



Medway Council

Medway Outdoor Events Policy

May 2023

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1. Introduction

- 1.1. Medway Council recognises there is potential to host more events and festivals in our parks, open spaces and town centres through partnership working with the community, creative sectors and commercial operators.
- 1.2. Medway Council recognises the value and benefit that a varied and well managed outdoor events programme can offer people living, working, learning and visiting Medway.
- 1.3. Outdoor festival and events in Medway can positively contribute to putting Medway on the map, showcasing this wonderful places to live and visit, boosting the economy, putting our creative communities front and centre to help create a strong sense of community and community cohesion, supporting children and young people by fostering a culture of innovation and imagination as a child friendly city and by providing activities for older people all contributing to a vibrant culture, environment and economy.
- 1.4. This Outdoor Events Policy reflects the knowledge of experienced officers in Medway Council who had delivered outdoor events programme in Medway for many years. It captures the valued feedback of colleagues across the Council who participate in the planning of outdoor events and sit on Medway's Outdoor Events Safety Advisory Group.
- 1.5. The policy is designed to support the delivery of Medway Council's strategy and plan, contributing towards the delivery of:
 - People Healthy and active communities
 - Place A clean and green environment & Put Medway on the Map
 - Growth A strong diversified economy & Resident with jobs and skills
- 1.6. The policy is also strongly aligned to Creative Medway the council's cultural strategy themes which are:
 - Connectivity
 - Shared Ambition
 - Space and place
 - Creative People
 - Community Engagement
- 1.7. This policy will also work with colleagues across Medway Council to respond and align with other key council polices such as
 - Child Friendly Medway
 - Medway Skills and Employability Plan
 - Medway Joint Health and Wellbeing strategy

1.8. Climate change is one of the most urgent issues facing us all today. In response to this, Medway Council declared a climate emergency in 2019 and has committed to becoming net zero carbon by 2050. Users of this policy can help to make this happen by reducing the environmental impact of their event. This policy also supports the ambition of Medway's Climate Change Action Plan

2. The purpose of this policy

2.1. The outdoor events policy is intended to balance the interests of residents, park and public space users, stakeholders, businesses and event organisers. It sets out procedures and processes with the aim of providing clear and transparent information to event organisers.

2.2. The policy is the guiding principle for all outdoor events taking place within Medway and provides a framework which all event organisers must work within and adhere to. It forms part of a binding contract for event organisers both internal and external wishing to use Medway as a location to host their event.

2.3. The policy provides the framework and criteria to consistently manage events taking place in Medway, especially during pre-event consultation, engagement and planning period. There are some circumstances which will also require this policy to be supplemented by other policies that are specific to venues that need additional considerations.

3. Key priorities and objectives

3.1. The main objectives of the policy are:

- To reflect the aims of the Council Strategy and Plan
- To reflect the aims of the Creative Medway Cultural Strategy
- To build a sustainable and varied programme of events for the people who live, work, learn and visit Medway.
- To provide a clear framework for the application process for hiring spaces
- To ensure considered pre-event consultation takes place
- To ensure the effective planning and management of events
- To maximise safety for those working at and attending events including safeguarding of children and vulnerable and at-risk adults
- To encourage positive action for sustainability and minimise the environmental impact of events, including the protection of the environment, nature and wildlife
- To minimise disruption to residents and businesses
- To ensure that events create benefits for local areas and communities
- To maximise the opportunity for increased spending in the local economy
- To ensure that events are accessible to all communities and individuals

4. Types of events

- 4.1. Community events are defined as any event organised by charities, not-for-profit, community or voluntary groups that directly benefit the residents and stakeholders of Medway and do not provide significant advertising or other commercial benefit to a profit-making business or organisation. These may also include Military events such as Armed Forces Day, Remembrance Sunday and Freedom of the City commemorative marches. They are free for the public to attend.
- 4.2. Commercial events constitute any activity that does not fall within the Community event classification. As a guideline for applications received, we will use the following general criteria:
- Paid for ticketed events
 - Commercial Fundraisers
 - Product launches / Brand activations
 - Private Hires / Corporate events
- 4.3. Amusements are a further type of commercial event. These are commercial events but are set out in separate category for the purpose of fees and charges. They are follows:
- Funfairs
 - Circuses
 - Visitor Experiences
 - Exhibitions
- 4.4. Private / Corporate events that restrict entry to the public, will be considered but will need to clearly demonstrate the positive benefit to the borough, through financial input and/or through other direct benefits. All private events will be subject to the same level of regulations as the appropriate scale of commercial event.
- 4.5. Commercial fundraising events will usually be run by professional companies on behalf of a charity, or non-profit organisation with the sole purpose of raising a significant amount of money for the charity, or organisation in question. Attendance will be subject to an entrance or ticket fee. They will be subject to the same fee structure as Commercial Events but may be eligible for discounts.
- 4.6. Street parties are not considered to fall within any of our outdoor event classifications and are covered by separate guidance, available on the council website.
- 4.7. Religious worship events: Standalone, organised acts of religious worship will not be considered. Permission for religious activity may be granted if event organisers can demonstrate that an act of worship will be a minor aspect of event programming (in comparison to other aspects) and ancillary to the main event. The event and any

specifically religious activity must comply with all elements of the outdoor events policy and with all relevant legislation regarding equalities.

- 4.8. Events, or activity which promote messages of hate and intolerance: The council seeks to maintain its existing high levels of community cohesion, promotion of equalities and maintenance of public order. Any event or activity which promotes messages of hate and intolerance will not be considered.
- 4.9. Demonstrations and marches; By law, the organisers of a protest marches need to inform the Kent Police Service and work with them. Where required Event Officers and other members of the Council Departments will be involved.
- 4.10. Standalone markets are managed by Town Centre Management team. Events that include a market, or market stalls are processed by the Events Team, but still maybe subject to the market's policy, a markets license, and a license fee.
- 4.11. Sports and fitness activities are booked separately through the Norse Greenspaces Team.
- 4.12. This outdoor events policy may be used as a guideline and a collaborative approach with other types of events may occur which do not fit with the classifications above. The Council will determine the specific process to be followed.

5. Event classification

- 5.1. When event applications are made to the council, the event will be classified as one or more of the event types listed in section 5. The classification will be decided by council officers and may affect any of the following:
 - The type of application required
 - Whether an application is accepted or not
 - The size of the event and associated hire fees
 - The length of time needed for an application to be considered
 - The nature and duration of stakeholder consultation to be undertaken
- 5.2. The size classification for an event will be based around the expected 'audience capacity'. This is the maximum number of people expected to be at the event at its busiest period, and not the total number of people who may experience the event throughout the day(s).
- 5.3. If the capacity of any event is very close to the limit of a classification, then the council reserves the right to choose which classification the event should fall within.
- 5.4. The council also reserves the right to reclassify an event as they see fit. For example, medium events taking place at smaller locations could potentially have the same impact as large events taking place at bigger locations.

5.5. Summary table: Size Audience capacity Lead in times (minimum)

Size	Audience capacity	Lead in time (minimum)
Small	0 to 499	3 months
Medium	500 to 999	6 months
Large	1,000 to 4,999	9 months
Major	5,000 +	12 months

5.6. For small and Medium sized events, where capacity allows shorter lead in time could be considered.

6. Pre-application assessment

6.1. Organisers of major (and in some cases, large) scale events will be required to complete a pre-application assessment form and get an 'in principle' agreement to use a location before a formal hire application can be submitted

7. Applying to use a park or public space

7.1. Event organisers must submit event applications via the council's online application system. An application fee is payable from the time the application is submitted. Requests for events will not be recognised until a formal application has been received.

7.2. Applications will need to be accompanied by a minimum level of supporting information documentation to the satisfaction of the events team before they are progressed to the next stage.

7.3. Normally, no more than one event will be approved for the same day at any site (exceptions may be made where events are complementary and with the agreement of both organisers). Should multiple applications be received for the same site on the same date, organisers may be offered an alternative date or site.

7.4. Applications must be received within the lead time stipulated to allow sufficient time for the event consultation, notification and application process to be completed. Should applications not be received within these lead times, it will be at the discretion of council officers as to whether an application can be considered. The lead times refer to the date an application is received via the online application system and not when event requests are received by email or other methods.

8. Application criteria

8.1. The following criteria will be considered when assessing an application, to ensure that compliance with the all the objectives of this policy is met:

- Location, date and time of the event
- Site and event capacity

- Compliance with site-specific conditions
- The ability of the organisers to effectively plan, manage and control the event
- Security and public safety management
- Environmental/sustainability policy that includes anticipated impact on the local environment (including locally) and damage limitation including energy, water, food, transport and waste and mitigations
- Anticipated impact on regular users of public spaces, stakeholders and residents
- Anticipated impact on transport infrastructure. For example, parking, public transport and road closure requirements.
- Quality of event production
- Quality of event content and programming
- The ability to demonstrate commitment to the council's aims for equality and diversity in Medway
- The ability to demonstrate positive impact on the local economy. For example, benefits to local businesses, employment of local people etc.
- There must be no financial risk to the council. Reasonable checks will be carried out by the council for all higher-risk activity.
- There must be no reputational risk to the council
- Legal constraints

8.2. An event organiser may be asked to attend a meeting of the Medway Outdoor Events Safety Advisory Group to discuss their proposed event, if the event is of a significant scale, deemed sensitive in some way, or has not taken place in the borough before.

9. Decision making

9.1. Small and medium Community events are approved by Council officers in line with the application process and by way of either consultation or engagement with location stakeholders through the Council's online application system.

9.2. Most small and medium commercial event applications will be processed in the same way as Community events.

9.3. All organisers of large and major events will be required to submit a pre-application assessment form. The details given on this form will be reviewed by Council officers and external agencies, where appropriate, and a decision on its feasibility will be made. If it is decided that the event is feasible, authority will be sought from the relevant senior council officer in consultation with the appropriate Cabinet Members to issue an 'in principle' letter of support as part of Stage 2 of event application process.

9.4. An 'in principle' agreement will be subject to compliance with all stipulated pre-event conditions and fees and obtaining all necessary licenses and consents, which is set

out in Stage 3 of event application process. Failure to meet any stipulated requirements or conditions will result in the 'in principle' agreement being withdrawn. In such circumstances the council will not be liable for any costs already incurred by the event organiser.

9.5. The criteria for an event requiring 'in principle' approval from the senior council officer is as follows:

- The expected attendance (site capacity) is near, or over 5,000 people
- The event lasts for two days or more with 4,000 or more in attendance per each day
- The event occupies a site for more than fourteen days including set up and take down periods

9.6. Some examples of pre-event conditions include:

- Granting of premises license
- Agreement to pay all associated fees and charges including damage deposit.
- Event management plans being signed off by the Safety Advisory Group • Support from health and safety officers and agencies
- Implementation of a comprehensive stakeholder engagement plan
- Full wildlife and nature assessment taking place
- Completion of environmental check list
- Commitment to reduce single use plastic
- Commitment to use local suppliers and traders

9.7. The organiser will then formally submit applications for any licenses or consents required and event planning will commence.

10. Consultation and engagement

- 10.1. Stakeholder lists: The council holds internal and external stakeholder contact lists for each event individual location. Internal stakeholders include Cabinet Member(s), Ward Councillors and representative officers from other Council departments. External stakeholders include but are not limited to; Friends of' groups, local park user groups, tenants and residents' associations, local businesses and residents who have declared an interest in a location and have given permission for the council to contact them about events in line with GDPR regulations. In the case of major events, or events that are expected to have a significant impact on a location and/or surrounding area, additional methods of communication will be sought by the Council and/or event organiser to connect to residents within a defined catchment area, who are not listed, or represented on the external stakeholder list. External partner organisations and agency stakeholders include representatives from the Kent Police, Kent Fire Service and South East Ambulance Service.
- 10.2. Stakeholder consultation for Community events: When Community event applications are received, details will be forwarded to all relevant internal and external stakeholders. If the application is for a new event or for one that has happened before, but is deemed sensitive for some reason, then stakeholders will receive full details of the event via our online application system and invited to provide feedback. A consultation period will usually last 28 days but can be reduced or extended as required.
- 10.3. If objections to the application are received the Council will seek to mediate and offer mitigating measures where appropriate.
- 10.4. In case of continued dispute a senior Council officer has the final decision.
- 10.5. All stakeholder consultation will take place through the Council's online application system.
- 10.6. In some cases, large events may need to follow the same process as major events.
- 10.7. Stakeholder engagement for major events: Organisers of major events and in some cases, large events, will be required to set out in a plan when and by what methods they will engage with stakeholders.
- 10.8. Organisers will be expected to produce detailed information for the purposes of initial Ward Councillor and 'Friends Of' group briefings and then arrange and attend a series of stakeholder engagement meetings to allow stakeholders to input on event planning and delivery. The stakeholder engagement meetings will be advertised to the wider public and not just those on the council's official stakeholder list.

- 10.9. Stakeholder engagement for major events will be delivered by the event organiser, with council support where required.
- 10.10. Event notification: Most of the applications that are received are for low impact small and medium Community events. In these instances, stakeholders will be sent a 'notification' message through the online application system to inform them of when the event is taking place and at what times. This may also be the case for commercial events that have taken place before with no issues, or those that are not expected to have a significant impact on a site.

11. Safety Advisory Group

- 11.1. Specialist advice will be sought from external partners and public safety agencies and Medway Council colleagues, known as the Medway Outdoor Events Safety Advisory Group (SAG).
- 11.2. This group is made up of council officers from a number of departments and external agencies such as Kent Police, NHS, Ambulance, Kent Fire & Rescue. The group's role is to look at proposed events taking place in Medway. The aim of the group is to fully discuss suitable arrangements that organisers have been made to minimise the risk to public safety, relating to the planning and management of specific events, as well as officers as part of the group to ensure compliance with the appropriate legislation.
- 11.3. The group will refer to the Event Safety Guide which provides basic standards and safety measures through which it is hoped to encourage a consistency of approach while leaving scope for flexibility, considering the nature and size of the event.
- 11.4. The SAG is not a decision-making body. Council teams and external agencies do have legal powers that they can enforce if required.

12. Fees and Charges

- 12.1. The Council sets an annual scale of fees and charges for the hire of public spaces for events. The fees and charges are aligned with the classification of an event, audience capacity and duration of an event (including set up and break down periods).
- 12.2. Application fee: The application fee is payable from the time an application is submitted. The application fee covers the cost of processing and administering the application. Application fees are non-refundable.
- 12.3. Site hire fee: The site hire fee is relevant to the size of an event and how long it will be on site for. A basic hire fee is set to cover a one-day event and any additional event days and/or build and break days are calculated as a percentage of the basic

one-day hire fee.

- 12.4. Damage deposit: A deposit may be required from event organisers if council officers anticipate that by hosting the event, there are likely to be costs incurred to the council post-event. The deposit will be taken and used to reinstate the site to the condition it was in before the event took place.
- 12.5. The deposit will be 20% of the site hire fee or £500 (whichever is greater) and is payable at the same time as the site hire fee is due. Any remaining funds that are left following satisfactory reinstatement works will be refunded to the event organiser as soon as practicably possible. A higher deposit is set for Funfairs and Circuses of £1,650.
- 12.6. Event organisers remain liable for ALL site reinstatement works and will be required to pay for any additional costs over and above what the deposit amount covers.
- 12.7. Community event discounts: The fees and charges structure are set. Community events may be eligible for a series of discounts and can have up to 80% of the event fees discounted.
- 12.8. Any Community event discounts are applicable to the site hire fee only.
- 12.9. Fun fairs and circuses: Fun fairs and circuses are governed by a separate set of fees and charges and are aligned with the classification. Specific charges for circuses have been developed and are relative to anticipated site impact and audience capacity levels and current market rates.
- 12.10. Environmental Impact Fee (EIF): All commercial and private events will be subject to an EIF. The EIF is 10% to 20% of the site hire fee, depending on size of event and is payable in addition to the site hire fee.
- 12.11. The objective of the EIF is to support special projects in green or heritage spaces to further help engagement, which core budget would not cover. Its focus is on biodiversity and sustainability and where possible the project should be agreed and delivered by community stakeholder groups such as Friends Groups and overseen by the relevant Council department.
- 12.12. The EIF is payable in line with the payment stipulations of the hirer's license agreement
- 12.13. Costs incurred by the council: As part of the location hire agreement and to ensure organiser compliance with this policy, Council officers may choose to monitor non-commercial events in situ, once during the build period, once during the event and

once during the break period. The costs of these three visits will not be recharged. However, if additional monitoring is deemed necessary, officer time may be recharged.

- 12.14. Where the council is required to provide staffing, equipment or other resources to an event, the costs for such resources will be charged to the event organiser. These costs will usually be agreed before the event takes place, but in the case of unforeseen circumstances, officers may need to act immediately, and all necessary actions may be taken without consultation, or negotiation with event organisers. Event organisers may be liable for covering any costs incurred by the council associated with unforeseen circumstances that arise as a direct, or indirect result of their event taking place.
- 12.15. Council officers will monitor commercial events as deemed necessary by the Council. A monitoring schedule will be agreed with event organisers as part of the application process. Out-of-hours staff cover will be recharged to the event organiser.
- 12.16. Payment terms: Full payment of all fees must be made in line with the stipulations of the hirer's land hire / event permit agreement.
- 12.17. Cancellation fees: An event organiser may terminate their location hire agreement at any time prior to their first day on site by giving written notice to the relevant Event Officer. The following cancellation fees will apply:

Notice given (Not including first event day)	Percentage of hire fee payable
28 days or more	10%
8 to 27 days	50%
7 days or less	100%

13. Event cancellation and postponement

- 13.1. The council has the right to terminate a license agreement. If at any time the event organiser fails to comply with any of the terms and conditions of their agreement and if after being notified of this, continues to act (in the reasonable opinion of the authorised officer) in breach of the terms and conditions of this agreement, the council reserves the right to terminate a license agreement.
- 13.2. The council may immediately terminate the agreement in any of the following circumstances:

- The event organiser fails to pay any amount that is due to the council for licenses, permits or services within the relevant time period as set out in conditional agreement.
- The image or reputation of the council has been or is likely to be adversely affected by a breach of the agreement by the event organiser.
- The event organiser is or threatens to be in the reasonable opinion of the council, subject to an insolvency or bankruptcy event.
- The event organiser or anyone acting on their behalf has offered, given or agreed to give any gift or consideration of any kind as an inducement or reward for doing or not doing something, or for showing favour or disfavour in relation to this or any other agreement with the Council or have committed any offence under the Prevention of Corruption Acts 1889 to 1916 or the Bribery Act 2010, or have offered or given any fee or reward to any officer of the Council which if accepted is or would be an offence contrary to s.117 Local Government Act 1972 and any amendment or re-enactment of this.
- The Council requires the event site in an emergency.
- The Council is of the opinion that the event will or is likely to compromise public health or safety.
- The Council is of the opinion that the event will or is likely to be dangerous or cause damage to the event site.
- The event organiser fails to obtain or comply with any condition of a premise license planning permission, advertising consent or legislation relating to the event, or the event site.

13.3 Event organiser's rights to cancel a license agreement: An event organiser may terminate their licence agreement at any time prior to the event by giving written notice to the Council. The fees associated with cancelling an agreement are detailed in section 12.19.

13.4 Event postponement: Every effort will be made to reschedule an event, but the council cannot guarantee this. Event organisers may need to submit a new application for alternative dates required.

13.5 Event management and planning requirements: A comprehensive set of terms and conditions exist for the hire of all locations in Medway. An event organiser's compliance with the terms and conditions will be monitored, and failure to comply may prejudice future event applications.

14. Event planning and management

14.1. All event organisers wishing to put on an event in a public space are required to produce an event management plan (EMP). The EMP should be a clear guide as to

how the event will be produced and managed.

14.2. It is acknowledged that levels of responsibility can differ significantly between small and larger scale events and the extent of the information required may vary depending on the size and impact of the event. For smaller events where certain items from the list below may not be considered as relevant, it is expected that written consideration of each item will be given, even when this is simply highlighting the non-requirement of the item.

14.3. Information required within the event management plan (list below is indicative not absolute):

- Accessibility provision
- Safeguarding statement
- Crowd management plan
- Emergency control/evacuation plan
- Environmental impact assessment
- Equalities and Diversity statement
- Event communications plan
- Fire safety procedures
- Medical plan / first aid provision
- Food safety plan
- Lost child and vulnerable adult procedure
- Safeguarding of children and vulnerable & at risk adults policy
- Marketing plan
- Proof of valid and current public liability insurance (minimum cover £5million)
- Risk assessments/method statements
- Toilet and sanitation plan
- Security and stewarding provision
- Site plans
- Production and event schedule
- Traffic and transport management plan
- Waste management plan
- Environmental sustainability plan
- Health and wellbeing plan

14.4. Events which are expected to cause significant impact to an area, or significant disturbance to usual business, must provide a comprehensive event management plan which will be subject to scrutiny by relevant departments within the council and the borough's Safety Advisory Group.

14.5. Where a small or medium event is considered to have the potential to cause significant impact on a site or the local environment, the procedures in place to manage large, or major scale events may be applied. This will be determined by the council.

15. Safety and security

15.1. People safety: The safety and security of event visitors, organisers and other members of the public must not be compromised at, or by any event. It is the duty of all event organisers to make such provisions necessary as to ensure that this is the case. Adequately trained security & stewarding personnel are vital to ensuring the

safety of all people in and around an event space.

- 15.2. All event organisers must ensure that a sufficient number of trained and briefed staff are in appropriate positions to maintain crowd control, provide public information and to enforce any applied restrictions on entry and behaviour within the space, as well as to implement procedures in an accident or emergency.
- 15.3. All staff working in an event security role must be qualified to the appropriate level with the Security Industry Authority (SIA).
- 15.4. Any staff who may be expected to work with or come into direct contact with children or vulnerable adults should be appropriately DBS checked.
- 15.5. Safeguarding: Event organisers have a duty to safeguard and promote the welfare of children and vulnerable adults at their event. You may identify a child (under 18 years) or a vulnerable adult at your event who presents themselves as being harmed or neglected and you must therefore comply with a safeguarding policy and procedure on referring a child/person at risk to social care.
- 15.6. All events must reflect the aims and objectives of Child Friendly Medway. Ensuring all event delivery is safe for Children and Young People.
- 15.7. Site safety: Event organisers will be responsible for the security of the site. Should a site presence from the council be required that relates to a site security matter, the cost of this will be paid for by the licensee.
- 15.8. Event organisers must produce and if need be, adhere to an emergency control/evacuation plan that will have to have been approved by the Council and/or the Council's Safety Advisory Group.
- 15.9. Acts of terrorism and malice: Acts of terrorism and malice must be considered by all event organisers. All event organisers will be expected to consider counter and preventative measures relevant to the event that they are holding and where necessary will be required to consult with the borough's Counter Terrorism Police advisors and agree on any necessary mitigation methods and/or site infrastructure.
- 15.10. Organisers must ensure that council owned venues and resources do not provide a platform for extremists and are not used to disseminate extremist views.
- 15.11. Vehicles: Only persons who are properly authorised by the council shall be allowed vehicular access to any site.

- 15.12. Event organisers will be responsible for the safe management of event-related traffic on site and shall provide details of all vehicles in advance of the event.
- 15.13. It is expected by the council that event organisers shall ensure that all vehicles entering the site have their hazard warning lights on and restrict their speed to 5mph.
- 15.14. Large vehicles will need to be escorted by a banks-person and in some cases event organisers will be required to provide a full management plan regarding the movement of large vehicles in and around an event location.
- 15.15. Site signage: Signs within an event site should be clear to read, use commonly understood language and symbols and be positioned such that they can be seen from a reasonable distance by event attendees. All main toilet, medical and safety facilities, as well as emergency exits should be signposted throughout the event site. Where signage and/or advertising are used outside of the event site, guidelines around outdoor advertising must be adhered to.
- 15.16. Event organisers are responsible for the safety of the ingress and egress of audiences across the 'last mile'. The 'last mile' are the agreed main routes from transport hubs to the park and across the park to the event site.
- 15.17. Event Organisers must be familiar with the requirements set out in legislations such as Martyn's Law, Health & Safety at Works Act 1974 and other HSS regulations.

16. Event health and welfare

- 16.1. Medical provision: Event organisers not only have a duty of care to the people working at and attending their event, but they must ensure that they do everything possible in order not to impact upon the broader health care provision in the surrounding area.
- 16.2. All event organisers must carry out a medical risk assessment which considers such things as; event activities, anticipated audience numbers, audience demographic, site access and egress routes, site design and infrastructure, and any other aspects of their event that could impact on people's health, safety and welfare. Provision of adequate numbers and types of first aid and medical resources should be based upon published literature such as HSE 'Guidance on running events safely' and event industry 'Purple Guide' recommendations.
- 16.3. Accessibility: It is imperative that event organisers fully consider the accessibility requirements of disabled people attending events. Organisers are required to be proactive and robust when making improvements for access for disabled people attending their events.

- 16.4. In the cases of large or major scale commercial live music events, event organisers will be required to aspire to the industry recognised Attitude is Everything Charter of Best Practice at Bronze Standard as a minimum and show a commitment to working towards gaining Silver Standard over the life of the agreement with the council.
- 16.5. Staff and contractors: All event organisers will be required to produce risk assessments in line with the Health and Safety at Work Act 1974.
- 16.6. All commercial event organisers will be required to pay staff working at their event the National Living Wage as a minimum.
- 16.7. All commercial event organisers will be required to pay artists/performers applicable union rates.
- 16.8. Sanitation: Toilets are vital at all events with an expectation that appropriate numbers and types of toilets are provided to service the anticipated number of people at events. The toilet facilities provided must always include an adequate number of fully accessible wheelchair-friendly units. We advocate that event organisers align their plans for toilet provision with the guidance and recommendations set out in the Purple Guide.
- 16.9. Animals: Section 9 of the Animal Welfare Act 2006 places a duty of care on people to ensure they take reasonable steps in all circumstances to meet the welfare needs of their animals to the extent required by good practice.
- 16.10. Circuses which travel with or include performances by wild or exotic animals will not be permitted.
- 16.11. Circuses, or events, which include the use of domesticated animals in performances, or activities, must be able to demonstrate that the welfare needs of the animals are being met to the appropriate Animal Welfare Act 2006 standards as a minimum and as per RSPCA guidance.
- 16.12. In alignment with RSPCA and the Pets for Prizes Campaign, Medway Council do not allow the giving of animals as prizes on council-owned land.
- 16.13. All event organisers will be required to relay RSPCA guidance in their event communication about leaving dogs in hot cars, if applicable. If facility has been made for event organisers to provide a car park for event patrons, then the car park policy should state that owners should not leave dogs in cars. Car park stewards should do all that they can to enforce this policy and be briefed to dial 999 immediately if they see a dog in distress.

17. Public health

- 17.1. It is a legal duty that events are made as safe as possible for all persons.
- 17.2. Catering: To protect and improve visitor and residents' health and wellbeing and in line with governments healthy eating guidance all event organisers and caterers are obliged to provide:
 - A balanced plan of catering type to include healthy food and drink options
 - Fresh fruit and vegetable options
 - Good welfare standards for meat and dairy, such as free range or organic.
 - Child friendly portions
 - Water refill stations in prominent locations
- 17.3. Catering: All event organisers and caterers are obliged to promote:
 - Locally sourced and organic drinks.
 - Use of ethical products, such as Fairtrade
- 17.4. Physical activity: All event organisers are encouraged to provide event content which promotes physical activity and promote health and wellbeing agendas where possible.
- 17.5. Emissions and air pollution: Event Organisers are to work to put in place meaningful measure that will mitigate emissions and air pollution.
- 17.6. Event organisers shall ensure that all stationary vehicles on site have their engines turned off. Drivers of vehicles connected with the production of the event must not sit with their engines idling. If facility has been made for an event organiser to provide a car park for people attending the event, then it should be a car park policy that no drivers of cars should be sat with their engines idling. Event stewards should be briefed to enforce this.
- 17.7. Event organisers should look to minimise power consumption where possible.
- 17.8. Medway Council does not allow the use of portable petrol generators for health and safety reasons; petrol and the fumes, are highly volatile substances. All event organisers will be expected to use EU stage 5 emissions compliant non-petrol generators. The Council reserves the right to stop an event organiser from using a generator if it is deemed not up to a satisfactory standard, or if it poses a health and safety risk. Event organisers must ensure the efficient use of generators - all generators should be appropriate for the power load required and only in operation at the times required.

18. Environment and climate change

- 18.1. Environmental Impact Assessment: All event organisers will be asked to consider the positive actions and negative impacts that their event will have on both the local and global environment and implement measures to mitigate these.
- 18.2. Organisers of large and major scale events will be required to produce a written Environmental Impact Assessment (EIA) report as part of the application process. This should form part of the Event Management Plan (EMP). The report should address the anticipated negative impacts the event would have with associated mitigation measures.
- 18.3. Noise: Noise levels are dependent on specific locations and the requirements of those locations. Some events will require an independent acoustic consultant on site to provide continual monitoring of noise levels. Event organisers will be required to adhere to the Noise Conditions as agreed with Medway Council Environmental Health Noise team.
- 18.4. Waste: Effective waste collection and management is essential. The Council expects event organisers to be solely responsible for the maximum avoidance and clearance of waste. Waste collection and management should include the event footprint, agreed external area around the footprint on the park or public space and the agreed ingress and egress route. In addition, the council expects organisers to promote and facilitate recycling methods as its first option of waste management before waste disposal.
- 18.5. Every effort should be made to minimise environmental impact and maximise the 'green' delivery of events using recyclable, reusable and sustainable products and materials.
- 18.6. Single-use plastic: Reasoning needs to be provided by event organisers for the use of single-use plastics at their event. Minimising single use plastic can be achieved in the following ways:
- Ensure that all caterers are providing paper variety drinking straws and not plastic ones
 - By making water points available on site and encourage event staff, contractors and event patrons to use their own reusable bottles.
 - Operators of bars, catering units and other concessions on site, serve their products only in biodegradable containers, cups and bags for life etc.
 - Operators of bars and catering units sell or ensure the sale of reusable cups/ bottles and offer a deposit scheme for the return of such items
 - All traders avoid plastic packaging, including cling wrap, plastic bags or similar is not used in the purchase, sale, distribution and transport of food or goods that

- Use alternatives to cable ties, or alternative material cable ties, or re-useable cable ties
 - Use wax paper for advertising posters or public notices instead of laminating
 - Reuse and recycle PVC advertising banners are available at the event.
 - Ensure merchandise and giveaways are not single use and are sustainably/responsibly sourced.
- 18.7. Normal service levels: Are provided by Medway Council for the day-to-day maintenance, upkeep and cleaning of public areas. Any increases in these service levels as a direct result of an event taking place will result in costs being recharged to event organisers. These details are further outlined during the application process.
- 18.8. Traffic and transport: Traffic and transport management should be considered by all event organisers but will be a priority for large and major scale events. The organisers of such events must liaise with the council's Traffic Management and Parking Services departments and adhere to appropriate guidance given. A comprehensive traffic and transport plan for large and major scale events is required to be submitted as part of the application process.
- 18.9. All event organisers will be required to advocate the use of public transport and the use of bicycles as methods of getting to and from events. Where the use of bicycles is encouraged, an adequate amount of secure bicycle racks, or a compound should be provided.
- 18.10. Wildlife and nature: Wildlife and nature and preservation of biodiversity is extremely important the Council. It is a priority to safeguard the ecological future of the wildlife and habitat across Medway. Event organisers must make every effort to minimise the impact that their events have on the biodiversity within our parks and open spaces. The following measures will be required:
- Avoid positioning of generators close to lakes and ponds to reduce the chance of an impact from fuel leaks into water bodies
 - Ensure any fuel spillage on grass or hard standing areas is cleared up immediately and effectively
 - Avoid the disturbance of habitat and vegetation during bird nesting season (March to September).
 - Avoid positioning event vehicles and infrastructure close to observed bird boxes or visible nests.
- 18.11. Event organisers may be required to commission at their own cost an ecology report to assess impact on bats and birds, or any other species of wildlife that inhabits or frequents the event location. This will be done entirely at the cost of the event organiser

18.12. Trees are a major natural asset in Medway parks and public spaces. It is therefore important to ensure that adequate arrangements are in place to prevent damage to or loss of this asset. As a result, the following restrictions to the siting of events amongst and around trees will apply:

- No vehicle, or structure shall touch or interfere with any tree base, or canopy.
- No tree or shrub should be pruned without authorisation.
- No exhausts from heaters/generators, etc. shall be positioned next to the base of trees and where possible, exhaust outlets shall be directed away from tree canopies
- Nothing shall be attached to trees without prior consent from the relevant council department.
- Any damage to trees as a direct result of the event shall be recharged to the organiser.
- Large and major scale events which have the potential to impact upon trees significantly will be required to take direction from the council's arboriculture team and be guided by BS5837: Trees in relation to design, demolition and construction.

18.13. Site reinstatement: All event organisers should consider the impact their event will have on the site that they are using and put measures in place to mitigate the potential for damage or disturbance.

18.14. A deposit will be taken from event organisers if council officers anticipate that by hosting the event, there are likely to be costs incurred to the council post-event. The deposit will be taken and used to reinstate the site to the condition it was in before the event took place.

18.15. All event organisers are responsible for leaving or returning the site to the state it was in before their set up and event took place.

18.16. Sky lantern and balloons: Medway Council does not allow the organised or intentional release of balloons or sky lanterns at events, or any of its sites. Balloon and lantern releases have a significant, detrimental impact on the environment and pose a threat to wildlife and this policy is in force to protect habitat and wildlife both within Medway and further afield.

18.17. Medway Council advocates against the use, sale, or distribution of latex and foil helium-filled balloons for the following reasons.

- The material used poses a threat to the environment and wildlife
- Helium is a valuable resource and is becoming increasingly scarce because of its use to inflate party and celebration balloons

18.18. Flying of Drones: The unlicensed flying of drones within Medway is not permitted. The Council will only consider requests to fly drones from Civil Aviation Authority (CAA) licensed operators. Applications to fly drones must be submitted to the event officer.

18.19. We encourage all event organisers to aspire to produce events in line with ISO:20121.

18.20. ISO: 20121 is the international standard which specifies the requirements for an Event Sustainability Management System to improve the sustainability of events.

18.21. Event organisers should manage events in line with the following aims:

- To minimise the environmental foot print of the event
- To create a socially responsible event
- To continue to be financially successful

19. Advertising and sponsorship

19.1. Outdoor advertising and fly posting: Banners, posters or any other advertising, or promotional media must seek permission. For further information and application process go to Medway Council road permits.

19.2. Advertisers must have permission from the landowner and local authority to hang banners, or display posters. Where illegal fly posting can be linked to an event, the event organiser will be deemed in breach of their license agreement with the Council and will subsequently incur any associated costs in connection with the Council having to remove such material. In all instances, the Council will seek to prosecute offenders and future applications from offenders may not be accepted.

19.3. Healthy living advertising policy: Medway Council promotes healthy living practices to addressing childhood and adult obesity. As such the Council prefers event organisers with advertising and promotional space to support all food and drink brands, service companies or ordering services to promote by presenting their healthier options, consisting of non-High Fat High-Sugar products only.

19.4. Advertisements of any of the following products or services will not be permitted by Medway Council:

- Tobacco and electronic cigarettes
- Drugs / illegal substances
- Nudity, pornography, prostitution or sexual messaging services
- Gambling and betting
- Weaponry
- No win, no fee services, payday lenders or pyramid promotional schemes
- Hateful or discriminatory content

20. Site specific conditions

20.1. Explicit conditions regarding the use of specific locations in Medway will be detailed at pre-application process or stage one of event application process.

21. Licensing and permissions

21.1. Event organisers are responsible for ensuring that all required permissions and licenses are acquired in an appropriate and timely manner. This will include, but is not limited to:

- Consent to use council land
- PPL PRS music content licenses
- Planning permission
- Private operator license for markets
- Advertising in public spaces
- Temporary events notice (TEN) or time-limited premises license may be required by event organisers. The issue of a TEN or time limited premises license does not in itself constitute permission to use the land.
- Temporary traffic orders
- Premise Licences

22. Legislation, regulations and guidance

22.1. Medway Council Events Officers will advise and support event organisers in order that they create and produce safe and enjoyable events. This support is offered digitally via our website, by email, phone or face to face meetings.

22.2. All events must conform, wherever applicable, to relevant legislation, which includes, but is not limited to:

- Health and Safety at Work Act 1974
- Data Protection Act 1994 and 1998
- Equality Act 2010
- The Management of Health and Safety at Work Regulations 1999
- RIDDOR 1995
- Town and Country Planning Act 1947 and 1990
- Licensing Act 2003
- The Children's Act 1989
- Fire and explosion HSE Guidance
- Wildlife and Countryside Act 1981
- Medway Council Open Spaces/ Parks Bylaws
- Counterterrorism and Security Act 2015 (CTSA15)
- Road Traffic Regulation Act 1984
- ISO 20121 Event Sustainability
- Animal Welfare Act 2006 23.3.

- Martyn's Law (pending)

22.3. In addition to the list above, events will be expected wherever possible to follow the guidance set out here:

- HSE Guidance on running events safely
- HG 65 The Principles of Safety Management
- Purple Guide
- Attitude is Everything Charter of good Practice