

Events Policy and guidance 2011

**For Parks, Open Spaces and Town
Centres
(Shirley and Solihull)**

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1. Introduction

Solihull Council recognises the importance of events to its cultural and economic well being. Events play a major part in the vibrancy and attractiveness of Solihull Town Centre, the 3rd biggest retail area in the West Midlands with an average 15 million visitors per year. There is a mixture of Council organised, community organised and commercial events in the annual calendar; which consists of anything from farmers markets to Race for Life and family fun days.

The Council's Parks Events programme is very popular and offers something for all ages in most of the parks throughout the Borough. There are in excess of 30,000 visitors to park events year on year with over 90% rating the quality, location, price and facilities as either very good or good. In conjunction with community groups, over one hundred events and activities take place on an average year which means that our parks are being well utilised and promoted to both local residents and regional visitors.

This policy has been devised to facilitate the continued improvement of events in Solihull and to ensure that they continue to be safe, welcoming, fun and enjoyable.

All events which take place in the borough are expected to comply with the terms of this policy. The Council reserves the right to reject any event which it deems is not in the interest of the general public.

2. What areas are covered by this Policy?

2.1 This policy covers events on Council property only, which includes: public highway, public open space and adopted public land. Private land will require the permission of the landowner and is outside of the scope of this policy.

2.2 The policy covers Solihull Town Centre, where there are a number of possible event areas that the Council is responsible for (see appendix 1 for site plans and locations):

- **Mell Square** - the target area – main event area with possible branch-out locations around the square for smaller activities
- **High Street** – number of possible locations but size restricted
- **Jubilee Gardens** – A small amphitheatre to the rear of Touchwood, suitable for entertainment or music events

The specific area (s) available for the promotion / event will be determined by the Town Centre Manager in consultation with other relevant Council departments, the Fire Service, Police Service and the event organiser.

2.3 Shirley Town Centre is also covered by this policy and includes the following areas:

- **Red Lion Square** – Stratford Road (The management of this area may change in the near future)
- **Pedestrianised green area outside Park Entrance** – Stratford Road

2.4 The following Parks and Open Spaces have licences to run events:

- Babbs Mill Park and Local Nature Reserve
- Bentley Heath Park
- Brueton Park and Malvern Park
- Dorridge Park
- Elmdon Park
- Hillfield Park
- Knowle Park
- Lavender Hall Park
- Marston Green Park
- Meriden Park
- Millisons Wood
- Olton Jubilee Park
- Shirley Park
- Tudor Grange Park

2.5 The Park Licences allow the following regulated entertainment to take place in any of the parks up until 11pm: dancing, music, plays, films, live music, recorded music, performances of dance and anything similar to the above activities.

3. What events are covered in this Policy?

3.1 Events are classified, for the purpose of this policy as a gathering of people, large or small, for business or pleasure, which is time bound, with a particular objective and associated resources and materials are required.

3.2 Generally the two main categories events fall under are either community or commercial, as defined below:

- **Community Events** – those events organised by charities, not for profit organisations, community or voluntary groups that directly benefit the residents and stakeholders within the Borough. These can take place in either the town centres or parks.
- **Commercial Events** – those events that do not fall into the above category and have a commercial gain for the business. As a guideline for applications received in the past, this has included product launches, road shows and promotions. The majority of these types of events take place in the Town Centre but there is scope for parks to be used. An example of this would be a funfair, circus or car show.

3.3 There are also a number of other events which do not fall under the above categorisation but have become regular activities in either the Town Centre or Parks.

3.4 **Political Events** - A set process has been developed for political parties wishing to engage with the general public in either Solihull Town Centre or Shirley Town Centre. This is outlined in appendix 2.

Political parties must be registered political parties and will be requested to show proof of this. Registered political parties are defined as those registered with the Electoral Commission and have to comply with regulatory requirements. For 6 weeks prior to an election, there is no charge for registered parties wishing to use the town centre. Although booking is still required to avoid clashes. At all other times of the year, then a reduced rate will be charged as indicated on the fees and charges report under the not for profit section, see appendix 5.

Other political groups will be managed on a case by case basis and will need the approval of all responsible authorities, made up of the Police, Council departments and local stakeholders within the town centre, in order to hold an event. This may necessitate a round table discussion with the responsible authorities to ensure they are supportive of the event activities or campaign being promoted. A charge will be applied at all times for this group, as indicated on the fees and charges report under the not for profit section, see appendix 5.

Space will be allocated on first come first served basis. All other policy details are applicable to political groups.

3.5 Religious Events - The Council recognises that there are three different types of events which celebrate religious activities, which are outlined below:

- **Celebration of religious festivals** – dates will be agreed for the year ahead with Solihull Faiths' Forum to celebrate major festivals. These will take priority over occasional events and are inclusive to everyone, regardless of faith. There is no charge associated with these events. However we will still follow the application process and require the necessary paperwork from the organisers.
- **Occasional religious events** e.g. family fun day in the park – requests can be made to hold events but these will be subject to consultation with the Solihull Faiths' Forum and responsible authorities. If there are reasonable objections to the event then the Head of Neighbourhood Services will make the final decision. Event organisers should not persistently approach visitors in any way or persuade them to conduct a particular activity or attend a particular event, unless they wish to do so. These events should also respect other faiths or communities within Solihull. Charges do apply to events of this nature, at a reduced rate, as indicated in the fees and charges report, under the not for profit section, see appendix 5.
- **Religious awareness raising activities** (i.e. an information point in the town centre) requests can be made to hold events or exhibitions but these will be subject to consultation with the Solihull Faiths' Forum and responsible authorities and not clash with the current programme of events provided. The emphasis should be on providing a better understanding of different faiths in a considerate way. A charge will be applied, depending on the size and scale of the event. This will be at the discretion of the Town Centre Manager in the first instance and the Head of Neighbourhood services at the final level.

The same application process has been developed, as of that for political events (see appendix 3). Members of the Faith Forum would be our preferred partner for any religious events taking place in the Borough.

The frequency of events of this nature will be the same as that for commercial events to avoid over use of the space and appeal to the visiting public and local residents. All other details within this policy are applicable to religious groups.

3.6 Demonstrations - Organisers of public processions are required by law to notify the police AT LEAST 6 DAYS BEFORE the event, of the date, time, proposed route and the name/address of an organiser. Organisers should try to give as much notice as possible. Event organisers will need to adhere to legislation for demonstrations and protests covered in the main by the Public Order Act 1986.

3.7 Assemblies - Assemblies are defined as two or more people in a public place - typically a static demonstration outside a business HQ, town hall etc. These types of demonstrations *do not* require prior notification to police but police have the power to impose conditions if serious disorder is anticipated.

3.8 Solihull Business Improvement District (BID) – The BID will be organising a series of events in the town Centre, over the course of the year. The same processes and procedures within this policy will be followed for such events. The charge applied will be based on the business being a private limited company and not for profit. Events will be reviewed on a case by case basis.

3.9 Street Parties – These are defined as events on the highway and are included in Section 9.

3.10 Council run events – There will be a not for profit charge applied for any Council related events organised (appendix 4 and 5).

3.11 Balloon releases – For balloon releases of over 5000 balloons, written consent from the Civil Aviation Authority (CAA) is required. For releases of less than 5000 balloons, written approval is not required by the CAA. Due to the close proximity to the airport, organisers should inform Solihull Police Station and Birmingham airport as a matter of courtesy.

3.12 Filming on Council property – High Street, Mell Square, Poplar Way, Station Road, Parks and open spaces

The Council requires at least 5 days notice of filming projects. A copy of the organisation's public liability insurance, risk assessment and brief on what is being filmed and where is also required. Please note that this is for Council owned land only. Private buildings, such as shopping centres, will require alternative permission. There is no charge for filming on Council owned and maintained property. The communications team should be contacted regarding filming in areas other than this.

3.13 Funfairs – Organisers must be members of the Showman's Guild of Great Britain. There are only a limited number of park locations suitable for such events. The frequency of a funfair or circus in the same park, must be at least 3 months apart and must follow the Showman's Guild of Great Britain guidelines. Current and up to date safety certificates must be provided for all rides along with public liability insurance and risk assessments. A bond will be required for events of this nature and parks fees and charges apply (appendix 4).

3.14 Use of parks for regular classes – Activities such as exercise classes or walking will be assessed on a case by case basis and are bound by the terms of this policy.

4. What events are not currently covered by this policy?

4.1 There are a number of events that we do not accept within our Town Centres or Parks and Open spaces, these include but are not limited to:

- **Private Events** - there is no provision in any of the locations for private events such as private parties, weddings or corporate events
- **Car Boot sales** – parks are not to be used for this purpose
- **Bonfires** – we do not play host to any bonfires within our parks
- **Events with animals** – The Council does not allow, on any Council-owned or managed land; rodeos, circuses or travelling menageries which include performing animals. The Council does not allow the giving of live animals as prizes at fetes/funfairs either. Consultation should be made with our Environmental Protection Officer for animal welfare in the first instance if there is any doubt regarding an event.
- **Barbecues** – these are prohibited in any of our park locations
- **Any events which promotes the use of alcohol or smoking of any nature**
- **Any event which may be construed as showing or encouraging any type of prejudice** (for example racial, sexual, religious) according to the Equality Act 2010.

4.2 There may also be other types of events that would be deemed unsuitable for the performance spaces in parks and Town Centres. The Council needs to give due regard to the letting of space and the impact and consequences of the event on other people who use the town centre and the resources of the Council. Therefore if there is any doubt to the suitability of an event, it will be escalated to the Head of Neighbourhood Service for consultation and advice, with supporting consultation from any individuals who may be exposed to the event.

5 Application process for events organisers

5.1 All event organisers are asked to follow the same application process, regardless of whether the event is in a town centre or park location. This is outlined below:

Initial enquiry:

- **Stage one** – enquiry received via email, application form on website (www.solihull.gov.uk) or via telephone
- **Stage two** – Enquirer is sent an application form/ terms and conditions / fees and charges/ toolkit if required (these are currently being updated and reviewed and will be added to the website as soon as possible).

- **Stage three** – Date checked for clashes and availability confirmed. Event provisionally added to event database/diary. Event will not be approved until all relevant paperwork is received and consultation has taken place. For medium sized events, approval must first be received by Head of Parks or Town Centre Manager. For large scale events approval must be gained from the Head of Neighbourhood Services (appendix 6 and 7)
- **Stage four** – Basic event application reviewed and all necessary information obtained which includes Public Liability, Risk Assessment, Lost Children’s Policy and application form containing a brief of the event. A Bond may be required also(section 6)

Consultation element:

- **Stage five** – Consultation – for some events we need to consult external parties to gain approval as well as other responsible authorities such as the police
- **Stage six** – Arrange Safety Advisory Group meeting if the event is medium to large scale or has risk associated with it. Arrange a site visit to agree details of the event if necessary

Confirmation stage:

- **Stage seven** –Confirmation or rejection email sent to event organiser detailing key contacts, access details and terms and conditions

Post event:

- **Stage eight** – post event evaluation with organiser and success recorded on database. Post event site visit to review any possible reinstatement work
- **Stage nine** - Invoice the event organiser for appropriate fee

Appendix 8 contains a flow chart of this process, which will be amended on a regular basis to reflect the type of applications coming in.

5.2 Size of Event

The size of event will dictate the approval making process and the application time scales. Therefore, the following guidelines have been adopted for this use:

- Small events – events for up to 500 people
- Medium events – events for up to 2000 people
- Large event – events for over 2000 people

The associated risk factor from the type of event will also be used to indicate the approval process.

5.3 Approval making process / Safety Advisory Group (SAG)

Part of the approval making process involves consultation with external and internal parties, and in some cases for medium/large scale events a meeting with the Safety Advisory Group.

The Safety Advisory Group (SAG) consists of a team of specialist representatives from the Police, Fire, Ambulance, Highways, Event and Environmental departments whose role it is to advise event organisers on the organisation of a safe event. The SAG group will pass on these recommendations on to The Council's Events Team and Head of Service, who will give the final approval for large scale events.

5.4 Approval criteria

The following criteria will be used to determine whether approval will be given to a specific event when the Council is the organiser and/or the land/site owner:

- Security and public safety
- Effect on the fabric of the area and the damage limitation
- Effect of event on regular users of public spaces, stakeholders and local residents
- Timing of the event / frequency of the event
- Size of the location, numbers attending or estimated numbers
- Impact on transport infrastructure to support the event – e.g. parking, road closures
- Quality of the event to the area
- The creation of opportunities for local participation of people living within the borough
- The ability of the organisers to effectively plan, manage and control the event and adhere to best practice standards

5.5 Application time scales

Where possible we will try to be flexible on the time scales used for applications as we appreciate that some events may be as a result of cancellations or demand. However we ask that the following guidelines are adopted. During busy summer months, we cannot guarantee that applications for events outside these timescales can be managed:

- **Small events** – at least 6 weeks
- **Medium events** – at least 2 months
- **Large events** – 6 months at least, more if possible due to the complex nature of the event

There are also timescales associated with applications for necessary permits or licenses associated with the event. These are the sole responsibility of the event organiser to arrange. The most relevant are:

- **Sale of Alcohol** – temporary event notice required depending on the nature of the activity - 10 clear days working notice required
- **Street Trading Consent** – 10 working days notice required
- **Road Closures** - 45 days notice period required

5.6 Frequency of events

For Town Centre Events, a business/exhibitor can only hold an event for a maximum of four times per year. This is to allow other businesses and groups to make use of the space but to also offer variety to the visiting public. Block

bookings of a week or more are generally not allowed and are subject to availability and consultation with relevant stakeholders.

5.7 Cancellation of event or event application refusal

The Council reserves the right to cancel an event on their land if the necessary paperwork, outlined above, is not received in a timely fashion or for emergency reasons. The Council will repay any deposits paid on cancelling an event for emergency reasons but shall be under no liability for expenses incurred or loss sustained by the event organiser as a result of the cancellation. All reasonable efforts will be made to reorganise the event with the organiser.

Any event organisers who have previously failed to comply with this events policy will also be denied approval for future events. Outstanding fees and charges or bond will also be regarded as non compliance to this policy.

5.8 Wet weather policy

In the event of adverse weather, the Head of Neighbourhood Services will have the authority to cancel or close the event if, after consultation with the event organiser, it is considered that an unacceptable level of damage or risk would be caused to the grounds or to public safety. No liability can be accepted by the Council for any losses sustained as a result of this decision being made. All reasonable efforts will be made to reorganise the event within the events calendar.

6 Fees and charges for events

6.1 There are a set of fees and charges applied to Town Centre Events and Parks and Open Spaces events which are included at Appendix 5 and 4 for information. The fees and charges are reviewed annually and will be agreed by the Budget Strategy Group and Cabinet Member as part of the 2012/13 Budget Strategy work.

6.2 The fees and charges are broken down into categories; either by the size of the event (large scale or small scale) and by the type of organisations running the event i.e. charity or commercial business.

6.3 Charity events are charged depending on the size of the event. Charities also receive a discounted charge.

6.4 Charity collections which take place on a Saturday, will be granted a free site for tables/gazebos/promotional tools at site 3 (the Post Office) subject to availability. Should any sites still be available within a week of the collection, the Charity will be asked if they would like to change site locations. Further information on charity collections is contained in Section 8.

6.5 Site 3 (the post office) will be offered as a free pitch to charities and not for profit organisations on the last Friday of the month as long as all necessary paperwork is received in line with any event in the town centre i.e. public liability insurance and a risk assessment as minimum.

6.6 Council departments will be charged the not for profit rate.

6.7 Events which do not fall into these fees and charges categories will be measured on a case by case basis as we recognise that the nature of events is changing on a regular basis.

6.8 Bond - We like to encourage the community to use our parks and open spaces, but have learned from experience that they are sometimes not left as they were found. Therefore, a bond of £500 is required for any medium scale event and £1000 for large scale events, to pay for reinstatement for damage made to the park or town centre. The bond is returned after the event, post site visit and subject to agreed damage costs estimated by the Council. The Council will then invoice the event organiser for any damages made.

6.9 Small charities, religious groups and political groups organising small scale, low risk events will not be asked to produce the bond but will be held liable for any damage caused as a result of their event, by either themselves or their contractors and entertainers. The Council will obtain quotes from our contractors for repair and inform the organiser of the amount prior to invoicing.

6.10 Cancellation of an event by the event organiser

The organiser should in writing, notify the Council's Event Team, of any cancellation of an event. There is a £100 late cancellation fee or postponement fee charged as a result of last minute changes. Events cancelled with:

- less than 48 hours notice - full cancellation fee will be charged
- less than 48 hours notice - Postponement fee applicable

7. Information and paperwork to be provided by event organiser

7.1 All event organisers, regardless of the size of the event, will be asked to provide the following paperwork for their event to be approved:

- **Public liability Insurance Certificate**- this covers the event, activity and the general public. A minimum of £5million cover is required. However depending on the nature of the event, this could increase and advice should be taken from Insurance providers to ensure the nature of the event is covered
- **Completed risk assessment form** – It is the event organiser's duty of care to carry out a risk assessment and reduce any risks before the event begins. The aim of the risk assessment is to consider any foreseeable risks of the event as a whole and then implement controls to ensure a safe event before it begins. Examples of risk assessments carried out for other events can be provided if requested. The Health and Safety Executive's web site www.hse.gov.uk also contains helpful advice. Issues that should be considered include crowd movements

and control, appropriate stewarding, safe traffic movements including separating traffic from people as much as possible and the control of potential tripping hazards across the site.

- **Event Manager** - All events must have a designated Event Manager who is responsible for co-ordinating Health and Safety at the event. For large scale events a dedicated safety officer may be appropriate. This person will be responsible for collating all of the necessary paperwork and administration for the event. The Event Manager must be over the age of 18.
- **Criminal Record Bureau (CRB) Checks** - Only those roles which are eligible for a CRB check need to provide evidence or written confirmation from the event organiser that such checks have been carried out. However, it is understood that it is unlikely an event organiser or volunteer will satisfy the eligibility conditions for a CRB check. Guidance on eligible posts can be obtained from the CRB on: customerservices@crb.gsi.gov.uk
- **Lost Children's Policy** – A policy should be produced to determine how you will manage lost children at your event
- **Safeguarding children** – The event organiser must consider how they will ensure children and vulnerable adults will be managed as part of the event process. This can be contained in the risk assessment for the event. Guidance has been provided in appendix 9.
- **Event Application and relevant plans** to include the following:
 - A contact list of the Event organiser and key people / communications plan
 - Relevant licences – distribution of printed matter or street trading licence for the selling of products

7.2 Once the event has been reviewed, it may be necessary to provide additional information as highlighted below:

- **Health and Safety requirements**
 - Evacuation plan
 - Food Hygiene Certificates – if required
 - First aid arrangements
 - Inspection certificates from approved bodies – for fairgrounds / amusements it is Amusement Devices Inspection Procedure Scheme (ADIPS), for inflatable's an approved Pertexa Inflatable Play Equipment (PIPA) and for a Marquee from bodies like Performance Textiles Association MUTA mark.
 - Arrangements for waste management and toilet facilities

7.3 General advice and information can be found in the events toolkit which provides details of all the different aspects of events which must be considered. This is currently being updated and will be located on the events webpage of the Council website.

8. Supporting resources and information

8.1 Distribution of free printed matter (leaflets etc)

The Council has adopted powers to control the distribution of free printed matter within Solihull Town Centre. Since the 15th January 2007, it has been a criminal offence to distribute free printed material, such as flyers, business cards, newspapers and leaflets, without prior consent. The powers were adopted as a further tool to reduce the amount of litter within the town centre.

Exemptions

The distribution of free printed matter by or on behalf of a charity, where the printed matter relates to or is intended for the benefit of the charity are exempt from the controls. The definition of a charity for the purpose of this policy is any charity registered with the Charities Commission (Charities Act 1993). The distribution of free printed matter for political purposes, or for the purposes of a religion or belief, are also exempt from the controls. Details of the costs and application process can be found at:

<http://www.solihull.gov.uk/environment/distributionoffreeprintedmatter.htm>

8.2 The sale of goods, food and drink - Occasional Street trading consent

Occasional street trading consent will be required if you are selling products. The Licensing team has developed the following criteria for different circumstances:

- **A charity event** in one of the parks (for example) - we will issue one consent, in the name of the charity or organisers, at a cost of £25, which will cover all stallholders. However, this is on condition that the event is being conducted for charitable purposes. Food related stalls will require separate occasional street trading consent.
- **A trading event** (in the parks or town centre) where each stall holder is trading there for commercial gain will require one consent per stall, at a cost of £25 per consent.
- **A stall set up** entirely for charitable purposes, such as Guide Dogs setting up in Solihull Town Centre, to sell their items, will require consent, but there will be no charge.

Consent can be obtained with at least 10 days notice. If the event goes on for more than one day, a separate licence will be required for each day. The event organiser will need to arrange their own consent and provide evidence of the licence prior to the event being approved.

8.3 Fly posting- It is illegal to place any posters or banners on street furniture around the Borough and the Council will take them down as soon as they are aware of them and pass the costs on to the business identified on the poster.

The Council has made an exception for charitable events and activities, as long as the following guidelines are observed:

- Adverts should only be affixed to lamp columns, and not to traffic signs, traffic signals, trees or pedestrian barriers.
- Adverts should not be placed within 5m of a traffic junction.
- The method of affixing the advert must not damage the lamp column in any way.
- Adverts should not be affixed earlier than seven days before the event, and removed within 24 hours after the event.
- All fixings must be removed when the advert is removed.
- Thought should be given to the size, design and number of adverts.
- The adverts should state the name of the charity that is benefiting from the event.

The Council should be informed four weeks prior to the event, of the quantity, size and wording of the posters and street name/location of them prior to the event, so that we can inform our Highways Services Team.

Please note that Solihull Council may remove any adverts that do not adhere to these conditions, or pose a danger, are offensive, or too numerous.

8.4 Lotteries and raffles on Council Land

Lotteries are governed by the Gambling Act 2005. Lotteries are defined as the arrangement whereby individuals pay for an opportunity to win a prize and the prize winner is selected entirely by chance. Full regulations are available at www.institute-of-fundraising.org.uk

Lotteries exempt from the 2005 Act are incidental - a non commercial lottery which means tickets are sold at the event and the draw takes place at the event.

Tombola with prizes which consist of alcohol do not require a licence, provided the alcohol is in a sealed container and no one under the age of 18 is awarded the prize.

A registration will be required from the Council licensing team, if a “small society lottery” event is taking place i.e. ticket are sold up to the weeks prior to a draw being made. A returns form must be sent back to licensing after the draw.

8.5 Events requiring a road closure

Events on the highway, such as fun runs, parades and street parties are permitted but will require a road closure notice to be produced. There is currently no charge for charities however, depending on the size and scale of the event – a traffic management company may be required to manage the process. There is a 45 days notice period required for the press to be notified and the council recommends a 90 day notice period in case of the need of any alteration to the plan.

A new policy is currently being produced for such events, which will be made available on the website.

8.6 Alcohol licence

The serving of alcohol is discouraged at events on parks and open spaces as we do not wish to encourage the use of alcohol as an integral part of recreational activity, or increase the anti-social behaviour associated with drinking. However in special circumstances, a licence may be granted.

- **Parks** – The Park Premises Licences for each of the parks do not currently authorise the sale of alcohol in our parks. Should you wish to have a beer tent or sell alcohol this is on the condition that the Head of Service has given approval and a temporary event notice is obtained. The police must be informed of the activity.
- **Town centre** – In order to sell alcohol for consumption in the Town Centre the event organiser will need to obtain a temporary event notice from our licensing team.

8.7 Charity Collections

Charitable organisations are welcome to use Solihull Town Centre or Shirley Town Centre for collections. These are free of charge and should be pre booked with the licensing team in October for the following year. Collections are restricted to Saturdays only as we want a good mixture of different activities within the town centre and do not want visitors to be bombarded with collections on a more frequent basis.

A collection is identified as a number of people in branded uniform with collection tins/buckets, spread around the town, to collect. Should charities require additional resources to this, such as marquees, boats, caravans, then they must contact the events team to reserve space and complete the events application paperwork in the normal way. There is no charge for this service and a site has been allocated in the town centre for this purpose.

8.8 Busking

Buskers should call the events team to reserve space within the town centre, to ensure that there aren't too many people in at any one time and that they do not clash with any other events in the town centre. They will be issued with the code of conduct in order to ensure that all stakeholders within the town centre can work together effectively and compliment each others business. The code stipulates that buskers should move around on a frequent basis during their 3 hour performance.

8.9 Direct debit collectors

Charities, who offer a monthly direct debit donation scheme to visitors, are limited to Monday's only within the town centre. They must apply for a permit via licensing and there is no charge. The collectors are regulated by the Public Fundraising Regulatory Association (PFRA), the charity-led membership body that self regulates all forms of direct debit 'face-to-face' fundraising. Only organisations that are members of and adhere to the conditions of the agreement will be permitted on the public highway. For information contact the PFRA <http://www.pfra.org.uk> . A new agreement is currently being drawn up with PFRA for Solihull and Shirley town centres.

8.10 Temporary structures

Any marquee, tent or temporary structure erected as part of an event should be suitable for the purpose intended, in good condition and erected by a competent person. All tents, marquees and any other temporary structure made of materials that may be flammable should be treated to ensure they are flame resistant. The contractor should provide certificates to confirm this.

Equipment can not be tied, fixed or drilled in to any street furniture or paving in the town centre. Arrangement should be made for the structure to be made secure on hard standing without any intervention i.e. via sand bags or weights.

8.11 Inflatable play equipment

The Royal Society for the Prevention of Accidents (RoSPA) guidance should be followed to ensure the safe use of any inflatable equipment. Care should be taken when locating inflatable play equipment and it should be properly tethered to prevent movement during use. Appropriate evidence should be sought for tagging and testing of the play equipment in the form of a PIPA certificate. See <http://www.pipa.org.uk> for more information.

8.12 Electricity and water supplies

Parks and open spaces do not have any electricity or water supplies. Therefore event organisers will have to bring in their own generators where necessary and bring in drinking water as required. Advice can be provided by Severn Trent on how to obtain a stand pipe for a long term water supply, if required.

Electricity can be provided in the town centre, but on a case by case basis. Engineers will have to connect the supply and an up to date PATT test certificate is required for the equipment used. There is a connection fee and charge and a quote will be obtained on a case by case basis.

8.13 First aid requirements

The organiser of the event needs to agree what level of first aid is required for the event, which is provided at the organiser's expense. A SAG meeting will also recommend a level of cover required. The British Red Cross and St. Johns Ambulance can provide further information.

8.14 Toilets

At any event there needs to be an adequate provision of toilets for the public including accessible facilities. The event duration and likely number of visitors are normally used to estimate the amount of toilets required:

1 WC /100 females

1 WC / 100 males or less

2 WC's for 101-500 males

3 WC's for 501-1000+males

8.15 Food Hygiene

Where food is provided at an event, we wish to see the caterer's Public Liability Insurance and proof that they have been licensed by their Local Authority. The

caterers should also have food hygiene certification. The Council expects the following considerations to have been made for any catering:

All food at an event must be safe, fit for human consumption and prepared, handled and stored in accordance with food safety legislation. Specific advice can be found on the Food Standards Agency Web site <http://www.food.gov.uk/>. As a general rule stall holders selling food (Food Business Operators) must provide facilities for washing and drying hands i.e. hot and cold water, soap and paper towels. Staff must also maintain adequate personal hygiene. They must provide adequate storage for waste. They must have facilities/ make arrangements for maintaining and monitoring food temperatures for high risk foods. Food must be protected from the risk of contamination. Surfaces must be in a sound condition, easy to clean and disinfected.

8.16 Animals

The Council does not allow animals to be involved in performances in any way or as prizes on a fete/stall. However animals which are ancillary to an event are acceptable as long as appropriate welfare conditions are considered. Environmental Health must be informed prior to the event should the event include animals of any kind.

8.17 Litter

The provision for the removal of litter is the responsibility of the event organiser. The Council will issue costs to the organiser if it is necessary to litter pick after the event. Event organisers can arrange for skip hire for this purpose, which should arrive only 1 day prior to the event and collected within 24 hours of the event finishing.

8.18 Noise

Noise will be kept to an acceptable level so as not to cause annoyance to other persons in the neighbourhood. The hirer will comply with any instruction given to them by a Council officer or the police to reduce volume or to stop the noise entirely, as a result of complaints. If the organiser fails to do so, the event will be cancelled and organisers asked to leave the Council owned property.

Permission must be given by the Town Centre Manager for the use of PA equipment, loud hailers and other music prior to the event taking place as these may need a licence.

8.19 Ice cream

There are set traders allocated to specific pitches in various parks around the Borough. These traders should be contacted in the first instance for any event as they have the necessary licence for the park.

8.20 Accessibility and Equalities

The development and delivery of all events must encourage access by all members of the community, in particular disadvantaged and under-represented groups. Facilities must be accessible to disabled people and all events undertaken in our town centres, open spaces and parks should adhere to

information contained in the Equalities Act 2010 available at <http://www.homeoffice.gov.uk/equalities/equality-act>

9. Conclusion

9.1 This policy has been compiled with the help and support of various internal departments including: Licensing, Parks, Environmental Health, Health and Safety, the Safeguarding Boards and Highways. External agencies including the Police have also been consulted.

9.2 This policy will be reviewed and updated on an annual basis to reflect the on going changes to the town centre and the nature of events.

9.3 All event paperwork is being reviewed as part of this policy and a new webpage will be created to help and support event organisers in to the future.

Any queries should be directed to:

Town Centre Management and Events
Solihull Council
Council House
Solihull
B91 9QT

Promotional event sites in Solihull Town Centre

Solihull is just 9 miles from Birmingham and 15 minutes away from the NEC and Birmingham Airport. As a town we attract some of the biggest names in retail including one of the first John Lewis' in the Midlands and we are the 3rd biggest shopping destination in the West Midlands. With footfall standing at around 180,000 per week, sites within the town centre are amazing value for money.

There are a number of prime locations for events in Solihull town centre, depending on the type and nature of the event. An outline of the key details for each location is explained below. However it is also worth having a conversation with the Events Officer who can advise and make recommendations for your event.



Site 1 –Target area, Mell Square

This site is located in the middle of Mell Square, the main outdoor shopping centre. There is a large circular area available and is suitable for marquees, displays and shows.



Size: 10m x 10m (tbc)

Access: There is vehicle access (limited times) to Mell Square.

Orientation: The target area is next to Costa Coffee, Boots, Marks and Spencer's, BHS, HMV and New Look and is extremely visible from passing pedestrian traffic.

Resources: Electricity available on request (PAT tests required prior to arrival/ charge involved).

Site 2 - Marks and Spencer's, Mell Square

This site is located in Mell Square, directly opposite site 1 and has a regular footfall throughout the day. The benefit of this site is that it is accessible to vehicles for car/bus or large exhibition displays.



Size: 10 metre by 6 metres

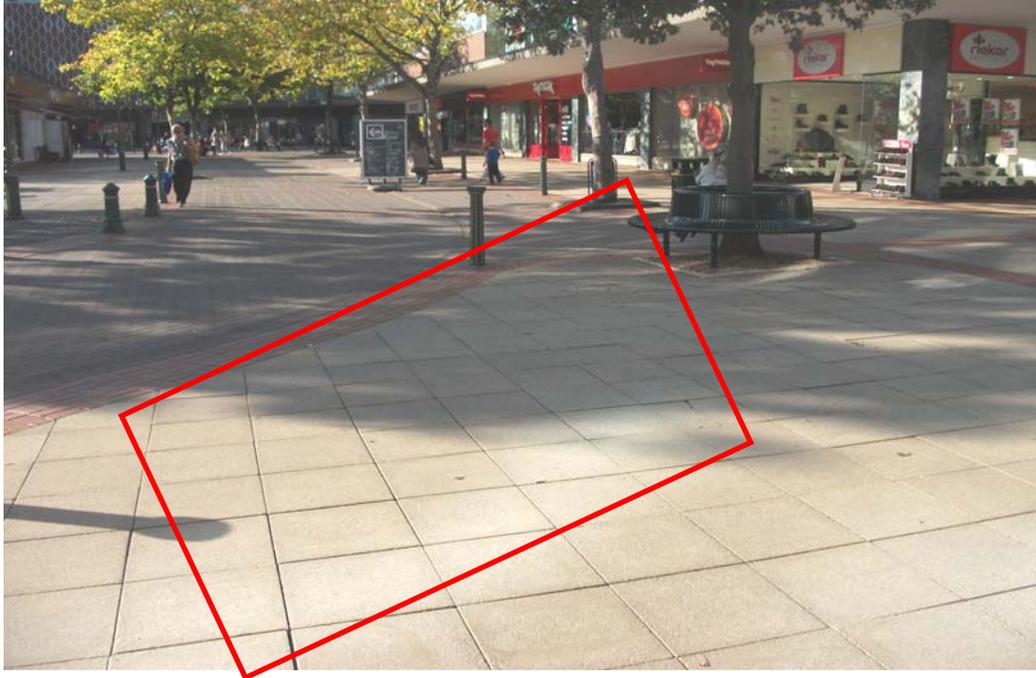
Access: Good access for large vehicles/exhibitions – main site for this purpose

Orientation: Like site 1, the area is located to all major retailers and has a prime position within the town centre

Resources: Electricity available on request (PAT tests required prior to arrival/charge involved).

Site 3 – Post Office, Mell Square

This is a small site suitable for displays and small marquees, entertainment or collections.



Size: 7 metres by 10 meters

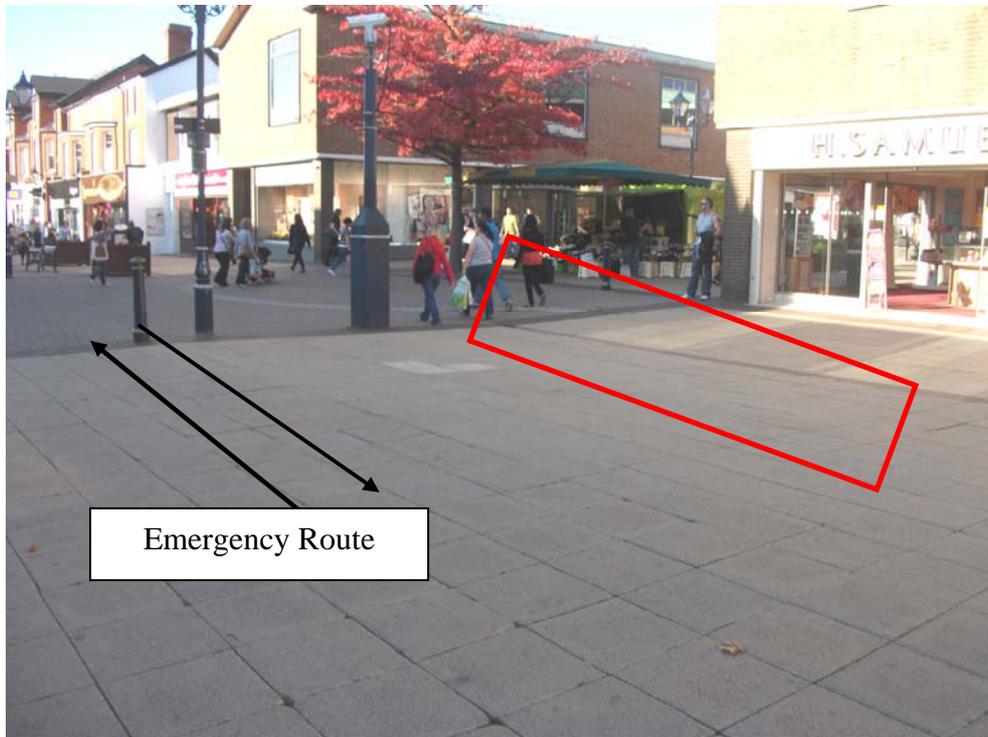
Access: Good access for loading and unloading. Unsuitable for large vehicle displays

Orientation: Located next to the large post office and access route to House of Fraser and near to BHS

Resources: Electricity available on request (PAT tests required prior to arrival/charge involved).

Site 4 - Outside H Samuels, High Street

This High Street location is suitable for various events, displays and vehicles but there is a restriction to the amount of time it can be used.



Size: 5 metres by 6 metres

Access: Good access for vehicles and loading

Orientation: This site benefits from its position next to the main entrance to the in door shopping centre, Touchwood, and the main access through to Mell Square.

Resources: No power available

Site 5 - Mill lane, Mell Square

This is in Mill Lane a small site suitable for displays, entertainment or collections

NEED PHOTO

Size: **2 metres by 3 metres**

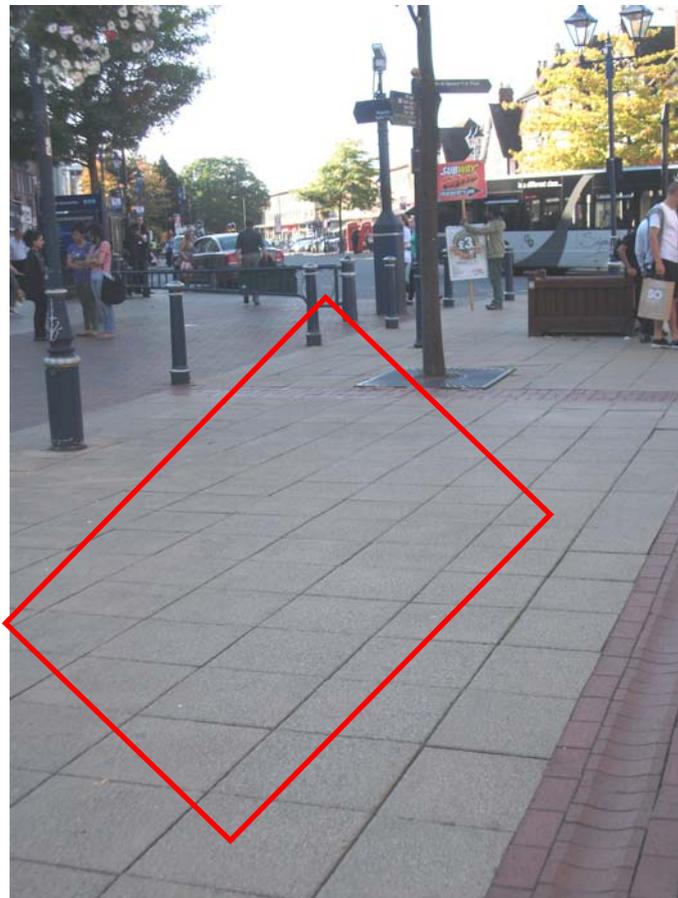
Access: **Walk on/off access for loading and unloading.**

Orientation: **Outside Thornton's and baguette de mange**

Resources: **No power available**

Site 6 – Outside Maplins, High Street

This High Street location is suitable for small displays only and has a regular day time audience near to the main bus stop area.



Size: 5 metres by 6 metres

Access: Good access for vehicles and loading – limited times

Orientation: Located at the end of the High Street next to main access in to Touchwood shopping centre and to bus and rail network. Busy location situated near MacDonalds, electrical store and Gregg's bakery.

Resources: No access to electricity

Political events in Solihull

Application process

Stage 1 – Obtain an event application form off the website, via email or via telephone. This should be completed to provide a summary of the event and the equipment that the organiser is bringing in.

Stage 2 – Provision of Public Liability Insurance along with a risk assessment and proof of being a registered political party.

Stage 3 – A reduced charge is applied to all political events apart from 6 weeks prior to an election when it is free to registered political parties. A permit is not required to hand out leaflets by political groups

Stage 4 – Consultation will take place with responsible authorities within the Council and externally to ensure there are no clashes with other events or activities within the town centre. Political groups which are not nationally registered will be asked to attend a briefing with responsible authorities to gain support for the event. Democratic Services within the Council should also be informed of the event.

Stage 5 - Approval and access details provided to the event organiser

For these events, at least four weeks notice is required prior to the event taking place. There may be other events already booked in the diary, which will take priority.

Religious events in Solihull

Application process

Stage 1 – Obtain an event application form off the website, via email or via telephone. This should be completed to provide a summary of the event and the equipment that the organiser is bringing in.

Stage 2 –Provision of Public Liability Insurance along with a risk assessment.

Stage 3 – There is reduced rate fee applicable to most religious events apart from major celebrations. A permit is not required to hand out leaflets by religious groups.

Stage 4 – Consultation will take place with responsible authorities and Solihull Faiths' Forum to ensure there are no clashes with other events or activities within the town centre.

Stage 5 - Approval and access details provided to the event organiser

For these events we will need at least 4 weeks notice prior to the event taking place. There may be other events already booked in the diary, which will take priority.

Appendix 4

CHARGES FOR EVENTS IN THE PARKS

Type of event	Charge 2010	Charge 2011	% incr
SMBC PARK EVENTS with materials (take home made items)	£2.50-£3.50 per child	£3.00 - £4.00 per child	20%
SMBC PARK EVENTS FUN FESTIVALS (craft materials / free entertainment)	No charge	No charge	n/a
SMBC PARK EVENTS - Walks and talks (ranger led events)	No charge	No charge	n/a
SMBC PARK EVENTS – MUSIC IN THE PARK (themed concerts e.g jazz/ brass bands, orchestra)	No charge	No charge	n/a
SMBC LARGE PARK EVENT (theme/special holidays e.g. Halloween, Christmas, Easter)	£1 - £2.00 per adult adult/child	£2 - £3.00 Per adult/child	50% - 100%
COMMERCIAL EVENTS			
Bond (security for any damage made to park)	£500	£1000	100%
Fairs / Circus	£270	£283	5%
Commercial events * Market/ car display / sports event	As 2009	£1,575 (for up to 2 day event ad 1 day setting up)	5%
		£262 per additional day used	5%
CHARITY EVENTS Registered Charities only			

Small/small medium sized events			
Bond	No charge	No charge	n/a
Charge per day	No charge	No charge	n/a
Large sized events			
Bond (of up to £1000 required as security for large scale events e.g. races, concerts where damage may be caused)	£500	£1000	100%
Charge per day	£260 per day	£273	5%

* However as each commercial event is considerably different, the fee will be determined by the application, taking into account such factors as the space required for the event, the effects on the environment and the anticipated audience. Other neighbouring authorities fees will be considered to ensure charges are fair, appropriate and consistent within the region.

Appendix 5

Scale of Charges from April 2011 – March 2012

Promotional Events - Solihull Town Centre

Table/Stall Promotions – Commercial Weekdays £141.00+Vat

Table/Stall Promotions – Commercial Weekends/Bank Holidays £160.00+Vat

Roundabouts / rides

Charges for children's rides within the Town Centre area currently being reviewed

VEHICLE (CAR) PROMOTIONS

WEEKDAYS APRIL – OCTOBER

First/One Vehicle £287.00+Vat

Each Additional Vehicle £97.00+Vat

WEEKENDS/BANK HOLIDAYS APRIL – OCTOBER

First/One Vehicle £385.00+Vat

Each Additional Vehicle £109.00+Vat

WEEKDAYS NOVEMBER – MARCH

First/One Vehicle £255.00+Vat

Each Additional Vehicle £91.00+Vat

WEEKENDS/BANK HOLIDAYS NOVEMBER – MARCH

First/One Vehicle £287.00+Vat

Each Additional Vehicle £97.00+Vat

Large Vehicles/ mobile exhibitions vehicles trailers, buses & road shows

WEEKDAYS APRIL – OCTOBER £448.00+VAT

WEEKENDS/BANK HOLIDAYS APRIL – OCTOBER £510.00+VAT

WEEKDAYS NOVEMBER – MARCH £383.00+VAT

WEEKENDS/BANK HOLIDAYS NOVEMBER – MARCH £448.00+VAT

N.B a 10% discount applied for 2 day rental and 15% discount for 3 days+

Charity events

Small scale – table/chairs/small marquee

- **week day** £50.00
- **weekends** £60.00

Large scale – road shows / vehicles / promo unit

- **week day** £100.00
- **weekends** £130.00

N.B a 10% discount applied for 2 day rental and 15% discount for 3 days+

Registered collection days for charities

No charge

Not for profit organisations

- **week day** £50.00
- **weekends** £60.00

Not that this is for the first Friday of each month only and can be booked 6 months in advance. Definition of group: clubs, societies, guiding and scouts – to be discussed at booking.

SMBC organised events e.g Jobs fair

A small rent will be charged to commercial organisations attending the event to display/promote their company as part of the overall event

Late Cancellation Notice

£59.00+Vat

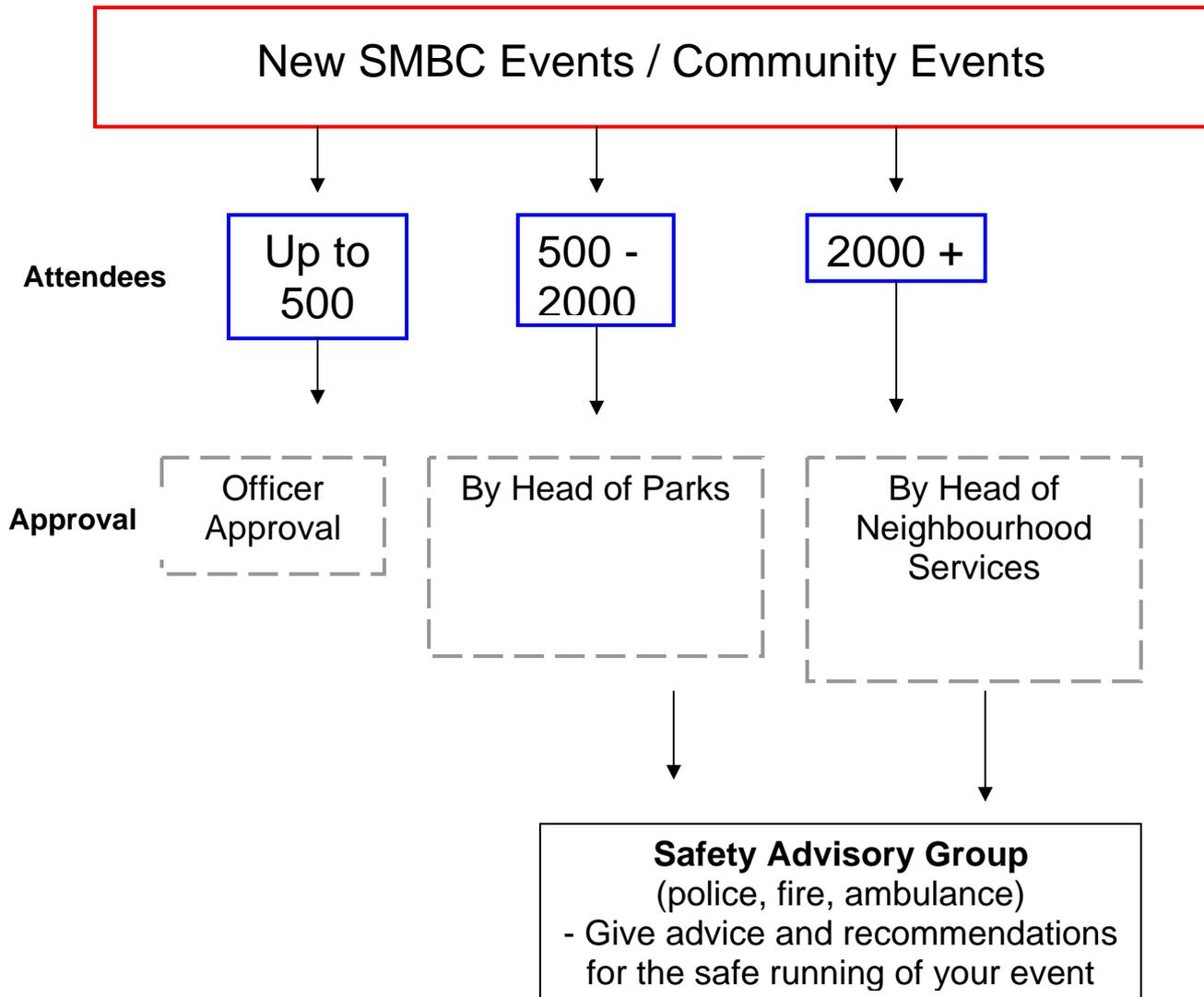
Marquee booking fee

£59.00+Vat

Electricity can be supplied in some circumstances although there will be a charge involved for any event, charity or information awareness and a valid PAT will need to be supplied 7 working days prior to event.

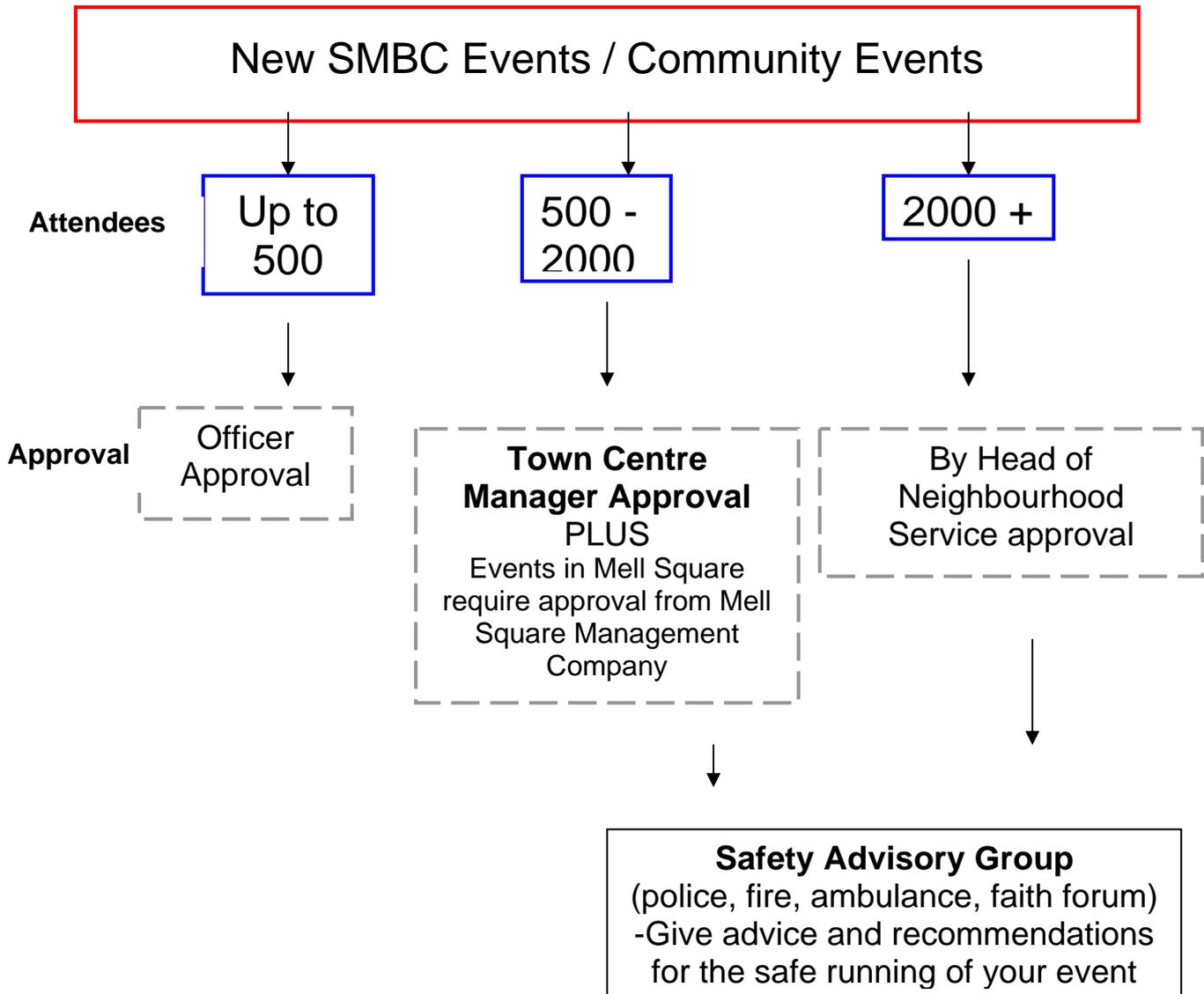
Appendix 6

PARK EVENT DECISION MAKING MATRIX



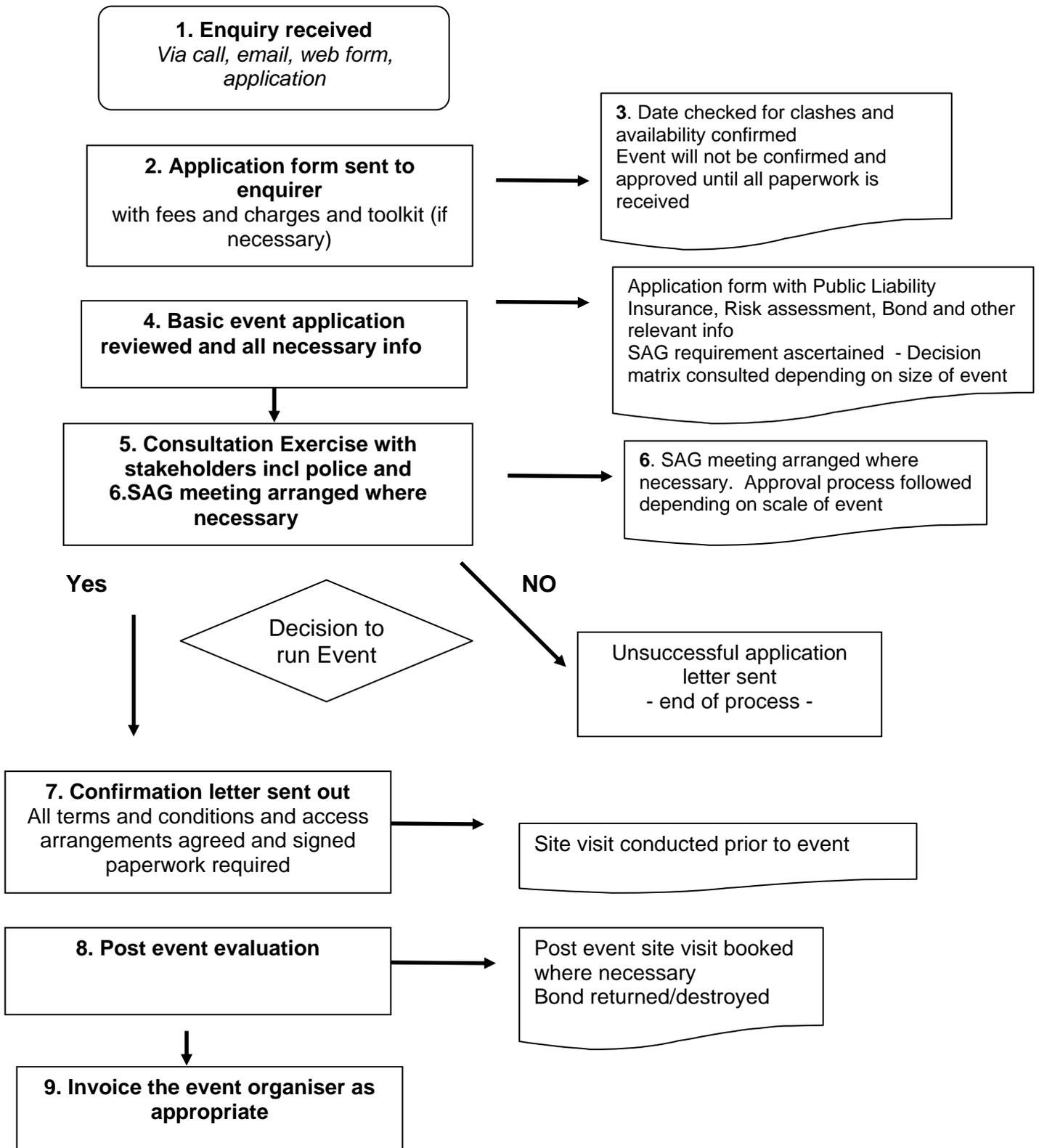
Appendix 7

Town centre Decision making matrix



APPENDIX 8

FLOW CHART – EVENT APPLICATION PROCESS



APPENDIX 9

Safeguarding guidance

Introduction

This guidance note contains advice and best practice for event organisers, provided by the Solihull's Safeguarding Children Board.

Event Organisers are asked to apply this advice to their particular event to ensure that safeguarding children and vulnerable adults is routinely considered in the arrangements for the event.

1. Definitions and Legal Framework

1.1 No doubt children and young people will visit, or be involved with this event in some way. Most of these children will visit with family and friends. While the primary responsibility for children's welfare at this event rests with the supervising adult(s), (e.g. parent), we would wish to ensure that all children and vulnerable adults are safe and protected from harm whilst at this event, in accordance with the principles of "Every Child Matters" (Government Guidance).

1.2 A person is defined as a child, legally, until they reach their eighteenth birthday. Until that time they are the legal responsibility of their parents / carers, even if that person is not present.

1.3 A vulnerable adult is a person who is, or may be, in need of community care services because of mental disability or other disability, age or illness and who is, or may be, unable to take care of themselves or unable to protect themselves against significant harm or exploitation.

1.4 It is also necessary to ensure that staff is protected from unfair allegations; the guidelines in this document will ensure that there is no doubt over staff and volunteer obligations and safeguarding standards. You should apply this guidance to all permanent and temporary staff, volunteers, freelancers and consultants, and to contractors who may be engaged in the event.

1.5 Staff and volunteers need to be made aware that if they see an incident that may be an offence against a child that this must be reported to the Police. This is an obligation.

2. Responsibilities for this Implementing Guidance

2.1 Organisers should appoint an organiser or supervisor to implement this guidance (or do it themselves), and who will be the point of contact at the event.

2.2 By applying this guidance, the organisers understand that safeguarding children and vulnerable adults is a responsibility that is shared by everyone. The event organiser needs to ensure that all staff and volunteers are aware of the guidance and their personal responsibilities. The key message is: **Safeguarding Children and Vulnerable Adults is everybody's responsibility.**

2.3 All staff and volunteers have a responsibility to maintain respectable, appropriate standards of behaviour and to report lapses in these standards by other members of the staff team, or the general public. Any concerns or reasonable suspicions of abuse by

other members of the staff team, volunteers or the public, should be reported to the event organiser or supervisor.

3. Standards of behaviour for event staff, volunteers and contractors

3.1 The event organisers will wish to protect its staff, volunteers and contractors from unfair allegations, and to enable them to ensure that they do not find themselves in potentially compromising situations. At the same time, the aim is for staff and volunteers to feel empowered to help safeguard children and vulnerable adults. Therefore, staff, volunteers and contractors will:

3.2 Approach any child in apparent distress and offer help, but ensure that they, and the child, are as visible as possible in a public space;

3.3 Seek assistance from other staff or volunteers in any situation involving children and / or vulnerable adults so that staff avoid finding themselves alone with a vulnerable person;

3.4 Be aware of the possibility of danger from others and explore situations that seem suspicious;

3.5 Keep a lookout for children apparently unaccompanied and communicate the details of any lost children to the supervisor, or event organiser.

3.6 Keep any lost children in a public area where they can be clearly seen;

3.7 Report any suspicion of abuse or inappropriate conduct immediately to the supervisor, or to the event organiser, who will in speak to the Supervising Adult (Parent) (provided they are not the alleged abuser). Concerns about the conduct of the Supervising Adult (Parent) will be reported directly to the Police on the day, and / or the Local Authority if it persists.

3.8 Staff, volunteers and contractors will **not**:

- Touch or in any way engage in unnecessary or inappropriate physical contact with a child or vulnerable adult;
- Physically restrain a child or young person or vulnerable adult;
- Make inappropriate or suggestive comments or gestures, or use foul, abusive or racist language to any child or vulnerable adult;
- Physically assault or abuse any child or vulnerable adult;
- Do things of a personal nature for children that they can do for themselves, such as accompanying them to the toilet, helping them with their clothing etc. or vulnerable adults;
- Travel alone in an enclosed private vehicle with otherwise unaccompanied children or young people;
- Treat any child or vulnerable adult for first aid without the presence and consent of a supervising adult (parent)

4. Dealing with lost or missing children

In the instance of a child being reported lost, the following information will need to be passed on to the supervisor or event organiser:

- Child's name
- Child's age
- Accompanying person's name and contact details
- Child's address and / or name of school / group
- Physical description of the child (height, colour of hair, distinctive clothing)
- Where and when the child was last seen.

When an incident is reported, the supervisor will request all staff and volunteers to check their respective areas for a child of the given description and to keep a further lookout. This will constitute the initial search. They should also keep in telephone contact if possible, and set a time limit for the search. The Supervisor will keep the child's guardian (parent) informed of progress. Where necessary, public announcements will be made to assist in finding the child, but **children's names** will not be used in the public announcement. This will help to prevent a further a risk of the child being abducted before being reunited with a parent or carer. Basic checks should be made by the event organizer before allowing parents/carers to resume care of the child. [e.g asking the child's name and date of birth etc]

If the child has still not been found within the set timescale (NB you will need to seek advice from our local SAG / Police as to a suitable timescale for the event(s)), the Supervisor or Event Organiser will, in consultation with the child's guardian (parent), take the decision on the next course of action. This may involve using further searchers or contacting the Police.

If the child remains missing overnight; or has not been found within a reasonable timescale, the Police must be formally informed; and a reference number (CAD number) obtained to show that the report has been made.