

London Borough of Ealing Events Policy



Contents

1.	INTRODUCTION	4
2.	BENEFITS	5
3.	GOALS	6
4.	TYPES OF EVENTS	7
4.1	Purpose	7
	Community Event	7
	Charity / Fundraising Events – Local and National	8
	Commercial Events	8
4.2	Scale	8
	Small Scale Events	8
	Medium Scale Events	8
	Large Scale Events	9
	Special Events	9
4.3	Content	9
4.4	Licensing	10
4.5	Duration & Proposed Timings	10
4.6	Location	10
5.	APPLICATION AND CONSULTATION	12
5.1	Stages of Consultation and When They Apply	12
	Stage 1: Ward Councillor Approval	12
	Stage 2: Local Community Groups, Interested Parties and responsible authorities	13
	Stage 3: Ealing Safety Advisory Group, ESAG	13
	Stage 4: Cabinet Portfolio Holder, Director of Environment and Leisure or his nominated deputy	13
	Small Events (Less than 500)	13
	Medium Events (Less than 5,000)	14
	Large Events (Less than 10,000)	14
	Special Events (10,000 or higher)	14
5.2	Application Process and Pre Planning Consultation	14
5.3	Planning Consultation	15
5.4	Post Event Consultation	15
6.	EVENT PLANNING	16
6.1	Health & Safety	16
6.2	Insurance	16
6.3	Welfare Facilities	17
6.4	Traffic Management & Parking	17
6.5	Licences	18

6.6 Alcohol	19
6.7 PRS	19
6.8 Publicising an Event	19
6.9 Planning Permissions and Advertisement Consent	20
6.10 Complaints	20
6.11 Noise	20
6.12 Environmental Health	21
6.13 Quality & Content of Events	21
6.14 Protection of Sites	22
6.15 Ground Protection	22
6.16 Waste Management	22
6.17 Trees	22
7. FINANCIAL RESPONSIBILITIES	23
7.1 Park Hire and Damage Deposit Fees	23
7.3 Event Delivery Associated Fees	24
7.4 Cancellations	24

1. INTRODUCTION

Ealing Council (LBE) owns and manages numerous areas of land in the borough and currently facilitates a significant number of varying events within these areas each year. This policy will detail LBE's goals in facilitating the staging of events and will also outline what is required / expected of event organisers when planning or facilitating events in and around the Borough. Guidance will be given as to what event organisers need to consider, including; required consultation, associated costs, relevant timeframes and legal requirements when planning an event.

LBE understands that each park and open space is used by a variety of people for a range of purposes. This is why LBE will go through careful planning and consultation so that benefits from events can be maximised while disruption to the specific location, the local environment, local residents and the local business community can be kept to a minimum. This policy will recommend preferred practices by the Council along with references to legal requirements that are required when staging particular types of events, such as those containing licensable events.

This document only applies to events looking to use the Parks, Open Spaces and Adopted Highway. For clarification, it does not apply to events held on private property such as stadiums, night clubs, bars, restaurants, community centres and function halls. To avoid any doubt, this policy does not apply to events that fall under the title of "Ealing Summer Festivals" as these are Council-led events.

2. BENEFITS

Through the facilitation of events LBE can promote itself as a place of business, culture and community. Through this promotion the borough will benefit as a whole and will ensure LBE's reputation remains high.

Many additional benefits can be drawn from facilitating events with each event potentially benefiting different sectors of the community and local businesses. A cross section of the community will need to be represented throughout the programme of events and consideration will also need to be given to the impact events will have on local businesses, communities and residents. This will be included as part of the consultation process.

The benefits associated with events can include:

- An improved awareness of Council owned and managed land
- Opportunities for young people through performance and employment
- A cultural boost to the local community
- Development of a strong community
- Improvements on cross community relations
- A boost to the local economy
- Business opportunities both at and surrounding events
- A source of income for local projects through fundraising
- Enhancing the image of the borough
- Stimulating inward investment

3. GOALS

The aim of this events policy is to outline how events in the LBE should be run for the benefit of the Borough, its residents, the event organisers and those who attend events. To achieve this, the following objectives have been identified with reference to the wider vision for the future of the Borough:

- LBE will work toward ensuring effective forward planning and management of events, with public safety and the minimisation of public nuisance always being a priority.
- To ensure that events are being run with due regard to the correct and current legal requirements as well as industry best practice and specific Borough policies.
- Events will be planned and run with sufficient environmental protection policies in place to ensure the protection of the Borough's assets and with minimal disruption to the environment and wildlife.
- LBE will carry out sufficient and thorough consultation with key stakeholders in a timely fashion to maintain a diverse programme of events that are suitable and have been accepted by the wider local community.
- Sensitively increase the range and number of events taking place in the Borough; maximising financial gain for the Council and local businesses where possible without causing unacceptable disruption or nuisance to affected communities.
- Encourage the local community to organise events as well as attend and participate in events.
- Ensure events contribute to and enrich the cultural diversity, vibrancy, economic vitality of the borough.

4. TYPES OF EVENTS

Most events differ depending on their scale, location, content, purpose and target audience. It is easy to recognise that a large music concert will require significantly more planning, have an increased impact locally and will incur higher associated costs than a small community fair, however particular elements of planning / consultation and indeed costs will adhere to both. Through the classification of the 'type of event', hire charges, licence fees and other associated costs can be determined along with the level of planning and the appropriate notice required to plan effectively for said event. Event classification can be broken into various considerations detailed below:

4.1 Purpose: What is the purpose of the event? Is it a community led project, a commercial venture, a private event or a corporate event?

4.2 Scale:

Small event:	Less than 500 attending
Medium event:	Less than 5,000 attending
Large event:	Less than 10,000 attending
Special event:	10,000 or higher attending

4.3 Content: What is the content of the event?

4.4 Licensing: Does the event provide licensable activities, such as the sale of alcohol, the provision of music / performance / facilities for dancing or late night refreshment? (See licensing section for full list of licensable activities)

4.5 Duration & Timings: The duration and proposed timings of the event

4.6 Location: What is the proposed location of the event and is it one of the Borough's Premium Venues?

From these considerations LBE gains an indication to whether the event will have a negative impact on the Borough or the Borough's residents. This goes towards deciding if the event will be granted permission to proceed.

4.1 Purpose

Community Event

When the event is organised by the community for the community, it is free to enter/attend and is not for the purpose of selling or promoting a commercial product, it shall be deemed as a "Community Event".

Further to this, community events are generally not-for-profit, but can still gain community discounts if they are fundraising through charging entry to an event. These discounts will only be offered where all monies gained through entry charges, trader's fees, caterer's fees and any other means go directly to benefiting the community or a non-exclusive community organisation. Ultimately the decision lies with the Council's Events Representative as to whether an event can be considered a "Community Event."

Charity / Fundraising Events – Local and National

This category includes events that are organised by not – for – profit organisations but can also include events run by commercial companies for charitable fund raising e.g. bike rides and charity runs. These events will need to benefit the borough and local residents.

Commercial Events

Commercial events are deemed as events that provide a beneficial gain to a particular individual, group or company, be it financial or promotional. The following events are classed as commercial events; however the list is not exhaustive:

- Corporate events
- Commercial Music, Cultural, Theatre or Comedy Concerts or Festivals
- Marketing and promotional activities for profit making organisations (not charitable or fundraising)
- Funfairs and circuses
- Private events e.g. a wedding reception / private party / large picnic

An event can fall into more than one category e.g. events can be community led and be considered commercial. The final decision on the purpose of an event will rest with the Council's nominated Events Representative.

4.2 Scale

Small Scale Events

Small events are classified as those with a potential attendee and staffing level of less than 499. Organisers will need to limit capacity to the agreed level accordingly.

Medium Scale Events

Medium scale events are defined as those with a potential attendee and staffing levels of no less than 500 and no more than 4,999. Organisers will need to limit capacity to the agreed level accordingly.

Large Scale Events

Large scale events are classified as those with a potential capacity in excess of 4,999 people but no more than 9,999. These numbers include staffing. Organisers will need to limit capacity to the agreed level accordingly.

Special Events

Any event with attendance and staffing levels reaching 10,000 or more will be classified as a special event. If the Director of Environment and Leisure or Nominated Deputy considers an event to be particularly disruptive, it too might be labelled as a special event, even if its attendance numbers equal less than 10,000. All stand-alone funfairs and circuses, LBE led events and any event taking place in one of LBE's Premium Venues are also regarded as special events.

The Events Representative will take into consideration the impact of both the maximum attendance at any one time and the total footfall of the event. It is also up to the Events Representative as to whether the total footfall or maximum attendance at any one time should be used to determine the scale of an event that spans multiple days.

The Scale of an event will determine the required notice period to be given to the Council to enable sufficient planning, and the associated fees and charges. See LBE's website for more information on event timeframes and fees and charges www.ealing.gov.uk.

4.3 Content

The content of the event will have a determining factor with the permission to stage the event. LBE will consider each application individually to ensure there is a broad spectrum of events that benefits the community and local businesses as a whole. In addition to these considerations LBE reserves the right to determine the types of events deemed suitable for Council owned and managed land. The final decision on suitability will rest with the Director of Environment and Leisure or his nominated deputy.

Special consideration will need to be given to events of a sensitive nature. Further consultation will be required from senior Council Management and Elected Members on events such as:

- Political rallies or events organised by groups affiliated with political organisations
- Events featuring adult or offensive content
- Events featuring animals either performing or in attendance
- Events featuring performances by children

- Religious events
- Events organised by extremist organisations

Such events might be required to submit additional material to support their application. This might include but is not limited to a copy of an “Animal Welfare Policy” for your event. The Council’s Events Representative will be able to advise you further on this.

4.4 Licensing

The recent licensing act of 2003 requires events / activities providing licensable activities to have either a ‘Premises Licence’, or a ‘Temporary Events Notice’ for small scale events under 499 attendees to include staff, to permit licensable activities to take place.

A comprehensive list of licensable activities and further information relating to those activities can be sought via the Council’s website, www.ealing.gov.uk or the Department for Media Culture and Sports website, www.dcms.gov.uk, under licensing. Alternatively, contact should be made with the Council’s licensing team.

It is important to note that any decision for an event site hire featuring licensable activities will require an approved Temporary Events Notice or Premises Licence application. Being granted permission to hold an event does not mean you will necessarily have a Licence approved and vice versa. Any application for site hire does not automatically include the period required for licensing applications and it is the applicant’s responsibility to plan effectively to ensure enough time is allowed for this process to be completed.

4.5 Duration & Proposed Timings

The duration and proposed timings of an event will be considered due to the potential disruption to the use of sites, the local community and local businesses. Noise and light pollution are significant factors when considering the timings of your event while planning laws may come into effect should the duration of an event run over a number of weeks. The Council’s nominated events representative will advise where possible.

4.6 Location

Locations for events must be considered carefully before submitting an application to the Council. All of the Borough’s sites have been assessed according to their suitability for hosting particular types and scales of events. Certain locations may only be used to host a limited number of events per year in order to protect the land and in the interest of minimising disruption to the local community. In addition

specific conditions may apply to the hire of certain sites. The Council's nominated Events Representative can provide advice to applicants when considering potential locations.

LBE recognises three of its parks as 'Premium Venues'. These are:

- Ealing Common, W5
- Walpole Park, W5
- Haven Green, W5

They have been identified as such for their desirability to event organisers. The following list covers some of the reasons they're so desirable;

- High footfall
- Large, flat open areas
- Proximity to public transport links
- Visibility
- Status

A limit to the number of events per year that these venues can accommodate has been set to protect the parks, user groups, local residents and other stakeholders. Any event taking place on a Premium Venue within the Borough will be regarded as a special event.

5. APPLICATION AND CONSULTATION

A key element to the successful delivery of any event lies in consultation. Through consultation event organisers can identify potential problems in advance and put measures in place to ensure they are avoided, in extreme cases it can also identify why a particular event would not be suitable to the proposed location. It is for this reason that one of the first steps in staging an event in LBE is to seek approval, through an application process followed by consultation. Not every event will require consultation each time it takes place. The details of when an event requires consultation and the level it requires are detailed in the first of the following sections:

5.1 STAGES OF CONSULTATION AND WHEN THEY APPLY – Which events require consultation and at what level.

Consultation is broken into three phases within the planning process, these are:

5.2 APPLICATION PROCESS AND PRE PLANNING CONSULTATION – to gain permission to use Council owned or managed land and to ensure the event can theoretically take place.

5.3 PLANNING CONSULTATION – to minimise the disruption / impact caused by the event and to also maximise potential benefits.

5.4 POST EVENT CONSULTATION – debrief and lessons learned to improve the events service as a whole and to improve the delivery or determine the future of events

Each of the three phases above is outlined in more detail below.

5.1 Stages of Consultation and When They Apply

This policy covers a wide range of activities and some events will require consultation that others don't. Because of this the following list is non-exhaustive and ultimately, the decision on the level of consultation required falls to the Director of Environment and Leisure or his nominated deputy.

The following describes the usual stages of Consultation:

Stage 1: Ward Councillor Approval

This first stage requires approval from ward Councillors, should ward Councillors feel the event will have little or no impact, permission may be granted immediately to use Council land. However, if ward Councillors feel further consultation is required due to

the potential impact of the event, the application will be sent to the next level of consultation for approval.

Stage 2: Local Community Groups, Interested Parties and responsible authorities

This second level of consultation will be sought for events ward Councillors feel may have a significant impact on the local environment, community or local businesses. It may also be sought should ward Councillors feel that the 'type of event' may not be suitable for the proposed location. Following this second level of consultation should approval be supported by those consulted then approval will again be sought from ward Councillors. If agreement is reached at this stage permission to use Council land may be granted. If however agreement is not met the application will need to be passed to the final consultation phase to seek approval from a relevant Cabinet Portfolio Holder and then the Director of Environment and Leisure or Nominated Deputy. Large scale and special events should also expect automatically to seek Cabinet Portfolio Holder, Director of Environment and Leisure and/or a senior Nominated Deputy's permission.

Stage 3: Ealing Safety Advisory Group, ESAG

The third stage of consultation will engage the responsible authorities, such as the blue light services, in the Ealing Safety Advisory Group (ESAG). The ESAG will review the impact, safety and planning of the event.

Stage 4: Cabinet Portfolio Holder, Director of Environment and Leisure or his nominated deputy

The Final stage of the decision process for the application rests with a relevant Cabinet Portfolio Holder and then ultimately Director of Environment and Leisure or his nominated deputy. Event organisers will be given guidance concerning this procedure by the Council's nominated Events Representative.

The following details how these stages apply to the various scales of events:

Small Events (Less than 500)

Particularly small events might not require any consultation at all. These events would have low numbers attending and have very little impact on the venue. For example a company 'away day' with 50 people picnicking, no music and no alcohol would not require consultation. Small events requiring consultation will very rarely require anything higher than a Stage 1 consultation.

If a small event requires consultation it will only be carried out for the first time the event occurs. Unless there are any major changes to the event in which case consultation will be carried out regarding these changes.

Medium Events (Less than 5,000)

All medium events will require Stage 1 consultation and it is possible Stage 2 consultation with key stakeholders will be undertaken. For example a procession taking place on the highways might need approval by TFL or London Busses.

When an applicant wishes to hold a medium event for the second time consultation will be carried out to ask if there are any objections with the event occurring again. If it is approved it will be assumed, for any repeat event thereafter, that there are no objections.

Large Events (Less than 10,000)

Large events will certainly require Stage 1, 2 and 3 levels of consultation. On occasion they might also require Stage 4.

For a recurring large scale event the same process as medium events will be followed, however the event will continue to be discussed at the ESAG meetings and notification will be given to stakeholders that the event is returning ahead of each repeat event.

Special Events (10,000 or higher)

Most special events will require all four stages of consultation. The only time this might not be necessary is when the event is taking place at a Premium Venue but has low numbers and low impact on the site and surrounding areas.

Special events will follow the same process as large scale events but will regularly need adjusting and improving after each occurrence. Consultation will be carried out with key stakeholders regularly and special events will usually hold a permanent place on the ESAG agenda. The only times this might not be necessary is when the event is taking place at a Premium Venue but has low numbers and low impact on the site and surrounding areas.

5.2 Application Process and Pre Planning Consultation

Each event will be subject to the completion of a standard application form outlining the 'type of event' organisers are proposing. The completed application and any further supporting documentation or references will be used to gain permission from the Council to use Council owned or managed land for the staging of the event.

Permission will be sought through approval from elected members and the Event Representative in consultation with responsible authorities and interested parties. The nature, location and scale of the event will determine the level of consultation required which is outlined above. It should be noted however that permission to use

Council owned and managed land for an event does not guarantee the event will take place. Further consultation and approval maybe sought from relevant responsible authorities (such as the Blue light services) and other interested parties, see www.dcms.gov.uk for a full list of responsible authorities, and in many circumstances a licence or temporary event notice will be required.

5.3 Planning Consultation

Event organisers are expected to carry out consultation throughout the planning stages of their event to ensure disruption is minimised, benefits are maximised and that all Legal and Public Safety requirements are met. The type of event will determine the level of consultation required, with a small community event requiring less consultation than that of a large scale event. A rule of thumb is the greater the potential impact the more consultation will be required.

Throughout the planning stage consultation maybe required with the Ealing Safety Advisory Group (ESAG) which includes members of the Council's Licensing, Environmental Health, Public Protection, Emergency Planning teams along with responsible authorities and other interested parties such as representatives of the Police, Transport for London, London Buses, local NHS Ambulance service etc.

In many instances the Council's nominated Events Representative will table applications and present event management plans on behalf of organisers; however events of a larger nature or with a potential significant impact will be engaged directly into the ESAG to ensure plans relating to the event are robust and pertinent to the event and its location.

In addition to the ESAG, further consultation may be required with each of its members to fine tune proposed plans and to ensure the safety of attendees and the local community are considered.

5.4 Post Event Consultation

Although it is optional for the event applicant, it is highly recommended that post event consultation take place to gain feedback on the event itself to identify any event related problems. Through this process many problems can be rectified and improved for future events. This is also a stage where the decision may be made to permit or refuse any future events taking place due to the impact the event had, be it positive or negative.

6. EVENT PLANNING

6.1 Health & Safety

Event organisers are responsible for and have a legal duty to ensure the health, safety and welfare of the people attending their events, as well as that of the employees, contractors and sub-contractors working at the event. Please refer to the Health & Safety at Work Act 1974.

Event organisers will also be required to conform to:

- The Events Safety Guide, A guide to Health, Safety and Welfare at music and similar events HSG 1995
- RIDDOR 1995
- Fire precautions act 1975
- The Children's Act 1989
- Health and Safety at work Act 1974
- Wildlife and Countryside Act 1981
- Any specific conditions laid out, local byelaws or instructions from a Council Officer
- Any relevant legislation relating to public safety

The Council and its partners have a duty to ensure all relevant health & safety guidance is followed, including checking risk assessments, emergency evacuation plans and method statements. In many cases the Council or its partners (i.e. emergency services) may require changes to be made to plans to improve safety at the event. All health & safety paperwork must be submitted to the Council as per the application timetable requirement, although this may be reduced for smaller events if agreed in advance with the Council's nominated Events Representative.

For larger or more complex events the Council may take a more active role. We may wish to meet with event organisers to discuss plans in more detail, and it may be a condition of hire that event organisers attend ESAG meetings.

It may also be a condition of approval that management plans are submitted in advance of the application timetable requirement due to their complexity. If this is the case sufficient notice will be given of any change in deadline.

6.2 Insurance

Proof of public liability insurance cover of a minimum level of £5,000,000 will be required for all events, of which evidence must be supplied to the Council in advance of the event. The terms of this insurance should completely indemnify the Council

against any claims, demands, losses or liability that may result from the Hirer's use of this site.

Any additional levels or types of insurance required will be determined by the nature and scale of the event. The final level and types of insurance required will be determined by the nominated Events Representative following consultation with the Council's legal and insurance teams.

It is the council's responsibility to ensure that the venue is suitable for the hire and poses as little risk as possible.

6.3 Welfare Facilities

The event organiser is responsible for the provision facilities and any arrangements must be agreed with the Council in advance. Temporary toilets must meet all health & safety requirements and must not obstruct the highway. In some cases access to existing toilet facilities within parks may be granted, however permission must be sought in advance. Any associated costs arising from the provision or cleaning of welfare facilities will rest with the event organiser.

6.4 Traffic Management & Parking

Although Street Event Application Forms are received by the Events Representative all Traffic Management measures, such as Temporary Traffic Orders to close roads, diversion routes, parking bay suspensions etc. are processed by Highways Management. The Events Representative will help streamline this process by informing the Highways Management of any event taking place on or having a significant impact on roads and footpaths such as charity races, religious processions, small to large scale events and carnivals. The nominated Events Representative may seek confirmation that legitimate Traffic Management arrangements have been made and agreed with the Highways Management.

Consideration must also be given to the potential impact on public transport services and where necessary full consultation must take place with key stakeholders, such as Heathrow Airport including air space considerations, London buses, Transport for London, London Underground; South West Trains, Taxi firms etc. It is the responsibility of the event organiser to engage and liaise with relevant stakeholders. Designated sites may be hired and used for car parking. There may be specific conditions attached to the hire of parks for these purposes. For example organisers may be asked to install temporary track roadways to protect the ground from damage, particularly if bad weather is forecast. Permission to charge for parking on Council land must be agreed with the Council in advance. Failure to do so will incur a fine, the level of which will be determined by the Director of Environment and Leisure or his nominated deputy.

6.5 Licences

A Premises Licence or Temporary Event Notice (TEN) will be required for events that include licensable activities such as regulated entertainment or the sale of alcohol. While small events may be covered by a TEN, larger events must apply for a Premises Licence. Some of the Borough's open spaces are already licensed. The Events Representative will be able to offer further information on which sites are licensed and additional conditions set forth when using a Council Licence.

A licence is required to stage any of the following forms of regulated entertainment:

- A performance of a play
- An exhibition of a film
- Boxing or wrestling entertainment
- A performance of live music
- Any playing of recorded music
- A performance of dance
- Entertainment of a similar description to that falling within live music, recorded
- Music or performance of dance
- Provision of late night refreshment (11.00pm – 5.00am)
- Sale of alcohol

For exemptions to the above licensing act please refer to the DCMS website, www.culture.gov.uk

6.5.1 Temporary Event Notices

Small scale events for no more than 499 people, to include staff, at any one time and lasting for no more than 168 hours) do not need a premises licence providing that advance notice is given to the police and the Licensing Authority. Only the Police can object to such a Temporary Event Notice if they believe the event is likely to undermine the crime prevention objective.

Persons wishing to hold such events must give a minimum of 10 working days notice to the Police and the Licensing Authority. A Late TEN can be submitted not more than 9 days and not later than 5 days prior to an event. If an objection is raised regarding a Late TEN then there is no opportunity for an appeal. The addresses to which such notices must be sent can be obtained by contacting LBE's Licensing Department.

It is recommended that responsible event organisers give far greater notice of events however, to ensure that potential problems can be identified and resolved well in advance. Ideally the Licensing Authority would like to receive three months notice of such 'small' temporary events, although it is recognised that this may not be

practicable in some cases. Applicants are therefore strongly recommended to contact licensing officers early in the planning of such events to discuss all relevant issues.

Organisers of Temporary Events are strongly advised to refer to the DCMS or LBE Council website for further guidance on applications for Temporary events.

6.5.2 Premises Licences (time limited)

Premises Licences apply to licensable events at which more than 499 people will be taking part in licensable activities at any one time. Premises Licence applications are a more lengthy process than that needed for a TEN and therefore must be made well in advance of an event. It is advised that at least six months notice be given should an event require a Premises Licence. Further guidance can be found on the Council's website, www.ealing.gov.uk or the Department of Culture, Media and Sport's, www.DCMS.gov.uk

It is the organiser's responsibility to ensure that sufficient time is allocated to apply for a Premises Licence in advance of the event.

6.6 Alcohol

The supply or sale of alcohol is considered a licensable activity and is therefore regulated under the Licensing Act 2003. A Premises Licence or a Temporary Event Notice is therefore required and a designated premises supervisor must be nominated as responsible for the supply / sale of alcohol. Full guidance can be found on the Department of Culture, Media and Sports website, www.DCMS.gov.uk

Permission to sell alcohol on Council land must be sought from the Council in advance of any event.

6.7 PRS

If the event involves public performances and/or broadcast of musical works (live music/DJ), the event organiser will be responsible for applying for a Performing Right Society (PRS) licence and adhering to the terms and conditions set out by the PRS (see www.prs.co.uk or call 0845 300 6033 for further details).

6.8 Publicising an Event

The erection of posters, boards and banners on Council property should be agreed prior to an event being staged. Event organisers must provide the Council with a schedule of advertising with details of locations, numbers, sizes and examples of artwork.

Advertising of this nature may only be displayed on the event site within the park. Advertising may only be in place 14 days prior to the first day of the event. Daily checks must be made to ensure that advertising is securely fixed and that it does not become damaged by weather, graffiti etc. If damage does occur the advertising material must be removed and replaced with new ones.

As soon as the event ends advertising must be removed. This will be the responsibility of the event organiser. If the council incurs expense removing advertising this will be deducted from the deposit.

The Council does not allow any unauthorised advertising of events on highways structures – lamp columns, street furniture, traffic signals, safety railings, street trees etc, with a maximum fine of £1000 per contravention if formally enforced under the Highway Act 1980.

6.9 Planning Permissions and Advertisement Consent

Temporary demountable structures, which are agreed with the Events Representative, are allowed to remain up for a maximum of 28 days in any calendar year without the need for planning permission. This is reduced to 14 days where events involve street trading and certain other activities. Advertisements (including sponsorship branding) normally require advertisement consent. This includes the display of sponsors' details on banners and directional signage. The event organiser must check with Planning.

6.10 Complaints

A suitable complaints procedure must be in place to service the local community and public as a whole. In the case of Small Events the Council's existing complaints framework may be employed however in the case of Large or Special Events, or events that are anticipated to have a potential impact on the local community, a separate and independent complaints policy and procedure must be agreed with the Events Representative in advance to include a complaints line which will be operational during the event and will be staffed independently by the event organiser.

http://www.ealing.gov.uk/info/100004/council_and_democracy/516/complaints/3

6.11 Noise

Noise from an event must be kept at a reasonable level and must not cause an unreasonable nuisance to local residents within close proximity of the site. Events that have obtained a Premises Licence must adhere to any sound level limit or conditions attached to the Licence; noise level monitoring may be required in order

to ensure such compliance. At all times organisers must comply with Council Environmental Health Representatives.

It may be required to meet in advance with Environmental Health officers so that specific volume levels and locations of monitoring points can be agreed. Event organisers failing to keep to reasonable noise limits risk the complete or partial loss of deposit and will not be permitted to host their event within the Borough again. Repeat offenders who fail to reduce volumes to agreed levels may face action from the LBE Environmental protection team.

In addition to the protection of the public from noise pollution organisers must also consider the Control of Noise at Work Regulations 2005 for those working prior to, during and post event.

6.12 Environmental Health

The Events representative may pass the details of an event onto the Environmental Health Section to inform them of your event. The Environmental Health Section deals with the following areas relating to events:

- Health, Safety and Welfare of members of the public attending the event, staff and volunteers, entertainers / acts, etc, and any contractors working on site (split responsibilities coincide with Building Control if the event is in a sports ground or stadium).
- Temporary structures such as staging, marquees, tents, etc.
- Noise control and the prevention of nuisance to local residents who may be affected by noise arising from activities on site, particularly any musical entertainment.
- Food safety and the prevention of food poisoning arising from any food provided at the event. Ensure that all caterers have been registered with their local authority. Obtain caterers' food hygiene certification. An outline of the type of catering and facilities must also be provided in advance.
- The Environmental Health Section may be required to sign off relevant parts of event plans and they may enforce their own conditions on an event, including fees for services.

6.13 Quality & Content of Events

The nature and content of events should reflect well on the Council and local stakeholders. The Council will not agree to an application that is likely to cause offence to public taste and decency, except where the possible offence is balanced or outweighed by other factors, such as freedom of expression or artistic merit. The Director of Environment and Leisure or his nominated deputy will consider such applications on their individual merits.

6.14 Protection of Sites

The protection of the Council's owned and managed land is a priority for all event organisers. This also includes the protection of wildlife, flora & fauna and trees. Maintaining biodiversity and protecting the natural habitats of Ealing's wildlife is a priority. If it is believed that an event will be detrimental to the local eco-system then this will be considered as grounds to deny an application.

6.15 Ground Protection

Event organisers must make provisions to protect grass and footpaths from damage. Vehicles are not allowed on site without the consent of the Events Representative. If inclement weather is forecast vehicles may be prohibited from driving on grassed areas; alternatively provisions such as track way, or similar ground covering, may be required in agreed areas. Certain footpaths should not be driven on, particularly by heavy vehicles, and the Events Representative will advise on such restrictions. If vehicle movement deviates from the agreed plans and damage to footpaths is caused the event organiser will be charged for the cost of repair.

6.16 Waste Management

It is the event organiser's responsibility to provide the Council with a waste management plan and ensure adequate facilities are provided for the safe disposal of waste. The Council encourages organisers to make the recycling of waste a priority over disposal to landfill. The disposal of both solid and wet waste must be managed legally and all waste must be clear of site within the pre agreed timescale as set by the Council. Any deviation to the agreed timescale may incur costs and any work that has to be carried out to clean sites and remove waste will be recharged to the organiser, in most cases monies will be held back from the returnable damage deposit.

6.17 Trees

Careful planning must be undertaken to avoid damage to trees and their roots through the compaction of soil or direct damage to roots themselves. In some cases a member of the council's arboricultural team will be consulted in order to establish measures that are needed to ensure the healthy retention of trees and their roots. Once a procedure has been agreed with the arboricultural team or the Events Representative, any deviations from this that cause damage will be rectified at the expense of the applicant, from the damage deposit.

7. FINANCIAL RESPONSIBILITIES

There are numerous costs associated with the staging of events and these must all be considered by organisers in the very early stages of planning to ensure funds are available to cover these many costs. The 'Type of Event' being staged will determine the level of costs with scale being a significant factor. With respect to staging events in Council land it should be noted that all event related costs rest with the event organiser. Organisers should consider the main areas of expenditure outlined below:

7.1 Park Hire and Damage Deposit Fees

For the hire of Council owned and managed land and the associated returnable damage deposit and non-returnable booking deposit. The type of event will be the key factor in determining hire and deposit fees. A site inspection will take place prior to and immediately after each event. Should any reinstatement or completion of works be required monies will be held back from the deposits as appropriate to cover costs. Should costs exceed that of the deposit the Council will charge the event organiser for remaining costs.

All fees and charges are subject to change and will be reviewed annually. See LBE's website for current up to date rate of fees, www.ealing.gov.uk

The Council has identified several annual events as significantly culturally and economically beneficial to the Borough. In order to facilitate these events the Council will offer the organisers a fixed hire rate of £500.00 each year. This decision has been based on their 2011 application. Any deviation from this in future years could result in a fee change. For example the impact caused by changes in any of the following could result in a change of fees, this list is non-exhaustive:

- Capacity
- Venue
- Event dates
- Event duration
- Key organisers
- Entry fee
- Officer support

The following are the events that the fixed rate applies to:

Acton Carnival: held in Acton Park, Acton

Acton Green Days: held on Acton Green Common, Acton

Greenford Carnival: held in Ravenor Park,

Greenford Hanwell Carnival: held in Elthorne Park, Hanwell

Norwood Green Village Day: held on Norwood Green, Southall

Pitshanger Party in the Park: held in Pitshanger Park, Ealing

7.2 Licensing Fees

All fees associated with the application for a Premises Licence or Temporary Event Notice, should regulated entertainment or the supply or sale of alcohol take place at the event, will rest with and remain the responsibility of the event organiser. See www.dcms.gov.uk under licensing fees for current up to date rates of fees.

7.3 Event Delivery Associated Fees

All fees associated with the delivery of the event will rest with and remain the responsibility of the event organiser. These will by far be the most significant costs for any event and will cover everything from traffic management, content, technical production, staffing, cleaning, facilities, site infrastructure, advertising, promotion, policing and security to name but a few.

A point to consider is that many of these services / functions will impact significantly on the successful delivery of the event and should adequate provisions not be in place there is the likelihood that the event will not be given permission to take place. All event delivery related costs will rest with and remain the responsibility of the event organiser. Any costs incurred to the Council caused by an event will be recharged back to the organiser at the associated costs and will incur an administration fee to be determined by the Director of Environment and Leisure or his nominated deputy.

7.4 Cancellations

If the hirer cancels the booking less than two weeks before the date of hire there will be no refund. Cancellation with two weeks or more notice will be subject to a 50% cancellation fee.

If payment has not been received 2 weeks prior to the event taking place or the payment has not cleared by the hire date the park will not be made available to hire. LBE reserves the right to cancel events by refusing the use of land should the terms and conditions of hire, legal requirements or financial obligations not be met and inclement weather or other unforeseen circumstances occur. The decision for cancellation will rest with the Director of Environment and Leisure or his nominated deputy.