



# BODMIN TOWN COUNCIL

## POLICY: PUBLIC EVENTS ON COUNCIL LAND

### APPROVAL:

	Date	Minute Reference
Approved by Policy & Resources Committee:	26/08/2021	PR/2021/108
Adopted by Full Council:	26/08/2021	PR/2021/108
Next Review Date:	26/08/2022	PR/2021/108

### REVISION SUMMARY:

Revision Date	New Version Number	Summary of Changes
26/08/2021	2.1	Previous policy deemed redundant due to length of time since last review (2009). Rewritten to reflect current circumstances.



## **BODMIN TOWN COUNCIL PUBLIC EVENTS ON COUNCIL LAND**

### **1. PURPOSE**

To promote and ensure that Bodmin Town Council offers a selection of notable and sustainable events, festivals and exhibitions developed from community engagement to create a diverse range of activities to encourage social interaction, enjoyment, and wellbeing throughout the whole town.

As our community is dealing with the aftermath of the coronavirus pandemic, where social isolation became a common factor, it is imperative that the community has much to look forward to and the chance to regain or start new social interaction at the earliest opportunity.

### **2. POLICY STATEMENT**

Bodmin Town Council recognises the benefits of these events for the community, and it has established an all-inclusive range of activities, including local community events, that have many direct links to the well-being of and fundraising for the community, as well as the inclusion of the local community in international events such as the Tour of Britain Stage Finish, placing the town firmly on the map.

### **3. SCOPE**

This policy applies to commercial and community group event organisers who stage events on Bodmin Town Council land for the enjoyment of the community, as well as to officers organising Council-run events. Council recognises the need for safe and successful events and seeks to work collaboratively with groups and organisations to develop and provide a range of events for Bodmin residents.

Council will not become involved in events held on Crown land, Education Department land or private land, unless there is an impact on the community or where Council is the event organiser.

The Council recognises that events and festivals can play a key role in building strong communities through:

- Providing opportunities for cultural enrichment, leisure, arts, and sport.
- Enhancing Bodmin's sense of place through enriching community identity and making Bodmin a place where people feel comfortable interacting with each other.
- Promoting economic vitality for host communities and building the profile of the area.
- Fostering partnerships, co-operation, and communications within the community.
- Promoting social and cultural diversity.
- Creating volunteer participation and skill development opportunities.
- Enhancing civic pride.
- Creating a safe environment for children and families.

- Providing the community, including children, with an opportunity to be engaged and empowered to provide feedback into the design of an event where appropriate.

#### **4. GENERAL POLICY PROVISIONS**

Bodmin Town Council seeks to manage and support a diverse range of events that create opportunities for the community, visitors, and businesses to connect and celebrate, as well as to improve liveability, social relationships, and community pride. Using the best market intelligence, Council will foster relationships with key decision makers and cultivate the town's own creativity.

Council endeavours to confirm that appropriate venues and facilities are available and accessible across Bodmin to host events. Where practicable, Council will seek to minimise the impact of these events on residents and encourage those involved to work together.

A strategic and transparent approach to events will assist Council to:

- Maximise opportunities for local community organisations and businesses.
- Attract regional events to the town against strong competition.
- Strategically procure events at minimal net cost to Council.
- Balance the value of our commercial events to enable support of community events.
- Maximise return on investment.
- Deliver added value to the town's infrastructure.
- Spread risk across many events, so that success won't depend on one event alone, and most importantly:
- Ensure that the events provided help to deliver Council's vision and strategic objectives.

#### **5. STRATEGIC OBJECTIVES**

The future planning, development and management of events will be guided by the following strategic objectives:

- Community benefit and cultural experience.
- Use events to encourage the community to engage, include and connect with each other through participating in enjoyable experiences that increase their sense of belonging.
- Encourage events that build the capacity of the community, fosters local talent, and recognises artistic and cultural strengths within the town.
- Endeavour to provide local access to a diverse range of traditional and contemporary events, across the town, throughout the year.
- Maintain and build on the mix of art, cultural, sporting and entertainment events that celebrate local heritage whilst responding to growth and rapid change across the town.
- Community safety and capacity building.
- Raise community awareness of, and compliance with, all Council and other authorities' legislative requirements for delivering community events.
- Plan and deliver a program of event planning training that responds to identified needs of local event organisers. Training provides organisers with the relevant skills to deliver a range of quality community events that are safe and sustainable.

- Use events to showcase and promote Bodmin as a destination, providing economic growth for and through increased visitation.
- Ensure events activate the town and seek to support and grow local businesses and industries.
- Seek to partner with leading organisations that can deliver social, economic, or environmental benefits to the community.

## **6. THE ROLE OF BODMIN TOWN COUNCIL**

Bodmin Town Council is committed to providing a diverse and balanced programme of events that meets the community's needs and covers all genres, such as culture, sport, technology, entertainment, and business. These events will be geographically spread across the town, where infrastructure and resources support this.

Events will also be strategically timed throughout the year to maximise their effectiveness. All events, new and existing, will be assessed against the strategic objectives to make sure they deliver Council's priorities, have broad appeal, and deliver value for money.

Occasionally, an event opportunity may arise which is exceptional and predominantly meets Council's strategic objectives. A flexible approach to the annual programme of events will enable Council to act quickly and take advantage of such opportunities, whilst retaining a balance with ongoing commitments.

## **7. APPROVAL AND SUPPORT OF COMMUNITY-RUN EVENTS**

Bodmin Town Council will provide support, advice and information to community groups and individuals that organise events within the town of Bodmin for residents.

The delivery of well-managed, safe, accessible, creative, and innovative events that are responsive to community needs is important and Council will support the community to achieve this through the provision of advice, and the facilitation of training and development opportunities.

It is also worth highlighting that Council will always endeavour to provide appropriate Personal Protective Equipment (PPE) to all staff and volunteers involved in hosting Council-supported events, in line with any public health guidelines in place at the time of the event.

Council will administer an event approval process and work collaboratively to confirm events meet the legislative requirements of Council and other authorities. Marketing support may be provided, where applicable, to community groups to assist them in the promotion of their events to the broader community. This may include (but not be limited to) posts on the Council's website and social media channels, and the installation of physical signage.

## **8. PROMOTING BODMIN AS AN EVENTS VENUE**

Bodmin Town Council will be proactive and strategically plan to attract events that have significant social, cultural, or commercial/economic benefits for the community. Where possible, Council will work collaboratively with key partners to attract such events and be acknowledged as the venue of choice for event organisers.

Once secured, Council will work with event organisers to assist with the approval and compliance, co-ordination, and facilitation of these events to ensure they meet the legislative requirements of Council and other authorities. Council may also look to produce its own regional events where there is the potential to create substantial economic, social, and cultural benefits to Bodmin. These events may be ticketed or have 'user pays' systems in place.

## **9. PARTNERSHIP EVENTS**

Bodmin Town Council may choose to support, plan and/or host events in partnership with the community or commercial event organisers. Prior to Council committing resources, the event would be assessed against the strategic objectives to guarantee there is the potential for creating substantial economic, social, and cultural benefits. Clear contractual arrangements detailing responsibilities and liabilities will be established prior to Council being involved.

## **10. EXTERNAL FUNDING**

Where appropriate, Bodmin Town Council will seek external funding, sponsorship, and partnership arrangements to support the long-term sustainability of Council's annual events programme, and to develop new and innovative events. Council will explore and consider all opportunities to ensure activities add value to the community and are mutually beneficial to all parties involved.

## **11. EVENTS APPROVAL PROCESS**

All events conducted throughout Bodmin are strongly encouraged to operate in accordance with best practice management principles. To make certain that events conducted in the town are safe, well-run, held in suitable locations, and do not unduly impact on residents, businesses or the environment, Council may require event organisers to complete an Event Approval Application.

These events must meet all Council's obligations and legislative requirements, which, once satisfied, will result in Council issuing formal approval. To receive Event Approval, all event organisers are required to have in place a site map, risk management plan and appropriate public liability insurance coverage for the event.

Other documentation, such as an operations plan, waste management plan and traffic management plan may also be required. Council will advise the event organiser of the degree of detail required within the documentation, which is dependent on the size and complexity of the event.

Events must comply with all relevant regulations and legislative requirements, including but not limited to:

- Traffic management
- Building permits
- Planning permits
- Alcohol licenses
- Food permits

Council will provide supporting documentation and information to event organisers to meet these requirements.

An Event Approval Application form is required for any event:

- Taking place on Council-owned or Council-managed land and facilities.
- That has an impact on the broader community and/or the environment.
- Has received grants or sponsorship from the Council.

Events held on land or in facilities other than those owned or managed by Council such as private or state-owned land do not require event approval. However, the event organisers must confirm that the event adheres to other permits, approvals or permissions required from Council and/or other authorities e.g., building occupancy, planning permits and alcohol licensing. Should Council have concerns with the event management capability of the organisers or feel that it does not reflect Council's objectives and/or community needs, Council reserves the right to refuse event approval or market the event.

## **12. LEGISLATION AND COMPLIANCE**

Bodmin Town Council is committed to ensuring that events are run safely, and all compliance requirements are met, whilst minimising negative impacts upon the community. The event approval process will require event applicants to demonstrate compliance with all relevant legislative requirements.

## **13. CHILD SAFETY STANDARDS**

Bodmin Town Council has a zero-tolerance approach to child abuse and is committed to creating and maintaining a child-safe organisation in which protecting children and preventing and responding to child abuse is embedded in the everyday thinking and practice of all Councillors, employees, contractors, and volunteers. Council is committed to creating a culture of child safety where children feel safe and are safe. Council recognises that protecting children and preventing and responding to child abuse is an organisation-wide responsibility.

Any event organiser or volunteer who wishes to establish or work at an event involving interaction with children will be required to hold and provide proof of the relevant certification, such as a Disclosure and Barring Service (DBS) certificate.

## **14. ROOM / OPEN SPACE HIRE CHARGES**

Bodmin Town Council has set fees and charges for event-related room and open space hire. These fees and charges are reviewed annually as part of Council's annual budget process.