

Events Management Policy

2025 to 2029





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1. Introduction

Canterbury City Council welcome and support events within our district and aim to encourage more events to our city and towns. We are committed to encouraging the safe and sustainable use of public open space, highway and amenity areas across the district for public events.

Events add to the district's unique character, enhancing its visitor offer and encouraging community participation among a wide range of residents and businesses.

To that end, the council aims to provide support and information to help organisers make sure their events are inclusive, safe and successful.

This policy aims to reflect and build upon the council's Corporate Plan which focuses on how our actions can make our community a greener, fairer, stronger and better place for us all to live, work and study in. One of the corporate priorities is to increase participation in cultural events and inform the decision-making process around them to build diverse activities for residents and visitors alike.

This approach relies on us having good relationships with our customers, partners and existing providers as well as engaging at the appropriate times to ensure the decisions made have the greatest positive impact in our community.

Our ambitions must be balanced against the council's legal duties and enforcement powers under the Health and Safety at Work etc. Act 1974 and the associated statutory provisions.

Therefore, the council coordinates and consults with the local Safety Advisory Group (SAG) to help in the discharge of these statutory duties.

The management of public land is subject to rules, as set out in council policies, legislation, legally binding agreements with third parties etc.

This policy aims to reconcile the interests of all relevant stakeholders to create a varied and safe programme of events that benefits the district.

1.1 Scope of the policy

The principles outlined in this document will cover the administration and processing of event applications from third parties and the associated in-kind support available for community events.

This includes, but is not limited to, our approach to building a sustainable programme of events to ensure what we are facilitating is diverse and inclusive across the whole district including our city, coastal and rural areas.

This policy does not extend to land that is owned by parish councils or private landowners.

However, event organisers using these spaces may still require licences and engagement with SAG members.

Therefore, it is advisable to notify the council of plans as early as possible to obtain suitable advice and guidance.

1.2 Aim of the policy

It is intended that this policy will balance the interests of residents and businesses and allow Canterbury City Council to work with event organisers to deliver the following aims:

- **Safety:** to ensure all events are delivered safely, including making sure all national and local legislation is followed and advice from the Safety Advisory Group is duly considered.
- **Partnership and collaboration:** to acknowledge that successful events require well-balanced partnerships. This includes clear communication of policies and procedures as well as working collaboratively with residents, stakeholders, visitors and students, to encourage a diverse and inclusive range of events throughout the year.
- **Economic growth:** to enable a range of activities to attract visitors and residents to use our city, towns and open space, supporting economic activity and provide a positive impact on businesses and organisations.
- **Green:** to ensure environmental and sustainable practices are in place so we protect the district's environment.

The responsible use of public open space requires a commitment to interdepartmental working and clear communication.

Therefore, the following principles will inform officer decisions when designing and reviewing event processes and applications:

- **Effective planning:** By providing a clear application process we will support organisers to demonstrate they can deliver well-organised events which are safety focused and comply with all relevant legislation and guidance.
- **Environmentally conscious:** To ensure the protection of the natural environment by communicating clear environmental, biodiversity and sustainability policies and practices particularly in key areas where events might be held.

This will include:

- ◆ Restrictions on tree uplighting with limited operational hours at key sensitive sites such as Canterbury Castle Grounds and Solly's Orchard.
- ◆ All events will be expected to ensure that no single use plastic containers are used and that recycling facilities are in place.
- ◆ Event spaces should be left clean and tidy and event organisers will carry out a litter pick before leaving the site.
- ◆ Events that take place within the vicinity of an electrical point must use this as the main source of power.
- ◆ No balloons or lanterns will be permitted to be released on any CCC land.
- ◆ Additional considerations to be adhered to when operating an event on sites of special scientific interest (SSSI). These may need additional restrictions in line with our Environmental team policy and procedures.
- ◆ We expect all event organisers to consider sustainable travel within their management plans and promote them to the wider public when promoting their event.
- ◆ Heavy vehicles used on events on council owned parks, gardens or green spaces must use tracking mats to ensure the grounds are protected from damage at all times.
- ◆ The council may restrict bookings at certain times of the year due to weather conditions if large heavy vehicles are at risk of damaging green spaces.

- **Community focused:** By encouraging the use of our public spaces in a well-managed and responsible manner. This includes minimising disruption to residents, businesses, transport networks, infrastructure and other public services as much as possible. We will encourage event organisers to utilise all areas of our district including coastal and rural spaces to ensure all communities have vibrant events.
- **Quality and excellence:** Maintaining and enhancing our district's world-class cultural and heritage reputation by promoting a positive image of the district to encourage a diverse range of community and commercial events that have wide appeal for residents and visitors across the district.
- **Balanced:** By valuing the partnerships between the council and event organisers, both from the community and commercial operators, we will work together to ensure transparency in decision making and proportionality in our processes. This includes our approach to fees and charges which will reflect the scale and type of events on offer. Any financial subsidy will be fairly assessed and monitored against the ambitions set out in this policy and the council's responsibilities under Best Value.

1.3 Objectives

By 2029, Canterbury City Council will have:

- i. maintained its excellent safety record by working with high-quality event organisers who respect our residents, environment and adhere to CCC procedures and processes
- ii. supported a vibrant calendar of events that celebrate diversity and promote equality, inclusion and community cohesion
- iii. refined our application process, attracting new event organisers to the district and making it easier for existing event organisers to work with us
- iv. worked with partners to promote environmentally conscious planning, from promoting sustainable travel through public transport, walking, cycling and wheeling to decreasing reliance on diesel generators by installing new power supplies as opportunities arise

2. Context

Canterbury City Council views events as an important part of district life.

They offer opportunities for communities to share experiences and attract visitors to boost our economy.

The district already hosts a variety of events, from charity runs and specialty markets to major community events such as Canterbury Pride.

The city and our coastal towns offer attractive locations for filming and have been an important part of national and international events such as the Tour de France, the London 2012 Baton relay and the Commonwealth baton relay.

Each event, regardless of size provides a chance to strengthen our identity and enhance our reputation as a visitor destination.

From one-off experiences to testing the market for a new regular activity, events help establish a unique sense of place.

They are part of a complex array of public realm interventions that make the district a great place to live, work, and visit. To be successful, they must work in harmony with many other council services and public agencies.

These include:

- environment and transport services
- grounds maintenance and cleansing
- licencing and environmental health services
- emergency services

They must also work alongside other commercial, cultural and leisure activities to enhance, and not hinder everyday life.



3. Definitions

To support partners to navigate this complexity, the following definitions have been included as a guide to ensure proposals for activities are channelled through the correct process:

Events

A planned temporary use of public land aimed at attracting participants or spectators to assemble for a fixed time that may cause disruption to other users of the space.

This may or may not include licensable activities and would typically only require council notification if the activity was likely to attract a substantial crowd i.e. 100 people or more at any one time¹.

Recurring activities may be covered by other regulations and legislation and therefore might need other council permissions including:

Street trading

The exposing or offering of articles for sale on roads, pavements and other areas to which the public have unrestricted access. The law applies equally to public and private land.

Market

An organised and managed group of traders offering articles for sales at a defined location, during specific days and times. The location is defined by charter or by a planning application as a market space and applicable to public and private land. This may include weekly markets, food markets or the annual Christmas market.

Concession

A licence to trade in a public space that the council owns (not including street trading). It usually covers trading opportunities such as catering in parks, gardens and coastal spaces, where the equipment used is normally removed from the site at the end of the trading day.

3.1 Event categories

We understand and value the support our partners provide in helping us achieve our aims and will remain flexible in our approach to make the best of opportunities as they arrive.

However, to ensure efficiency and transparency, we have adopted the following categories and definitions to describe the main organisations and types of events we anticipate working with:

3.1.1 Community and charity events

Community events are those which are organised by either a national, regional or local not-for-profit organisation or friends' groups registered with the council, which is registered with either the Charity Commission or on the register of Community Interest Companies (CICs) with Companies House.

Community events need to demonstrate they have been designed for the benefit of district residents, preferably in consultation with the community they serve.

All funds raised at the event must be reinvested in the community/charity.

This includes any entrance fees or fees charged for commercial stallholders.

Evidence of this will be requested through the application process and post-event reporting.

Charity events with the aim of generating a surplus for fundraising purposes are restricted to registered charities only.

Applications must be received from the charity itself or, if being delivered by a private sector organisation/individual, must include a signed letter of endorsement from the charity's trustees.

In recognition of this investment into the community, the council will support community and charity events by offering reduced rates for administration costs and site fees.

¹ If you are planning an activity or gathering for less than 100 people you may still want to contact the Events Office for advice and to ensure your plans do not clash with other bookings

3.1.2 Commercial events

This category is for all events which are intended to generate a profit and/or are operated by private sector businesses/ individuals.

This category typically includes funfairs, specialist markets, outdoor bars and circuses.

Fees and charges for this category will be broken down into the following designations:

- **General use**
events are open to the public at no cost
- **Exclusive use**
event sites are restricted to ticketed entry only

3.2 Scale of event

In general, the size of an event is described by the audience capacity because this tends to dictate the level of complexity and impact on other services associated with it.

The below guide lists the typical numbers associated with each category.

However, an event classification may change depending on the event content and feedback from the Safety Advisory Group.



4. Application process

Our aim is to enable organisers to demonstrate their event will be run effectively, comply with relevant legislation, ensure the health and safety of attendees and understand the multi-faceted decision-making processes when organising events.

Each step in the process is designed to help communication with different departments and agencies to offer event organisers the greatest chance of success.

To support this, we ask event organisers to work with us by contacting us as early as possible in their planning process and adhering to the minimum timescales set out in the guide below.

Complete initial application for the event including: <ul style="list-style-type: none"> • location • anticipated audience capacity • event description • expected road closures • licensable activities • cleansing requirements This will provisionally book the space on the required date(s)	Major event 5,000+	12 months before event
	Large event 2,000 to 4,999	6 months before event
	Medium 500 to 1,999	4 months before event
	Small 100 to 499	6 weeks before event
	Gatherings 10 to 99	Email to be sent to the Events Officer to ensure no events clash
<ul style="list-style-type: none"> • Full event management plan • Risk assessment • Road traffic management plan (if needed) • Insurance details • Site map 	Major event 5,000+	4 to 5 months before the event
	Large event 2,000 to 4,999	3 months before the event
	Medium 500 to 1,999	2 months before the event
	Small 100 to 499	6 weeks before the event
	Gatherings 10 to 99	N/A

If these deadlines are not met, it is likely that your event will not be given

Applications and supplementary documents are circulated to the relevant departments for feedback, which is based on Kent and Medway Resilience Forum Guidelines and the Events Industry Forum Purple Guide. This can be viewed at thepurpleguide.co.uk

If events are delivered near residential properties, event organisers are also strongly encouraged to consult with residents in the immediate vicinity to foster good relationships and address any concerns.

4.1 Securing your location

Bookings are usually taken on a first-come first-served basis and will be secured once the council has received the non-refundable administration fee.

If there is likely to be high demand for a location, for example the opening of a new event space or a national celebration, the council may choose to instigate an open call for Expressions of Interest (EOI). In this case, applications will be prioritised based on:

- quality of proposal
- positive community impact
- deliverability

Any other specific criteria for assessment will be published in advance and the outcome of selection communicated to all applicants.

4.2 Approved event spaces

In general, the council will take bookings on the approved event spaces listed in the Events Prospectus, which will be updated from time to time. To request the latest copy please email events@canterbury.gov.uk

Event organisers looking to work in other locations on council-owned land around the district should allow extra time in their planning process to allow for any necessary suitability assessments. For example, any restrictions on land use, access considerations and environmental impact.

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5. Fees, charges and subsidy

Fees and charges for events are based on recovering costs and are reviewed annually as part of the council's wider budget setting process.

Fees and charges for administration and site hire are categorised based on the type and scale of the event as shown in the example table below:

EXAMPLE FEES AND CHARGES				
Event Fees	Commercial event charges	Subsequent daily site fees	Community event charges ¹	Subsequent daily site fees
Small Gatherings 10 to 99 attendees	N/A	N/A	N/A	N/A
Small Events 100 to 499 attendees	£576	£350	£0	£0
Medium events 500 to 1,999 attendees	£884	£500	£354	£200
Large events 2,000 to 4,999 attendees	£1270	£750	£508	£300
Major Events 5,000+	£2178	£1500	£771	£600
Non-operating day site fee	50% of fee (Max 3 days)	N/A	0 (Max 3 days)	N/A
Site deposit	£2,000	N/A	By negotiation	N/A
Administration cost²	10% of fee	N/A	10% of fee	N/A

¹ Approximately 60% reduction on commercial rate

² Events that are not on CCC land but go through SAG process will be charged a nominal administration cost.

When completing an event application, a non-refundable 25% booking fee will be taken from the first day event charges.

Public sector bodies will be charged at a community level.

Additional fees (for all events on CCC land and those dealt with by the Canterbury District Safety Advisory Group)

Town Police Clauses Act (1847) Road Closure Order required (fee per order)	£40
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Exclusive use

Fees for this category of event will be site specific and will take into the consideration size and duration of the event as well as the impact of restrictions on public access prior to permission being granted.

Subsidy

In addition to the tiered pricing, there may be small grants available towards peripheral costs such as cleansing from time to time and subject to budget availability. These will be open for not-for-profit event organisers.

These grants will be funded by income from commercial event fees, thereby creating a virtuous circle of community activity.

The council may also offer discounts and incentives on commercial fees and charges to stimulate new activity.

These opportunities will be publicised in advance and recipients of any grants and subsidies will be asked to provide evaluation and monitoring information.

The council recommend that all event organisers promote their events to Canterbury district residents and beyond to highlight the range of activity being delivered.

We would encourage all event organisers to liaise with Visit Canterbury who can support with event promotion.



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6. Enforcement

While we know the vast majority of event organisers want to work with us to minimise any negative impacts their events may cause to the area, the impact of poorly managed events can be detrimental to our communities.

Therefore, the council reserves the right to:

- request and retain site deposits to fund any necessary repairs
- refuse permission to event organisers with a poor track record of event management on our land, including but not limited to:
 - ◆ persistent noise and nuisance complaints
 - ◆ flyposting
 - ◆ failure to comply/deliver activities as described on risk assessments and approved documentation (including monitoring information when in receipt of subsidy)
- ◆ having outstanding fees and charges from previous events
- extend notification periods for events with a high degree of complexity or when an event has had issues in previous years.

In addition to the above, applications for events will not be accepted from organisations or individuals that:

- promote any party-political campaigns
- promote controversial issues which may be damaging to community relationships
- include illegal or offensive activities
- breach Canterbury City Council's Equal Opportunities Policy.



7. Review



Appendix 1: Supplementary information

This section provides a summary about some of the wider departments that event organisers should be aware of and are likely to encounter.

The Safety Advisory Group

The Canterbury District Safety Advisory Group (SAG) was established to provide a forum for key stakeholders, both internal and external, including all emergency services, to offer expert advice and provide guidance to event organisers.

Only those event organisers who are planning events which have the potential to cause significant community impact or safety issues are invited to attend SAG.

Applications will be checked for completeness and may be subject to consultation involving stakeholders, including (but not exclusively) Kent Police, Kent Fire and Rescue, South East Coast Ambulance service (SECAmb), Kent County Council Highways, residents' groups and all relevant council departments.

The decision is made by the Events Officer whether an event warrants attendance at a Safety Advisory Group (SAG) meeting. The SAG is chaired by Canterbury City Council Emergency Planning Officer.

The SAG committee can recommend that permission is refused for an event to be staged in one of the district's sites.

Licensing

Event organisers will need carefully to consider whether licensable activities will take place on the site.

Licensable activities are defined under the Licensing Act 2003 and include the retail sale of alcohol and the provision of regulated entertainment.

If licensable activities are to take place, then it is essential that those activities are properly authorised under the Act and will impact on your application.

For more information about licensing please visit canterbury.gov.uk/apply-temporary-events-notice

Environmental Health

If you are having food traders or handling animals, you are advised to contact Environmental Health for their advice.

As the event organiser you have responsibility for checking your food vendors and submitting the correct information.

Please ensure that all vendors are food registered with their local authority and achieve as a minimum a 3* rating and are legally compliant with food hygiene legislation

This includes ensuring trading names are correct and consistent with any existing environmental health registrations. You can check a business is registered and inspected by using the Food Standards Agency website ratings.food.gov.uk

Cleansing

All event organisers are responsible for arranging the removal of all litter, waste and recyclable materials arising out of the event from the event site as well as the spread of any litter from the site that is directly attributable to the event and should therefore budget accordingly to meet these additional costs.

All waste must be disposed of using a professional licensed waste management service provider.

Stall traders are responsible for removal of their own waste.

All trade waste must be removed by a registered Trade Waste Contractor.

We want to provide options for event organisers with regard to waste collection and disposal to ensure events can be delivered as cost-effectively and sustainably as possible.

Toilets

Event organisers are responsible for providing adequate temporary sanitary accommodation for the number of people attending the event at their own expense.

Requirements shall be agreed with the council's Events Officer and in line with the level of provision recommended in the Purple Guide.

Event organisers may be liable for the cost of any additional cleaning and opening/closing of public toilets that is required as a result of your event.

The council will consider whether your event will result in increased usage of public toilets (regardless of whether the toilets are located within the footprint of your event) and whether additional cleaning will be required.

Event organisers must ensure all users of the site whether event participants or not, have unrestricted access to any permanent public toilets located within the site.

Road closures

There are three types of road closures which event organisers may need to consider:

Type of road closure: Town Police Clauses (TPC)

Clarification: Parade or procession

Authorised by: Canterbury City Council (requires approval by Kent Police)

Type of road closure: Section 16A TTRO

Clarification: Static road closure or a large rolling road closure causing significant impact

Authorised by: These orders are made by Kent County Council (KCC).

Type of road closure: Use of 14(i) of the Road Traffic Regulation Act 1984

Clarification: Where the event does not take place on the public highway but restrictions are requested as part of the event by the organiser to manage traffic accordingly e.g. 50mph speed restriction on A249 for County Show.

Authorised by: These orders are made by KCC.

The fee for road closures through Canterbury City Council is £40.

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