## CCClogo

Events Policy and Procedures

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**1. Introduction and Events Policy**

* 1. The Economic Review of Carlisle (2013) established that in order to sustain and enhance economic performance, Carlisle needed to grow, and identified a clear need to raise the profile of the city. The Sense of Place programme has been developed to promote Carlisle’s image as a place to visit, learn, do business and invest in order to attract more people to visit, study, live, work and play in the city.
	2. Events play an important part in promoting the district and visitor economy, increasing footfall, overnight stays and expenditure in Carlisle. We aim to develop and support community events for the benefit of the district and its residents to improve quality of life and promote social cohesion. We want to create an even more attractive visitor destination with an engaging programme of events. The Council has received praise for its events (Pageant, Fireshow and Christmas Lights Switch On) and for the events it has supported (Tour of Britain, Pirelli Rally, Cumbria Pride). The redevelopment of the Old Town Hall offers an exciting focus for these ambitions and new initiatives that will generate more visitors. We continue to strengthen our work on events and marketing by exploring new opportunities. Our events work support the Carlisle Plan (2015-18) vision, *“To improve the health, wellbeing and economic prosperity of the people of Carlisle”.*
	3. This document set out the Council’s Events Policy and the procedures that support events. It contains links to relevant documents and further information on events management.

**Events Policy**

The purpose of events in Carlisle supported by Carlisle City Council are to:

* + **Engage local people** in a full range of cultural, sporting, historic, fun events. Providing interesting things to do and see in the City and across the district.
	+ **Attract people from further afield** to come and enjoy a full range of events in the City and district.
	+ To use events as a means of developing a local **sense of place and pride in Carlisle** and also **promote the city region** as a great place to visit, study, work, grow a business and relocate.

This policy covers any event held on Council land or assets, all events organised by the Council and events supported by the Council.

**2. The Council’s risk based approach to events**

2.1 The Council has adopted a risk-based approach to manage the approval and organisation of events. Effective risk management ensures that the authority minimises exposure to avoidable risk but also that it maximises opportunities by taking risks in a controlled manner. This approach supports our aims to promote and celebrate Carlisle, and encourage visitors to our city by being able to confidently deliver a diverse and exciting range of events.

2.2 The Risk Management and Assurance Framework provides criteria for assessing the impact and likelihood of risks, and appropriate control strategies. Potential impacts highlighted include legal and insurance costs, damage to the Council’s reputation, failure to comply with legislation, damage to assets and damage to the environment. These impacts are all related to events managements and should be mitigated by the measures outlined in this document. Officers have a duty on behalf of their employer to ensure that any event that is to be held on Council land has all appropriate safety measures and legal certification in place before permission is granted to use the land for the event.

2.3 Upon receipt of an event application, we will determine the event type and undertake an initial risk assessment. The size and type of the event determines the event planning and organisational requirements. If an application is approved, reasonable advice and support will be given to event organisers proportionate to the risk. For Council organised events, a detailed risk assessment must be undertaking using the Risk Management and Assurance Framework to determine the approach to event management.

2.4 For the purposes of this document, events are defined as:

* **Externally organised events held on Council land** (e.g. Tom Jones concert, Race for Life)
* **Council organised events** (e.g.Fire Show, Upperby Gala) or **events that the Council is organising in partnership with others** (e.g. Tour of Britain, Big Weekend)
* **Community support funded events** (e.g. events receiving funding from the Community Support Funding Panel or other types of support, including support in kind)
* **Civic events** (Armed Forces Week, Remembrance Sunday, Proclamation)

**3. The Council’s events management structure**

3.1 Events management cuts across different areas of the authority so it vital that teams work together to deliver an excellent service. The tables below provide an overview of the roles and responsibilities of officers in relation to events. This helps to ensure that we deliver our risk-based approach to events management and higher risk events are managed appropriately. Events undergo an initial risk assessment to determine if they are low, medium or high risk.

3.2 All events documentation is stored on the shared [Events team site](http://intranet/yourcouncil/teams/events/) on the Council’s Intranet. The Intranet [Events Calendar](http://intranet/employees/Lists/Events%20calendar/calendar.aspx?CalendarDate=17%2F05%2F2015) is used to record all events held on Council land or organised by the Council. The Licensing Calendar is used to record events held in the City Centre.

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| **Table 3.3 – Lead officers for events held at a Council asset** |
| **Asset** | **Lead officer for events held at this asset** |
| Arts Centre | Arts Development Officer |
| Assembly Rooms | Destination Manager |
| City centre pedestrianised area | Destination Manager |
| Civic Centre (Meeting rooms/Council Chamber) | Democratic Services Officer |
| Civic Centre roof space | Building and Facilities Manager |
| Council owned car parks  | Neighbourhood Services and Enforcement Manager |
| Parks and green spaces  | Site Management Team Leader  |

| **Table 3.4 – Responsibility for low, medium or high risk events**  |
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| Area of responsibility | **Low risk event** | **Medium risk event** | **High risk event** |
| General enquiries | Lead officer for events held at this asset | Lead officer for events held at this asset | Lead officer for events held at this asset |
| Event application approval | Lead officer for events held at this asset | Event Risk PanelOr relevant Director | Event Risk PanelOr relevant Director |
| Community Support Funding event application approval | Community Events Funding Panel  | Community Events Funding Panel  | Community Events Funding Panel  |
| Insurance | Lead officer for events held at this asset Finance Officer (Insurance and Corporate Governance) | Lead officer for events held at this asset Finance Officer (Insurance and Corporate Governance) | Lead officer for events held at this asset Finance Officer (Insurance and Corporate Governance) |
| Risk assessment, health and safety | Lead officer for events held at this asset | Lead officer for events held at this asset Safety, Health and Environmental Manager  | Lead officer for events held at this asset Safety, Health and Environmental Manager  |
| Licensing | Licensing Officer | Licensing Officer  | Licensing Officer  |
| Environmental health | Duty Environmental Health Officer (EHO) | Duty EHO | Duty EHO |
| Council contact during event, including crisis management | Lead officer for events held at this asset or other agreed contact | Lead officer identified in Events Management Plan | Lead officer identified in Events Management Plan |
| Cancelling events | Lead officer for events held at this asset  | Lead officer identified in Events Management Plan | Lead officer identified in Events Management Plan |
| Communications and marketing | Lead officer for events held at this asset Policy and Communications Team  | Lead officer for events held at this asset Policy and Communications Team | Lead officer for events held at this asset Policy and Communications Team |
| Debrief and evaluation | Lead officer for events held at this asset or Community Events Funding Panel | Lead officer for events held at this asset and/or Event Risk Panel or relevant Director or Community Events Funding Panel | Lead officer for events held at this asset and/or Event Risk Panel or relevant Director or Community Events Funding Panel |
| Market testing and research | Lead officer for events held at this asset | Lead officer for events held at this asset | Lead officer for events held at this asset |

**4. Applications to hold an event on Council land**

4.1Event organisers must complete the relevant application forms to be considered to bring an event to Carlisle. The application forms depend on the type and location of the event:

* [City Centre Application Form and Terms & Conditions](https://www.carlisle.gov.uk/LinkClick.aspx?fileticket=AT_GLXZ-CiQ%3d&tabid=1463&portalid=0&mid=6535)
* [Green Spaces Event Application Form](https://www.carlisle.gov.uk/LinkClick.aspx?fileticket=A8IkqxeG38o%3d&tabid=1463&portalid=0&mid=6535)
* [Green Spaces Small Scale Event Application Form](https://www.carlisle.gov.uk/LinkClick.aspx?fileticket=eBE0obray1M%3d&tabid=1463&portalid=0&mid=6535)
* [Green Spaces Events Condition of Use](https://www.carlisle.gov.uk/LinkClick.aspx?fileticket=qx49JF3Nx8g%3d&tabid=1463&portalid=0&mid=6535)
* [Talkin Tarn Facilities Hire](https://www.carlisle.gov.uk/LinkClick.aspx?fileticket=6Xz4t9wnXnY%3d&tabid=1171&portalid=17&mid=5310)
* [Licensing Temporary Event Notice application form](http://www.carlisle.gov.uk/LinkClick.aspx?fileticket=EDOZ7djW0x8%3d&tabid=1801&portalid=0&mid=7880) (Carlisle City Council website) OR [Online Temporary Event Notice application form](http://www.gov.uk/apply-for-a-licence/temporary-event-notice/carlisle/apply-1) (Government website)

4.2 Officers should contact Legal Services for advice as to whether a contract is required for an event in addition to the application form and terms and conditions.

4.3 The [Intranet Health and Safety](http://intranet/elibrary/hands/Pages/default.aspx) page provides [Example Events Guidance](http://intranet/yourcouncil/teams/events/Shared%20Documents/Health%20and%20Safety%20Checklists/Example%20Event%20guidance.doc) to those wishing to arrange an event on land or open space owned by the Council.

4.4The Event Risk Panelconsiders and approves applications for events on Council land. The panel comprises the Green Spaces and Bereavement Services Manager, Site Management Team Leader (East), Site Management Team Leader (West), Destination Manager, City Centre Officer, Safety, Health and Environmental Manager, Legal Services Manager and Finance Officer (Insurance and Corporate Governance).

**5. Funding**

5.1Funding for the Council organised main events programme (Upperby Gala, Pageant, Fireshow and Christmas Lights switch on) is agreed through the budget and Full Council.

5.2 Any new big impact events that the Council is organising, funding and/or organising in partnership with others, not previously agreed within the main events programme, such as the Tour of Britain, require a Portfolio Holder Decision Notice.

5.3 Any event contract awarded by the Council requires an Officer Decision Notice.

5.4The Council has funding available to support community events in Carlisle that meet the following criteria:

* Promote Carlisle as a vibrant city in which to live and visit
* Encourage visitors to our city; and increase economic activity
* Celebrate the civic history and heritage of Carlisle.
* Engage with people from the local community
* Encourage partners to invest with Carlisle City Council to promote Carlisle as a tourist destination

Applicants must complete the[Community Events Support Application form](https://www.carlisle.gov.uk/LinkClick.aspx?fileticket=oYw6ooMCWNQ%3d&tabid=1463&portalid=0&mid=6535) to be considered by the Community Events Funding Panel. Please see the [Community Events Funding Panel Terms of Reference](http://intranet/yourcouncil/teams/events/Shared%20Documents/Master%20Documents/TERMS%20OF%20REFERENCE%20event%20funding%20panel.doc) and [Community Events Support Guidance Notes](https://www.carlisle.gov.uk/LinkClick.aspx?fileticket=rLj1b1SIQc8%3d&tabid=2111&portalid=0&mid=9818) for further details.

5.5 The Community Events Support Funding budget is agreed through the budget and Full Council. New events, funded by the Community Events Funding Panel, require an Officer Decision Notice and are included in the relevant Portfolio Holder’s report.

**6. Events management**

6.1 The application forms and conditions of use in Section 4 give the general requirements for events management, including:

* Cancellation
* Closure
* Environmental Health
* Events not permitted on Council land
* Insurance
* Licensing
* Organisation and management
* Reinstatement
* Risk Assessment, including Health and Safety

6.2 This section provides additional information and guidance on events management. Events may have specific terms and conditions (see examples for stallholders at the Council organised events [Upperby Gala Terms and Conditions](http://intranet/yourcouncil/teams/events/Shared%20Documents/Events%20Policy%20documents/Terms%20and%20conditions/Upperby%20Gala%202015%20Terms%20and%20Conditions.doc), [Carlisle Pageant Terms and Conditions](http://intranet/yourcouncil/teams/events/Shared%20Documents/Events%20Policy%20documents/Terms%20and%20conditions/Carlisle%20Pageant%202015%20Terms%20and%20Conditions.doc)). The Council also has policies on specific areas such as the [Car Boot Sale Policy and Market Charter](http://intranet/yourcouncil/teams/events/Shared%20Documents/Events%20Policy%20documents/Car%20Boot%20Sale%20Policy%20and%20Market%20Charter.pdf), and the [Animals and Circus Policy](http://intranet/yourcouncil/teams/first/Shared%20Documents/Events/Please%20see%20EVENTS%20team%20site/Events%20Policy%20documents/Circus%20animals%20on%20Council%20Land%201992.pdf).

**Insurance**

6.3 The Event Organiser will be required to produce a copy of appropriate Employers’ Liability Insurance and Public Liability Insurance cover which is commensurate to the event taking place and appropriate to the number of individuals in attendance. The Council reserves the right to request higher limits of indemnity depending on the event.

6.4 The Finance Officer (Insurance and Corporate Governance) maintains a central database of organisers’ insurance details on the Insurance Intranet team site. The spreadsheet includes the expiry date to enable officers to identify if there is valid insurance and avoid repeatedly contacting applicants for insurance details the Council already holds.

6.5 For Council organised events, expert external advice should be requested through the Council’s brokers and, in all instances, the Council’s Insurance Officer should be consulted. It is prudent to inform the Council’s brokers/insurers when such events take place.For Council organised events, the insurance process is:

1. Lead officer gathers the insurance from the entertainers and sends to Finance Officer (Insurance and Corporate Governance).
2. Finance Officer determines if the insurance is adequate or requests more information.
3. Lead officer actions the requests and sends further information to Finance Officer.
4. Once the Finance Officer has signed the insurance off, the lead officer places this on the [Events team site](http://intranet/yourcouncil/teams/events/)
5. The lead officer will make an insurance checklist for each event (see [Events Checklist concessions](http://intranet/yourcouncil/teams/events/Shared%20Documents/Master%20Documents/Event%20Checklist%20concessions.docx), [Events Checklist artists](http://intranet/yourcouncil/teams/events/Shared%20Documents/Master%20Documents/Event%20Checklist%20Artists.docx)) and add this to the appropriate event folder on the [Events team site](http://intranet/yourcouncil/teams/events/).

6.6 Insurers have agreed to provide Public Liability cover under the Council’s insurance policy for amateur performers. However, this cover would not extend to cover those acts who are clearly established professional performers. The process is:

* In the first instance, all performers will be asked to provide evidence that they hold appropriate Public Liability cover and only when they advise that they are not insured, would the Council’s insurers be notified.
* If the performers do NOT hold their own cover then they should be advised that confirmation of this is required by email or in writing and this should be held on file by the Finance Officer (Insurance and Corporate Governance).
* If the performers do NOT hold their own cover the Finance Officer should receive a request to cover using the [‘Uninsured Performers’](http://intranet/yourcouncil/teams/events/Shared%20Documents/Events%20Policy%20documents/Uninsured%20Performers%20%282%29.docx) document. Once this document has been received the Finance Officer will provide confirmation that cover is in place or advise if cover cannot be agreed.
* The insurance cover provided will only extend to cover performers at Council operated and managed events. No cover is available for events operated by Third Parties.
* The insurance cover provided is NOT available to Third Parties attending Council events in other capacities e.g. stall holders, market traders.

6.7 The Council is also able to cover volunteers under the Council’s insurance arrangements with prior approval via the Finance Officer (Insurance and Corporate Governance). Any volunteers must be provided with appropriate training and equipment and must be under the supervision of a Council Officer during the activity.

6.8Insurance claims against the Council will come out of the lead organiser’s service budget. The lead service area is liable for insurance claims up to £5000. Claims will always be referred to the Council’s insurers by the Finance Officer (Insurance and Corporate Governance). The route of denial can only be backed up by having the correct documentation in place.

 **Organisation and management**

6.9 Council organised eventsmust complete an [Events Management Plan](http://intranet/yourcouncil/dirser/legal/hs/Documents/Events%20Template%20%28Blank%29.docx) (EMP) to fulfil the Council’s requirements for insurance, risk assessment (including Health and Safety), event organisation and management. It is recommended that externally organised eventsprovide an events management plan for medium and high-risk events.

 **Risk Assessment, including Health and Safety**

6.10Council organised events must undergo a detailed risk assessment using the criteria in the Risk Management and Assurance Framework. This will determine if the event needs to be included on the service’s operational risk register and Corporate Risk Register.

6.11We will inform Cumbria County Council’s Single Point of Contact (SPOC - event.notification@cumbria.gov.uk) of events in Carlisle that come to our attention that meet the criteria of over 200 participants or are perceived as high risk. See<http://www.cumbria.gov.uk/events_calendar/eventsafetyinformation.asp> and [Cumbria Chief Executive’s Group Outdoor Events Policy August 2012](http://intranet/yourcouncil/teams/first/Shared%20Documents/Events/Please%20see%20EVENTS%20team%20site/Events%20Policy%20documents/Outdoor%20Events%20Policy%20Framework%2009-08-12.doc) for further information.

6.12 The [Intranet Health and Safety](http://intranet/elibrary/hands/Pages/default.aspx) guidance provides further information, including:

* [Safety Events Checklist](http://intranet/yourcouncil/dirser/legal/hs/Documents/Events%20Safety%20Checklist%20%28Blank%29.docx)
* [General Sport Environment and Equipment Risk Assessment](http://intranet/yourcouncil/dirser/legal/hs/Documents/General%20Sports%20Environment%20and%20Equipment%20Risk%20Assessment.doc)
* [Raft Racing and Water Events Risk Assessment](http://intranet/yourcouncil/dirser/legal/hs/Documents/Raft%20Racing%20and%20Water%20Events%20Risk%20Considerations.doc)
* [Roof Abseiling Risk Assessment](http://intranet/yourcouncil/dirser/legal/hs/Documents/Roof%20Abseiling%20%28Civic%20Centre%29%20Risk%20Assessment.doc)
* [Roof Broadcasting Risk Assessment](http://intranet/yourcouncil/dirser/legal/hs/Documents/Roof%20Broadcasting%20%28Civic%20Centre%29%20Risk%20Assessment.doc)
* [Sports Activities Risk Assessments and Audits](http://intranet/yourcouncil/dirser/legal/hs/Documents/Sports%20Activities%20Risk%20Assessment%20and%20Audits.doc)

6.13 There are Events Safety Checklists and Inspection lists that can be used during events:

[Event Safety Checklist](http://intranet/yourcouncil/teams/events/Shared%20Documents/Health%20and%20Safety%20Checklists/Event%20safety%20inspection%20checklist.doc)

[Event Safety Inspection – BEFORE the event](http://intranet/yourcouncil/teams/events/Shared%20Documents/Health%20and%20Safety%20Checklists/Safety%20Checklist%20BEFORE%20an%20event.docx)

[Event Safety Inspection – DURING the event](http://intranet/yourcouncil/teams/events/Shared%20Documents/Health%20and%20Safety%20Checklists/Safety%20Checklist%20DURING%20an%20event.docx)

[Event Safety Inspection – AFTER the event](http://intranet/yourcouncil/teams/events/Shared%20Documents/Health%20and%20Safety%20Checklists/Safety%20Checklist%20BEFORE%20an%20event.docx)

[**Road closures**](http://www.carlisle.gov.uk/transport_and_streets/roads%2C_highways_and_pavements/road_closures_and_diversions.aspx)

6.14If a formal traffic order is required, it is the responsibility of the event organiser to apply for the appropriate permissions from Cumbria County Council, and meet the full costs associated with the closure. It is recommended that organisers allow at least 8 to 12 weeks notice to ensure that they have the required permissions in good time.

6.15 The Council can apply a rolling road closure or thronging powers (Town Police Clauses Act 1847, thronging covers the flow of people). There are a number of costs associated with these. Legal Services must prepare a notice and the Council would be charged by the local newspaper group for advertising the notice in the paper. There may also be event implementation costs such as equipment, stewards, police and staff management.

**Safeguarding and Children**

6.16The Council has a [Safeguarding Policy](http://intranet/HR/Documents/Safeguarding%20Policy%20v1.0%20Dec%202014%2003.02.15.doc) and guidance documents which can be found at<http://intranet/HR/Pages/Safe.aspx>

**Stewards**

6.17 Steward levels for Council run events should be determined by the Event Manager after reviewing each event’s risk.

6.18 Steward training requirements

* All stewards need to be trained to a Level 2 for Event Safety
* All Supervisors running an Event need to be trained at a NVQ 3 level (if trained to Level 3 NVQ, Level 2 is not needed)
* Other Stewards that are needed for larger events that have more risk (or alcohol sales etc) need to have a Security Industry Authority 2 (SIA) qualification (Level 2 or NVQ 3 is also needed if SIA 2 is obtained).

6.19 Steward pay rates

* Externally organised events – stewards can receive TOIL (Time off in Lieu) or can be paid from the event organiser’s budget. This depends on the contract agreed with the Council.
* Council organised events – stewards can be paid or receive TOIL. Stewards are paid out of the event budget.
* Community Funded events - stewards can receive TOIL (Time off in Lieu) or can be paid from the event organiser’s budget. This depends on the contract agreed with the Council.

**Training**

6.20All lead officers for events will receive the following training:

* Institution of Occupational Safety and Health (IOSH)
* Risk management
* Event stewarding

**Volunteers**

6.21 The Council has developed a range of guidance on volunteers which can be found at <http://intranet/HR/Pages/VolunteersInformation.aspx>. It includes details of:

* [Volunteer Policy and Procedure](http://intranet/HR/Documents/Volunteer%20Policy%2018.08.14%20v1.4.doc)
* [Volunteer Procedure flow chart](http://intranet/HR/Documents/Volunteer%20Process%20Flowchart%20V1.0%2018.08.14.jpeg%22%20%5Co%20%22)
* [Volunteer Agreement](http://intranet/HR/Documents/Volunteer%20Agreement%2028.07.2014%20v1.0.doc)
* Induction pack for volunteers

**7. Financial procedures**

**Charges**

7.1The Corporate Charging Policy sets out the Council’s policy for reviewing charges. Charges relating to events are reviewed each year through the Charging Review (see [Review of Charges 2019/20](http://cmis.carlisle.gov.uk/cmis/Document.ashx?czJKcaeAi5tUFL1DTL2UE4zNRBcoShgo=f42lwmhx4eVDs5fjmB52N%2fC2FjFVux1Z0bgw2nJRHQYGbeZHJAq5Dg%3d%3d&rUzwRPf%2bZ3zd4E7Ikn8Lyw%3d%3d=pwRE6AGJFLDNlh225F5QMaQWCtPHwdhUfCZ%2fLUQzgA2uL5jNRG4jdQ%3d%3d&mCTIbCubSFfXsDGW9IXnlg%3d%3d=hFflUdN3100%3d&kCx1AnS9%2fpWZQ40DXFvdEw%3d%3d=hFflUdN3100%3d&uJovDxwdjMPoYv%2bAJvYtyA%3d%3d=ctNJFf55vVA%3d&FgPlIEJYlotS%2bYGoBi5olA%3d%3d=B03MzdTRKlI%3d&d9Qjj0ag1Pd993jsyOJqFvmyB7X0CSQK=ctNJFf55vVA%3d&WGewmoAfeNR9xqBux0r1Q8Za60lavYmz=ctNJFf55vVA%3d&WGewmoAfeNQ16B2MHuCpMRKZMwaG1PaO=ctNJFf55vVA%3d)). The charges facilitate income generation to support the Council’s events programme and recovering the cost of service provision.

7.2 **Community Services Events Assets**

A number of assets are available to organisations for use in events. In the case of community events, agreed by the Community Support Funding Panel, the charges can be reduced, the value of the charges will be considered as additional support in kind for the event.

7.3 **Promotion and Marketing**

The Council has a number of assets that can be used for promotion and marketing. These assets may be used as part of a value in kind arrangement for an event partner. Income generated from these assets offsets the costs of supporting Council organised events.

7.4 **Arts Centre**

The business plan identifies three core trading / income generating areas where the Council will impose charges. These are:

* Ticket sales (charges for Council promoted events and performances)
* Room Hire (charges for external agencies using the facilities for either non-ticketed meetings / events or ticketed public performances)
* Commercial Space / Office Lettings(charges for tenancy within the available work units / office spaces)

7**.**5 **City Centre**

The Council exercises its powers, set out in Section 115 of the Highways Act 1980, to charge reasonable expenses for events and activities undertaken in the pedestrianised area and other relevant parts of the city centre. The income generated is partly used to contribute to the cost of managing the city centre and the events arranged there.

7.6 **Car Parks**

In cases where Council car parks are required for an event, the Council may require compensation for lost revenue from the organisers. In addition to the charge for the spaces occupied administration charges may also be levied. All users will be required to ensure that the site is vacated as they find it. Any damage repairs or cleaning required will be charged to the applicant.

7.7 **Parks and Green Spaces**

Charges are applied depending on the types of events:

* Low key commercial use
* Council organised events – to be recharged to the Directorate leading the event.
* Not for profit, special interest events, with charitable status (proof required) where a charge is made for entry.
* Fully commercial, profit making events

Reinstatement costs are not included in these charges.

7.8 Licensing fees

The Regulatory Panel has responsibility for determining [Licensing fees](http://cmis.carlisle.gov.uk/cmis/Document.ashx?czJKcaeAi5tUFL1DTL2UE4zNRBcoShgo=1QMfF%2bkRtjj0lOHYVNRteQAucRrWcHx%2b4eC855wIx%2bMkI%2bPyMW2mqg%3d%3d&rUzwRPf%2bZ3zd4E7Ikn8Lyw%3d%3d=pwRE6AGJFLDNlh225F5QMaQWCtPHwdhUfCZ%2fLUQzgA2uL5jNRG4jdQ%3d%3d&mCTIbCubSFfXsDGW9IXnlg%3d%3d=hFflUdN3100%3d&kCx1AnS9%2fpWZQ40DXFvdEw%3d%3d=hFflUdN3100%3d&uJovDxwdjMPoYv%2bAJvYtyA%3d%3d=ctNJFf55vVA%3d&FgPlIEJYlotS%2bYGoBi5olA%3d%3d=B03MzdTRKlI%3d&d9Qjj0ag1Pd993jsyOJqFvmyB7X0CSQK=ctNJFf55vVA%3d&WGewmoAfeNR9xqBux0r1Q8Za60lavYmz=ctNJFf55vVA%3d&WGewmoAfeNQ16B2MHuCpMRKZMwaG1PaO=ctNJFf55vVA%3d) (see [Review of Charges - Licensing 2019/20](http://cmis.carlisle.gov.uk/cmis/Document.ashx?czJKcaeAi5tUFL1DTL2UE4zNRBcoShgo=gTAo%2fZ%2bfAifseIso5sjdAzVskQ4jNkJed6YHdJOnKTkAU%2bs59rXJKA%3d%3d&rUzwRPf%2bZ3zd4E7Ikn8Lyw%3d%3d=pwRE6AGJFLDNlh225F5QMaQWCtPHwdhUfCZ%2fLUQzgA2uL5jNRG4jdQ%3d%3d&mCTIbCubSFfXsDGW9IXnlg%3d%3d=hFflUdN3100%3d&kCx1AnS9%2fpWZQ40DXFvdEw%3d%3d=hFflUdN3100%3d&uJovDxwdjMPoYv%2bAJvYtyA%3d%3d=ctNJFf55vVA%3d&FgPlIEJYlotS%2bYGoBi5olA%3d%3d=B03MzdTRKlI%3d&d9Qjj0ag1Pd993jsyOJqFvmyB7X0CSQK=ctNJFf55vVA%3d&WGewmoAfeNR9xqBux0r1Q8Za60lavYmz=ctNJFf55vVA%3d&WGewmoAfeNQ16B2MHuCpMRKZMwaG1PaO=ctNJFf55vVA%3d) and also [Guidance Document GD2 Licensing Act 2003 Scale of Fees](http://www.carlisle.gov.uk/LinkClick.aspx?fileticket=bL2ItoRhK-4%3d&tabid=1397&portalid=0&mid=6245)).

7.9 **Commercial events**

If someone gains from an event it is classed as commercial and is chargeable. A commercial event must also be advertised for 28 days beforehand. The Highways Act (1980) exempts religious events from charges in the city centre.

Under certain circumstances the Council will support certain events by waiving charges for using its land or facilities. Each application will be considered on its own merit. The Leader’s Scheme delegates authority to determine and amend the charges set by the Council for the use of its parks and green spaces to the Deputy Chief Executive, in consultation with the Portfolio Holder for Environment and Transport.

7.10 Funding support

If the Council supports an event with funding and gives them our land use free, **event organisers cannot sublet our land**. If the event organiser brings in commercial businesses and charges them directly (or the business give them a donation), then according to the charging policy we will charge commercial businesses for being on our land.

7.11 **Internal support**

Each event, even internally, must have a whole event cost to enable us to best manage budgets and to identify resource requirements; however the cost of any internal support recharge will only be calculated, unless required for benchmarking purposes, for the production of the Annual Statement of Accounts and will be made in accordance with Accounting guidance and specifically the Service Expenditure Code of Practice (SeRCOP).

7.12 **Budgets and VAT**

The VAT status of all sponsorship and other sources of income need to be determined to ensure compliance with HMRC regulations. The general rule is all sponsorship is subject to VAT. Advice should be sought from Financial Services in respect of VAT liability.

**8. Communications and Marketing**

8.1 Discover Carlisle is used as the main website for marketing events. This is supported by the Council’s other advertising opportunities where appropriate. Commercial or profit making events will be offered opportunities available from our marketing prospectus. For events that receive community support funding from the Council, acknowledgement of support will be agreed as part of the process for assessing the application.

**9. Debrief and evaluation**

9.1 A de-brief is considered good practice for large scale events. This provides an opportunity to reflect and share valuable information as part of the event management process. It also provides direction and focus for future arrangements or requirements. Following an event, the files are closed and kept on record in accordance with the Records Management Policy.

9.2 All recipients of Community Event Support are required to complete a [Community Events Support Evaluation and Monitoring Form](http://intranet/yourcouncil/teams/events/Shared%20Documents/Financial%20Support%20Panel/Community%20Event%20Evaluation%20Form.docx) within one month following the event.

9.3 The Council’s approach to evaluating events will be developed to help assess the impact of events in Carlisle.

**10. Review**

10.1This document will be reviewed annually to ensure that it reflects any changes in working practices or policy decisions.