



Events Policy

April 2022

Basildon Borough Council

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Key Information	
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Responsible Committee:	Communities and Wellbeing Committee
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Service Impact Assessment (SIA)	Insert hyperlink Click or tap to enter a date.
Consultee(s)	
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Did the Policy go to a Scrutiny Committee Meeting:	Yes <input type="checkbox"/> No <input type="checkbox"/> If 'Yes' please Click or tap to enter a date.
Governance	
The Policy applies to:	Basildon Borough Council services, borough residents, borough visitors, event participants, event audiences, local businesses, emergency services, local businesses, Borough Parish and Town Councils, Borough Community and voluntary organisations
The Policy is available in the following locations:	Publications Scheme <input checked="" type="checkbox"/> Intranet / SharePoint <input checked="" type="checkbox"/> Council website / Service webpage <input checked="" type="checkbox"/>
This Policy has related documents:	Yes <input type="checkbox"/> No <input type="checkbox"/>
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1. Introduction

Basildon Borough Council is committed to providing and enabling events across the borough for all ages, backgrounds, and communities. A diverse, wellmanaged, programme of events can provide many benefits to the borough, including promoting Basildon as a chosen destination for businesses, increasing employment opportunities, highlighting Basildon's heritage and culture, as well as bringing social and health benefits to residents and visitors.

This policy will support the following outcomes

- Increased access to and participation in events from all sectors of the community.
- Encourage and support good health and wellbeing
- Bring social and economic value to the borough
- Basildon is an increasingly welcoming place for residents and visitors

It will affect event and activity organisers, promoters, participants, local businesses, residents, visitors, and community groups.

2. Policy Statement

Policy Statement Basildon Borough Council is committed to supporting and creating events for and with residents, stakeholders and partners that celebrate our heritage and culture; encourages economic and educational benefits; creates social cohesion; and supports the health and wellbeing of residents.

3. Policy Overview

3.1 Definition

For the purposes of this policy an event is defined as:

A planned activity that happens or takes place in the Basildon Borough that endures for a set period of time that will be attended by the public, Basildon Council staff or its partners.

The events may be organised by the council, professional event organisers, commercial businesses, residents, community groups, partners or charitable trusts.

This policy will be supported by procedures and templates which are currently in development. They will include:

- Management Plan templates
- Booking templates
- Event Standards
- Checklists
- Managing risk templates

3.2 Outcomes and priorities

Outcome	Priority
Increased access to and participation in events from all sectors of the community.	<ul style="list-style-type: none"> • Lead and support sporting, recreational, cultural, social, business and educational events and activities • Celebrate our heritage, cultural diversity and communities • Provide opportunities for people from different backgrounds to interact • Provide opportunities for local communities to become actively involved in community safety
Encourage and support good health and mental wellbeing	<ul style="list-style-type: none"> • Lead and support events that helps healthy living and good mental wellbeing • Lead and support events that promote community safety and health • Recognise the work and achievements of residents, partners and staff
Bring social and economic value to the borough	<ul style="list-style-type: none"> • Highlight opportunities and threats to local businesses that enable them to grow and create local jobs • Encourage the use of local products and services • Use of Council spaces and buildings for commercial or educational purposes • Attract visitors, businesses, and event promoters to bring investment, jobs and prosperity to the local economy • Include Social Value outcomes in all contracts

Basildon is an increasingly welcoming place for residents, businesses and visitors	<ul style="list-style-type: none"> • Promote Basildon as a welcoming place that is inclusive and accessible to all • Promote Basildon as an investment location • Protect, preserve, and enhance the Council's venues and open spaces
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4. Local Context

The aim of this policy is to facilitate stronger, healthier, sustainable and cohesive communities, raise the profile of the borough and support the delivery of the Corporate Plan ambitions.

This policy has the potential to affect a wide range of people and organisations including:

- Basildon Borough Council services
- Borough residents
- Borough visitors
- Event promoters
- Event participants
- Event audiences
- Local businesses
- Emergency services
- Basildon Town Centre Management
- Borough Parish and Town Councils
- Borough Community and Voluntary Organisations

5. Excluded Events

5.1 Exclusions

These would generally include:

- Any event that may provoke public disorder
- Any event that includes the use of performing animals, except those which are normally regarded as domesticated in the United Kingdom (e.g. horses, dogs, cats, birds used in falconry demonstrations, caged birds and rabbits) which may be used as an ancillary part of a performance
- Any event that includes animals as prizes, including goldfish at a funfair

- Any event that would cast doubt on the integrity of the Council or that the Council believes may be of questionable public morality
- Balloon and/or Chinese lantern releases

The Director of Community and Environment, in consultation with the Chairman of the Communities and Wellbeing committee will have the authority to determine whether a proposed event falls within the programme exclusions.

6. Terms and Conditions

All events are subject to specific terms and conditions which need to be agreed and signed prior to the event which will be detailed in the relevant guidance note.

6.1 Related Events Costs

All events, regardless of size, have a cost to the Council. The Council is unable to subsidise the costs of third-party events, for example, staff time, hiring of equipment and services, organisation, set-up and clear-down. These costs will be passed on to all event organisers where incurred. While registered charities and non-profit making community groups may be offered a “charitable hire rate”, costs will still be passed on to the event organiser to ensure no additional burden on the Council, although these costs will be kept as low as possible. Flexibility to alter standard hire fees is delegated to the relevant Director, as per the needs of the business.

6.2 Events Safety Advisory Group (ESAG)

The priority of any event must be human health and safety. Responsibility for health and safety rests with the organiser, but the Council and its partners have a duty to ensure all relevant health and safety guidance is followed. This is undertaken through the Events Safety Advisory Group (ESAG). The role of the ESAG is to consider “large-scale” public events regardless of who owns the venue or land and advise organisers on the requirements, ESAG is a multi-partner group including Police, Council, Fire and Highways. In general, “large-scale” public events will be considered as those where more than 500 people are expected to attend, although smaller events may require the involvement of the SAG depending on the event. The ESAG remit also includes outdoor events which require a premises licence under the Licensing Act 2003, firework displays, carnivals, parades, music festivals and other large-scale events of a similar nature.

7. Corporate Knowledge

Corporate Plan 2021-2024 ambitions

People.

- All sectors of the community have the opportunity to participate and have access to events in the borough
- Encourage and support good health and mental wellbeing

Place.

- Basildon is an increasingly welcoming place for residents and visitors

Prosperity.

- Bring social and economic value to the borough

8. Links to other Corporate Policies or Partner documents

- Corporate Plan 2021-2024
- Leisure and Cultural Policy
- Health and Wellbeing Policy
- Growth Policy
- Economic Development Strategy
- Community Safety Strategy
- Animal Welfare Charter
- Health and Safety Policy and Strategy
- Connected Communities Policy and Strategy

Monday to Friday
10am to 5pm



Basildon Council
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