

## **EVENTS POLICY**

### **1. Introduction**

The Council spends more on providing events than any other activity. It consumes almost 50% of its staffing resources. This policy sets out to

- Describe what we want to achieve
- How we go about it
- What our longer-term plans are
- How we know if we have achieved our objectives.

### **2. Vision**

The Council aims to provide a range of events which

- Supports the economic wellbeing and vibrancy of the town centre and increases visitor numbers there.
- Supports local talent, local small businesses and local facilities and venues
- Provides local people with free to enjoy entertainment and activities throughout the year
- Supports local culture and heritage and remembers past service
- Strengthens a sense of community, supports volunteering and raises money for charity

Longer term, the Council will support the development of new indoor venues which enable events to take place which are not weather dependent and which cater to more specialist audiences, including cultural events.

### **3. Objectives**

The Council will

- Provide outdoor activities throughout the year in Kettering Town Centre, which are aimed at a primarily local audience, which are usually free to access and which enrich people's experience of the town centre. These will include
  - Music and entertainment events (e.g. Christmas lights switch on, Kettfest, Summer Saturdays, Friday night discos, bands in the town)
  - Specialist markets (e.g. summer Saturdays, vegan and continental markets, and Christmas markets)
  - Exploratory events for children (e.g. easter and Hallowe'en trails)
  - Fun events for children and families (primarily Kettering by the Sea)
- Provide events and activities which are a regional draw and which increases the town's profile – e.g. the half marathon event and Love Food
- Provide events which make good use of local facilities outside the town centre e.g. Bands in the park, skateboarding tuition sessions, Love Food and the Half Marathon,

- Provide, in partnership with others, remembrance events such as Remembrance Sunday, Armistice Day and Holocaust Memorial Day and occasional commemorative events as well. It will support Armed Forces Day.
- Provide events which support the voluntary and charitable sector, either to raise money for the Mayor's charities) or which explicitly support the voluntary sector, such as the community summer market in volunteering week. These will include aspects of Christmas events, and Summer Saturdays as well.
- Provide events which promote Health and wellbeing and encourage physical activity.

#### **4. Approach to managing events**

The Town Council will determine on a case by case basis whether or not an event should be directly managed by its own staff or whether it can be provided by a third party instead.

Where an event is managed in house, the Council will be responsible for all aspects of its delivery, as set out in the section 5 below,

Where the Council chooses to partner with another organisation, it will be because that partner has a specialist expertise in managing that type of event and has the right contacts and suppliers to enable it to happen. In these circumstances, it will usually be the third party which manages the costs of an event, so that there is no cost to The Council, except where the Council

- Chooses to subsidise the event for economic or social reasons
- Elects to help publicise the event
- Supplements the event by providing music or entertainment to accompany it

Section 6 below sets out the Council's role in supporting commissioned events.

#### **5. Delivery**

##### **5.1. Access to Events**

- All KTC outdoor events will be free to access, with no physical barriers in place to access events or activities, except to manage queues.
- Charges may be made for entry to indoor events such as
  - fund raising events which aim to raise money for the Mayor's charities.
  - Joint provision, with others, of seasonal events, such as a Santa's Grotto
- Where an entry charge is to be levied, the Council will agree an entry charge with its partners on the principle that the activity or event aims to maximise attendance by all sectors of society and that the charge seeks to offset particular costs and not generate an operating profit. The partner agency will collect and account for the charges raised.

- Road closure orders will be sought where they are necessary to ensure the safety of an event (see below)

## **5.2. Venues**

- Venues will be selected on the basis that they offer full disability access
- Outdoor venues will be selected which are easily accessible on foot with nearby parking and cycle parking, and allow for free movement on and off site.
- The provision of nearby toilet facilities for longer events will be a consideration in selecting a venue.
- Indoor venues will similarly be selected on the basis of easy access on foot and with nearby parking
- Events timings will factor in the need to avoid noise nuisance to nearby residents at unsocial hours; events will not normally continue beyond 10pm.
- Cleaning and maintenance:-
  - Whilst the Council owns none of the venues it uses and is not responsible for their maintenance, it will, nevertheless, take care of the environment whilst an event is in being, will ensure the area is clean and tidy at the end of the event, and will report any damage to the property owner. It will work with NNC to ensure sufficient temporary refuse containers are available for that event, and that detritus, such as broken glass, is swept up before the event starts.
  - For Kettering by the Sea, the Council will ensure that the sandpit is raked through every morning and secured every evening and that sand is not spread around the Market Place or left to pollute the fountains.
  - All traders attending events will take their refuse away with them at the end of a trading day and not use public litter bins or other receptacles.

## **5.3. Professional management**

### **5.3.1. Management of risk**

- The Council's insurance policy will be set so as to cover all risks envisaged from providing events, with the exception that no event will involve the provision of an inflatable play zone (e.g. bouncy castle) or fireworks.
- A Risk management plan will be prepared beforehand for every event organised and managed by the Council and shared with venue owners, the safety advisory group and emergency services , on request.

- Where an event requires licensing for the sale of alcohol, the necessary licenses will be secured by the trader concerned where a premises license does not already apply.
- No food trader will be permitted to take part in any event organized by the Council without a level four or five food hygiene certificate
- The council will Liaise with police and the North Northamptonshire safety advisory group in the run up to major events which require their approval.
- Where the Council provides stalls or gazebos, they will be erected by authorised personnel only, who have been trained in manual handling. Where a third party provides their own gazebo, they will be responsible for its erection, although the Council reserves the right to have the stall removed if it is unsafe.

#### 5.3.2. Event supervision and stewarding

- The Council will employ event supervisors to oversee and support the events it directly provides; such staff will be first aid trained, DBS checked and clearly identifiable during the event. For Kettering by the Sea, the Council will also employ event stewards to manage the facilities, including the sand pit.
- The Council welcomes volunteers to help manage its events; volunteers will be properly briefed and equipped and, where appropriate, DBS checked beforehand. Volunteers will not be asked to take responsibility for anything which an event supervisor is paid to do and will be expected to follow the reasonable instructions of KTC staff.
- The Council has adopted a protocol governing member involvement in events which sets out respective roles and responsibilities and expectations between KTC staff and elected councillors when planning and managing events. It is [here](#).
- The Council contracts with entertainers, musicians, traders and local service providers to be part of events. The Council will pay entertainers and musicians promptly on the submission of an invoice and will invoice traders before the event, to confirm their attendance. The Council will allow free expression of opinion by entertainers and musicians, provided it is appropriate to the audience and not intended to offend. Suppliers will be expected to stay within the terms of their agreement with the Council about location, role and hours of attendance, and the Council reserves the right to adjust any fee or charge to reflect a failure to do so.

#### 5.3.3. Safety and safeguarding

- The Council will ensure first aid facilities are available at every event and that trained staff are on hand to deal with any incident or accident. For larger events, specialist first aid providers will be employed to provide the necessary cover,

- The Council will apply its procedure for dealing with lost children and vulnerable adults during its events
- The Council's safeguarding policy is [here](#)

#### 5.3.4. Road closures

- A road closure order will be sought where it is necessary to enable the event to proceed safely . Generally, road closures will be sought for
  - Remembrance Sunday
  - Kettfest
  - And any other event where attendees are likely to need to walk safely in the roadway
- Where a road closure is sought, the Council will directly notify all the local residents and businesses affected by the closure at least two weeks in advance and ensure that the entry points to the closed streets are patrolled and managed during the event, with access allowed for emergency and urgent purposes. The Council will employ trained personnel to deal with the stewarding of road closures

#### 5.3.5. Security

- Measures will be taken to anticipate and prevent potential acts of terrorism, in accordance with the law and the advice of the emergency services. Each event will be risk assessed for the terrorism risk or the potential for deliberate disruption and proposed measures will be shared with the emergency services in advance.
- Where advised by the police, security barriers or the tactical deployment of vehicles will be put in place to help manage an identified risk.

### **6. Commissioned events – the Council's role**

- The Council will commission events or specialist markets from specialist providers who have the expertise and track record to deliver events on its behalf. Currently these events are commissioned and provided by other organisations.
  - Kettfest
  - Vegan and continental markets
  - Skateboarding tuition
  - Elf station/santas' grotto; giving tree
  - Half marathon
- The Council will agree with the provider
  - What the provider will do and what the Council will do
  - The cost, where applicable, of the commission and, if necessary, it will seek alternative quotes to test the market

- Where there is no cost to the Council, what in kind support the provider requires from the Council
- The Council will need to satisfy itself that the provider has in place
  - Satisfactory insurance
  - An up to date risk management plan
  - The necessary licenses to manage the event
  - Appropriate safeguarding, first aid and security policies and sufficient on site management
- In these cases, the Council will not provide an event supervisor unless the provider requests that and the Council agrees to provide it within its overall budget for the event.
- The provider and Council will agree on how the event is to be publicised.

## **7. Promotion and publicity**

- The Council will promote its events, using a mixture of media, but principally
  - Social media posts, including the Mayor's social media accounts
  - Its website
  - This is Kettering social media accounts – shared access with NCC comms team
  - A widely distributed annual brochure, setting out the events programme
  - Posters and banners in and around the town centre
  - Press releases
  - Its monthly e-newsletter to stakeholders and wider public
- Posters, notices and flyers will be produced for most events. Posters and notices will be displayed on the Council's notice boards and in approved locations for advertisements around town. The use of third party owned facilities and notice boards for displaying posters and adverts will be explored in each case, as appropriate. The Council will not place material on highway furniture or facilities without the prior approval of the highway authority.
- For selected events, the council will distribute flyers to households and businesses to advertise an event but will endeavour to target flyer distribution so as not to generate excess waste.
- The Council will include, within its annual brochure, events being delivered by the Kettering Cultural Consortium and its members and detail about the consortium's role and membership.

## **8. Longer term objectives**

- The Council will annually review its events programme and consider what events to provide in the coming year, without closing off the possibility that opportunities will emerge which allow the programme to be added to in year.
- The Council will seek to develop a distinctive programme of events which reflects the objectives set out above, and whilst continuing to focus on the town centre as its principal venue, will also make best use of established facilities across town and its neighbouring areas, e.g. Wicksteed Park and Rockingham Pleasure Park, provided always that venues are accessible, have nearby facilities and can accommodate the style of event without causing a local nuisance.
- The Council will support the development of more indoor venues in the town centre, in particular those which make use of currently unused spaces such as the former Gala Bingo sites and facilities at the Royal Hotel. It will endeavor to build policies into its neighbourhood plan which support and encourage such venues to be realised.

## **9. Monitoring and measurement**

- The Council will measure the attendance at its events and activities as far as is possible. For some events, for example the easter and hallowe'en trails, participant numbers are easily captured but calculating attendance at outdoor events is always difficult and the resulting estimates can only be a general guide.
- Data from traffic sensors managed by North Northamptonshire Council will be used to measure footfall in the town centre and the impact that events have on footfall. NNC will be asked to analyse the data for Christmas Lights Switch on and Kettfest each year to provide an assessment of the effects these two events have on footfall, and will share that data widely with local business interests and event organisers and participants.