

## **SLOUGH BOROUGH COUNCIL**

**REPORT TO:** Cabinet **DATE:** 19<sup>th</sup> January 2015

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**WARD(S):** All

**PORTFOLIO:** Councillor Martin Carter, commissioner for community and leisure  
Councillor Sohail Munawar, commissioner for economic and social inclusion

### **PART I** **NON-KEY DECISION**

#### **PUBLIC OUTDOOR EVENTS POLICY**

##### **1 Purpose of Report**

This report sets out background to amending the public outdoor events policy for the council which was approved by Cabinet in October 2011 and also amended and approved by Cabinet in October 2013.

The policy governs all outdoor events in the town centre and the council's parks and open spaces to which the public is invited or can attend.

Having a prescribed events policy gives clarity to event organisers and ensures the council meets its obligations in terms of health and safety, protecting council assets and using resources correctly.

##### **2 Recommendation(s)/Proposed Action**

Cabinet is requested to resolve:

(a) That the amendments to the public outdoor events policy (at appendix A – amendments detailed in the report below at 5.5) be approved.

(b) That Cabinet make any other comments on events in Slough and their facilitation.

##### **3. The Slough Joint Wellbeing Strategy, the JSNA and the Corporate Plan**

The Slough Joint Wellbeing Strategy (SJWS) is the document that details the priorities agreed for Slough with partner organisations. The SJWS has been developed using a comprehensive evidence base that includes the Joint Strategic Needs Assessment (JSNA).

##### **3a. Slough Joint Wellbeing Strategy Priorities**

This report and the Public Outdoor Events Policy contribute to the following priorities in the Slough Joint Wellbeing Strategy:

- Health
- Regeneration and Environment
- Safer Communities

Well-managed events also contribute to the cross cutting themes of improving the image of the town and civic responsibility.

#### 4 **Other Implications**

##### (a) Financial

Events, in particular town centre based promotional activities, provide an income to the council. The update to the policy this report details includes opening up another town centre location for promotional activity which, potentially, increases income generation.

In 2014/15, income generated by town centre promotional activity, commercial event fees and charges, sponsorship and other activities detailed in the policy, is expected to offset council spend – exclusive of wages – on Slough Borough Council corporate events including the canal festival, bonfire, WW1 centenary events and Christmas lights switch on.

##### (b) Risk Management

<b>Risk</b>	<b>Mitigating action</b>	<b>Opportunities</b>
Legal		The policy provides for a clear legal arrangement between organisations and individuals holding events and the council and will protect the council's interests.
Property	None	
Human Rights	None	
Health and Safety		The policy protects the health and safety of any and all visitors to public outdoor events taking place in Slough.
Employment Issues	None	
Equalities Issues		An EIA has been completed for the policy. Events provide an opportunity for different communities to come together and therefore promote community cohesion. The policy supports equal access of all protected characteristic groups to access public events. There is a requirement that events in the town centre and parks and open spaces should not promote a particular religion to ensure

		discrimination is prevented. However events related to festivals of a non-promotional nature, for example Diwali fireworks or carol singing will still be permitted.
Community Support	None	
Communications	None	
Community Safety	None	
Financial	None	
Timetable for delivery	None	
Project Capacity	None	
Other		The policy was been developed in part to reduce and mitigate the risks of holding public events within the borough. Such events pose potential risks in terms of health and safety, public order and costs to the council. If events are managed in the way set out in the policy such risks will be minimised. Individual risk assessments will be carried out for each event. There is an inherent risk to the council should a fit for purpose policy not be in place.

(c) Human Rights Act and Other Legal Implications

The policy provides for a clear legal arrangement between organisations and individuals holding events and the council and will protect the council's interests. There are no Human Rights Act implications..

(d) Equalities Impact Assessment

An EIA has been completed for the policy. Events provide an opportunity for different communities to come together and therefore promote community cohesion. The policy supports equal access of all protected characteristic groups to access public events.

There is a requirement that events in the town centre and parks and open spaces should not promote a particular religion to ensure discrimination is prevented. However events related to festivals of a non-promotional nature, for example Diwali fireworks or carol singing will still be permitted.

## 5 **Supporting Information**

- 5.1 Public outdoor events as governed by the policy are: A one off or annual large scale activity with a corporate cross-council focus, or large events by an external organiser to which the public are invited with no restrictions on numbers – for example fireworks events, canal festival, fairs, Mela... or....
- 5.2 ...A one off or annual large scale activity with a specific service focus to which the public are invited in an unlimited way – for example Urban Action, Play Day, Winter Wonderland and similar.
- 5.3 Other activities to which a limited number of people can sign up or register to take part in – for example a boot camp, healthy walks, park run or half-term activity club may also take place in parks and open spaces and these are managed separately and are not governed by this policy.
- 5.4 Events in Slough are booked and arranged through the events officer, part of the communications team. All events are required to go to the multi-agency safety advisory group (SAG) and gain support before the council issues approval for the event to take place.
- 5.5 The amendments made to the policy are as follows:
- Detailed definition of what constitutes an event
  - To clarify responsibility and authority for agreeing public outdoor events – what constitutes the council approving an event
  - To not permit circuses which involve animals
  - The addition of traffic management and parking enforcement as separate charges to the hiring and administration fees
  - To clarify the council's policy on not allowing mobile leaflet distribution in the town centre
  - To open Mackenzie Square as a site for town centre promotional activities and events
  - To bring-forward the deadline deposits are required to be with the council.
- 5.6 The amendments to the policy have been drafted after consideration of experience of SBC and non-SBC organised events and comments from event organisers. The policy sets out principles and procedures with the aim of providing clear processes for event organisers. It also reflects best practice in other local authorities.

## 6 **Comments of Other Committees**

None

## 7 **Conclusion**

Slough is very popular as a venue for commercial and non-commercial events, promotions and fun fairs. 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.

The policy has been reviewed and it is believed amendments are necessary to better reflect best practice across the council and ensure clarity for event organisers. Cabinet is asked to approve the amendments to the policy so we can ensure consistent control, management and monitoring of events in Slough.

8 **Appendices Attached (if any)**

A - Public outdoor events policy with amendments

9 **Background Papers**

None