

Management Committee

6 March 2018

Events and Festivals Policy 2018 - 2023

For Decision

Portfolio Holder(s): Cllr Richard Kosior – Briefholder for Tourism, Culture and Harbour

Senior Leadership Team Contact:

M Hamilton, Strategic Director

Report Author: N Thornley, Head of Economy, Leisure & Tourism

Statutory Authority: Local Government Act 1972

Purpose of Report:

1. To recommend the adoption of an Events and Festivals Policy (2018 – 2023)

Recommendations

2. Approve the recommendations of the Policy Development Committee;
 - (a) To endorse the changes made to the Policy following the consultation programme with event organisers, Dorset Councils Partnership services, Dorset County Council and the Weymouth and Portland Safety Advisory Group as set out in Appendix A - Change Log and Feedback Log
 - (b) That the Events and Festivals Policy at Appendix B be adopted as policy for 5 years from 1st April 2018
 - (c) That in line with the WPBC Parking Policy, agreed in March 2017, charges for use of the car parks to be negotiated by the DCP Parking Service Manager. (N.B. Events and festivals that are already booked with the Events Services prior to 1st April 2018 and take place prior to 31st December 2018 will not be subject to this.)

Reason for Decision

3. The Policy Development Committee reviewed the draft policy on 3 April 2017 and approved a consultation programme with event organisers and appropriate bodies. Following the consultation, on the 19 February 2018 the Policy Development Committee approved the updated policy which is

attached at Appendix B and reflects the feedback from the consultation of which a summary is contained at Appendix A.

Background and Reason Decision Needed

4. The changes to the original draft Events and Festivals policy presented to the Policy committee on 19 February 2018 include:
 - (a) Section 3 - reference to new 'Crowded Places Guidance 2017' issued by the Government
 - (b) Added to 6.2 - included a reference to Community Interest Company (CIC) as part of Event Definition
 - (c) New item at 6.6 - event organisers potential consultation requirement
 - (d) New item at 6.7 - Event organisers required to outline proposed media engagement in conjunction with event
 - (e) Added to 7 - Future Event Management Plan (EMP) requirements (use of Council template, digital format to be introduced from 2019)
 - (f) Updated Scale of Fees & Charges - DCP Parking service to charge event organisers for use of WPBC car parks subject to occupancy levels and time of year (peak and off-peak times) in line with Parking policy
 - (g) Alignment to WPBC Parking Policy - Removal of 'up to 20 free car park permits' for event organisers and withdrawal of discounted parking permits for event participants
 - (h) New item Appendix A - WPBC event application process flowchart for event organisers
 - (i) New item included in Appendix A and Declining or Cancelling an Event section 8 - cancellation of event process included in flowchart and description of refusing and cancelling an event detailed in section 8 of the Policy
5. The Events and Festivals policy has been updated to take account of changes within the events industry and advice from Government agencies. This will enable event organisers to understand the conditions and environment for staging a safe and secure event along with the practices, legal requirements, possible consultation, expected timeframes and any relevant associated costs when planning an event.
6. Events and festivals hosted in Weymouth and Portland will be expected to be aligned to local priorities and form part of the event assessment and evaluation process undertaken by the Council and the Safety Advisory Group. The Policy sets out three main priorities:
 - (a) Priority 1 - Public safety and security
 - (b) Priority 2 – Economic, Social and Environmental benefits and impacts
 - (c) Priority 3 – Reputational impact

7. The Events & Festivals programme contributes significantly to the local economy, helps support charitable organisations and produces an income to the Council. It is a significant contributor to tourism, retail, accommodation and hospitality as well as the supply chains that support these businesses. It plays a key role in maintaining the vitality and vibrancy of the towns and location generally. There is also a need to consider the commercialisation of Council services and the need to balance budgets and therefore some charges have been introduced to reflect the use of car parks for events in Weymouth and Portland.
8. Event organisers will be required to pay for the use of car park(s) in accordance with the proposed new charging regime as part of the Council Parking Services Policy. The charges may have an impact on the future viability of some events but we are not in a position to subsidise commercial ventures. An estimate of the likely financial impact is not available at this time as the charges will be based on the geographical location of the car park, the time of year and the usual occupancy rate at the car park. The cost is unlikely to negatively affect the viability of events if the car park is out of town, not normally at capacity and out of peak summer season whereas if a town centre car park was required during August a higher cost and impact is likely. The charges will be negotiated on application by the DCP Parking Services Manager.
9. It is estimated that £350,000 per annum is also raised for local good causes from the events programme. This includes the Weldmar Colour Run, Midnight Walk, McMillian Might Hike, Rotary Club Dragon Boat Racing, Charity Volleyball, fundraising walks, Diverse Abilities it's a knockout, etc.
10. The objectives for the Events and Festivals policy are:
 - (a) Support a vibrant and safe events programme in Weymouth and Portland;
 - (b) Enable community development and engagement;
 - (c) Support income generation opportunities for the Borough Council and local good causes and;
 - (d) Support our tourism and local economy.

Implications

Corporate Plan

11. Building a Stronger Local Economy - Helping to stimulate economic growth so that the borough offers better jobs and prospects for local people
12. Empowering Thriving and Inclusive Communities - Building strong, inclusive and sustainable communities that empower local people to influence and provide the services that matter most to them

Financial

13. The Events & Festival service base line cost, not including recharges, is £72,034. The service is required to actively gain sponsorship, charges/fees

and raise income to support the provision of the events programme. The current direct support income is between £80,000 and £100,000 per annum.

14. Part of the cost of the service is for the Council to be able to support its own activity such as the Armed Forces Day, Commemorations and Civic activities.
15. Other Council services revenue income streams are supported through hosting of events such as car parks, harbour berths, licensing, beach services etc.
16. The local economy benefits from the hosting of events through the attraction of visitors and the greater footfall generated in the Borough.
17. Event organisers have been able to claim up to 20 free parking permits for event officials. This equates to circa 430 free parking permits per annum with a value of £3,456. Non-commercial event organisers have also been able to receive discounted parking permits for additional event staff (usually volunteers). Annually the number of discounted parking permits have been approximately 200. The cost to the council of these permits is circa £1,400 which is the difference between the full charges of £3,200 less the income we achieved of £1,800

Equalities

18. The Events service has undertaken an equality impact assessment on the current programme of activities.
19. Each event organiser is required to consider any equality impacts associated with their organised activities.

Environmental

20. Forms part of the Events & Festival Policy and Council's guidance on organising events.

Economic Development

21. Events and festivals are a significant contributor to the tourism and visitor economy and help sustain the annual visitor spend, direct and indirect jobs and the local supply chains through the provision of goods and services.
22. The events and festivals present the Borough as being a vibrant destination generating visitors and greater footfall that contribute to the sustainability of businesses and indirectly the establishment of new business based on the increase in the number of visitors.

Risk Management (including Health & Safety)

23. Without the availability of Council event staff resources for permissions and agreements to use Council land there is a significant risk of events and activities not taking place therefore having a negative economic and community impact on the Borough.

24. Organisers of events on Council land are required to produce a risk assessment, safety plan, public liability insurance, or other such documentation and attend a Safety Advisory Group Meeting, subject to the scale and size of event. There are also standard Council terms and conditions for such events.

Human Resources

25. The Event and Festival Service currently has 1.8 FTE salaried persons employed. The salary budget also has a proportionate charge for line management that is directly associated with the delivery of the festivals and events service.
26. Additional operational support is via the Beach Seasonal staff and charged according to the hours worked.

Consultation and Engagement

27. Consultation on the new policy has been conducted with other relevant services in Dorset Council Partnership, Dorset County Council, the Weymouth and Portland Safety Advisory Group and event organisers between July and December 2017

Appendices

28. Appendix A - Change Log and Feedback Log
29. Appendix B - Events and Festivals Policy

Background Papers

30. Events & Festivals Policy 2011 – 2016
31. Draft Events & Festivals Policy, Policy Development Committee report 3 April 2017 ([Committee Report link](#))
32. Events & Festivals Policy, Policy Development Committee report 19 February 2018 ([Committee Report link](#))

Footnote

Issues relating to financial, environmental, economic and equalities implications have been considered and any information relevant to the decision is included within the report.

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