

## **Weymouth Town Council Events and Festival Policy 2020 – 2025**



## Weymouth Town Council

### Events and Festival Policy 2020 – 2025

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WTC Events Policy	Draft 23-06-20	Matt Ryan/ Charlie Sheppard	xxxx	April 2025

## Events and Festival Policy 2020 - 2025

### 1. Vision:

“That by 2025 Weymouth has developed a comprehensive programme of high quality sustainable Community inspired and Tourism based Events and Festivals that cultivates community creativity for maximum economic benefit and social enjoyment throughout the Town.”

### 2. Background:

Weymouth has a long-established history and tradition of hosting Events and Festivals in support of its Community and Economy throughout the year. It has developed into a comprehensive and diverse range of activities; from local community events that have many direct links to the well-being, fundraising and cohesion of the local community to International events placing the Town on the World stage.

Events and festivals are acknowledged in improving the quality of life of a local population. They provide occasions for expressing collective belonging to a group or a place, creating opportunities for drawing on shared histories, cultural and ideals.

Weymouth is fortunate to have many local, regional, and international event organisers that deliver safe, sustainable and well managed activities year on year. The Town Councils Events Management Service plays a valuable role by the enabling, delivering and facilitating the Events programme.

There are also many local organisations such as the Weymouth Business Improvement District (BID), Weymouth & Portland Chamber of Commerce and Weymouth Civic Society that provide important and helpful support towards the enhancement, development, community engagement and delivery of Weymouth’s Tourism and annual events calendar.

It should be noted that this Policy relates to the hosting of events or activities on land or assets owned by the Council; including those under the Councils assigned management responsibility. It does not apply to those events held on private land or property. The Policy also defines the type and form of activities that the Town Council will prioritise and support with its resources.

### 3. Context:

A dynamic events and festivals programme, that includes sports, leisure, special interest, culture, community, heritage and the arts, will have a positive impact and make a significant contribution to the positive status and image of the Town and surrounding area. It will provide opportunities for Community development and Community led events; generating positivity and cohesion within the local community, offering opportunities for engagement and involvement; building community spirit and creating Civic Pride.

The priorities set out within this policy supports the Town Councils Vision and values detailed within the “Weymouth Town Council Strategy 2019 – 2025”; namely

“*Creating thriving communities in Weymouth where everyone is proud to live, work, play and visit*”; where it is the Councils ambition is to:

- Improve the wellbeing of the people of Weymouth.
- Manage the Council’s assets and resources responsibly and transparently.
- Manage the Council’s services effectively to meet the needs to the communities we serve.
- Work to become greener and cleaner in our activities as well as supporting our communities and partners to be as green as possible
- Promote opportunities for economic success of the area.
- Strive for continuous improvement and service development.
- Work with partners to deliver our core values

The Policy aims to provide a prioritised and consistent approach to the type and form of Events and activities that the Town Council will support and encourage during the lifespan of this policy - focusing on Weymouth’s Community, unique History, Culture and Community, Natural Environment; and achieving this using best practice sustainable measures.

The priorities detailed within this policy are intended to provide clarity and focus on the opportunities that makes “Weymouth” distinct and unique in comparison to other destinations; and embraces those aspects of Weymouth that are important to the Community.

The priorities also embrace visitor market research such as the 2016 Blue Sail Tourism study report, commissioned by the former Councils that identifies emerging visitor markets and opportunities for future economic growth and success. This included:-

**Activity Seekers** – All ages, socio-demographic groups ABC1C2 – families, friends, couples; All levels of expertise - enthusiasts, dabblers, learners and tasters; Range from those passionate about their sport/activity to those who want to try things out or have some fun while on holiday and

**Cultural Couples** - Aged 40+, socio-demographic AB; Relatively affluent, interested in culture, food, well-being and spending time together.

#### **4. Event & Festival Priorities:**

The priorities set out the form of Events, Festivals and activities that the Council will encourage and support during the continuance of this policy:-

**Priority 1:** Health & Active Lifestyle Events: Enabling events and festivals that contribute to physical, mental and social wellbeing of the Community and Visitors to the Weymouth.

**Priority 2:** Community Events and Engagement: Supporting the Community with the delivery of events inspired by the Community; helping to build Community capacity and knowledge to deliver events in compliance with national legislation. This also includes the use of the Councils assets to facilitate events that raise funds for local good causes.

**Priority 3: Local Heritage and Culture:** Weymouth has extensive local history and heritage that should be celebrated and remembered by this and future generations to come. Arts and Culture also play a vital role within this and events that engage and define the area should be encouraged.

**Priority 4: Sustainability and Green:** Weymouth Town Council has declared a climate emergency and we have committed to making the Council's activities net zero carbon by 2030. In turn, we would like all events organisers to undertake an Environment Impact assessment and apply best practice sustainable measures to the way their events are planned and delivered.

Attached at Appendix 1 is the Council's "Green Events Guide"

Please note: Although this Events Policy is for 5 years, the "Green Events Guide" will be reviewed on an annual basis – January each year to ensure that it meets current best practice.

## **5. Application Process:**

The Town Council looks forward to working with event organisers that support the Town Council's vision and priorities for a high-quality sustainable programme of annual Events & Festivals.

In addition to being sustainable, all activities should be able to demonstrate evidence of meeting at least one of Priorities 1 to 3 listed above.

It is expected for the Event Organiser to thoroughly complete and read the Event Application Form and Guidance information provided by the Town Council following the initial event enquiry.

Event organisers will be required to establish:

- Their accountability for the event through their associated event management plan which will be subject to scale and size of the proposed Festival / Event and depending on the nature of the event this would also include traffic management plan, crowd management plan, waste management plan and the like.
- Hold open and honest dialogue with the Council and its partners throughout the pre and post planning phase and delivery of the event. Event organisers may be required to present their event plan to the Dorset Safety Advisory Group.
- Show how the event will comply, where relevant, with legal, licensing and conditions specific to the event and its location.
- Produce an environmental impact assessment / define achievable targets to minimise the impact of your event.

Where appropriate Event Applications will be subject to consultation with relevant stakeholders and groups. Please note that this could take up to 28 days.

**Health & Safety, Event Management Best Practice:**

All events and festivals will be required to comply with event management or other such applicable legislation and recognised best practice including the guidance provided by the Health and Safety Executive and the Events Industry Forum's 'Purple Guide'.

Guidance can be found at the following websites:

- **The Purple Guide to Health, Safety and Welfare at Music and Other Events** produced by the Events Industry Forum. [www.thepurpleguide.co.uk](http://www.thepurpleguide.co.uk)
- **Managing crowds safely**, A guide for organisers at events and venues (HSG154) by the Health and Safety Executive. [www.hse.gov.uk](http://www.hse.gov.uk)
- National Counter Terrorism Security Office publication - **Crowded Places Guidance 2017** - [www.gov.uk](http://www.gov.uk)
- **The Good Practice Safety Guide** for small and sporting events taking place on the highway, roads and public places. [www.gov.uk](http://www.gov.uk)
- **Sustainable Event Management** - BS 8901 provides requirements for planning and managing sustainable events of all sizes and types.

**6. Use of Council land & assets**

Whilst the Town Council provide free advice and guidance to event organisers who wish to hold Events and Festivals on Council Land and there is currently no event application fee, the Town Council do have a scale of charges for use of its land.

The rates are subject to varying factors such as type, size, location, length, time of year and classification.

Weymouth Town Council manage a variety of different potential event locations with the Beach and local Parks environments and a full list is available on the website.

Details of the hire charges and the definitions applied to events are at Appendix 2.

**Damage Deposits:**

In some instances, the Council will request a damage / deposit bond to cover any damage or repair to Council land and / or property; and any infringement of the Event Terms and Conditions. Damage deposits amounts and detail will be discussed directly with the event organiser and specifically listed with the terms and conditions for site that will be issued and agreed.

## **7. Safety Advisory Group:**

The Dorset Safety Advisory Group is a non-statutory group of multi agency representatives formed to promote safety at public events and exist to:

- Promote high levels of safety and welfare at events by giving advice and guidance.
- Promote good practice in safety and welfare planning for events.
- Ensure events have a minimal adverse impact on the Community.

The purpose of the SAG is to consider events both licensed and unlicensed occurring in the area covered Dorset Council. The criteria will be events where 5,000 people at any one time (not daily) or 2,000 people or more reside (camp) on site temporarily. However, the group will consider any other event as part of its remit to share information and consult stakeholders, and to ensure effective event planning where there is potential risk to members of the public.

There will be occasions where it is necessary and appropriate for Event organisers to attend group meeting/s of a safety advisory group (SAG).

See Dorset Safety Advisory Group Terms of Reference –

<https://www.dorsetcouncil.gov.uk/business-consumers-licences/licences-and-permits/event-licences/public-events-planning/public-events-planning.aspx>

## **Licensing**

In conformity of best practice and to facilitate cultural events and activities; defined as regulated entertainment under the Licensing Act 2003 the Council has licensed a number of the main open space locations and will waive associated fees at its discretion.

## **Highway Closures & Events**

Should your event require a road closure, traffic or parking suspension, an application to Dorset Council Highway Team is required to be undertaken by the event organiser. Full details on road closures for events can be found at:

<https://www.dorsetcouncil.gov.uk/roads-highways-maintenance/highway-licences-and-services/events-on-the-highway-licences/special-events-on-the-highway.aspx>

## **8. Funding of Events**

As a Town Council, we are committed to helping to make Weymouth the best it can be, and a way of doing this is by supporting non-profit organisations who provide invaluable services within our communities.

These grants offer local groups and organisations a chance to easily access much needed funding to make Weymouth an even better place to live, work and learn. We are looking forward to receiving diverse applications that support a range of communities within the area.

If you think that your organisation could benefit from a Town Council grant, please contact [office@weymouthtowncouncil.gov.uk](mailto:office@weymouthtowncouncil.gov.uk)

## **9. Marketing and Promotion**

Weymouth Town Council is proud of its annual events and festival calendar and through various platforms markets and promotes these Events and Festival throughout the year.

The full colour events and festival leaflet is produced and printed annually in January and May. The publication is distributed through locally and at regional outlets. The Town Council Website offers further promotion and features a full section on local events and has a free listing section within the online calendar.

## **10. Useful Contacts**

### **Weymouth Town Council:**

[www.weymouthtowncouncil.gov.uk](http://www.weymouthtowncouncil.gov.uk)

Charlie Sheppard, Events Manager, Weymouth Town Council, Commercial Road, Weymouth, Dorset, DT4 8NG

Tel: 01305 239309

Email: [charliesheppard@weymouthtowncouncil.gov.uk](mailto:charliesheppard@weymouthtowncouncil.gov.uk)

Steve Davies, Events and Promotions Officer, Weymouth Town Council, Commercial Road, Weymouth, Dorset, DT4 8NG

Tel: 01305 239839

Email: [stevedavies@weymouthtowncouncil.gov.uk](mailto:stevedavies@weymouthtowncouncil.gov.uk)

### **Dorset Council - [www.dorsetforyou.com](http://www.dorsetforyou.com)**

Tel: 01305 221000

For Highways, Road Closures, Licensing, Collection Licences, Harbour Service and more.