



Penrith Town Council

**PENRITH EVENTS,
& COMMUNITY
PROJECTS
FRAMEWORK**

Supporting Arts, Culture, Heritage,
Recreation and Tourism in Penrith

A Making a Difference in Penrith

Supporting Documents:

- Grants Scheme
- Scheme of Delegation
- Financial Regulations
- Procurement Policy
- Climate Change Strategy
- Policies related to Equality, Diversity, Inclusion
- Council Business Plan

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Contents

1. Introduction	
2. Aim	
3. Principles	
4. The Community, Culture and Economic Growth Committee	
Terms of Reference:	
Penrith Events, & Community Projects Stakeholder Group	
Sustainability Guide	
Operating Safely	
Risks and how they can be managed	

1. Introduction

- a) Penrith Town Council recognises that arts and culture is a major contributor to Penrith's growing visitor economy and their value in terms of health and wellbeing and quality of life. Penrith's cultural offer is varied. It comprises community theatre, a thriving music scene, award winning nationally acclaimed festivals, creative arts, galleries, a town centre cinema, a museum and the Rheged Centre, which is a cinema, retail exhibition, arts, and conference centre.
- b) The Council has engaged and consulted with the community and stakeholders to develop and enhance Arts and Culture in Penrith and the following key priorities have been identified:
- i. Need for a network of organisations.
 - ii. Desire to share facilities and resources.
 - iii. Sharing of skills and ideas.
 - iv. Encouragement of innovation and new set up businesses.
 - v. Mutual support.
 - vi. Joint marketing and promotion.
 - vii. Shared branding.
 - viii. Coordination and development of a program of events, festivals and activities.
- c) There are partnerships of cultural and artistic leaders and providers with ambitions to develop the current offer and to do new and different things.
- d) This document sets out how the Council will achieve these priorities working collaboratively with stakeholders, partners and community organisations as the Council currently plays a key role supporting arts and culture in several different ways:
- i. **Partnership**
The Council adopts a leadership and enabling partnership role providing free advice and guidance to event organisers.
 - ii. **Democratic mandate**
The Council provides a mandate formalising support for an approach to arts and culture.
 - iii. **Land and Buildings**
Now and in the future the Council owns and has access to land and buildings that provide the basis of the infrastructure required for some organisations, activities, and events.

iv. **Arts Investments**

The Council have supported several key organisations and events for some years allowing for longer term planning for core delivery.

v. **Promotion and Marketing**

The Council encourages promotion and marketing of the town's cultural activities to wide audiences within and beyond the town.

2. Aim

To develop a programme of high-quality sustainable community inspired and tourism-based events, activities, resources, and festivals to provide inclusive community benefit, economic benefit, and social enjoyment.

3. Principles

- a) This framework supports the Council's overall support for arts, heritage, tourism, recreation and culture in Penrith. It details the impact the Council seeks to achieve and the criteria it will use to appraise and evaluate the projects, and delivery by organisations that the Council may wish to support.
- b) It is intended that this will improve the cultural offering in Penrith through a varied programme of high-quality performances, events and activities, that are designed to build an audience within the community, and to appeal to visitors and tourists.
- c) It is intended that this approach ensure that the Council's engagement in arts and culture (including heritage) is purposeful, has a clear rationale, and delivers value for money and outcomes that are positive for the town.
- d) The Council's approach does not seek to direct the development of arts and culture in the town, as this is creative, innovative and, at times, has strong local ownership. This document, provides guiding principles and criteria that reflect the Council's priorities and underpin its investment and use of public resources.
- e) The Council has a strong role facilitating, supporting, developing, investing, promoting arts and cultural events in the town.

- f) The framework links with the core priorities the Penrith Town Council Business Plan 2019 to 2023, Climate Change Strategy 2020, and Grant Awarding Scheme 2021 and strives to obtain a balance between tourism-based events and facilitating community-led not for profit events.
- g) The Grant Award Scheme criteria are used to appraise grant requests, evaluate the suitability of projects, and gauge the impact of delivery.

4. The Community, Culture and Economic Growth Committee

a) Strategic Role

The Town Council's Community, Culture and Economic Growth Committee plays a valuable strategic role by the enabling, delivering, and facilitating events, projects, programmes and resources for arts, recreation, sport, heritage, and culture.

In support of these outcomes, the Council states in its Council Business Plan 2019-2023 that the committee will:

- Develop a Culture and Arts Strategy.
- Secure external funding, where possible, to develop and improve amenities, leisure, art, and cultural facilities.
- Fund new and existing events and provide match funding support to sports, recreational, culture and arts and work to improve their funding base.
- Provide funds to support initiatives that raise the profile of Penrith nationally and for marketing activities that support and encourage tourism.
- Encourage local retailers and restaurants to use, and publicise their use of local products to encourage a reputation with residents and visitors of Penrith as a "Food Town".
- Secure external funding, where possible, to develop the existing offer for sports, recreation, arts, entertainment and culture.
- Explore and develop international cultural and art exchanges.
- Support Keep Penrith Tidy Campaign and Plastic Clever Penrith, Conservation volunteering events, community gardening and in-bloom greening events.
- Work with community groups and stakeholders to participate in these and similar campaigns, and act as the lead organisation for the Town when required. Facilitate Penrith in Bloom/Cumbria in Bloom/Britain in Bloom, encouraging vibrant and sustainable planting throughout the year.

- Provide opportunities for volunteers to actively get involved with improving Penrith's sports facilities, open spaces, working with community groups to maintain sports, green spaces, and recreation facilities.
- Provide support for Castle Park Development Group, Fairhill Community Group and similar groups who support green spaces
- Support events to showcase the town's parks & green spaces such as open days with the Allotment Society.
- Provide grants and on-going support to Penrith Greening Projects, Penrith Community Gardeners, and Penrith in Bloom.
- Review tourism product/marketing/heritage/interpretation offer and develop a strategy for tourism and marketing
- Develop a thriving monthly market/farmers'/themed market and exploring the potential transfer of the Town's Market Charter to the Town Council.
- Work with EDC and other stakeholders to rekindle interest in improvements to Castle Park and develop the park as a major tourist attraction.
- Support/facilitate initiatives and projects that invest, preserve, or interpret Penrith's heritage for the inspiration, learning and enjoyment for all.

b) **Democratic Role**

- i. This framework strives to meet these priorities.
- ii. The Council provides a mandate formalising support for an approach to arts, culture, heritage, tourism, and recreation.

c) **Statutory Role**

- i. The Council expects that all statutory requirements be followed.
- ii. The Town Council **resolved from 20 May 2019**, until the next relevant Annual Meeting of the Council, that having met the conditions of eligibility as defined in the Localism Act 2011 and SI 965 The Parish Councils (General Power of Competence), (Prescribed Conditions) Order 2012, to adopt the which means that Councils, once adopting the power, no longer need to ask whether they have a specific power to act.
- iii. The General Power of Competence Localism Act 2011 S1 (1) gives Local Authorities including ... local councils "the power to do anything that individuals generally may do as long as they do not break any other laws". It is a power of first resort. This means that when searching for a power to act, the first question to ask is whether you can use the General Power of Competence. To find the answer, you ask whether an individual is normally permitted to act in the same way.

If the Council must relinquish the GPC power, the following powers provide the Council with the authority to support activities, resources, events, and scheme of work related to art, culture, tourism, heritage, and recreation:

FUNCTION	POWERS AND DUTIES	STATUTORY POWERS
Conference facilities	Power to provide and encourage the use of facilities	Local Government Act 1972, s.144
Community Centres and Village Halls	Power to provide and equip premises for use of clubs having athletic, social, or educational objectives	Local Government (Miscellaneous Provisions) Act 1976, s.19
Entertainment and the Arts *	Provision of entertainment and support of the arts	Local Government Act 1972, s145
Environment	Power to act for the benefit of the community by tackling and promoting awareness of environmental issues	Local Government Act 1972, ss 111
Land	Power to acquire land for or to provide recreation grounds, public walks, pleasure grounds and open spaces and to manage and control them	Public Health Act 1875, s 16. Local Government Act 1972, Sched. 14, para 27; Public Health Acts Amendment Act 1980, s 44. Open Spaces Act 1906, ss 9 and 10; Local Government (Miscellaneous Provisions) Act 1976, s 19
Litter*	Provision of receptacles Obligated to keep own land free of litter	Litter Act 1983, ss 5 and Environmental Protection Act 1990;
Open Spaces	Power to acquire land for or to Public Health Act 1875, s 164. provide recreation grounds, public walks, pleasure grounds and open spaces, and to manage and control them.	Local Government Act 1972, Sch. 14, para 27; Public Health Acts Amendment Act 1980, s 44. Open Spaces Act 1906, ss 9 and 10; Local Government (Miscellaneous Provisions) Act 1976, s 19.
Public Buildings and Village Halls	Power to provide buildings for offices and for public meetings.	Local Government Act 1972 s 133

FUNCTION	POWERS AND DUTIES	STATUTORY POWERS
Recreation*	Power to acquire land for or to provide recreation grounds, public walks, pleasure grounds, and open spaces and to manage and control them. Power to provide gymnasiums, playing fields, holiday camps	Public Health Act 1875, s 164. Local Government Act 1972, Sch 14 para 27; Public Health Acts Amendment Acts 1890, s 44. Open Spaces Act 1906, ss 9 and 10; Local Government (Miscellaneous Provisions) Act 1976, s 19; Commons Act 1899
Tourism*	Power to contribute to the encouragement of tourism	Local Government Act 1972, s.144
Transport*	Power to (a) establish car sharing schemes (b) make grants for bus services, (c) provide taxi-fare concessions; (d) investigate public transport, road use and needs; (e) provide information about public transport services Community Transport Schemes	Local Government and Rating Act 1997, s 26-29

Where a function is marked with an asterisk *, a council also has the power to give financial assistance to another person or body performing the same function.

d) Marketing Role

- i. The Council encourages promotion and marketing of the town's cultural activities within and beyond the town.
- ii. The Council has established a multi- disciplinary/authority town marketing group to improve collaboration, messaging, and the reach of marketing. Joint marketing and branding will be delivered.

e) Funding Role

- i. Penrith Town Council is committed to helping to make Penrith the best it can be, and a way of doing this is by supporting non-profit organisations who provide invaluable services within our communities.
- ii. The Council have supported key organisations and events for several years via grants and officer support.
- iii. The Council have reviewed the grant award process and a revised Grants Scheme has been approved to support this framework. The Large Grants Scheme offers local groups and organisations a chance to access much needed funding to make Penrith an even better place to live, work and learn. The Council receives diverse applications that support a range of communities within the area.
- iv. The CCEG Committee agrees a budget annually, which is monitored regularly by the Responsible Finance Officer (RFO) and EDO and Finance Committee.
- v. An annually agreed budget will be available to support the framework. The EDO is responsible for the budget and has delegated authority for the expenditure. The Committee considers Bi- Monthly budget statements.
- vi. The EDO has authority to contract work to external providers and suppliers having sought advice and guidance from the relevant officers and Town Clerk. The EDO has responsibility to secure new funding streams to deliver outcomes and to attract inward investment through the stimulation of the creative footprint in Penrith.

f) Officer Role:

The Committee's functions are delegated to officers; the Economic Development Officer supported by the Deputy Town Clerk, Services and Contracts Manager and Responsible Finance Officer who:

- i. Manage the Council's assets and resources responsibly and transparently.
- ii. Manage the Council's services effectively to meet the needs to the communities.
- iii. Manage activities to ensure that they become greener and cleaner.
- iv. Promote opportunities for economic success of the area.
- v. Strive for continuous improvement and service development.

- vi. Manage income, the Grants Award Scheme, and service level agreements to achieve a balanced budget.
- vii. Work with partners and stakeholder to deliver the Council's priorities and core values.

g) Delegated Authority

The Economic Development Officer will have delegated authority to manage an agreed budget to work with the stakeholder group to manage, support and deliver events, & community projects for Penrith.

h) Partnership Role

- i. The Council adopts a leadership and enabling partnership role with the community-led stakeholder group, which will provide free advice and guidance to event organisers, grant applicants and recipients, and community projects as there are benefits to be gained by engaging existing groups, organisations and individuals:
 - Sharing of facilities, resources, skills and ideas.
 - Joint funding bids and shared procurement bringing the benefits of economies of scale.
 - Encouragement of innovation.
 - Joint marketing and promotion.
 - Shared branding.
 - Enhanced coordination and communication.
- ii. Officers will work with the stakeholder group to manage, support and deliver events & community projects for Penrith. The Group will:
 - Enable, facilitate, and offer guidance to assist local community groups and organisations to arrange events and community projects.
 - Facilitate, and actively encourage events and festivals throughout the year.
 - Support events and projects that are diverse ranging from community, charitable, sporting, cultural and arts-based events to major national festivals.
 - Ensure that the projects and events generate social and economic benefits for the Town, as well as raising the image and profile of the destination and the Penrith Town Council.
 - Develop an enhanced community-based events calendar or promote the use of an existing event calendar platform.
 - Seek private sector income and attract external funding to offset the annual events programme maximising commercial and sponsorship opportunities through events and high-profile promotional sites to generate an income for reinvestment into service delivery.

- Ensure good event management to minimise reputational risk and hiring contractors to assist in event delivery.
- Ensure that the events and projects are successfully and safely delivered, and managed, conforming to national event legislation, local by-laws and restrictions as required by the Principal Authority.

Terms of Reference:

Penrith Events, & Community Projects Stakeholder Group

Scope

- i. Large events led by external bodies/organisations.
- ii. Small events led by the community, charities and local bodies.
- iii. Annual festivals typically a large-scale event of more than one days duration.
- iv. Projects and activities for example themed trails around the town, window dressing competitions, arts and crafts demonstrations etc.

The Group's remit extends to:

- i. Creating and delivering an annual events programme which encourages community cohesion and inclusivity, ensuring a good mix of regular family friendly, accessible events with one-off events.
- ii. Developing and managing events, festival and projects.
- iii. Working in partnership with others to develop and manage events.
- iv. Provide sponsorship for events developed and managed by other organisations.
- v. Encouraging, supporting and promoting community events.
- vi. Seeking additional external funding/income streams.
- vii. Promoting events, which attract visitors to the Town and boost the local economy.
- viii. Monitoring events.
 - ix. Coordinating in Bloom and any entries to any national or regional competitions.

Membership

The group will be composed of Council Officers, stakeholders, and the Chair of CCEG Committee.

Purpose

- i. The Group will take the lead role in organising any events that Penrith Town Council may decide to hold, facilitate or support.
- ii. The role of the Group is to oversee the general management, maintenance, and administration of events.
- iii. The Group will meet at least quarterly at dates and times as determined.
- iv. No business may be transacted at a meeting unless at least one-third of the number of members of the Group are present and in no case should the quorum of a meeting be less than three.
- v. The conduct of meetings (declaration of interests, debate, voting etc) will be governed by the Council's standing orders.
- vi. The Economic Development Officer (EDO) has authority to proceed with all items within an agreed budget but must refer to Council when non-budgeted expenditure is anticipated.
- vii. The Group shall make whatever recommendations to the EDO it deems appropriate on any area within its remit where action or improvement is needed.
- viii. Where necessary, the Chair of the CCEG Committee will provide a report to either CCEG Committee or Full Council on any substantive matters of importance and any material issues or concerns.
- ix. Any urgent matters requiring expenditure will be dealt with according to the Council's Financial Regulations.

Areas of Responsibility - overview

- i. Agree and arrange a programme of events for the benefit of the residents of Penrith, including but not limited.
- ii. Use the opportunities provided by the Events Programme to raise the profile of the town as a tourist destination, working with surrounding parishes to ensure the benefits of Cumbria's rich cultural heritage are fully maximized.
- iii. Assess and budget for events for which it is responsible and obtain sponsorship, donations and other sources of funding where possible.
- iv. Prepare an annual budget for recommendation to the CCEG Committee.
- v. Assist external organisers planning to deliver events in Penrith using the events framework to guide the external organiser through the process for permissions, approvals, licences etc.
- vi. Consider and agree where appropriate, requests from community groups and others for use of the Council's land and assets for an event, festival or project.
- vii. Make recommendations to the CCEG Committee of any events requiring 'Large Event Status'.

- viii. Ensure necessary risk assessments are completed and any required permissions, event licenses or other agreements are obtained prior to any event in conjunction with the Council's Services and Contracts Manager.
- ix. Agree publicity for each event, including promotional material and any press releases prior to or post the event.
- x. Agree the rules and procedures for any competition run as part of an event or promotion.
- xi. Encourage and promote direct community volunteer involvement with local events and community endeavours including local businesses and community groups as well as individuals and appoint volunteers when required to assist in any planned event.
- xii. Review the town centre market provision in Penrith, encourage, and promote the delivery of a new regular market.
- xiii. Encourage and facilitate any opportunities to develop the cultural, educational and social life of Penrith's residents.
- xiv. Support and promote local tourist attractions in both Penrith and surrounding parishes.
- xv. Create, design and review publications or apps relating to the community, events, heritage and recreation including but not limited to: A Town Guide, A Town Events Guide, a new residents welcome pack.
- xvi. Encourage young people to take an active interest in their community and getting involved in local democracy.
- xvii. Work collaboratively with the local Police, and other public bodies where appropriate, to ensure that the events are safe.
- xviii. Review and develop marketing for events – website, apps and other forms of social media to publicise and promote events, community activities and tourism across the town to both residents and the wider community.
- xix. Monitor the impact of events, reviewing the programme annually.
- xx. Ensure that events mitigate against climate change under the Climate Emergency Declaration and that waste and environmental damage are avoided.

Roles and Responsibility -Details

1. Event/Project Assessment

In determining its use of financial or other resources, the Council considers overall impact and the outcomes to be achieved. These are weighted and measured using the Grant Awarding Scheme criteria. It is expected that the Stakeholder Group would follow the same criteria, which broadly include:

- i. **Economic impact and contribution to local wealth** in a range of ways such as jobs created and safeguarded, number of visitors and visitor spend, local spend and businesses benefitting, contribution to Place and to the attractiveness of the town and the wider region to businesses and to those who live, work, study and visit the area.
- ii. **Impact on local communities and social value**, including quality of life, skills and prospects for local people, health, and well-being, inclusive and engaged communities, satisfaction with the area as a place to live, reduced reliance on public support services, impact on priority groups or areas.
- iii. **Contribution to Place** outcomes, including improving the reputation and profile of the area for a quality and distinctive cultural offer, protecting, and enhancing heritage, increased local, national, and international audiences.
- iv. **Contribution to Council's agreed corporate priorities and outcomes**
The Council expects that use of resources would reflect Council priorities at any given point in time.
- v. **Contribution to the agreed outcomes of cultural funding partners**
The Council works in partnership with strategic, funding and delivery partners and endeavours to support delivery of shared priorities where possible and where the Council's own objectives are not compromised.
- vi. **Added value and Additionality**
The Council aims to use its resources to deliver that which is over and above what would otherwise be delivered. The intention is to complement and add to existing services rather than to displace or compete. A broad awareness of other relevant cultural services is necessary to ensure that new and developing proposals add value in the right way.

vii. **Value for Money**

The Council provides services from public funding and therefore must ensure that all expenditure achieves value for money requirements, which may include consideration of opportunities for income or efficiencies for the Council, availability of match funding, voluntary contributions as well as other financial and resource information.

viii. **Sustainable and deliverable**

The Council considers sustainability, deliverability and risks associated with any investment or resource requirements and proposals with the objective of ensuring strong outcomes and safeguarding its investment. The Council endeavours to reduce or minimise negative impact on the environment and in terms of climate change, because of any cultural activities it supports, whether delivered by the Council itself or by partners the Council supports. Achieving a positive environmental impact is encouraged and a sustainability guide for projects and events is included within this framework.

ix. **Quality, innovation, and distinctiveness**

The Council supports delivery of quality services but also encourages innovation, by taking a positive approach to new ideas and developments.

x. **Governance, leadership, management, and skills**

Appropriate governance, leadership, management, and skills are important in term of successful delivery for cultural activities, particularly when delivery is at scale. The Council seeks to ensure that good arrangements are in place for delivery supported by its investments and resources as a means of protecting its investment but also to achieve the best possible results.

xi. **Accessibility, equality, and diversity**

Accessibility should be at the heart of arts and culture and a guiding principle for organisations. The Council seeks to ensure that the arts and culture it supports are accessible to all and that equality of opportunity and diversity are reflected in line with the Council's policies.

xii. **Protect & Support Heritage, Local Amenity & Green Spaces**

Protects and conserves historic and notable buildings, and the heritage and character of Penrith.

Protects local amenity, green spaces, and the environment.

2. Events Programming

- i. Event programming supports the aim of this framework through the delivery of events/projects facilitated by the stakeholder group, working in partnership with community groups and by commissioning activities from community and professional organisations.
- ii. The programme will focus on family friendly, community entertainment and broad appeal community events as well as the Town Council's civic events.
- iii. Events and activities programming will be carefully considered to complement the town's cultural offer and to ensure that activities do not weaken the audiences for existing programmes of work.
- iv. The stakeholder group will prioritise the booking of local performers, artists, and suppliers when possible and will strive to facilitate or support four events/projects a year. This programme will include civic events and national events such as jubilee celebrations.

3. Customer Needs

The Council and the stakeholder group will operate within its guidelines and policies related to equality, inclusion and diversity and the Disability Discrimination Act framework.

4. Operations

- i. The stakeholder group will work with residents and relevant authorities to minimise the impact of events and activities on the community.
- ii. Organisers will be required to implement the Sustainability Guidance.(as appended A) and will be required to risk assess (Example appended B) the event or project.
- iii. Where appropriate, the Group will inform residents and businesses of major event in advance, if they are likely to cause disruption.
- iv. In the instance of severe weather, causing unsafe conditions, the Council reserves the right to cancel any event.
- v. The Council does not allow the release of balloons or lanterns due to the environmental impact of the activity.
- vi. Where external organisations are likely to have significant contact with children, young people, and/or vulnerable adults, on behalf of, or in partnership with the Council, organisations are required to have safeguarding procedures in place and must provide the Council with a copy of their Safeguarding Policy.
- vii. Performances, events, and activities will be planned and delivered in accordance with wider Town Council policies, with particular focus on Health and Safety, Equal Opportunities, Sustainability and Safeguarding policies.

- viii. Organisations in receipt of a Town Council grant award in excess of £1,000 to deliver an event, cultural resource or similar, are required to agree to a Service Level Agreement.
- ix. The agreement records expected outcomes, the review process, the requirement to return Council any underspending when the activity ceasing or not being delivered and the requirement to promote the Town Council's support using the Council's logo in promotional and marketing literature.
- x. When required, Penrith Town Council will secure any necessary licences or permissions to deliver an event, performance, or cultural activity

5. Documenting Events

- i. In order to document and continually improve the range of events and activities offered, the Town Council may contract photographers to take an array of photographs throughout the events programme. These will take place in accordance with Section 85 of the Copyright, Designs and Patents Act 1988 and the Data Protection Act 2018. Model/minor release forms should be provided to individuals to indicate permission, where required, for use of their photograph for Town Council publications.

SUPPORTING DOCUMENTS OVERLEAF:

- Sustainability Guide
- Operating Safely
- Risk assessments- examples

Sustainability Guide

In 2019 Penrith Town Council declared a climate emergency and we have committed to making the Council's activities net zero carbon by 2030. This includes activities that we permit to take place from our land and assets, Organisers are required to mitigate for their environmental impact as part of the risk assessment process.

Waste:

- a) Follow the waste hierarchy – prevent, reduce, reuse, and dispose responsibly.
- b) Make sure bins are located throughout the event site, ensuring they are clearly marked and accessible to event users.
- c) Clearly mark bins for recycling.
- d) Ensure event staff regularly check bins to make sure no waste has been built up in key locations.
- e) Use receptacles of an appropriate category and size (e.g., 1100L).
- f) Confirm with suppliers and specifically caterers how do they manage waste during and after the event.
- g) Provide clearly signed collection points at their stalls where items can be deposited for compostable purposes, rather than the items ending up in general waste.
- h) Eliminate single use plastics where there is an alternative, this includes
 - i) plastic bottles, plastic bags, stirrers, straws, sachets, milk pots. Where possible, use serve-ware such as cups, cutlery and plates which are re-useable / compostable instead.

Water

- a) Discourage sale of plastic bottles, provide refill stations, water fountains or signpost users to refill scheme providers in the town.
- b) Erect signs at water points and ensure water wastage is kept to a minimum.
- c) Aluminium cans have the highest recycling rate of any drink on the market and could be used as an alternative.

Grey water

- a) Hire compostable toilets where possible.
- b) Use water efficient, waterless, or dual flush toilets.
- c) Work with traders to reuse grey water.

Travel & Transport

- a) Use local suppliers.
- b) Encourage and promote event staff, participants, and visitors to the event to use sustainable travel such as walk or cycle.
- c) Discourage single occupancy car journeys and increase car occupancy when car journeys are unavoidable.
- d) Promote routes that minimise environmental impact.
- e) Promote bike parking or create a zone within the event allocated for cyclists. Make the most of websites, social media, and messaging to promote travel preferences. Plan journeys to avoid peak times and minimise impact on rush hour congestion and transport emissions.
- f) Encourage and publicise public transport links available for the destination/event location.

Promotion & Marketing

- a) Use social media channels to communicate your green commitment to the people that are looking to attend your event.
- b) Use digital technology where possible, lessen printing ink use.
- c) Use web-based e-tickets to reduce paper waste.
- d) Add to the signature of your email "think before you print".
- e) For events, spread across a large area, use an event app for visitors to navigate larger events sites to prevent the use of guides and maps and highlight bins are located, free water refill stations, travel advice of how to get to the festival by cycle routes footpaths, public transport etc.
- f) Avoid date-marking event banners allowing the banners and signage to be re-usable year after year.
- g) Where possible do not use single plastic-coated laminates for identification and signage.
- h) Use lanyards and wristbands made from sustainable materials.
- i) Use only recycled, sustainably sources, un-chlorinated and uncoated paper and card for posters and merchandising.
- j) When working with sponsors try to ensure giveaways are made from sustainable materials and minimize the use of giveaways.
- k) Communicate your expectations to your suppliers and traders.

Energy

- a) Minimise energy use, working with suppliers to see if they can reduce the amount of power required.
- b) Assess of how much power you will need prior to the event and book generators accordingly. Where possible do not use generators, or ensure generators are hybrid
- c) Switch off equipment when not in use.
- d) Ensure staff are aware of how to use energy responsibly to minimise energy use.
- e) Use energy efficient equipment.
- f) Do not use water coolers.

Food and Drink

- a) Try and eliminate single use plastic - plastic bags, stirrers, straws, condiment sachets, milk pots etc.
- b) Ensure all containers and cutlery are recyclable or compostable and conform to EN13432.
- c) Use local businesses.
- d) Provide clearly signed collection points at their stalls where items can be deposited for compostable purposes, rather than the items ending up in general waste.

Catering, Procurement and Suppliers

- a) Use companies that are ISO14001 certified, that have an environmental certification or at least an environmental policy.
- b) Hire equipment, props, and decorations rather than purchase single use.
- c) Try and source Fairtrade products, locally sourced and organic.
- d) Use wood products from a certified sustainable source.
- e) Use chemical free cleaning products.
- f) Develop targets to minimise your environmental impact and publish a report post event to display clearly what results you have achieved.

Operating Safely

The Council has a responsibility and duty of care for meeting legislative, best practice and industry management standards for the protection of the Councils, community, visitors, and participants. These include but are not limited to:

a) General

- Health & Safety at work act 1974
- Management of Health and Safety at work regulations 1992
- Data Protection act
- Freedom of Information act
- Compliance with Councils Procurement Policy, Financial Regulations and Grant Award Scheme

b) Events & Festivals

- The Purple Guide to Health, safety and welfare at music and other events" documentation produced by the Events Industry Forum
- Managing crowds safely (HSG 154)
- Crowded Places Guidance – National Counter Terrorism Security Office
- Licensing Act, CDM Regulations
- Fire Regulatory reform (Fire Safety) order 2006
- Security Industry Act, HSE "Fairgrounds and Amusement Parks" – Guidance on safe practice (HSG 175)
- Coronavirus-covid-19 organised events guidance

c) Safeguarding

Where external organisations are likely to have significant contact with children, young people, and/or vulnerable adults, on behalf of, or in partnership with the Council, organisations are required to have safeguarding procedures in place and must provide the Council with a copy of their Safeguarding Policy.

Overleaf are examples of risks and how they should be managed.

Examples: Risks and how they can be managed

Hazard/Risk	Impact/Consequence	Mitigation/Control
1. Health & Safety at events and activities organised on Council land and assets	Economic, social, financial, income, Health & Safety, and reputation	a) Protocols and policies in place which are reviewed regularly. b) SC Manager has responsibility for assessing risks and will have oversight of external provider risk assessments and will write risk assessments for the Council and will ensure the following are considered:
2. Management of Safety and clear responsibilities	Poor communication of health and safety issues and unawareness of hazards that could cause injury leaving the organiser potentially negligent	a) Produce a safety policy statement that describes how the event organiser intends to manage safety; who has specific responsibilities; and how these will be carried out. b) Ensure that Public Liability Insurance covers the event (with a minimum cover of £10 million). c) Equipment hired for the event from an outside body or organisation (e.g., inflatables) is the organiser's responsibility to obtain written confirmation that they have their own public liability insurance to meet claims resulting from their property/activities at the event. d) A safety management team should be formed to put the actions outlined in the safety policy into practice. Two to three people would be sufficient for a small event. e) A list of site safety rules should be drawn up and distributed to all workers or helpers who need to be aware of safety procedures. f) Ensure responsibilities are agreed and communicated out to all stakeholders and that copies of the documents are available onsite during the event.

Hazard/Risk	Impact/Consequence	Mitigation/Control
3. Slip, Trips and Falls	<p>Injury</p> <p>Death</p> <p>Arising from slips, trips, and falls from uneven ground or obstructions and debris in access/egress routes and pedestrian areas</p>	<p>a) Organiser has carried out a pre-event site visit to ensure that the area is suitable to hold event and has developed a suitable risk assessment.</p> <p>b) Emergency routes to be of adequate width and always kept clear.</p> <p>c) Any uneven or damaged surfaces must be appropriately highlighted usually by means of a physical barrier or hazard tape to warn others of the risks until it can be suitably repaired or replaced.</p> <p>d) All working at height must be avoided wherever possible. Where not, it must be risk assessed, properly planned and organised. Any equipment used (e.g. ladders, cherry pickers) must be properly inspected and maintained in accordance with the Work at Height Regulations (2005) and the Lifting Operations and Lifting Equipment Regulations (1998).</p> <p>e) Event Organiser/Stewards to carry out walk through visual inspection (prior to start of event) to ensure access/egress routes are unobstructed, free from slip and trip hazards and lighting levels are adequate.</p>
4. Vehicle movement, car parking, reversing vehicles, carnival floats etc,	Injury caused by collision	<p>a) Organiser to arrange adequate parking signage, and ensure all persons are informed of event and traffic arrangements</p> <p>b) Entrances to car park/car parking area clearly always marked and kept clear.</p> <p>c) Car Park surface to be regularly maintained and check for damage, potholes and debris etc.</p> <p>d) Parking spaces for visitors with disabilities available close to entrances/event location.</p> <p>e) For large events, parking to be controlled by marshals wearing high visibility vests.</p> <p>f) Car Park well lit.</p> <p>g) Speed limit signage clearly displayed.</p> <p>h) Temporary traffic cones appropriately placed, if necessary.</p> <p>i) Police/highways liaised with for large events</p>

Hazard/Risk	Impact/Consequence	Mitigation/Control
5. Equipment and Electrical Failure	Injuries to those using or working on the equipment, Including collapse	a) Ensure equipment is well maintained and in a good state of repair. b) Where equipment requires statutory inspection (such as portable appliances, lifting equipment, Fairground rides, bouncy castles etc.) ensure that inspections have been carried out according to required frequency and documentation is available onsite during the event (e.g., bouncy castles require annual inspection by a competent person under the PIPA industry standards, lifting equipment that lifts people requires a six-monthly examination by a competent person) c) Only reputable fairground ride suppliers to be used at the event. d) Copies of all inspection certification (ADIPS) and public liability insurance to be obtained in advance of the event. e) Any stages and marquees to be erected by a competent person/contractor. f) Contractor(s) to provide sign off certificates for all structures. g) Equipment should be visually inspected prior to use to ensure that it has not been damaged and that there are no obvious defects
6. Manual Handling	Musculoskeletal injuries such as back injury from people attempting to move heavy or awkward objects	a) Avoid manual handling where possible. Where significant manual handling will be involved, carry out a manual handling risk assessment and provide suitable information and training. Employees/volunteers should be informed of the dangers of manual handling and instructed to assess loads before handling. Minimise repetitive bending wherever possible and ensure employees/volunteers take regular breaks. Use individuals who have been trained in techniques or provide basic training in manual handling techniques. b) Organiser/team leader to give pre-event briefing session with all employees/volunteers to include instructions on manual handling, including: <ul style="list-style-type: none"> ▪ Not to lift unless comfortable in doing so ▪ Young persons and others at significant risk (e.g., persons with a previous back injury) instructed not to lift heavy weights. ▪ All lifting by young persons to be supervised ▪ Wherever possible, lift items with assistance rather than alone

Hazard/Risk	Impact/Consequence	Mitigation/Control
7. Weather Issues	Extremes of weather can cause injuries and present hazardous	<ul style="list-style-type: none"> a) Employees/volunteers should be informed beforehand of the need to wear sensible outdoor clothing, including trousers and warm clothing where appropriate. b) Organiser/Council to cancel activity if there is extreme weather (e.g., high winds, rain, snow, lightning etc) c) Ensure there is an adequate supply of water to prevent dehydration. d) Organiser to give pre-event briefing session with all participants to cover, where applicable, working in the heat (need to keep hydrated and avoiding sunburn)
8. Emergency Arrangements and first aid	Delayed response to casualty	<ul style="list-style-type: none"> a) Organiser to ensure that adequate first aid arrangements have been provided, including adequate numbers of first aiders (proportionate to the level of risk e.g. size of event, type of activities, audience profile). b) Ensure that first aid provision is clearly signposted at the event. Where necessary, liaise with the Emergency Services to ensure that adequate emergency arrangements are in place and that all involved are informed. c) Ensure emergency services have adequate access / parking on day of event.
9. Children and Young Persons	A young person taking Unnecessary risks resulting in injury or lost children	<ul style="list-style-type: none"> a) Organiser to carry out a pre-event site visit to ensure that the area is suitable for young persons and ensure they have a Lost Child Policy. Check CRB status of person to take responsibility for lost children at the event. b) Age plays a big part in the ability to recognise and avoid risk. Accordingly, were c) young persons are volunteering in an event, there should be adequate supervision d) at all times. e) If volunteering, there should be no groups of children under the age of 16 working in an area without direct supervision of an adult. f) All staff and stewards made aware of the Lost Child policy. g) Where young persons and/or children are volunteering, the organiser must take specific time to explain procedures and take particular care to describe and point out the potential hazards identified within the risk assessment.
10. Contractors	Inadequate Health and Safety procedures leading to hazardous situations and potential injuries	<ul style="list-style-type: none"> a) Ensure contractors are given adequate safety information regarding the event. b) Ensure that any contractors or subcontractors hired to build the stages erect c) marquees or stalls etc, are competent in managing their own health and safety on d) site. e) Request copies of the contractors' safety policies, risk assessments for their work, f) safety method statements and public liability insurance prior to employment.

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10. Fire Safety	Uncontrolled burning of barbeque or food stations and subsequent spread of fire due to proximity of wooden stalls/stands	<p>a) Organiser to nominate a named 'responsible person' and carry out a fire risk assessment to meet requirements of the Regulatory Reform (Fire Safety) Order 2005. The risk assessment should assist in ensuring that all necessary fire safety procedures, fire prevention measures, and fire precautions (plans, systems, and equipment) are in place and working properly.</p> <p>b) Establish a suitable means of contacting the emergency services and provide them with any relevant information about any dangerous substances at the event.</p> <p>c) Ensure that the premises and any equipment provided in connection with firefighting, fire detection and warning, or emergency routes and exits are covered by a suitable system of maintenance and are maintained by a competent person in an effective manner, in efficient working order and in good repair</p> <p>d) If leasing a premises or parts of premises which is an empty and unsupervised facility (e.g., temporary structures and marquees), the fire safety responsibilities of those leasing the premises (and, therefore, in charge of the activities conducted within the premises), and those of the owner/lessee, need to be established as part of the contract of hire. Inform non-employees, such as residents, temporary or contract workers, of the relevant risks to them, and provide them with information about the fire safety procedures for the event.</p> <p>e) Provide agency staff with appropriate instructions and relevant information about the risks to them. The risk assessment should consider the implications of the venue design, and the handling and storage of flammable substances and materials, and other sources of ignition such as pyrotechnics and fireworks. It should also consider people particularly at risk such as those unfamiliar with the site, lone workers, unaccompanied children and young persons, veterans, animals, and those with a disability.</p>

Hazard/Risk	Impact/Consequence	Mitigation/Control
11. Crowd Management	Lack of adequate evacuation procedures leading to crowd crushing and associated injuries	a) Consider anticipated crowd capacity and ensure facilities are adequate, including provision of adequate facilities for refreshments, sanitary requirements, etc. b) Ensure adequate access for wheelchair users and pushchairs is provided. c) Ensure there are adequate entrance and exit routes with no obstructions, which are clearly signposted. d) Consider the design of the venue and need for barriers to allow good entry and exit routes with no obstructions and allow for crowd movement. e) Ensure there is sufficient supervision for the event (e.g., stewards on site) and that there is an effective means of communication between stewards and to the audience (e.g., radios/PA system) if necessary. f) Event Organiser to carry out walk through visual inspection (prior to start of event) to ensure access/egress routes are unobstructed and free from slip and trip hazards. g) Ensure that checks are made of all fire and emergency facilities and that: <ul style="list-style-type: none"> ▪ All exits are unlocked ▪ Escape routes are clear ▪ Emergency lighting works ▪ Fire-fighting equipment and alarms are in full working order ▪ PA system for use in emergencies can be heard clearly in all parts of the venue.
12. Public Disorder	Violence, Aggressive or antisocial behaviour	a) Security staff trained to spot potential troublemakers, defuse tension/situations etc. b) Security staff trained in procedures re-entry, queuing, searches, etc and signs displayed for public. c) Control of numbers at event particularly in performance areas and marquees. d) No alcohol allowed /drinks not served to people obviously under the influence. e) No glass at the event. f) Consider providing advance information of prohibited items (glass and alcohol) the public can bring to the event. g) public can bring to the event. h) Consult with the local Police on security plans.

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12. Disposal of waste	Environmental and sustainability issues	<ul style="list-style-type: none"> a) All relevant people to be briefed on arrangements for waste collection and recycling. b) Arrangements in place to clear site of litter and refuse after event, including local the disposal of any waste classed as hazardous i.e., light tubes, medical waste etc. c) Sufficient waste disposal bags/containers available with arrangements for immediate collection or storage until refuse collection day. d) Special recycling containers for glass, cardboard, plastic, and paper. e) Appropriate protective clothing and equipment provided for litter/ waste collection.
13. Welfare Arrangements Covid 19	<p>Lack of toilet facilities, impacting upon public Hygiene</p> <p>Impact on rates of infection Economic, social, financial, income, Health & Safety, and reputation</p>	<ul style="list-style-type: none"> a) Organiser to consider appropriate number of toilets required for event. b) Signage informing the public to be clearly displayed regular checks to be conducted to ensure that sufficient toilet tissue and hand soap is available and that toilets are clean, free from blockages and not vandalised. c) Additional mobile toilet(s) to be provided if required. d) Consider any special requirements for those attending the event e.g., disabled access, additional containers for nappy disposal, etc. e) Employ Covid-19 requirements following national guidance, working within limitations set.

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14. Failure to secure external sponsorship, income, or inadequate financial provisions to offset annual budget	Financial losses and reputational concerns	Regular review of arrangements.
15. Failure to carry out and develop service initiatives to stimulate economic and social well-being	Reputation, Economic and Social	a) Annual programme providing a diverse range of event & festivals. b) Reviewed annually.
16. Staff capacity to address new work / priorities	Economic, reputation, reduced income	a) Recruitment of Community Officer - community projects, community liaison and engagement b) Employ contractors

Further guidance: <https://www.thepurpleguide.co.uk/>