

Events Strategy and Events Policy

1. Contacts

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2. Executive Summary

To introduce the Council's proposed Events Strategy for the period 2020 – 2025 and associated Events Policy.

3. Recommendation

- 3.1 That, subject to consideration of any comments referred by the Overview and Scrutiny Committee the proposed Events Strategy for the period 2020 – 2025 and Events Policy for Chichester district be adopted.**

4. Background

- 4.1 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.
- 4.2 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.

4.3 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.

5. Outcomes to be Achieved

- 5.1 The desired outcomes of the Events Strategy are set out in the document (Appendix 1) 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.
- 5.2 The Events Policy (Appendix 2) 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. The Events Policy applies primarily to parks and open spaces but also applies to car parks and other areas of land owned by the Council.

6. Proposal

- 6.1 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.
- 6.2 Adoption of the Events Strategy and Policy will provide a framework for the programming and operation of district events, responding to the results of the community consultation, and promoting the district as a destination for well managed events.

7. Alternatives Considered

- 7.1 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.
- 7.2 This would also not promote that Chichester District Council are keen to welcome events who complement and bring value to the district.
- 7.3 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.
- 7.4 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.
- 7.5 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.

8. Resource and Legal Implications

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

9. Consultation

- 9.1 As part of the development of the Events 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.
- 9.2 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 3.

9.4 Whilst the over-riding theme of the consultation results is for more events throughout the district, it is important for the council 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.

9.5 The draft Event strategy and policy was presented to OSC on the 15 September and verbal update on the comments will be provided by the officers.

10. Community Impact and Corporate Risks

10.1 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 but also considers the impact events can have on local communities and park users.

11. 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

12. Appendices

12.1 Appendix 1 – Events Strategy

12.2 Appendix 2 – Events Policy

12.3 Appendix 3 – Summary of Events Strategy consultation (May to July 2019)

13. Background Papers

None