

**Cheltenham Borough Council**  
**Overview & Scrutiny Committee - 24 February 2020**  
**Scrutiny Task Group Review – Events**

<b>Accountable Member</b>	Councillor Dennis Parsons, Chair of Scrutiny Task Group
<b>Accountable Officer</b>	Tracey Crews, Director of Planning
<b>Executive Summary</b>	<p>A review of events management was initiated by the Overview and Scrutiny Committee in 2019. A Task Group was set up to look at the following:</p> <ul style="list-style-type: none"> <li>• the Council's approach to managing events in our parks and gardens within the context of the commercialisation agenda;</li> <li>• the approval process for events across the borough, and</li> <li>• how events are managed once approval is given.</li> </ul> <p>The Task Group engaged with a number of key stakeholders, including event organisers and local residents' groups. This was an important part of the process and informed a number of recommendations set out within this report.</p> <p>The desired outcome outlined by the Overview and Scrutiny Committee's One Page Strategy (Appendix 2) was for the group to identify strengths and weaknesses of the increased commercialisation strategy, and to identify possible improvements to the process of events application, approval and management.</p>
<b>Recommendations</b>	<p><b>1. That Overview and Scrutiny Committee endorse the findings and recommendations of the Scrutiny Task Group Report provided at Appendix 2, and for these recommendations to be presented to Cabinet.</b></p> <p><b>2. That Overview and Scrutiny Committee consider the Minority Report provided at Appendix 3 and decide whether to endorse the recommendations for consideration by Cabinet.</b></p>
<b>Financial implications</b>	<p>In terms of the recommendations in Appendix 2 there could be some future financial impacts which are indicated below but it is not possible to quantify these given the current stage that the project has reached. As the project progresses, it will be possible to provide more concrete assessments of the potential financial impacts. The project should generate more income for the Council.</p> <p><b>3.</b> There may be some expenditure required to finance the event website although if this is done in house that will minimise any costs.</p> <p><b>8.</b> There may be costs for providing Member training.</p> <p><b>11.</b> There may be additional income generated because of the development of new commercial opportunities.</p> <p><b>12.</b> Additional capital investment may be required to promote new commercial opportunities.</p>

	<p><b>13.</b> There may be changes to the rates charged on the parks and gardens in the light of the commercialisation strategy.</p> <p><b>14.</b> Additional income can be generated through widening the calendar in which commercial activities take place.</p> <p><b>15.</b> Additional income may be generated through providing hands-on guidance for event providers.</p> <p><b>16.</b> Additional income may be obtained through increased licence income.</p> <p><b>Contact officer: Martin Yates, Business Partner Accountant</b></p> <p><b>Email: <a href="mailto:martin.yates@publicagroup.uk">martin.yates@publicagroup.uk</a></b></p> <p><b>Tel: 01242 264 200</b></p>
<p><b>Legal implications</b></p>	<p>If an event does not involve licensable activities or it falls under the TEN regime, from a Licensing Act 2003 perspective, there is no/limited regulation. You only need to obtain a licence for the following activities: to sell alcohol by retail; if you are a qualifying club, to supply alcohol to a club member, or to sell alcohol to a guest of a club member; to provide regulated entertainment; or to provide late night refreshment - selling hot food or hot drink between 11pm and 5am for consumption on or off the premises, unless you are a hotel, staff canteen or campsite.</p> <p>Land use licences (under £250,000) are delegated to the Director for Finance and Assets. If members decide that they wish to make decisions in respect of land use licences then such decisions would be either the relevant Cabinet member or Cabinet itself. Alternatively, if members are looking at involvement but not decision making it would be possible to consider setting up a Panel (with clear terms of reference).</p> <p>When referring to the term "licence" in documentation of any sort we need to ensure that it is clear about whether or not we are referring to a premises licence or a land use licence.</p> <p><b>Contact officer: Vikki Fennell</b></p> <p><b>Email: <a href="mailto:vikki.fennell@teWKesbury.gov.uk">vikki.fennell@teWKesbury.gov.uk</a></b></p> <p><b>Tel: 01684 272015</b></p>
<p><b>HR implications (including learning and organisational development)</b></p>	<p>No direct HR implications identified.</p> <p><b>Contact officer: Corry Ravenscroft, HRBP</b></p> <p><b>Email: <a href="mailto:corry.ravenscroft@publicagroup.uk">corry.ravenscroft@publicagroup.uk</a></b></p> <p><b>Tel: 07827 895 624</b></p>

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## **1. Background**

**1.1** A short paper setting out the considerations of the Scrutiny Task Group is provided at Appendix 2. This is a short report; therefore the details are not repeated here. The Task Group has made a total of 19 recommendations having heard evidence from relevant officers, community groups and event organisers. These are categorised under 5 key themes:

1. Community/engagement
2. Process
3. Events strategy
4. Commercial
5. Enforcement

## **2. Reasons for recommendations**

**2.1** The Overview and Scrutiny Committee is recommended to endorse the findings and recommendations of the report provided at Appendix 2, and for these recommendations to be presented to Cabinet.

**2.2** It is considered that the recommendations as drafted will assist in the following ways;

1. Improve transparency and efficiency with the events process;
2. Improve engagement with community impacted by events in their locality;
3. Guide the drafting of the events strategy;
4. Strengthen Land Use Agreements and the consequently the council's approach to enforcement.

## **3. Consultation and feedback**

**3.1** The Task Group has valued the contribution made by community groups and event organisers.

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<b>Appendices</b>	<ol style="list-style-type: none"><li>1. Overview &amp; Scrutiny Committee One Page Strategy</li><li>2. Scrutiny Task Group Report – Events</li><li>3. Minority report from Councillor Dennis Parsons</li></ol>