

APPENDIX A

Public outdoor events policy

October 2011

Background

Slough is an area of cultural diversity with vibrant communities and a strong voluntary sector.

Slough's parks and open spaces, population and history make it a popular location for large and small events, fun fairs, commercial activities and promotions.

Events are a vital element of the cultural scene in Slough but events have to be managed effectively with external events putting no financial pressure on the council.

Slough's last events policy was contained within a wider document created in the 1980s.

This policy has been drafted after consideration of experience of SBC and non-SBC organised events and sets out principles and procedures with the aim of providing clear processes for event organisers.

A separate booking form will also be provided to all event organisers with detailed terms and conditions, which, along with this policy, will form part of a binding contract for event organisers wishing to use Slough as a location.

The policy will provide consistent control, management and monitoring of events in Slough.

Date of implementation

1 January 2012

Priorities

Slough Borough Council has a series of priorities for the town which feed into two central cores.

Events should contribute to the council's core priorities of:

- Environment – a place to live, work and play
- Economy and skills – prosperity for all
- Safer communities – being safe: feeling safe
- Health and wellbeing – adding years to life and life to years

Events should also contribute to the two central cores:

- Cohesive communities
- Proud to be Slough

Aim

The aim of the events policy is to promote and manage the staging of controlled and safe outdoor events within the borough of Slough in a way so they place no financial pressures on the council.

Objectives

- To ensure the maximum benefit to local residents from outdoor events in Slough
- To ensure the health and safety of all visitors to outdoor events in Slough
- To establish high standards of public safety, food handling, fire safety, environmental protection at events
- To ensure road safety and minimise the impact on the traffic network from events being held in Slough
- To minimise any detrimental effect of such events to Slough's environment
- To manage the bookings of the Town Square and all the council's parks and open spaces for events and promotional activities.

Criteria for event agreement

The following criteria will be used to determine whether approval will be given to a specific event:

- Public safety and security
- Effect on the local area
- Effect of the event on regular users of the public space
- Size of area required and numbers attending
- Impact on transport infrastructure – for example parking, road closures, congestion
- Quality of the event
- Relevance to council priorities
- The ability of the organisers to plan, manage and control the event
- No financial risk to Slough Borough Council
- Compliance with the HSE's The Events Safety Guide: A guide to health, safety and welfare at music and similar events (HSG195)
- Adherence to relevant legislation
- Adherence to the principles of the council's comprehensive equalities plan 2009
- Other criteria as specified by SAG or set out in conditions specific to the location of the event

Policies

1. Slough Borough Council arranged events take priority over all other bookings
2. Slough Borough Council will not approve an event which does not have the support of the multi-agency safety advisory group (SAG).

3. Event bookings will only be considered if submitted a reasonable time in advance of the date requested.
4. Slough will only host one circus or similar event per calendar year
5. All large events (5,000 people or more) to be held at Upton Court Park
6. Slough will only host one large event (5,000 people or more) at Upton Court Park in any four week period, inclusive of weekends.
7. No events or activities promoting a particular religion or political party to take place in Slough Town Square or any of the council's parks or open spaces.
8. Charitable events will only be approved if hosted by a registered charity.
9. A deposit will be required for all event bookings. This deposit is non-refundable in the event of a cancellation but will be returned to the event organiser following completion of the event and no additional costs being incurred (see 14). The deposit will reflect the possible costs of waste collection, restitution of the site, utilities and projected staff attendance beyond the administration fee. The deposit will be required four weeks before the event date.
10. All commercial events or promotions will be required to pay a fee for each day / week they have use of the venue. All fees will be required four weeks before the event date.
11. All charitable events or promotions will be offered a discount of 90% on the commercial fee for each day / week they have use of the venue unless otherwise decided by the commercial officer in conjunction with the communications manager. All fees will be required four weeks before the event date.
12. All commercial events or promotions will be required to pay an administration fee. All fees will be required four weeks before the event.
13. All charitable events or promotions will be offered a discount of 90% on the commercial administration fee unless otherwise decided by the commercial officer in conjunction with the communications manager. All fees will be required four weeks before the event.
14. The council will charge additional fees for events requiring:
 - a. additional litter collection (during or post event)
 - b. removing park furniture
 - c. officers being present at the event
 - d. repairs to park equipment, hard or soft landscaping, gates, fencing and bollards
 - e. use of changing rooms or opening and closing of gates
 - f. use of water from metered external taps (Upton Court Park)
 - g. electricity (Town Square only)
 - h. removal of flyposting
 - i. additional work undertaken by officers due to organisers not adhering to advice or recommendations from SAG, the HSE's The Events Safety Guide: A guide to health, safety and welfare at music and similar events (HSG195), missing deadlines for paperwork or changing the event plan after the paperwork has been submitted.
15. Public liability insurance of £10million is required for all bookings in the High Street or for any large event. Proof of appropriate insurance must be received before a booking is confirmed.

16. All licensing legislation must be adhered to. Fees will be charged by the council's licensing service, payable on approval of the licence application.
17. Litter caused by an event is not household waste and removal and appropriate disposal is the responsibility of the event organiser.

Fees and charges

The council will set an annual scale of fees and charges for event hire, based on the type of event, amount of venue used, capacity attendance, effect on the local population and event duration.

The appendix sets out the fees and charges.

These charges will form part of the council's annual review of fees and charges.

The following regulations apply:

- Prices include hire of the venue for one day and a separate administration fee.
- The fee provides for a one day event and includes one day setting up and one day taking down. Any additional days needed for set up or taking down will be charged at the agreed daily rate.
- Funfair set up and de-rig will be charged at a flat fee of £100 per day following the one free day given for each.
- Discretion to waiver or vary fees may be exercised by the commercial officer in conjunction with the communications manager.

Further information

For any further information on the events policy please contact Slough

Borough Council events on:

Tel: 01753 875194

Email: events@slough.gov.uk

Web: www.slough.gov.uk

Appendix B

Fees and charges for outdoor events in Slough

Large parks (for example Upton Court Park, Kedermister Park, Salt Hill Park)

Commercial: £3,000 to £12,000 per day

Rate will depend on:

- extent of park used (for example: lower rates for part of a park used, higher rates for all of a park used)
- projected attendance
- charging policy of event
- and will include the administration fee

Charitable, not-for-profit: 10% of commercial rate

Smaller parks (for example Lascelles Park, Mercian Way Recreation Ground, Bloom Park)

Commercial: £2,000 to £5,000 per day

Rate will depend on:

- extent of park used
- projected attendance
- charging policy of event
- and will include the administration fee

Charitable, not for profit: 10% of commercial rate

Funfairs

Large (six to 10 powered rides, rollercoasters and more than 10 stalls, temporary structures / ancillary vehicles): £1,000 per day.

Small (less than six powered rides, no rollercoasters, less than 10 stalls and less than 10 temporary structures / ancillary vehicles): £400 per day.

Town Square

Commercial event or promotion: £500 to £1,000 per day

Rate will depend on:

- extent of High Street used
- projected attendance
- single event or block booking
- and will include the administration fee

Charitable, not for profit: 10% of the commercial rate.