

HERITAGE, CULTURE AND LEISURE COMMITTEE

Tuesday 1 March
2016

Is the final decision on the recommendations in this report to be made at this meeting?

Yes

Revised Festivals and Events Policy

Final Decision-Maker	Heritage, Culture and Leisure Committee
Lead Head of Service	Head of Commercial & Economic Development
Lead Officer and Report Author	MCL Marketing and Sales Manager Laura Dickson
Classification	Public
Wards affected	

This report makes the following recommendations to this Committee:

1. That the committee approve the revisions to the Festivals and Events Policy as set out in Appendix 1.

This report relates to the following corporate priorities:

- Keeping Maidstone Borough an attractive place for all -
- Securing a successful economy for Maidstone Borough
 - § Ensuring there are good leisure and cultural attractions

Timetable

Meeting	Date
Committee (Heritage, Culture and Leisure)	1 March 2016

Revised Festivals and Events Policy

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 The revised Festival and Events Policy provides classification of the size, type and purpose of events and proposes the recommended number and frequency of large events on council owned or managed land and venues.
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2. INTRODUCTION AND BACKGROUND

- 2.1 The Festival and Events Policy was written in 2014. Two areas of the policy required further research and were to be included once research was concluded. The revised policy now includes these two areas.
 - 2.2 Section 4 describes the type and frequency of events. It defines what we mean by a major, large, medium and small event and the type i.e. commercial, charitable and community. It sets the maximum number of large festivals where there are considerable music noise levels.
 - 2.3 The size classification for an event is based around the expected audience capacity. This is the maximum number of people expected to be at the event at one time, and not the total number of people who may experience the event throughout the day(s). The scale of an event is also considered where the event spans multiple days.
 - 2.4 As large music events involving high powered amplification can cause disturbance to those living in the vicinity, the policy sets out the maximum number of these events in Mote Park and Whatman Park.
 - 2.5 The number of amplified music events with a Music Noise Level (MNL) of up to and not exceeding 65dB(A) in Mote Park will be limited to 5 events per year. These events will be limited to a maximum of 3 consecutive days or a total of 8 days in the year. In Whatman Park the limit will be set to 3 events with a maximum of 2 consecutive days or a total of 5 days in a year.
 - 2.6 If the frequency and timing of these events will cause additional disturbance, then the maximum Music Noise Level will be set lower and must be agreed to by the event organiser.
 - 2.7 Section 9 includes references to health and safety legislation and guidance for events.
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3. AVAILABLE OPTIONS

- 3.1 The Committee decide to accept and approve the revisions to the Festivals and Events Policy.

3.2 The committee decide to reject the revisions to the Festival and Events Policy.

4. PREFERRED OPTION AND REASONS FOR RECOMMENDATIONS

- 4.1 That the committee accept the revisions to the policy. The policy enables the development of festivals and events, highlighted as an action in the Destination Management Plan.
- 4.2 The revised Festival and Events Policy will enable MBC to increase the income stream from festivals and events and ensure a sustainable use of the council's venues.
- 4.3 The revisions will ensure that we can hold festivals and events in MBC venues and ensure that they follow the same process to enable MBC to limit the amount of negative impacts and complaints.
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5. CONSULTATION RESULTS AND PREVIOUS COMMITTEE FEEDBACK

5.1 None

6. NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION

6.1 The Festival and Events Policy will be published and shared with all stakeholders involved in delivering festivals and events.

7. CROSS-CUTTING ISSUES AND IMPLICATIONS

Issue	Implications	Sign-off
Impact on Corporate Priorities	Supports the ambition of ensuring there are good leisure and cultural attractions.	Head of Economic and Commercial Development
Risk Management	none	
Financial	none	
Staffing	none	
Legal	none	
Equality Impact Needs Assessment	none	
Environmental/Sustainable	none	

Development		
Community Safety	none	
Human Rights Act	none	
Procurement	none	
Asset Management	none	

8. REPORT APPENDICES

The following documents are to be published with this report and form part of the report:

- Appendix I: Festivals and Events Policy Revised February 2016
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9. BACKGROUND PAPERS

None