

DECISION ITEM



REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	12 JANUARY 2017	4
DEVELOPING A POLICY ON EVENTS INCLUDING CLUB DAYS, FESTIVALS AND CONCERTS			

PUBLIC ITEM

This item is for consideration in the public part of the meeting.

SUMMARY

This report proposes the outcome of work to develop a policy on events including club days, festivals and concerts in accordance with the recently approved Corporate Plan.

RECOMMENDATIONS

The Tourism and Leisure Committee is requested:

1. To approve the attached proposed policy on events including club days, festivals and concerts, (subject to 3 below).
2. To agree proposals for the council's ongoing approach to deliver/support the following events/uses of council land:
 - a) Wartime Weekend
 - b) William Rainford Golf Competition
 - c) St George's Day Charity Festival
 - d) St Annes Kite Festival
 - e) Markets in St Annes and Lytham
3. Dependent upon the proposed approach for each event/use above in 2, the committee agrees to consultation being undertaken with relevant event organisers, users and stakeholders which will be the subject of a further report to committee before adoption of the final policy.

SUMMARY OF PREVIOUS DECISIONS

Tourism and Leisure Committee 2 June 2016

Following consideration of this matter it was RESOLVED:

1. To approve the development of a policy on events including club days, festivals and concerts.
2. To agree to the hosting of a workshop involving all members of the Tourism and Leisure Committee to facilitate this work.
3. To present an updated report to committee on the new policy once this work is complete.

Tourism and Leisure Committee 10 September 2015

7. Memorandum of Understanding – The Open Golf Championship

This report provided an overview of the framework in place for planning any future Open Championship event in the borough and detailed the importance of the infrastructure and facilities surrounding the Royal Course that facilitate The Open.

Cabinet 26 March 2014

Cabinet RESOLVED that subject to the amendment (detailed below) being made, to approve the recommendations made by the Community Focus Scrutiny Committee on 6 February 2014.

Fylde Club Day Arrangements – to include the following addendum:

4. That a report be brought forward to scrutiny and Cabinet in the autumn to review the arrangements put in place for 2015.

Scrutiny Review – Fylde Club Day Arrangements

1. To acknowledge the current position of Lancashire County Council and the Police and recognise the requirement of the Borough Council to make future temporary traffic regulations under its current powers in section 21 of the Town Police Clauses Act 1847.

2. To agree to assist club day / event organisers to meet the cost of any training required of them to undertake their duties within the new arrangements.

3. To seek Cabinet's agreement in principle to supporting club day organisers in future years if and when necessary.

Cabinet 27 November 2013

Cabinet approved the recommendations made by the Community Focus Scrutiny Committee held on 12 September 2013

Report of the Supported Events Task and Finish Group

1. To recommend the findings of the Task and Finish Group to Cabinet as follows:

A review/ improvement of the appropriate section of the Council's website relating to tourism related events with a view to making the information more accessible/ transparent and detailing the support and help on offer.

To seek the support of the Council's Press Officer in publicising such information every 12 months.

Cabinet 27 June 2012

Policy Development Scrutiny Committee Report on Assets Let at Below Market Value

Cabinet considered the details set out in the report before it and at the meeting and RESOLVED: To approve the recommendations of the Policy Development Scrutiny Committee as set out in the appendix to the report (St Annes Farmer's Market)

CORPORATE PRIORITIES

Spending your money in the most efficient way to achieve excellent services (Value for Money)	✓
Delivering the services that customers expect of an excellent council (Clean and Green)	✓
Working with all partners (Vibrant Economy)	✓
To make sure Fylde continues to be one of the most desirable places to live (A Great Place to Live)	✓
Promoting Fylde as a great destination to visit (A Great Place to Visit)	✓

REPORT

BACKGROUND

1. In February, Council agreed the new Corporate Plan which runs from 2016 to 2020. The plan contains five themes. One of the priorities over the next four years under the theme 'A great place to visit' is '*Deliver and support quality events throughout the Fylde*'. An agreed action to deliver this is '*Develop a policy on events including Club Days, festivals and concerts*'.
2. The terms of reference for the Tourism and Leisure Committee includes 'reviewing, and formulating where necessary, policies relating to tourism and events promotion'.
3. In June 2016 the Tourism and Leisure Committee approved the development of a policy on events including club days, festivals and concerts. To achieve this the committee agreed to the hosting of a workshop involving all members of the Tourism and Leisure Committee to facilitate this work.
4. There have been three workshop sessions held with committee members on 7 July, 13 October and 9 December. The sessions have given members an important insight into the council's current role in events, and enabled them to provide officers with an 'initial steer' on the direction of the draft events policy. The feedback from many members attending, has been that the sessions have been informative and helpful in improving their knowledge and understanding of the council's current role and approach to events.
5. The council has a role in events in many ways. This includes directly providing or commissioning events, licensing/approving events held by others, providing support for events that others provide such as financial/operational support and also by promoting events.
6. There has been no formal review of policy on events undertaken previously by Fylde Council. Given the increase in the number of events held in recent years it is important that a review has now been carried out.

THE ECONOMIC VALUE OF EVENTS

7. Fylde's reputation and experience of high profile events across the Borough means that new events and civic occasions have the opportunity to increase and play a pivotal role in the economy and profile of Fylde.
8. The Fylde Borough has an annual tourism revenue of £222 million as identified by the 'official' STEAM¹ figures and supports 3,000 fte jobs in the district. Over 3 million annual visits are made to Fylde, of which 15% are overnight stays. A visitor staying overnight spends approximately 8 times more than a day visitor, hence the opportunity to increase overnight visits through events. Figure 1 presents an infographic containing the key information of the value of the Fylde visitor economy.

¹ The STEAM (Scarborough Tourism Economic Activity Monitor) model used by most destination management organisations, uses locally derived data from a variety of sources such as hotels, attractions, tourist information centres, events and other accommodation to estimate the number of visitors, revenue generated and employment supported by tourism.

FIGURE 1 – VALUE OF FYLDE’S VISITOR ECONOMY 2015



WHAT IS AN EVENT?

9. Defined by the Oxford English Dictionary as – “A planned public or social occasion” or “a thing that happens or takes place, especially one of importance”.
10. This report covers the role of the council in authorising and approving events or use of land either in its role as land owner or as licensing authority. This includes use of council land for private use or by casual concessions or traders.

PREVIOUS POLICY DECISIONS

11. A review of all committee decisions since 1974 in relation to events and use of land has been undertaken. Prior to around 1999 all events/uses of land were reported to committee. After this time all events were included in the scheme of delegations. There has been custom and practice developed over the years in supporting certain events such as club days, galas and carnivals.
12. In 2012 Scrutiny looked at assets that were let at below market value. One of the assets considered was the use of the car park in St Annes Square for the monthly Farmer’s Market. Scrutiny noted the use was without charge and that the traders were predominately from in and around the borough and that it had the support of the Town Council. Scrutiny recommended that the current financial arrangements should remain unchanged which was approved by Cabinet.
13. In 2013 Scrutiny looked at the council’s approach to supported events. The recommendation was for a review/ improvement of the appropriate section of the Council’s website relating to tourism related events with a view to making the information more accessible/ transparent and detailing the support and help on offer. Also to seek the support of the Council’s Press Officer in publicising such information every 12 months.
14. In 2014 Scrutiny looked at the council’s approach to Club day arrangements. The recommendation was to continue to support Club Days, with any necessary training and support for its organisers,

and that, following guidance from the County Council and the Police, the Council continues to make future temporary traffic regulations of this nature, under its current powers in Section 21 of the Town Police Clauses Act 1847.

15. In 2015 the Tourism and Leisure Committee received an information report which provided an overview of the framework in place for planning any future Open Championship event in the borough and detailed the importance of the infrastructure and facilities surrounding the Royal Course that facilitate The Open. It covered the use of land for car parking, support with road closures, support with event planning/ licensing, etc.

THE ROLE OF THE COUNCIL IN EVENTS

16. There are four main roles for the council in events.

- Licensing/Regulatory role
- Land owner
- Event support
- Tourism/Promotion

17. The following sections outline the council's role in more detail.

LICENSING/REGULATORY ROLE

18. The council is responsible for the following licensable activities:

- Alcohol sales
- Live/recorded music
- Films/plays
- Dancing
- Street trading
- Charity collections

19. Events of less than 499 attending can be dealt with through a [Temporary Event Notice](#). Only the Police and Environmental Protection can object. It is an extremely light touch approach.
20. Events where more than 499 are attending require a Full Licence Application. This requires consultation with "Responsible Authorities" and residents may make representation.
21. Representations have to relate to licensing objectives of; prevention of crime and disorder, prevention of public nuisance, public safety and protection of children from harm. Representations are determined by a Licensing Panel. If there are no representations then the licence must be granted.
22. The council also undertakes regulatory functions in relation to events which include Health & Safety, Food Safety, and Environmental Protection e.g. noise.

LAND OWNER

23. The permission of the council is required if an individual or group wish to hold an organised event on council owned or controlled land. Some minor uses would not be classed as an event, and are part of everyday use of public open spaces, e.g. family picnic, group of friends walking or playing informal sport, etc. and so not require permission.
24. There is an [application form](#) for event organisers to notify the council of an event which is available on the council's website.
25. If a use is considered to be an event or use requiring permission as landowner then usually a decision would be made in principle at an early stage with more details to follow. Detailed conditions could include providing a plan to define the extent of the use and a schedule of activities. Also public liability insurance (min £5m), an event plan, certifications, Health &

Safety/Risk assessments, details of any charges or fees payable (if applicable), along with reinstatement conditions.

26. The council's [Constitution](#) sets out the delegations which are in place to the Director of Development Services to determine requests for use of council owned land for activities and for recreational purposes. Currently this presumes there will be no charge where the activities benefit the community in general although where the use is for activities that benefit an individual/organisation it allows for the setting of charges as deemed appropriate, in consultation with the Chief Finance Officer.
27. The approval of events is usually exercised by the Director in consultation with the Chairman and Vice Chairman of the Tourism and Leisure Committee (previously the portfolio holder).

EVENT SUPPORT

28. Here the council can assist with events. Perhaps offering general advice, help and assistance. As the role of event management has grown in recent years there are some good practice guides that organisers can benefit from along with signposting to other organisations that may have equipment for loan or hire.
29. With many events on council land the land is given free of charges, usually as the event is for the benefit of the community or is in relation to charitable fund raising. Some uses relate to use of part or all of a council owned car park. Those events that do this have been the subject of consideration by the Car Parking Working Group. New uses would normally be required to cover the cost of the loss of any income arising from the use of part or all of a car park if it was considered to have an impact on income.
30. The council also provides support for a number of long established events such as club days, carnivals and fetes which includes waste management, the rental of equipment such as bunting/staging/chairs, etc. Current support for these services is in region of £18k per annum (2016).
31. There is also a budget of £8k to provide grants to events to encourage activities and attractions that will: generate tourism income for the benefit of the resident community, project a positive image of Fylde and raise awareness of the tourism industry, facilitate a wider range of facilities and infrastructure than would otherwise be available to the resident community, provide additional employment opportunities and create a sense of pride and identity in the area for the resident community. The [application form](#) is available on the council's website.

TOURISM/PROMOTION

32. The council aims to capture and promote information on every event held in the borough. This is done through the council's tourism website www.visitlythamstannes.com which contains an ongoing list of events and activities in the Fylde. It is constantly updated, fully searchable and links to partner organisations. It is possible for users to build their own bespoke events itinerary.

EVENT DETERMINATION RESPONSIBILITIES

33. Applications are considered by the Safety Advisory Group (SAG) which is made up of key council officers and emergency services responsible for different aspects of event management. The group is virtual in nature and provides comments and feedback to organisers. A licensing application would be considered and determined by the council's Environmental Health team, whilst an event or use of land requiring permission from the council as land owner, the provision of event support or promotion would be considered and determined by Development Services.

CONSIDERATION OF APPROACH TO SPECIFIC EVENTS/USES

34. [The Lytham Festival](#) is the largest event that takes place in Fylde. It is held on Lytham Green usually in early August over several nights. In 2014 Cabinet agreed a 15 year agreement (2014 – 2028) for 3 nights per year. One off extensions were agreed in 2014, 2015 & 2016 for additional nights.

Payment is made for using the land based on ticket sales and in 2015 £20.4k income was received. In November 2016 the Tourism and Leisure Committee approved increasing the number of nights to a maximum number of 5 per year. It costs around £1.5k in officer time to support along with £2k for additional cleansing.

35. Members attending the events workshops recognised the success of the festival and that it had increased awareness in Fylde as a quality festival destination. The event is currently the only large event that the council receives a fee from for use of council land.
36. In 2010 the council held an event to commemorate the 70th anniversary of the Battle of Britain. This has since become a regular annual [Wartime Weekend event](#) and takes place over 2 days. The event in 2016 had direct costs of £24.7k and income of £9.7k = net £15.k. It also requires approx. £5k officer time to organise / admin / run.
37. Members attending the events workshops recognised the success the Wartime Weekend event has been since being established although some felt the cost of the event should be contained and reduced. This is a key issue for consideration and agreement by the committee.
38. [The William Rainford golf competition](#) has been run by the council for over 20 years. The competition sees 82 couples from all over the UK and from Holland take part in the competition that is spread across the 4 golf courses across Lytham St Annes. The direct costs of the event are fully met by income received. Sponsorship pays for the various prizes involved. There is around £5k of officer time to organise/admin/run.
39. Members attending the events workshops recognised the value of the competition although some felt that officers should explore all options for alternative methods of delivery to reduce the level of resources required to organise/admin/run. This is a key issue for consideration and agreement by the committee.
40. [The St George's Day Charity Festival](#) takes place over several days in late April on Lytham Green. It is run by the St George's Day Festival Committee and in 2016 generated over £80k for local charities. Free use of the Green is given with approx. £0.6k officer time to support the event.
41. Members attending the events workshops recognised the success of the event although some felt the cost of any support required to support the event should be contained and reduced. This is a key issue for consideration and agreement by the committee.
42. [The St Annes International Kite Festival](#) takes place over a weekend in July and has grown in popularity in the last few years, now attracting thousands of visitors. The event was organised by St Annes Town Council in 2016. Free use of the beach/promenade is given. In 2016 a grant of £5k was given by the borough council towards the event. There is around £1.6k officer time to support.
43. Members attending the events workshops recognised the success and value of the Kite Festival. It was noted that the £5k grant provided in 2016 from the borough council was a one off grant. However some members felt that Fylde Council should continue to provide support at an increased level. This is a key issue for consideration and agreement by the committee.
44. Monthly markets take place on council land in St Annes and Lytham town centres. The St Annes farmer's market was borne out of work by the 'Keep The Fylde Farming' initiative several years ago whilst the Lytham market has commenced more recently. Neither market pays any rent to the council. Members attending the events workshops noted the previous review of the St Annes farmer's market and the decision by Cabinet to not charge. However some members felt it was time this was reviewed and that a reasonable charge be set for both markets in recognition of the commercial nature of their use. This is a key issue for consideration and agreement by the committee.
45. Members attending the events workshops noted that support for existing club days, galas and carnivals had been long established and included waste management, the rental of equipment e.g. bunting/staging/chairs, etc. Current support for these services was in region of £18k per

annum. All members felt the current level of support by the Borough Council for such events should continue.

DRAFT EVENTS POLICY

46. The workshops with members went through a number of specific policy areas. Appendix 1 contains the draft policy on events including club days, festivals and concerts. It includes a table with 6 categories of events to ensure greater consistency in approach between differing requests received. As part of this categorisation it is proposed that dependent upon the event the council support/income expectation is set out in the right hand column.

47. The size and nature of an event will dictate the amount of forward planning that is required. The table at appendix 2 proposes the different lead in times dependant on size of event. This is useful in giving organisers an indication of the likely time required to properly plan for an event.

48. The Committee is also asked to agree proposals for the council's approach to deliver/support the following events/uses of council land:

- Wartime Weekend
- William Rainford Golf Competition
- St George's Day Charity Festival
- St Annes Kite Festival
- Markets in St Annes and Lytham

IMPLICATIONS			
Finance	None arising directly from this report		
Legal	None		
Community Safety	None		
Human Rights and Equalities	None		
Sustainability and Environmental Impact	None		
Health & Safety and Risk Management	None		
LEAD AUTHOR	TEL	DATE	DOC ID
Paul Walker	01253 658431	15 th December 2016	

LIST OF BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
Tourism & Leisure Committee agenda & minutes	2 June 2016	CMIS > Meetings Calendar
Corporate Plan 2016-20	8 Feb 2016	http://www.fylde.gov.uk/council/performance/
Tourism & Leisure Committee agenda & minutes	10 Sept 2015	CMIS > Meetings Calendar
Cabinet agenda & minutes	26 March 2014	CMIS > Meetings Calendar
Cabinet agenda & minutes	27 Nov 2013	CMIS > Meetings Calendar
Cabinet agenda & minutes	27 June 2012	CMIS > Meetings Calendar

Attached documents

1. Draft Events Policy
2. Event application timescales

Title:	DRAFT EVENTS POLICY
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1. The aims of the events policy are to:
 - provide a strategic framework for an events programme
 - provide consistency in approval and support of events
 - ensure the highest standards of health and safety are followed at events
 - establish a clear framework for the financial support of events
 - establish a clear structure of how events are processed within FBC
2. The policy objectives of the events policy are to:
 - To encourage events in the Borough and provide agreed support and assistance.
 - To facilitate an events programme for Fylde to enhance the Fylde tourism offer, profile and economic impact.
 - To develop a co-ordinated approach to encourage and increase the provision of events exploiting all opportunities
 - To attract major events of regional, national and international significance.
 - To increase and sustain economic growth from events
3. Events are categorised to ensure greater consistency in approach between differing requests received. The table attached contains 6 categories of events and includes the level of council support/charging expectations dependent upon the event.
4. The size and nature of an event will dictate the amount of forward planning that is required. The table attached indicates the different lead in times dependant on size.
5. Any events or use of council land/facilities must not, in the reasonable opinion of the Council, be inappropriate or objectionable or be likely to subject the Council to adverse publicity, reputational damage or prosecution.
6. Events must not be political or appear to be designed in whole, or in part, to affect public support for a political party.
7. Event organisers must provide for adequate public liability insurance as required by the council.
8. Event organisers must agree to pay for the reinstatement of any damage caused or removal of waste left.
9. Requests to land/take off drones from council land must satisfy the [safety requirements of the CAA for unmanned aircraft](#).
10. Barbeques held on Council land as part of events should be done so in a responsible manner and limiting inconvenience and nuisance to others and held in appropriately constructed

equipment. Any evidence of a barbeque having taken place should be disposed of responsibly and appropriately once completed along with any litter generated.

11. Chinese Sky lanterns are not to be launched from Fylde Council land.
12. Handheld balloon launches are not to take place on Fylde Council land.
13. Fireworks only to be launched on Fylde Council land with the express permission of Fylde Council in permitted locations under strict conditions of use.
14. Grant requests for events should be considered against whether the event is innovative and provides tourism related benefits to the borough. Any grant provided would normally be one off in nature. If further requests are received they should normally be reduced by 50% for year 2 and a further 50% for year 3 – e.g. £1K / £500 / £250 for maximum 3 years support.
15. Support for Club Days, Galas and Carnivals is to continue at same level.
16. The table attached sets out the different categories of events and summarises the council's approach to charging/recovery of cost/support:

EVENT CATEGORISATION

Category	Event type	Description	Example(s)	Council approach to charging/recovery of cost/support
A	One off large scale events	Significant one off events which happen infrequently but can bring significant economic benefit to the area	Olympic Torch, R&A Open Golf, Ricoh Women's Golf	Bespoke plan and support as appropriate re logistical support (e.g. traffic management, land usage, parking)
B	Commercial events on council land	Events organised by a commercial company. A contribution may be given to registered charities.	Lytham Festival,	Usually a charge for use of council land and any associated costs/loss of income re charged
C	Commercial trading or private use of council land	Where an activity takes place on council land for commercial gain, trading or private use.	Commercial filming requests, concessions, markets, ice rink, weddings	Usually a charge for use of council land and any associated costs/loss of income re charged
D	Societies, and organisations holding events on council land	Where an activity takes place on council land by community groups/ societies/organisations. There may be some limited trading/ commercial element to cross subsidise the event.	Triathlon, Vehicle rallies, Park Fun days	Any council costs/loss of income to be re charged to the event organiser
E	Charity Events on council land	Where an activity takes place on council land where the main intention is to raise money for charity and all/majority of the proceeds are passed on to registered charities.	Charity Fun Days – e.g. RNLI, RSPB, St Georges Day Festival	Usually free use of Council land and FBC costs may be absorbed internally if minor or recharged to event organisers if more significant
F	Council/ community organised or supported events	Where the borough council/Parish/Town Council is the event organiser and stages an event for the benefit of the community	Wartime Weekend, Club Days, Kite Festival, Rainford Golf, remembrance events, opening ceremonies, beacon lighting	Costs normally budgeted within FBC, or met by Town/Parish Councils, or where other agreed support is provided e.g. bunting, chairs, staging, or financial grant given

APPENDIX 2**EVENT APPLICATION TIMESCALES**

Event size category	Anticipated attendance numbers	Infrastructure requirements	Lead time required for event applications
Major event	10,000+	Major infrastructure usually required, taking days to construct, dismantle and reinstate	9 months
Large event	between 5,000 and 9,999	Has infrastructure and equipment which can take up to a day to construct and remove and reinstate	6 months
Medium event	between 250 to 4,999 people	Has some equipment which can be set up and removed in a few hours	3 months
Small event	No more than 249 people	Has little or no infrastructure involved	6 weeks