



Medway Outdoor Events Event Application Stages

1. Stage 1 - Application and Technical Assessment

1.1 Initial enquiry

- Lead event officer allocated to event
- Events size and type is classified
- Is space suitable for event?
- Is space available?
- Refer resources online (Kent Reliance Event Toolkit)
- Discuss proposal with Events Officers
- Submit application online
- Pay application fee

1.2 Application received

- Acknowledgement set to applicant
- Payment details sent to applicant to pay application fee
- Application is then processed once payment received

1.3 Dialogue with applicant

- Lead Event Officer may contact organiser for further information.

1.4 Technical Assessment

- Application is assessed and evaluated based on a scoring matrix
- Depending on the evaluation score, risk level, venue availability and cultural programming will determine if application is provisionally accepted at stage 1

1.5 Service Lead/Head of Service decision

- Stage 1 approval –agreement to move forward to stage 2.

2. Stage 2 – Ward Councillor, community and stakeholder group engagement

2.1. Notified via email

- Initial feedback on venue, date, location and event description
- Gather feedback to help shape the stage 3 planning process

2.2. Large and major event applications consultation process

- More specific engagement plan developed
- Wider engagement with local residents is undertaken
- Ongoing engagement with Cllrs and stakeholder groups is established

2.3. Engagement is ongoing throughout the event application.

- After initial engagement, stage 3 will continued input from Ward Cllrs, community and stakeholder groups

3. Stage 3 - Health and Safety Assessment

- 3.1. Health and Safety Plan
 - Submit first draft of event management plans, event safety plans, risk assessment and site plans
- 3.2. Licensing and Other Permissions
 - Applicant must submit where relevant, a premise license to gain permission for sale of alcohol and regulated entertainment
 - This process is separate from event application process but runs concurrently
 - Premise licence must be in place for the final permit to be issued.
- 3.3. Medway Outdoor Events Safety Advisory Group (SAG) assessment
 - Small and Medium events – SAG advised
 - Large and major events - Will require minimum of one presentation to SAG
 - Lead Event Officer continues to work with event organisers – Reviewing planning documents, advising on plans based on expert local knowledge and where needed co-ordinating the wider engagement with other Council services and partner organisations.
- 3.4. Medway SAG Advice
 - SAG accept event planning documents – where events have not presented to SAG the Lead Event Officer leads on engagement with SAG and makes recommendation event to move to Stage 4
 - Stage 3 approval is a conditional agreement issued – sets out applicant must continue to engage with Council and community and where needed adapt planning – move to Stage 4
 - Stage 3 is not supported by SAG members or Lead Event Officer due to insufficient planning, documentation or other, and is rejected
- 3.5. Licensing Decision
 - With SAG Members approval and Premise Licence in place an event can move to Stage 4
 - If Premise Licence is not granted event organiser can appeal – during the appeal process Stage 3 planning continues

4. Stage Four - Final checks and permit approval

- 4.1. Final versions of all plans are submitted
 - Plans reflect the planning process and the input and engagement from Ward Cllrs, community and stakeholder groups and SAG
 - Public Liability Insurance is in place
 - All permission and licenses are in place
- 4.2. Management approval – Small and Medium
 - Small and Medium event approval – Festival and Events Manager confirms to Head of Service informing that all requirements are in place and recommends the event can go ahead
 - Head of Service signs off on event
 - Lead Event Officer issues permit

- 4.3. Senior Management Approval – Large
 - Large event approval – SAG member approval to move to Stage 4 in SAG minutes
 - Lead Event Officer sets out briefing note detailing event planning process, permissions in place and makes recommendation to Head of Service to approve event.
 - Head of Service seeks approval from Assistant Director and/or Portfolio Holder.
- 4.4. Cabinet Approval – Major
 - Major events will require Cabinet approval.
- 4.5. Approval granted
 - Event Officer issues permit to occupy land
 - Pre site inspection undertaken if necessary
 - Keys and access arrangement made
- 4.6. Event Delivery
 - Lead Events Officer with officers and partners may be on site to monitor event
 - Major events will be expected to operate an Event Liaison Team (ELT) throughout event delivery with Council Officer presence.
- 4.7. Post Event Site Hand over
 - Lead Event Officer undertakes post event hand over
 - Inspection of ground is undertaken and scope of reinstatement work is agreed
- 4.8. Post Event Evaluation and Debrief
 - Event organisers may be asked to send a post event evaluation report
 - All large and major events will have a formal SAG debrief meeting and learning will be documented and carried forward to future events
 - All large and major events will require a community and stakeholder group debrief session