

DRAFT

APPENDIX B

Events and Activities Strategy – for application in Parks, Recreation Grounds, Commons, Countryside and Woodlands

For application within the London Borough of Bromley
Environment and Community Services
Streetscene and Greenspace

Version 1.8

November 11th 2015

Prepared by the Landscape Group

SCOPE AND DIRECTION OF EVENTS AND ACTIVITIES

- 1.1 This document sets out the policy for events and activities in the London Borough of Bromley's parks, countryside, recreation grounds and other suitable sites for the period November 2015 to April 2019 – subject to annual review. The policy for those activities at the Bromley Environmental Education Centre at High Elms (BeechE) will be subject to a separate business and over-arching management plan.
- 1.2 Parks and countryside sites within the London Borough of Bromley provide the perfect setting for the many varied and diverse activities that can be enjoyed safely by residents, stakeholders and other visitors; whilst simultaneously supporting the local economy and temporary employment opportunities.
- 1.3 To increase visitor experience, provide an enhanced schedule of activities and promote further interest in Bromley's landscapes, The Landscape Group will not only continue to respond to direct requests for hire by third party providers, but will also seek to identify and deliver appropriate new events and activities that will demonstrably add to the existing portfolio of requests for hire. This will increase the income from events and accordingly reduce the overall cost of the park management service as a whole.
- 1.4 In determining what events and activities are appropriate to promote and develop, The Landscape Group will endeavour to consider how such any specific event will:

- Add to the diversity of the existing range of events and activities;
- Be appropriate for the venue and target audience;
- Be sustainable and ensure local residents and users are not unduly inconvenienced, sites are returned to tidy and accessible public use as rapidly as practically possible afterwards and that visitor health and safety is fully considered;
- Ensure adequate bonds are taken where reinstatement may be required after an event; and has ensured the hirer has made adequate provision in an approved event plan to deal with all reasonable foreseeable eventualities;
- Align with the aspirations of relevant stakeholders and local users;
- Ensure the potential hirer has the necessary competence, appropriate insurance cover, qualifications, experience and financial resources to meet the general terms and conditions of hire, or as appropriate to comply with any licensing requirements.
- Require Elected Member and Council approvals, where the type of event/activity, location and size of anticipated audience are outside of this policy.

EVENTS AND ACTIVITIES - VENUES

1.5 The principal event venues are defined as:

- Crystal Palace Park
- Croydon Road Recreation Ground
- Norman Park
- Churchouse Gardens
- Mottingham Sports Ground
- Goddington Park

- Chislehurst and Walden Recreation Grounds
- Coney Hall Recreation Ground
- Priory Gardens
- Queensmead
- St Mary Cray Recreation Ground (Cray Day festival)
- Kelsey Park (Friends Group events)
- Beckenham Green
- Keston Common
- High Elms

1.6 From time to time other small scale event sites may establish themselves. The Landscape Group will in consultation with the Portfolio Holder for the Environment and Elected Ward Members determine whether such sites would be suitable for an event, taking into consideration the type, style and content of the activity, the anticipated number of attendees and the environmental impact to adjoining residents and regular park users.

CHARGING POLICY

1.7 TLG will establish a clear and transparent set of criteria for evaluation of appropriate hiring charges and create an annual published tariff. An additional charged for on-site staffing presence may be required for certain events, at the beginning and end of the event, or throughout the day. Charging will be based upon:

- **Standard Hire** – Public charges as published in the tariff

- **Charities** – Reduced hire fee applies and any expenditure by TLG is recovered as a cost neutral activity (ie to include but not be limited to on- site staffing support, provision of services and equipment and ground re-instatement where required)
- **Friends Groups** – Free of charge
- **LB Bromley organised events** – Free of Charge
- **Commercial** – Market rates apply by negotiation.
- **Concessions** – Fee by commercial negotiation/tender

1.8 A suitable bond may be required from hirers to cover any anticipated ground reinstatement, to mitigate in particular against damage to the fabric, historic artefacts, horticultural, woodland, natural or biodiversity features and wildlife or loss of future income – ie closure of sports pitches etc – or where litter or graffiti caused by the event is not removed.

1.9 Cancellation fees will apply on a sliding scale, less than 21 days before an event is scheduled, unless it is cancelled by TLG/LB Bromley, in which case a full refund will be made.

APPROVALS

1.10 If an applicant is intending to have any form of entertainment, ie Music, singing, dancing, action, use of real flame; and/or the sale of alcohol, then they will need to apply to the Local Authority's Public Protection team for a Premises Licence or Temporary Event Notice (TEN). These may only be applied for once the applicant

has received written confirmation that the event can proceed in principle. For large scale events, the hirer will be required to provide a detailed Event Management Plan.

1.11 Controversial or large scale events will not proceed beyond initial application, without and where appropriate, the necessary consent of the relevant Portfolio Holder/s (Environment and Public Protection) Elected Ward Members or senior officers of the L B Bromley; as appropriate. These **may** include:

- Events of large scale – (over an anticipated crowd of 500 persons, or where the event is to be licensed)
- Events of a political, military, religious or controversial nature
- Events outside of policy scope

1.12 Where an event is staged in a park or countryside site locally managed by either Friends or other stakeholders – then the group will be consulted to ensure there is no conflict of interests.

APPENDIX 'A' - FREQUENT EVENTS/ACTIVITIES

1.13 **Circuses** are limited to Crystal Palace Park (Upper Terraces) on two occasions per year (March and September); where adequate hard standing exists in conjunction with suitable of public transport facilities. The use of domestic only animals (ie horses, dogs etc) is permitted – ie not exotic species (lions, tigers, elephants etc)

1.14 Principal **funfairs** are limited to Crystal Palace Park (Upper Terraces) on two occasions per year (April and October); where

adequate hard standing exists in conjunction with a raft of public transport facilities.

- 1.15 Small scale funfairs, where they are a part of a larger event are permitted such as funfairs attached to firework events etc.
- 1.16 Individual elements, i.e. **Bouncy Castles**, are permitted as standalone activities.
- 1.17 All funfair equipment must be fully accredited through ADIP certification and with adequate and valid Public Indemnity insurances in place.
- 1.18 Public **Firework displays** during November are held at Crystal Palace Park, Croydon Road Recreation Ground, Chislehurst Recreation Ground and Norman Park.
- 1.19 **Personal Trainers** are permitted in parks subject to the adequate and valid Public Indemnity insurance cover and relevant qualifications.
- 1.20 **Filming requests** are made through '*Filmfixer*,' an agency to the London Borough of Bromley; who take an authorisation fee. A pre-agreed additional charge is levied by The Landscape Group with '*Filmfixer*' for on site management where staff assistance or gatekeeping duties are required. Such instances include:
 - National television, individual still photographic requests for personal use, students/educational establishments – for internal use only
 - Individual still photographic/filming requests – for commercial use
 - Commercial still photographic or filming requests for publication

APPENDIX 'B' – APPROVED EVENTS

In addition to those events/activities in Appendix A above, the following are considered within Policy:

- Football, Rugby and Cricket tournaments
- Bowls Tournaments
- Classical and Popular Music concerts
- Performing arts – ie dance/ballet
- Countryside Day – ie Keston
- Motoring displays - Bromley Pageant of Motoring
- Motoring Events – ie Crystal Palace Time Trials
- Start congregation of car rallies – ie Mini Club Rally to Brighton
- Theatrical and drama Performances
- Historic displays/activities – ie CPP Subway Open Days
- Heritage celebration
- Farming and Agricultural displays
- Fetes and Carnivals
- Corporate Hospitality events
- Small Birthday parties for children up to age 14
- Displays/competitions with domestic pets
- Displays/competitions with farm or indigenous animals
- Food related events
- Youth Activities and games
- Jamborees for Scouts and Guiding
- Promotion of LB Bromley activities and projects – ie Road Safety
- Cycling events
- Promotional activities for commercial enterprise local and national
- Painting and artistic events
- Cultural events – ie Jamaica Day at Crystal Palace
- Antique and boot fairs
- Allotment and Gardening activities

- Local community celebratory events/promotion
- Charitable events
- Fun Runs, orienteering etc