drawn to the guidance on events in parks and open spaces which has been drawn up by the Council's Green Spaces Team. This includes event site plans for Jephson Gardens, Pump room Gardens, Victoria Park, St Nicholas Park and Abbey Fields, as well as specific requirements such as relating to trees and standpipes.
- 3.4. Members are asked to note and approve the charges for events set out on page 11. These will update those agreed in November 2020 when Executive approved fees and charges for 2020/21. The changes are as follows:-

Event classification	Fees (£)	
	Nov 21	Events Manual (proposed)
Local Charitable/Community Events	By negotiation if ticketed.	115 per day
Small/local commercial events	By negotiation if ticketed.	230 per day
Large/national commercial events	By negotiation if ticketed.	By negotiation
Funfairs and circuses (7 days)	2,127	2,130
Filming	By negotiation	250 (1/2 day) 500 (full day)

- 3.5. The main changes being introduced are to set a fixed charge for commercial events. Commercial events are defined in the Manual and constitute any event or activity that has a commercial benefit to a profit-making organisation. Warwick District Council is one of few councils that does not currently charge event organisers for using council land and this additional charge is considered to be both fair and proportionate.
- 3.6. By way of comparison, benchmarking with local authorities in the surrounding region has been undertaken and the charges associated with events is shown at Appendix 1.
- 3.7. It is also worth noting that the decision not to charge for events in Warwick District was made as part of the Events Review in 2017/18. Members approved that recommendation in the Executive report in March 2018. The primary reason for that decision was to attract as many events as possible to the District so that the town centres would benefit from the economic impact of events and the additional footfall generated by them. Since that review the number of events has grown significantly and the costs being borne by the council have also grown in tandem with the increase in events. For this

reason, it is recommended that the charges outlined above, and also in relation to waste collection in the following paragraphs, are implemented.

- 3.8. It is not felt that these charges will have any detrimental impact on the scale of events in the District. Warwick District is seen as an attractive location to hold events and initial discussions with some of the larger scale event organisers about the implementation of charges shows that this has been an expectation given that most if not all other local authorities do impose fees and charges.
- 3.9. Recommendation 2.3: At the moment, Warwick District Council pays all costs relating to the collection of waste at events. This was the agreed approach following the previous review of events in February 2018. At the time, the cost of this to the council was estimated at approximately £3,000 per year. With the growth in the number of events since that time (setting aside the impact of the pandemic) this is now as much as £11,610 (2019) per year and rising. In other local authorities, waste provision is something that event organisers expect to have to pay for, and budget for accordingly.
- 3.10. It is therefore proposed that the council adopts the approach as set out in the Events manual which is that Warwick District Council can provide a waste collection service for events, including the provision of wheeled bins, however this will only cover public waste and will be supplied at a cost to the Event Organiser. It is proposed that if waste collection is needed for trader's waste, Event Organisers must provide this separately. The manual also makes clear that event organisers are not obliged to use WDCs waste management collection service and are free to outsource this facility themselves.

4. Policy Framework

4.1. Fit for the Future (FFF)

The Council's FFF Strategy is designed to deliver the Vision for the District of making it a Great Place to Live, Work and Visit. To that end amongst other things the FFF Strategy contains several Key projects.

The FFF Strategy has 3 strands, People, Services and Money, and each has an external and internal element to it, the details of which can be found [on the Council's website](#). The table below illustrates the impact of this proposal if any in relation to the Council's FFF Strategy.

4.2. FFF Strands

4.2.1 External impacts of proposal(s)

People - Health, Homes, Communities - A vibrant range of community events across the District. Attracting bigger and more exciting events making the district an attractive place to visit and live, with a good quality of social events and activities.

Services - Green, Clean, Safe – Maintenance of high-quality public spaces. The encouragement and rules around recycling and being single uses plastic free to hold events in our district. Working towards greener, healthier events.

Money- Infrastructure, Enterprise, Employment – Events that support the economic wellbeing of the area. Events that generate an income for the council.

4.2.2. Internal impacts of the proposal(s)

People - Effective Staff – Well trained staff who provide consistent support and are enabled to ensure events are safely managed and provided to a high quality.

Services - Maintain or Improve Services - Staff work together to ensure the impact of events on public spaces and other facilities is managed and where necessary remediated.

Money - Firm Financial Footing over the Longer Term - Effective use of Council assets to bring economic and social benefits to the District and to the Council.

4.3. Supporting Strategies

Not applicable

4.4. Impact Assessments

5. Budgetary Framework

- 5.1. The 2019/20 budget for events was £27,800. This was raised for 2020/21 to £72,800 to cover the actual costs of putting on events in the district.
- 5.2. The measures proposed in this report will generate savings for the Council. By charging for events on WDC land, this would generate an additional income estimated at £12,500 per year. If the cost of waste provision is placed onto event organisers, WDC could reduce expenditure in this area by approximately £10,000 a year.
- 5.3. In setting the budget for 2021/22, Council agreed to an income target of £30,000 for hosting new commercial events in the district. Several events have taken place since April which have contributed an additional £21,000 towards meeting this target, including Pub in the Park in Warwick in July. The Events Manual will support this by creating a clear framework against which events can be organised. The new charges for commercial events will help towards meeting this target, however it is recognised that this will be limited during 2021/22 as most of the summer events for this year have already taken place.

6. Risks

- 6.1. The risk of damage and/or other costs occurring as a result of events will continue to be an issue. To mitigate this risk, a bond is taken in advance of any events. This will be repaid unless unwarranted remedial costs are incurred.
- 6.2. Charging for events and no longer covering the cost of the waste provision at events might mean that some events struggle to take part. However, this type of charge is the norm for other councils and event organisers should budget for it.
- 6.3. Event organisers use alternative waste providers who don't have easy access to WDC land and don't collect the bins quickly after events.

7. Alternative Option(s) considered

- 7.1. WDC could charge for the use of WDC land for events, but still provide waste provision for some community events.
- 7.2. WDC could charge for the use of WDC land for events, but charge half of the cost to the event organiser for providing waste provision.