



To: Executive Councillor for Arts & Recreation

Report by: Head of Arts & Recreation

Relevant scrutiny committee: Community Services Scrutiny Committee 13/01/11

## **Event Management Framework for outdoor events**

### **1. Executive summary**

- 1.1 The City's parks and open spaces provide opportunity for a broad range of outdoor events that provide cultural, recreational, social and community benefit.
- 1.2 There is need to ensure a balance between the value of events and the impact upon the environment, regular users and local people .
- 1.3 The Event Management Framework (EMF) will assist officers and Councillors to manage this balance by indentifying appropriate numbers and types of events held on parks & open spaces.
- 1.4 Ward Councillors were initially consulted on the suggested types and numbers of events. Proposals for each park and open space were then published and made available on the Council website for consultation with stakeholder groups and local people. Feedback from this approach has informed the proposals in this framework.
- 1.5 The framework outlines types and suggested maximum numbers of events on larger open spaces, and neighbourhood parks. The figures are to be used as guidance and may be adjusted with the agreement of the Executive Councillor following consultation with relevant ward councillors, the Opposition Spokesperson and Chair of the Community Services Scrutiny Committee.
- 1.6 The EMF outlines a cross Council approach to developing and managing an outdoor event programme. Existing arrangements have been reviewed in light of the corporate restructure and an internal audit report. The Heads of Refuse and Environment and Streets and Open Spaces have been consulted on the approach.

## **2. Recommendations**

2.1 The Executive Councillor is recommended to approve the proposed approach relating to:

- a) Classification & definitions of events;
- b) Guidelines for the number of events in each park listed;
- c) Standards to be incorporated in the application process to promote sustainable activity at events.

## **3. Background**

3.1 The Council receives approximately 80 applications each year to use parks and open spaces for events. These range from filming requests to major events that attract thousands of people. Under the current arrangements, these are addressed on a one-by-one basis. Officers consider the suitability and viability of proposals, propose a recommended approach and consult the relevant Ward Councillors and the Executive Councillor for agreement.

3.2 A recent internal audit was completed (July 2010) on the process of handling applications and this gave a rating of significant assurance<sup>1</sup>. The EMF incorporates the agreed actions.

3.3 The EMF provides guidance on the number and types of events that can be programmed on the city's open spaces. This will assist in managing the impact on popular open spaces and the people that live near them, as well as enabling a balanced approach to usage and programming. The figures have been determined following consultation with members of the public and ward councillors. A paper outlining how the figures have been determined is available as a background document. Table 1 shows a summary of the approach:

---

<sup>1</sup> Controls exist to enable the achievement of service objectives and good corporate governance, and mitigate against significant foreseeable risks. However, occasional instances of failure to comply with control process were identified and/or opportunities still exist to mitigate further against potential risks.  
Report Page No: 2

Table 1

Classification of Event	Definition for Event
Major	Likely to be over 10,000 attendees at any one time Involve a large footprint 50% of land area Potential for ground reinstatement – large area Change of use over whole site Major impact on surrounding environment Event lasting over 4 weeks Temporary structures with build/take down period of over 7 days
Large	Likely to be between 5-10,000 attendees at any one time Dedicated part of area of park 30-50% Change of use some areas restricted for the duration Potential for some ground re-instatement Some impact on surrounding environment Temporary structures with build/take down period of over 3-7 days
Medium	Likely to be between 500-5,000 attendees at any one time Dedicated part of area of park less than 30-50% Some change of use but note sole temporary Unlikely to involve ground re-instatement Minimal impact on surrounding environment Minimal infrastructure build period of 1 day
Small	Likely to be up to but no more than 499 attendees at any one time No or minimal impact on other users No measurable impact on surrounding area Unlikely to cause damage Minimal infrastructure build period on the day

Examples of existing events;

Major events: Folk Festival, Bonfire Night, Big Weekend and Strawberry Fair.

Large events: Beer Festival, Charity Run's Sporting Events, and Town & Country Show.

Medium events: Comedy Marquee, Bike Events, Circus and Fairs

Small events: Awareness Stands, Brass Bands, Playdays, Santa Run, Environmental visits and Rowing Events.

3.5 The table below shows the proposed capacity of each site to hold different types of events. It also shows totals for activities that are held at present.

Table 2

Park	Small	Existing	Medium	Existing	Large	Existing	Major	Existing
Cherry Hinton Hall	4	2	2	0	2	1	1	1
Christs Pieces	10	5	5	0				
Coldhams Common	2	1	2	1	2	1	2	0
Jesus Green	8	2	4	1	3	3		
Midsummer Common	4	1	4	3	4	1	4	3
Parkers Piece	4	3	4	2	3	1	3	3
Stourbridge Common	10	3	3	0				
Lammas Land	8	1						
Queens Green	4	1	2	1	2	1		
Neighbourhood Parks	4							

3.6 A cross Council working group consisting of officers from Arts & Recreation, Streets & Open Spaces, Environmental Health and Sustainable City has been created. The group meets on a monthly basis throughout the year to consider programming, oversee all applications, and make recommendations regarding upcoming events to Councillors and the Safety Advisory Group. This approach will ensure a culturally diverse and responsive programme is achieved and that licensing and other legislative requirements are adequately considered.

3.7 Whilst City Council events are planned and programmed in advance, other event providers may apply on an ad-hoc basis and applications can be received with as little as 10 days notice. It is proposed that in future, applications for medium, large and major events should be received at least eight week prior to the activity; small events 4 weeks prior.

3.8 EMF group will collectively consider applications once they have received an initial viability check by Streets & Open Spaces staff. A recommendation will be forwarded to Ward Councillors and the Executive Councillor for consultation which will enable a decision to be reached as to whether the application progresses. Approved events will be published in an online event programme and the EMF group will then monitor the management and regulation of the activity.

3.9 The EMF group will consider how the event programme can be enhanced and in future may bring forward recommendations for ways in which this can be achieved.

3.10 The EMF group will also consider the current arrangements for the licensing of events-related activity on parks and open spaces and will bring forward recommendations for alternative or improved approaches.

3.9 The EMF will require events to consider the following Council objectives:

- A city, which is diverse and tolerant, values activities which bring people together and where everyone feels they have a stake in the community
- A city in the forefront of low carbon living and minimising its impact upon the environment from waste and pollution.
- A city where people behave with consideration for others, the environment and where harm and nuisance and noise nuisance are confronted wherever possible without constraining the lives of all.
- A city where getting around is primarily by public transport, bike and foot.

3.10 Event providers will be asked to indicate how they will achieve environmental aspirations that have been developed in consultation with the Sustainable City team. The priority areas have been categorised into A and B with A being essential, B desirable. Table 3 outlines standards to be incorporated:

Table 3

	<b>Standard</b>	<b>Relevant Environmental Objective</b>	<b>Relevant Policy</b>	<i>Rating</i>
1	Energy demands	A1. Reduce carbon dioxide emissions	Climate Change Strategy and Action Plan	A
2	Transport demands	A1. Reduce carbon dioxide emissions	Climate Change Strategy and Action Plan	A
3	Air emissions	A1. Reduce carbon dioxide emissions C1. Reduce pollution of air, water and land.	Climate Change Strategy and Action Plan	A
4	Water Use	Indirect links to A1. Reduce carbon dioxide emissions A2. Manage climate change risks.	Climate Change Strategy and Action Plan	B

5	Land Use	Indirect link to A2. Manage climate change risks. C1. Reduce pollution of air, water and land. C3. Protect and enhance local wildlife.	Climate Change Strategy and Action Plan	B
6	Waste & Recycling	B1. Reduce the amount of waste generated B2. Increase waste reuse, recycling and composting.	Climate Change Strategy and Action Plan	A
7	Ethical supply chain	A1. Reduce carbon dioxide emissions B1. Reduce the amount of waste generated	Climate Change Strategy and Action Plan Procurement – Buying Green Guide	B
8	Local sourcing	A1. Reduce carbon dioxide emissions B1. Reduce the amount of waste generated	Climate Change Strategy and Action Plan Procurement – Buying Green Guide	B

Table 4 outlines how an event organiser might achieve the standards by applying some of the suggested actions at their event.

Table 4

Rating/ Standard		Easy	Medium	Difficult
<b>A</b>	Energy	<ul style="list-style-type: none"> <li>- Ensure good housekeeping (switching off lights and other electrical appliances when not in use)</li> </ul>	<ul style="list-style-type: none"> <li>- Use energy efficiency measures such as low energy or LED lighting</li> <li>- Use suppliers that has a Green Tariff or uses a Green energy supplier</li> <li>- Green compressors, Bio fuel</li> </ul>	<ul style="list-style-type: none"> <li>- Use renewable energy such as solar pv and wind turbine</li> <li>- Measure and communicate energy use during and after event</li> </ul>
<b>A</b>	Transport	<ul style="list-style-type: none"> <li>- Use open space with good public transport connections</li> <li>- Use a open space that provides good cycle parking</li> <li>- Offer incentive to encourage walking / cycling to the event</li> </ul>	<ul style="list-style-type: none"> <li>- Partner with bus or taxi firm to offer discounted travel to/from event</li> <li>- Arrange car sharing for delegates / audience</li> <li>- Partner with Park &amp; Ride</li> </ul>	<ul style="list-style-type: none"> <li>- Offer free sustainable transport from main transport hubs (bus and train stations, park &amp; ride)</li> <li>- Ask suppliers to commit to fuel efficient driving techniques for their fleets</li> </ul>
<b>A</b>	Air	<ul style="list-style-type: none"> <li>- Arrange timing of event so travel is at off-peak times</li> </ul>	<ul style="list-style-type: none"> <li>- Use cycle-power to generate electricity rather than portable petrol/diesel generators</li> </ul>	<ul style="list-style-type: none"> <li>- Use low emission vehicles</li> </ul>
<b>A</b>	Waste & Recycling	<ul style="list-style-type: none"> <li>- Buy in bulk to avoid over-packaging</li> <li>- Buy items made of recycled materials, especially give-away merchandise</li> <li>- Print double sided where possible</li> <li>- Avoid date-marking</li> </ul>	<ul style="list-style-type: none"> <li>- Provide recycling bins for different waste types (including green/food waste)</li> <li>- Offer audience choice of food in advance to minimise wasted food at the end of the event</li> <li>Litter from events to be recycled</li> </ul>	<ul style="list-style-type: none"> <li>- If bottled water is used, ensure the bottles are made of corn starch</li> </ul>

		materials (e.g. banners) so they can be used again		
<b>B</b>	Water Use	<ul style="list-style-type: none"> <li>- Offer only tap water for drinking water</li> <li>- Use environmentally friendly cleaning products</li> <li>- Encourage audience to bring their own mugs/bottles</li> </ul>	<ul style="list-style-type: none"> <li>- Check water pipes/taps for leaks</li> <li>- Monitor water use at event</li> </ul>	<ul style="list-style-type: none"> <li>- Use rainwater / greywater harvesting</li> <li>- Consider composting toilets</li> </ul>
<b>B</b>	Land Use	<ul style="list-style-type: none"> <li>- Choose a suitable location for the type and size of event (capacity, facilities etc)</li> <li>- Check whether any water courses are at risk from your event</li> </ul>	<ul style="list-style-type: none"> <li>- Take photos before and after outdoor event to compare and assess impact of the event, and take necessary action, e.g. litter pick, re-seed grass</li> </ul>	<ul style="list-style-type: none"> <li>- Incorporate an activity into the event which will improve the land used, e.g. tree planting, weed clearance</li> </ul>
<b>B</b>	Local Sourcing & Ethical Supply Chain	<ul style="list-style-type: none"> <li>- Use local businesses/suppliers</li> <li>- Use registered Fairtrade products</li> <li>- Use fresh, seasonal foods</li> <li>- Catering to offer vegetarian food / reduced red meat options</li> <li>- Use recycled products for printing / merchandise etc</li> </ul>	<ul style="list-style-type: none"> <li>- Include sustainability clauses in contracts</li> <li>- Use local charities / social enterprises</li> <li>- Use organic foods</li> <li>- Use goods with sustainable accreditation e.g. Marine Stewardship Council/FSC/Red Tractor and Union Flag, etc</li> <li>- Use ethical brands of bottled water, – Belu/One Water/Thirsty Planet</li> <li>- Offer a range of healthy foods</li> </ul>	<ul style="list-style-type: none"> <li>- Offer a menu with no air-freighted ingredients</li> </ul>



## **4. Implications**

### **4.1 Financial Implications**

None currently identified

### **4.2 Staffing Implications**

None currently identified

### **4.3 Equal Opportunities Implications**

None

### **4.4 Environmental Implications**

Guidance on the number of events that can be accommodated and sustainability criteria are proposed.

### **4.5 Community Safety Implications**

The four objectives from the Licensing Act 2003 will be primary evaluation criteria for any event application. They relate to public nuisance and protecting children from harm

## **5. Background papers**

- Events Management Framework – types and numbers of events
- Internal Audit Report

## **6. Appendices**

- None

## **7. Inspection of papers**

To inspect the background papers or if you have a query on the report please contact:

Author's Name:	Julie Durrant, Project Officer (Arts & Recreation) Alistair Wilson, Green Space Manager, (Streets & Open Spaces)
Author's Phone Number:	01223 – 457000
Author's Email:	<a href="mailto:Julie.Durrant@cambridge.gov.uk">Julie.Durrant@cambridge.gov.uk</a> <a href="mailto:Alistair.wilson@cambridge.gov.uk">Alistair.wilson@cambridge.gov.uk</a>

