

**Chichester District Council
Overview and Scrutiny Committee**

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Events Strategy and Events Policy

1. Contacts

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2. Recommendation

The Committee is invited to receive and make comments on the draft Council's Events Strategy and Policy to Cabinet.

3. Background

- 3.1 It is recognised that events can provide significant benefits for a host destination and are acknowledged as opportunities to stimulate tourism and economic growth by showcasing the destination and attracting visitors from outside the area. Events can help to boost the local economy by encouraging tourist visits and local people to stay local; raise the profile of an area, highlighting the unique features and benefits; enhance community pride and togetherness.
- 3.2 During 2019 officers began the process of developing the council's Events Strategy to establish a year round programme of events that meets the needs of the District's communities. Promoting Chichester District in order to raise the profile of the area, and positively contribute to the local economy and cultural experience, creating a destination experience in line with council priorities and Visions.
- 3.3 As part of the development of the Strategy, a public consultation exercise was undertaken during the summer of 2019. To gain a more accurate representation of all demographics, specific consultation surveys were carried out with Chichester College (both at the Chichester and Brinsbury campuses) and University of Chichester. The consultation received 296 responses. Of these, 22 said their response represented their organisation/group with the total response capturing the views of 1,613 individuals.
- 3.4 The majority of respondents, 62.8%, felt there are not enough events in Chichester District, and the top three types of event respondents wanted to see were Music, Food & Drink and Arts/Culture. The two most popular places respondents wanted to see more events take place were in parks and green spaces and city/town centres. Of the 224 respondents who ticked parks and green spaces, 186 provided examples of

the parks and green spaces they would like to see more events take place in, with Priory Park receiving 116 mentions and Oakland's Park 79. The summary of the consultation exercise can be found at Appendix 1.

- 3.5 Whilst the over-riding theme of the consultation results is for more events throughout the district, it is important for CDC to engage in and where possible encourage events that complement and bring value to the district. It is also important to consider the infrastructure needs of an event and if the particular host area is able to suitably accommodate that event.
- 3.6 Events have been separated into four categories to bring focus to the actions proposed in the Event Strategy (Appendix 2). These are;
- **Headline:** High profile, large scale events with the purpose being to attract visitors from across the UK (and potentially international), to encourage overnight stays and increase dwell time.
 - **Feature:** Feature events are events with a regional catchment and tend to have a theme, these can be recurring or one-off, and will attract 500+ visitors.
 - **Town & City:** Predominantly aimed at local and district residents as well as visitors from the surrounding counties. They encourage a sense of community, showcase and celebrate the location, heritage, people and culture, and promote the districts towns and cities as community hubs.
 - **Community:** Small events in the district's parks and green spaces, attended by local communities. These are mainly sporting, community or charitable events.
- 3.7 The Council already has robust procedures for hire of land for events on our own land which identifies terms and conditions of hire, health and safety requirements in addition to restrictions imposed on some sites. It was however considered that in addition to the Strategy, an Events Policy was required to provide a clear framework for the programming and operation of events to take place on CDC owned and managed land. The Events Policy can be viewed at appendix 3 and applies primarily to parks and open spaces but also includes car parks and other areas of land owned by the Council.
- 3.8 Noise levels for events were to be included in the Events Policy but it is considered that the current Code of Practice (COP) being used 'The Noise Council's COP on Environmental Noise Control at Concerts (1995) is outdated and not reflective of the music industry in 2020. A national working group has been established to review the COP and council officers are members of this group. Unfortunately the review has been put on hold as a result of Covid-19 but the group are expected to reconvene in early 2021.
- 3.9 The reviewed guidance is likely to give rise to some fundamental changes which are likely to result in different music noise levels. It is also likely to introduce new parameters with regard to bass level measurements and safeguards.
- 3.10 It is therefore suggested that we are not too prescriptive with music noise levels until new guidance is released. The policy therefore includes 'the council shall ensure that event organisers comply with all relevant guidance and legislation relating to the

control of noise and the protection of the immediate and local environment.’ We would also require certain events to produce a noise management plan (NMP) to be approved by the Environmental Protection Team prior to the event going ahead.

3.11 It is proposed that the site specific noise data is included once the review of Noise Council COP has been completed and at this stage we could also consider extending the Policy to also cover some aspects of events held on non-CDC land based on the new guidance.

4. Outcomes to be Achieved

4.1 The desired outcomes of the Events Strategy are set out in the document as four key priorities, namely;

- **Chichester district is a place that welcomes events** – actively promote the district as an events destination and welcoming host, and attract new events. Supporting event organisers, and forming strong relationships so there is a mutual understanding of what is expected and what is needed to hold a successful event in the district.
- **Chichester district is a place that supports events** – ensure the district has the correct support in place and the appropriate facilities and infrastructure to host events.
- **Chichester district establishes a year round calendar of events** – facilitate and support a district wide events calendar which enhances the district’s tourism offer, profile and economy, working collaboratively with event, venue and tourism partners.
- **Create a CDC managed events programme** – introduce events created and managed by CDC, with the aim to create footfall and promote the businesses in the districts city and towns, celebrating the heritage and culture of the district, promote civic pride and provide entertainment for residents and visitors.

4.2 The Events Policy provides a framework to identify what type, scale and number of events can take place on council owned and managed event spaces. This helps to make it clearer for event organisers and also considers the impact events can have on local communities and park users.

4.3 The Events Strategy and Policy naturally relies on working in partnership and building/maintaining relationships with key partners across the district.

4.4 It is important to remember that not all events may include licensable activities but naturally where they do, these are covered by the statutory licencing regime and may also be subject to the Safety Advisory Group (SAG) process.

5. Proposal

5.1 Events can provide significant benefits for the district including stimulating tourism and economic growth by showcasing the destination and attracting visitors from outside the area. Events can also help to boost the local economy, raise the profile of an area, and enhance community pride and togetherness.

5.2 The proposal is for Overview and Scrutiny Committee to receive the draft Strategy and policy and to make any comments to Cabinet which supports the results of the community consultation.

6. Alternatives Considered

- 6.1 Do not adopt the Events Strategy and Policy, continuing as we currently are using the current Hire of Land terms and conditions to authorise events on council land. This does not offer any guidance or support to officers when deciding on the number, scale or type of events acceptable for CDC sites.
- 6.2 This would also not promote that Chichester District Council are keen to welcome events who complement and bring value to the district.

7. Resource and Legal Implications

- 7.1 There is no anticipated additional resource or legal implications associated with this report.

8. Consultation

- 8.1 As set out at paragraph 3.3 above a public consultation was undertaken between May and July 2019 with a summary of the results attached at Appendix 3.

9. Community Impact and Corporate Risks

- 9.1 The development of the events strategy and policy should have a positive impact on the community as it responds to the results of the community consultation, promoting the delivery of events within the district.

10. Other Implications

	Yes	No
Crime and Disorder		X
Biodiversity and Climate Change Mitigation		X
Human Rights and Equality Impact		X
Safeguarding and Early Help		X
General Data Protection Regulations (GDPR)		X
Health and Wellbeing		X

11. Appendices

Appendix 1 – Summary of Events Strategy consultation (May to July 2019)

Appendix 2 – Events Strategy

Appendix 3 – Events Policy

12. Background Papers

None