

# Events Management Policy

---

The appropriate Council contact for public enquiries concerning the administration of the Events Management Policy is the Council's Clerk, Chris Delaney, who can be contacted at The Farmhouse, Sir John's Hill Farm, Gosport St. Laugharne, SA33 4TD. [Lin.chris@btinternet.com](mailto:Lin.chris@btinternet.com)

## Overview

This document contains a policy statement on the management of events on areas of Pendine Sands owned by or under the management of Pendine Community Council (hereafter referred to as the "Council").

Areas Affected by this Policy:-

1. The beach from West of the 'Summer Line' (or Ministry of Defence (MoD) boundary) to the western end of the land owned by the council at the New Inn in Amroth.
2. The beach from the East of the 'Summer Line' (or MoD boundary) to Ginst point, when such area is not under the direct management of the MoD or their appointed representatives [subject to an agreement between the Council and the MoD].
3. The area surrounding the 'Museum of Speed' including the hard-standing car park (not the main pay & display car park) and overflow car park areas [subject to an agreement between the Council and Carmarthenshire County Council and the MOD]

The Events Management Policy (hereafter referred to as the "Policy") is limited to outdoor events occurring in the aforementioned area/s.

The Policy details the scope and objectives, as well as listing the key factors considered in determining whether or not to grant approval. The Policy includes details of applicable fees and charges. The pricing structure aims to ensure that where appropriate the Council not only recoups the significant cost of managing events, but is also able to direct some funds towards maintenance and enhancement of the event venue.

If you intend to lodge an application to hold a special event you should read this Policy and obtain an application form from Council's clerk at the address shown on the cover page of this document. You will also need to provide to the Council a plan of the area in which you intend to hold the event as it is necessary to show us the location of any structures and/or the various activities which you propose.

If your application is approved then you will be sent a letter of approval. That letter, together with your original application, will constitute a binding agreement between you and the Council. Applicants need to be aware that the MoD may, in certain exceptional circumstances, close their section of the beach without notice. The Council will take all reasonable measures to ensure events are scheduled on days when the MoD section of the beach is open to the public but cannot be held liable for actions by the MoD which are beyond its control.

Organising a major special event is a complex task and those proposing to hold such events are strongly encouraged to employ the services of a professional event organiser. The Council reserves the right, at any time, to appoint a representative organisation to provide Events Management services on behalf of the Council. In this eventuality any application to the council will be redirected to the nominated events management organisation. The application will then be assessed by this organisation which will be authorised to approve the application based on whether it meets their own safety criteria and also satisfies the requirements of this Policy.

## Scope of the Policy

The Policy focuses on large organised group events held on open space areas under the control of the Council.

For the purposes of this Policy an "Event" is defined as:

"An organised gathering on public open space within the aforementioned area, or a gathering outside this area but which directly affects the managed area, and is likely to involve at least 50 people and/or involves other elements which are covered by this Policy."

The potential scope of a special event management policy is extremely broad given the diversity of events and the range of issues involved. For this reason limits have had to be set to ensure the Policy remains manageable. Matters falling outside these parameters are generally either addressed through other existing policies, or are not seen to require intervention by the Council.

This Policy does not encompass:

- Special events occurring on private property, or leased premises on public land.
- Special events for which there is no organising body, e.g. Halloween;
- Events where the number of participants and spectators is less than 50 people and does not involve elements which are covered by this Policy;
- Civic events or ceremonies organised by the Council; or
- Most events involving only school students and staff and where products and/or services are not for sale to the general public.
- Events where the organisers already have an access agreement in place with the Council, such as outdoor activity centres etc.

Those events which do not fall within the jurisdiction of the Policy must still conform to other relevant Council policies or legislative requirements (copies of the Councils' policy on beach management, access and parking can be obtained from the clerk to the council at the address given on the front cover of this document).

As a general rule, any person, group club, school or government body proposing a gathering or event which has one or more of the following features should approach the Council to determine whether an application is required under either the Policy or another associated Council policy:

- The event will involve 50 people or more;
- The event will exclude others from an area or is likely to significantly affect the use or enjoyment of an area by others; and/or
- The event involves filming or photography on a commercial basis, or other commercial activity.

## Objectives

The Council is committed to supporting special events within the area provided they are seen to be both of benefit to, and in keeping with the local community and are effectively managed to maximise positive benefits to the people of Pendine and minimise potential negative impacts.

Some of the key factors include the enjoyment and safety of residents and visitors, the impact on the physical and social environment of the area, the financial implications of holding special events, and the resources available to the Council to manage special events given its other responsibilities.

The objectives of this Policy are:

- To ensure that events are in keeping with the local community and the heritage of Pendine Sands.
- One of the important things for local people is the maintenance of the unique character of the area. This character should be reflected in the 'positioning' of Pendine, in the marketing sense. If it is the unique features of Pendine Sands and its heritage of hosting World Land Speed Record attempts that attracts organisers to hold events on it and invite people to participate in them. It would be a retrograde move to destroy that atmosphere through permitting too many events or the wrong type of events.
- To attract a broad range of events to the beach. The Council wishes to see the Pendine hosting a broad spectrum of events that can take advantage of the unique features of Pendine Sands. The Council does not want the beach to become a 'motorsport' only venue.

It should be noted that this notion of 'positioning' does not necessarily apply to the consideration of Community Events, where the main aim is one of fostering community spirit and/or religious fellowship.

Further objectives of the Policy are:

- To ensure and maximise public health and safety;
- To provide high quality entertainment and leisure opportunities for local residents and visitors;
- To maximise the benefits of special events to local businesses;
- To ensure that unacceptable and/or irreversible damage does not occur to the local environment, and that events are held in accordance with the provisions of all relevant legislation and regulations;
- To ensure, within the limits of available resources and practicality, that none of the following measures of 'carrying capacity' are exceeded:
  - Physical carrying capacity - how many people/cars can fit in a given area?
  - Ecological carrying capacity - how much use can the local environment withstand before unacceptable and possibly irreversible damage occurs?
  - Social carrying capacity - how many people can use an area before most people experience a feeling of excessive over-crowding and its character is altered?
  - To ensure that inconvenience to the community of Pendine is minimised;
  - To ensure that adequate revenue is returned to the Council to cover the cost of managing the event and (where appropriate) for the rehabilitation and enhancement of event venues;
  - To minimise waste generation and ensure adequate waste and recycling facilities are provided at all special events; and

- To ensure that Council fully meets its obligations in terms of relevant legislation

## Types of Events

This Policy defines special events in terms of the following six types depending on its event category and the number of anticipated number of participants/attendees:

EVENT CATEGORY	NUMBER OF PARTICIPANTS/ATTENDEES	
	>50 and <1000	>1000
Community	<b><i>Minor Community Event</i></b>	<b><i>Major Community Event</i></b>
Public	<b><i>Minor Public Event</i></b>	<b><i>Major Public Event</i></b>
Private	<b><i>Minor Private Event</i></b>	<b><i>Major Private Event</i></b>

## Major and Minor Events

The single major factor from a management perspective is the scale of the event. Hence, the Policy makes the following differentiation:

A “Minor” event is an event for which the number of participants and attendees exceeds 50 people but does not exceed 1000 people.

A “Major” event is an event for which the number of participants and attendees exceeds, or is expected to exceed 1000 people.

## Community Events

The status of the organiser or the rationale for the event has negligible bearing on the degree of management input required to ensure a satisfactory outcome, or the scope for potential impact. In relation to the issue of legal liability and Council’s ‘duty of care’, again there is no diminution in this regard in the case of this type of event compared with larger functions of a more commercial nature.

As a consequence the Policy encompasses events organised by public agencies, businesses, schools and special interest or community groups. All such events requiring Council approval are evaluated and dealt with in an identical manner.

A “Community Event” is an event open to the general public and may take the form of either a Minor Community Event or a Major Community Event.

To be designated as a Community Event an event must meet the following criteria:

1. The event has been held in Pendine each year for at least the preceding three years;
2. The event organisers are Pendine residents or work in Pendine or are a Pendine-based organisation;

3. The revenue derived from the event is to be expended in the local community or provided to a registered charity providing services to the community of Pendine; and
4. Where possible the goods and services used or sold at the event are to be locally sourced, with the opportunity to supply goods for sale being provided to local businesses.

To be accorded Community Event status, organisers must agree to provide the Council with a detailed financial statement concerning the conduct of the event within three months of the date on which the event is held.

Where approval is sought for a series of events then the Council also requires a copy of the audited accounts for the organising body.

It is considered appropriate that the Council support and foster local community groups and community activities, and for this reason designated Community Events are subject to an alternative fee structure as set out later in the Policy. The Pricing Structure also makes provision for a sub-category of Community Events which are typified by their short duration.

The Council is able, subject to a decision by a majority of members, to partially offset the cost of holding community events. Applications for Council funding should be made in writing to the clerk of the Council at the address shown at the start of this document.

### Public, Private and Other Events

A “**Public Event**” is an event that is open to the general public but does not fulfil the criteria required to be classified as a Community Event. A Public Event may take the form of either a Minor Public Event or a Major Public Event.

A “**Private Event**” is a private function such as a wedding or corporate event where the anticipated number of participants or attendees exceeds 50 and/or involves elements which are covered by this Policy. A Private Event may take the form of either a Minor Private Event or a Major Private Event.

Other events which fall outside the Policy may still require Council approval. For this reason it is wise to approach the Council as soon as possible to ascertain if a proposed event requires approval under this or another policy.

## Key Considerations

Those factors which are considered when deciding the merit of, and management response to, special events are listed below. Such factors need to be addressed in detail by those making application to hold a special event.

- Date and time of event and proposed location;
- Availability of mobile telephone numbers for event organisers and support staff for use on the day of the event;
- Duration of event including set-up and pull-down times;
- Whether filming is to take place;
- Vehicle access to the beach (including generators mounted on vehicles) and parking on the beach;
- Wet weather options and contingency plans;
- Details of proposed measures to reduce traffic/parking impacts;
- Provision of a shuttle bus service if relevant;
- Risk management and consideration of occupational health and safety issues;
- Nature and extent of pre-event publicity;
- Identity and commercial status of the event organiser, including business or personal referees, and details of any sponsors;
- Contacts details for relevant staff in other Councils in whose areas the organiser has previously held a special event;
- Nature and extent of involvement by local service clubs/community groups, and local businesses;
- Expected number of participants and attendees;
- Details of charges to event participants and/or attendees;
- Nature and extent of food and beverage sales (or giveaways), and provision of hot water facilities to food and beverage stalls;
- Provision of adequate waste and recycling facilities;
- Availability of alcohol and details of liquor license held;
- Equipment and personnel to be on-site to guarantee orderly conduct and the safety of participants, e.g. possible attendance by St Johns Ambulance, first aid kit and trained staff provided by the organiser, security personnel (preferably identified as “Event Staff” rather than “Security”), etc.;
- Exact details concerning the installation of banners and other temporary signage, including location and size;
- Temporary toilet (i.e. Portaloos) provision required or proposed;
- Additional cleaning of Council toilets required;
- Litter collection on the site and in surrounding streets;
- Venue is to be cleaned to the standard that existed prior to the event;
- Provision of electricity, including possible use of generators;
- Applicable Security/Damage bonds or guarantees;
- Proposed use of fireworks;

- Measures to be undertaken to advise local residents, for example letterbox drops;
- Likely noise levels, e.g. public address system or bands; and
- Details and location of all structures to be erected (plan to be provided). Proposals for scaffolding and grandstands, camera towers, etc, must be accompanied by a structural engineer's certificate obtained at the organiser's expense.

## Conditions Applying to Events

The following list details conditions applying to all special events which require Council approval in the context of this Policy. Council may also elect to apply other additional conditions to the approval of particular special events.

1. Applications for special events will only be considered if submitted on the appropriate Council form and accompanied by the required application fee.
2. Where applications for major special events are made less than six months prior to the proposed date of the event (or three months in the case of minor special events) a late lodgement surcharge will apply and in certain cases, the application may not be accepted.
3. Approval for special events is only granted on a year-by-year basis.
4. Reservation of areas for an event on a particular date cannot be confirmed until such time as an application has been approved.
5. Where two or more applicants request the same date and venue then preference is given to a designated community event. If neither of the proposed events is a designated community event, then the application lodged first shall generally receive preference.
6. Applications for events which are not consistent with the stated objectives of this Policy will not be approved. In the case of other applications, conditions will be attached to the Council's approval which maximise the extent to which these objectives are realised.
7. In the event that an application to hold a special event is submitted by a person or group who has previously failed to abide by the conditions of approval granted by the Council, then such an application will be rejected unless adequate cause can be shown as to why this should be varied.
8. Only one major special event is to be permitted in Pendine on any one day.
9. A current public liability insurance policy which notes the event is required. In the case of major special events the minimum level of cover is ten million pounds, and five million pounds in the case of minor special events. The original policy statement issued by the insurer, or a certificate of currency, or a certified copy, must be provided to the Council not less than fourteen days prior to the event taking place. Organisers are also required to furnish a completed indemnity form.
10. Submission of a copy of the event risk assessment, method statements and management plan identifying all risks including Occupational Health & Safety considerations with specification of responsible person for each proposed action and the location of First Aid facilities. Please refer to Appendix A for examples of hazards.
11. Where the event will involve the selling of liquor, organisers are to provide a copy of the personal licenses held by these individuals and organisations.
12. Food or beverages are not to be sold in glass containers, and organisers should make every effort to minimise the generation of waste and litter.
13. Event organisers are responsible for placing all waste and recyclables on the venue site and on adjacent carriageways into designated waste and recycling receptacles. This includes the removal of all banners and signs at the venue and elsewhere in the Council area. If this does not occur then remedial action is undertaken by the Council at the expense of the event organiser.

14. Organisers of events on Council-controlled lands are responsible for all event waste management costs and for the provision of electricity. The area must be left in a clean state. Any additional costs over and above Council's normal cleaning contract are to be borne by the event organisers. The event organisers will be charged, by the Council, for the provision of additional rubbish/recycling services if these are required as a result of the conduct of the event.
15. Organisers of special events are responsible for the provision of temporary toilet facilities in quantities and locations as directed by the Council, and at their expense.
16. In considering approval of major special events, the provision of appropriately trained event staff to assist in the orderly conduct of events is seen as highly desirable, and may be a requirement of approval.
17. Event organisers, and their support staff, are required to obey the directions of Council beach wardens during the course of conducting a special event.
18. Event organisers are responsible for damage to community facilities or infrastructure which occurs during the course of an event. The cost of repairing or replacing the damaged facilities or infrastructure will be charged to the event organisers.
19. Prior to, or during the course of, special events, no signs or other objects are to be attached to trees, street/park furniture or public utilities, without the written approval of the Council. These must be removed within 24 hours of the event finishing.
20. As a general rule no special event shall commence prior to 8.00am or continue after 11.00pm (exemptions may be granted with the agreement of a majority of community councillors who will need to be assured by the event organisers that every effort has been made to ensure that disturbance will be kept to a minimum).
21. Organisers of major special events are required to undertake certain measures to reduce traffic and parking impacts.
22. Requests from event organisers regarding the proposed use of any motor vehicles including the parking of vehicles, e.g. Emergency services and exhibition/sponsor's vehicles, must abide by this Policy and other related policies. Exemptions may be granted at the discretion of the Council.
23. The organisers of all events are to comply with all relevant environmental protection legislation.
24. Any sound amplification equipment must be set up in such a way as to minimise noise pollution within the village as much as possible.
25. It is a condition of approval that event organisers provide a representative to attend the de-briefing which follows their event.

## Fees and Charges

In determining an appropriate level of fees and charges the full extent of the commitment of Council staff time and resources, and the impact on the local community, are the primary considerations.

The following fees and charges apply to special events for which Council approval is required in the context of this Policy.

### Application Fee

All applications to hold a special event shall attract a non-refundable application fee as shown

- Short duration community event. No charge
- Community Event (minor). £ No Charge
- Community Event (major). £ No charge
- Other public events not for profit/charity (minor). £ 25
- Other public events not for profit/charity (major). £ 50
- Private events/commercial/filming/photography (minor). £ 25-50
- Private events/commercial/filming/photography (major). Sliding scale £ 150-£1500
- Regular users and franchise fees by prior arrangement

**Additional charges may apply for spectator/competitor/official parking, storage, security marshals and camping**

Please note when filming on MOD land additional charges/licence fee from the MOD will also apply.

The minimum required period between lodgement of an application and the staging of the event is as follows:

- Minor special event .....three months
- Major special event .....six months

Late lodgement of applications is permitted at the discretion of the Council but will incur a non-refundable surcharge as follows

(The level of fees and charges is to be reviewed in conjunction with an annual review of the Council's Fees and Charges)