Civic Centre, Riverside, Stafford

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Dear Members

Community Wellbeing Scrutiny Committee

A meeting of the Community Wellbeing Scrutiny Committee will be held in the **Craddock Room, Civic Centre, Riverside Stafford** on **Wednesday 24 September 2025 at 6.30pm** to deal with the business as set out on the agenda.

Members are asked to note that this meeting will be recorded.

Members are reminded that contact officers are shown at the top of each report and members are welcome to raise questions etc in advance of the meeting with the appropriate officer.

Head of Law and Governance

COMMUNITY WELLBEING SCRUTINY COMMITTEE

24 SEPTEMBER 2025

Chair - Councillor A P Edgeller

AGENDA

1 Minutes of 17 June 2025 as previously published on the Council's website.

2 Apologies

3 Public Question Time - Nil

4 Councillor Session - Nil

5 Members' Items - Nil

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6 Called-In Items

ITEM NO 6(a) **Events Policy 2025-2030** 4 - 27

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HEAD OF OPERATIONS
HEAD OF WELLBEING

7 Officers' Reports

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HEAD OF WELLBEING

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HEAD OF LAW AND GOVERNANCE

Membership

Chair - Councillor A P Edgeller

A P Edgeller	D M McNaughton
A D Hobbs	L Nixon
E G R Jones	M Phillips
P A Leason	J T Rose
B McKeown	J Thorley

Agenda Item 6(a)

Events Policy 2025-2030

Committee:	Community Wellbeing Scrutiny
Date of Meeting:	24 September 2025
Report of:	Deputy Chief Executive - Place/Head of Operations/ Head of Wellbeing
Portfolio:	Leisure Portfolio

The following matter was published in the Cabinet Minutes of 20 February 2025 and has been **CALLED IN** to this Committee by Councillors A P Edgeller, L Nixon and J M Pert for the following reason:-

"To scrutinise the contents of the Events Policy".

1 Purpose of Report

1.1 To update Cabinet on the current position around events.

1.2 For Cabinet to consider the report and the recommendations contained within it and to approve the Events Policy 2025-2030.

NB: Cabinet to note the report only relates to events or activities on assets/land owned by the Council and/or those under the Council's assigned management responsibility. This policy will also apply in part to events that are organised by the Council itself.

2 Recommendations

2.1 Cabinet approves the Events Policy 2025-2030 and associated processes and procedures, as outlined in **APPENDIX 1**.

2.2 Cabinet approves the implementation of the Events Policy 2025-2030 from 1 September 2025 and delegates authority to the Head of Operations/Head of Wellbeing/Deputy Chief Executive (Place), in consultation with the Portfolio Holder for Leisure, to review, make any changes, amendments, or updates to the policy, as necessary during the period, including as part of a first anniversary review.

2.3 Cabinet approves delegated authority to the Head of Operations/Head of Wellbeing/Deputy Chief Executive (Place), in consultation with the portfolio holder for Leisure, to make decisions around events, including funding (where available) and delivery.

2.4 Cabinet notes that events and events promotion is a non-statutory function and that there is currently no additional dedicated revenue funding in place for events.

2.5 Cabinet notes all relevant fees and charges as outlined under the Events Policy 2025-2030, are reviewed and updated as part of the annual Council budget setting process.

Reasons for Recommendations

Establishing a robust policy and set of procedures, such as those laid out within the Council's Events Policy 2025-2030, provides event organisers, partners, stakeholders, elected members, and officers, clarity around the Council's events management framework, and its expectations relating to events being held on, or within, its land and assets.

3 Key Issues

3.1 An established, comprehensive, and diverse, events programme for the Borough presents many different opportunities and challenges; not-withstanding budget, resource, and officer capacity. Due to the increasing profile and perceived importance of events, and as the Borough begins its wider transformation programme of investment, including Stafford Town Centre, an all-inclusive approach to events was considered necessary.

3.2 In addition to the above, events, especially those at scale, require a large amount of planning and input from event organisers, officers, and partner agencies, such as police, fire, and ambulance services, due to the inherent health, safety, and welfare risks they can pose.

4 Relationship to Corporate Priorities

4.1 The Events Policy 2025-2030 is related and helps to support each of the Council's four Corporate Priorities, via various methods, with the Corporate Priorities for 2025/26 - 2028/29 being:

- A Prosperous Economy
- Communities and Wellbeing
- Environment/Climate Change and Nature Recovery
- A well-managed Council.

5 Report Detail

5.1 Whilst many of the larger regular events are contracted out to be undertaken by the Council's leisure service provider, many, including some, other larger, smaller, and one-off events, are not. As part of the future redevelopment plans for the Borough, including Stafford Town Centre, there is also the potential for the creation of an increased events programme, subject to appropriate levels of resourcing.

5.2 This report and the Council's Events Policy 2025-2030, only covers events on or in Council owned land and assets.

5.3 There is currently no budget to lead on delivery across the Council for additional corporate events such as community awards; opening events for capital development projects (such as Westbridge Park); and/or any other community and celebration events.

5.4 There are several distinct and clear advantages in having a comprehensive and robust events management framework, events programme, and resources to deliver it, not just in terms of the economic impact and outcomes but also for strengthening relationships with businesses, the education sector, community, and voluntary groups. The delivery of a successful events programme contributes to a thriving Place, but this comes with a revenue budget cost.

5.5 The future running, management, and delivery of events, requires driving by a comprehensive framework approach, which is both clear and transparent. The Events Policy 2025-2030 has been designed to guide event decisions, implementation, and delivery of events in such a way.

5.6 The Council's approach to events it hosts, and its Events Policy 2025-2030, has a firm focus on the impacts and outcomes of those events. It will also look to avoid duplication, oversaturation, and events that do not in its opinion contribute to the wider objectives of the Council's Corporate Plan.

5.7 The Council will assess events on a case-by-case basis, as laid out within the Events Policy 2025-2030 and associated procedure documents and may at times use a bespoke approach to protect the environment and/or individual assets or land belonging to the Council, should it be felt necessary. For example, it may not permit certain assets, such as grass land, parks, or wild areas to be used for certain types of events, or at certain times of the year.

5.8 The paramount importance of working with event organisers, key stakeholders, community groups, forums, and the open market, etc, is recognised by the Council. It is considered that through wider collaboration with the above that other revenue/income generation opportunities can be explored, such as private sector funding and event delivery.

5.9 Effective communications around events are seen as key by the Council in their organising, planning, management and promotion. This will continue to be integral to the Council's approach and will be built upon wherever possible, while seeking to achieve the correct balance.

5.10 In keeping with the current position and Events Policy 2025-2030, the Council will continue to integrate its wider approach to larger scale events with its current leisure service provider and partner, Freedom Leisure.

5.11 As part of the Events Policy 2025-2030, several website pages have been created containing events management information. The pages have been designed to offer a wealth of information in an electronic format around events, and include important information and advice, and links to, the application process, partner websites, and the legal requirements for event organisers, etc.

6 Implications

6.1 Financial

There are no direct financial implications within the report or in the adoption of the Events Policy 2025-2030.

However, it should be noted, that should the Council wish to extend its events programme and/or opportunities, any further than 'as-is', there will be an additional establishment resourcing requirement. Any additional resource requirement will have to be considered as part of the annual budget setting process.

At present, and in the main, other than for Civic events, the Council is reliant upon its partners and external event providers to undertake events across the borough. The Council does not have a budget allocated to holding any additional events and any additional events currently have to be externally funded.

Regardless of whether the Council decides to increase its events programme or not, the cost of holding events is likely to rise due to the heightened requirements placed upon the Council, as both a venue owner and an event organiser, such as by The Terrorism (Protection of Premises) Act 2025 (Martyn's Law). This increased cost is likely to come in three forms; additional cost of extra security measures for the event, additional officer capacity in checking event applications contain suitable mitigation detail, and in the purchase of new security event equipment, such as vehicle mitigation measures. These costs will be found from within existing budgets or may have to be subject to a further report to cabinet.

There is a limited opportunity to generate income from events, such as via booking fees, charges, cost recovery, and sponsorship opportunities, however, it is accepted that event income is unlikely to match expenditure, unless undertaken on a highly driven commercial basis.

6.2 Legal

While there are no direct legal implications contained within this report and in the operation of the Events Policy 2025-2030, the policy helps to establish the Council's position and sets the standard and requirements across several important areas, such as health, safety, and welfare of individuals.

The adoption and correct operation of the Events Policy 2025-2030 will help to protect the Council, event organisers, and event goers in the future.

6.3 Human Resources

The report and the adoption of the Events Policy 2025-2030 has no direct human resource implications. Event management is currently covered by a selection of officers from across the Council due to its specialist professional requirements. However, day-to-day event management tends to be covered by only two officers working in different areas on different types of events, the Markets and Events Officer (Operations) and the Leisure Officer (Wellbeing). It should be noted that event management is only a small part in both officers' substantive roles and their capacity for expansion is extremely limited. It is planned to review events management as part of the shared service restructure in Operations, however, that has been delayed by local government reorganisation.

Should the Council wish to extend the events programme in the future it is considered that additional resourcing to manage events may be required. This requirement, should it arise, will be covered in a separate report.

6.4 Risk Management

While wishing to encourage the right type of events into the right areas, the Events Policy 2025-2030 was still created with a focus around risk management and mitigation, not only for the Council but for event organisers, the public, and other stakeholders. It is heavily biased towards health, safety, and welfare requirements to effectively manage risk. It contains strong, up-to-date links to current legislation, such as Martyn's Law and the work of partners, such as the Safety Advisory Group (SAG).

6.5 Equalities and Diversity

Good event management practice and events should, and do, promote equality, diversity and inclusion. Through the Events Policy 2025-2030 the Council will help to ensure the above.

6.6 Health

Events can be used as a great way to encourage and promote good social, physical, and mental health, at all levels and ages. The Events Policy 2025-2030 makes direct reference to the impact of good quality events to improve health outcomes.

6.7 Climate Change

The Events Policy 2025-2030 helps to formalise the Council's environmental position around events and the importance of considering their environmental impact. Climate change, nature recovery, and the environment are covered within the policy's vision and remain as a theme throughout.

7 Appendices

Appendix 1: Events Policy

8 Previous Consideration

None

9 Background Papers

None

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Telephone Number:	07800 619470/01543 456843
Ward Interest:	All
Report Track:	Cabinet - 24 July 2025 Community Wellbeing Scrutiny Committee - 24 September 2025
Key Decision:	No

Events and Festivals Policy

2025 - 2030













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1. Purpose

The Events and Festivals Policy 2025-2030 (Events Policy) has been created to help event organisers, partners, and anyone with an interest in event management within Stafford Borough, to understand Stafford Borough Council's (SBC's) requirements around; its event application process; the health, safety and welfare of individuals visiting events; and the expected levels of event management.

The policy should also help the Council to provide a high-quality events programme, based around its assets, that maximises their social, economic, and environmental benefits.

The Events Policy 2025-2030 aims to provide a consistent, open, and transparent approach to the type and form of events that will be supported and encouraged throughout the period.

2. Background

There has been a long history and tradition within Stafford Borough of organising, hosting, and providing events throughout the years.

The Council hosts a number of Civic events, such as its Mayor Making and Remembrance Day Parades. The Council's Leisure Service provider also organises and hosts several large-scale events during the year, such as the Christmas Light Switch-On and the Stafford Half Marathon. The Council is incredibly proud of the ongoing support of its partners, event organisers, local businesses, town and parish councils, local charities, voluntary groups, and other organisations, for their work in putting on events each year throughout the borough.

SBC plays a valuable role in enabling, delivering, and facilitating events, including allowing the use of its assets by others. The success of the annual events calendar is only ever achieved through working closely with businesses, communities, stakeholders, and partners.

This Events and Festivals Policy - 2025-2030 (Events Policy) outlines the Council's approach to events moving forward. It is intended to deliver an agreed comprehensive approach to events, while still offering some level of flexibility.

The Council has dedicated an area of its website to events, where all initial information and contacts required by those looking to hold an event within the borough, can be found: www.staffordbc.gov.uk/information-events-and-activities

3. Definitions

Term	Definition
SBC	Stafford Borough Council
SCC	Staffordshire County Council
EMP	Event Management Plan
RAMS	Risk Assessments and Method Statements
SAG	Safety Advisory Group
Martyn's Law	The Terrorism (Protection of Premises) Bill 2024
Limited Community Impact	Where an event has a short-lived impact socially, economically and environmentally on the community
Partner Agencies	Organisations the Council works alongside in relation to event management and safety
Event Officer/Manager	A Council officer who has responsibility for event management on a regular basis and/or the management of an event space/s

4. Scope

It should be noted that this Events Policy relates to the hosting of events only on land or assets owned by SBC, as well as those under the Council's assigned management responsibility. This event policy and its associated event procedures are intended for a term of 5 years, subject to regular review within that time.

The policy does not apply to events held on private land or property within the borough, however, it may at times be referred to when the Council is called upon to take part in a multi-agency Safety Advisory Group's (SAG), to assist with event approval.

The Council will work closely with several key stakeholders and partners, including, it's leisure service provider, Stafford Town Centre Partnership, local businesses and groups, town/parish councils, and others, to ensure a comprehensive programme of events is delivered, with effective oversight and management.

5. Event Types

Events broadly fall into two categories:

- Community Events
- Business/Commercial Events.

Community Events

Community events are classified as, activities, festivals, or parades, organised by charities, not for profit community or voluntary groups, that directly benefit their communities. These do not provide commercial gain, or a significant marketing opportunity to its organisers or a profit-making organisation. Often, any financial gain

goes back to the organisation or charity to support future community programmes or community work.

Examples of a community event include:

- A park fun day, organised by a local town community organisation
- A fun run, organised by a local charity
- A town centre fete, organised by a local branch of an organisation, such as a Lions Club or a scout group.

Business/Commercial Events

Business/Commercial events/activities are designed to operate at a profit; they may be ticketed and/or include other fees; or may be events that raise the marketing or sales profile of an organisation/s.

Examples of a business/commercial event include:

- Ticketed festival, theatre, music concerts, craft fairs
- Fun fairs and circuses
- Sporting events, such as triathlons, marathons, and cycle races
- Large scale national charity fundraising
- Corporate events and product launches.

6. Corporate Priorities

All Events should support one or more of the Council's Corporate Priorities, in some form or another, with those being:

- A Prosperous Economy
- Communities and Wellbeing
- Environment/Climate Change and Nature Recovery
- Effective Council

The following headings offer a breakdown of the types of events the Council will look to encourage throughout the life of this policy and which Corporate Priority they tend to support:

- **Business/Commercial Events**

  Supporting a prosperous economy, local business, event management companies, etc., hold events that increase the day and nighttime economy and visitor numbers. These events often inspire or encourage others to do the same, helping to build on the ongoing growth and development of the Borough. These types of events tend to be run by businesses for profit making purposes, such as funfairs etc, and/or to raise their public profile.

- **Community, Health, Leisure, and Active Lifestyle Events**

  These events support communities and wellbeing. They tend to be enabling events, put on by community groups that encourage participation, and positively contribute to the physical, mental and social wellbeing of the community, residents, and visitors to the Borough. In addition to the above they also increase community cohesion and resilience and will often fundraise for good causes, charities, or their own, or other local community groups.

- **Arts, Heritage, and Culture Events**

  Stafford Borough has extensive history in its heritage, arts, culture, and architecture. Given the above and its status as an historic County Town, it attracts visitors from many different areas of the country and worldwide. The Council would like to positively encourage an increase in its arts, heritage and cultural events, by not just local, but regional, and national event organisers. This in turn should further contribute positively to the Borough's economic growth and development.

- **Environment and Climate Change Events**

  As environment and climate change awareness grows, the Council is keen to include these types of events into its events calendar on a regular basis, regardless of their scale, large or small. These events help increase awareness further and support the Council's Environment/Climate Change and Nature Recovery Corporate Priority.

7. Application Process

To avoid disappointment and unnecessary work, we would recommend that the Councils events team should be contacted prior to the submission of an application to verify that the event venue and facilities are available on the proposed event date. Where a proposed event venue is deemed unacceptable, or dates are unavailable, the events team may be able to assist by offering suitable alternatives for consideration by the event organiser.

Guidelines for applications are given in Table 1. Below. It should be noted that larger, major events, could take between 6 to 12 months, or even longer, to organise and plan, so we would advise the below is seen as an absolute minimum when wishing to apply for an event, to avoid disappointment:

Table. 1 - Event Planning Process

Size	Event size (people per day)	Requirements	Initial application submission prior deadline	Estimated decision 'in principle' response
Small event	Up to 199	Without a road closure/premise license	2 months	25 working days
	Up to 199	With a road closure/premise license requirement	3 months	25 working days
Medium event	Between 200 -799	Event with or without the requirement for a road closure/premise licence	4 months	25 working days
Large event	Over 799 people	Event with or without the requirement for a road closure/ premise licence	6 months	Two months

The final approval for an event will only be given once the events officer / manager is satisfied that the event organiser has complied in full with the Council's requirements in relation to the event management planning process and the requirements of the Safety Advisory Group (if applicable).

If it is considered by the events officer or manager, that an event has been misrepresented during the booking process, the Council reserves the right to refuse or cancel the event booking.

SBC Events Team

The events team will be chaired by the service manager responsible for events (events manager) and include the events and other relevant officers. The group will meet on a regular basis and will review the following:

- Events under consideration
- Acceptance and rejection of events
- Future approved events
- Events delivered
- Event delivery improvements
- Policy and procedure updates.

The proposed event information submitted as part of the application process will be reviewed by the events officer and team and if required passed to other officers within the Council. If deemed necessary, the information may also be passed onto the Safety Advisory Group for evaluation and comment.

All event applications will need to be made electronically via the Councils website and as outlined in the application process guidance.

There will be a two-stage application process:

1. Initial Event Application Form (Annex 1)
2. Full Event Application Form and Registration (Annex 2).

Event Evaluation

Each application will be assessed thoroughly and evaluated by at least two officers from the Councils events team. This number may increase with the size and complexity of an event.

An event evaluation process will provide the basis for the assessment and decision-making around the proposed event.

The decision-making process for events covered within this policy will be solely made by the Council's events officer, event manager, events team / officers' group; and in certain circumstances in conjunction with the head of service and cabinet portfolio holder (see Governance item below).

Where applicable, the decision around allowing an event to take place will be heavily influenced by the advice received from the Council's partner agencies, acting on behalf of the Safety Advisory Group (SAG), e.g. Staffordshire Police, West Midlands Ambulance Service, Staffordshire Fire and Rescue Service, etc.

Further information on the application process is provided on the Councils website, helping to ensure an open and transparent process for event applicants.

Key Headline Event Application Requirements

- The Council will work alongside event organisers that support its priorities, and especially those around establishing a high-quality sustainable programme of events.
- In addition to being sustainable, all activities should be able to demonstrate evidence of meeting at least one of the Council's four Corporate Priorities listed above.
- All applicants will need to read and thoroughly complete the Full Event Application Form, if successfully progressed through Stage 1 - Initial Enquiry.
- There will be a requirement for an Event Management Plan (EMP), Risk Assessment and Method Statements (RAMS).
- Where appropriate, event applications will be subject to consultation with partner agencies, relevant stakeholders and groups (Note: This may take up to 28 days).
- Some event organisers may be required to present their Event Management Plan and attend a Safety Advisory Group meeting, online or in person.

- Events will be required to comply, where relevant, with legal, licensing, insurance, health and safety, and other conditions, specific to the event, it's size and location.
- All events will be required to comply with as applicable, the Events Industry Forum's Purple Guide, the Sports Ground Safety Authority Green Guide, and the Sustainable Event Guide 2025.

Event organisers will be required to establish:

- their accountability for the event through their associated event management plan, which will be subject to the scale and complexity of the proposed event. Depending upon the nature of the event this may also have to include, traffic, crowd, and waste management planning, etc.
- open and honest dialogue with the Council and its partners throughout the pre-planning, delivery and post-delivery phases of the event.
- how the event will comply, where relevant, with legal (such as Martyn's Law), licensing, health and safety, and conditions specific to the event and its location.
- how the event will keep its environmental impact to a minimum.

8. Governance

The governance and decision-making process in relation to how we accept and process applications for events is given below.

Once an application is received, the Council's events team will review the initial request, check the date, and the suitability of the venue requested.

The event request is then referred for "approval in principle, subject to SAG advice" if required. The "approval in principle" will depend upon the size of event activity and details of the event.

All events, regardless of size may be referred by the Council to the county's Safety Advisory Group (SAG) if considered necessary by the Event Officer or others. The event sizes (no. x attendees) in Table 2 have been based around those designated within Martyn's Law. The table also includes the officer approval level required.

Table. 2 - Event Approval Table

Events 0 - 199 attendees			
Event Size	**Event Management Plan**	**Residents Impact Assessment**	**Officer Approval Level**
Events Below 100	Yes	No	Event Officer
Events Above 100	Yes	No - Notification of event only, if residents only impacted temporarily	Event Officer
Events 200 - 799 attendees			
Events with limited community impact	Yes	No - Notification of event only, if residents only impacted temporarily	Service Manager
Events with significant community impact	Yes	Yes	Service Manager and Event Team
Events Above 800 attendees			
Single Day Events	Yes	Yes	Service Manager and Event Team
Multi Day Events	Yes	Yes	Service Manager and Event Team
Single and Multi-Day Events (above 2,000 people per day)	Yes	Yes	Head of Service and Cabinet Member

9. Use of Council Land and Assets - Conditions, Fees and Charges

The Council will provide free advice and guidance to event organisers who wish to hold events on its land or use its assets.

There is currently no event application fee but there may be a requirement for an event organiser to contribute to any appropriate external costs associated with the Safety Advisory Group.

The Council has established fees and charges for the use of its land and assets. These fees and charges will be applied to all applicants to ensure a fair, open, and transparent process.

Conditions, and/or fees and charges, may be determined by size, location, hire period, time of year, classification, industry best practice and market comparisons.

A full list of event locations across the borough is available in the fees and charges schedule on the Council's website: www.staffordbc.gov.uk/fees-and-charges, along with all event-space hire costs.

In some instances, the Council will request a damage/deposit bond to cover any damage or repair to Council land or asset, and/or any infringement of the event's terms and conditions. Damage deposits amounts and detail will be discussed directly with the event organiser during the application process.

10. Event Management Best Practice

All events and festivals will be required to comply with event management or other such applicable legislation and recognised best practice. This will include guidance provided by the Health and Safety Executive, the Events Industry Forum's 'Purple Guide' and the Sports Ground Safety Authority (Green Guide).

The Purple Guide to Health, Safety and Welfare at Music and Other Events, produced by the Events Industry Forum can be found at: www.thepurpleguide.co.uk.

Managing crowds safely, A guide for organisers at events and venues (HSG154) by the Health and Safety Executive can be found at: www.hse.gov.uk/entertainment/index.htm.

Guidance on running an event safely, getting started, managing an event, after event, and planning for incidents and emergencies can be found at: www.hse.gov.uk/event-safety/.

When considering what medical / first aid cover is required for an event, the below webpage may be useful:

www.allianceambulance.co.uk/browse/help-and-support/event-cover-help/event-guidelines

Under the Crime and Disorder Act 1998, the Council has a statutory duty to work in partnership with agencies, such as the police, to reduce and prevent crime and disorder.

Statutory guidance issued under s29 of the Counter-Terrorism and Security Act 2015 makes explicit reference to the `Use of local authority resources' and outlines expectations of partnership working and that, `local authorities should ensure that publicly-owned venues and resources do not provide a platform for extremists and are not used to disseminate extremist views' through the establishment of a responsible booking policy for public venues.

In addition to the above, the Council may on occasions be required to act as the 'Responsible Person' for a qualifying premise, where an event has an attendance of over 800 people, as part of its duties as a landlord or landowner, with the event

organiser acting as the 'Relevant Person'. Further guidance will be made available if applicable as part of the event booking and Safety Advisory Group processes.

In order to deny extremist groups access to public owned venues and reduce the opportunities for them to disseminate their ideologies, the Council will not hire venues to any organisation or individual that has been banned or are proscribed. Equally, we will not accept events that incite or spread hatred or violence, or any breach of criminal or civil law.

The National Protective Security Authority (NPSA) has a wide range of protective security guidance relevant to public premises and events, which can be found at: www.npsa.gov.uk/public-premises-and-events

The Terrorism (Protection of Premises) Bill, also known as **Martyn's Law**, was included in the King's Speech on 17 July 2024, as part of the Parliamentary programme of legislation.

Key Points:

- The law applies to a wide range of public spaces, including schools, town halls, and community centres.
- The goal is to protect the public by encouraging venues and event organisers to consider security risks and implement appropriate precautions.
- Venue operators are expected to determine appropriate procedures based on their specific circumstances and resources.

The legislation focuses on ensuring venues and events are prepared for potential terrorist attacks. It classifies premises and events into two tiers based on capacity, with the standard tier applying to premises with 200-799 attendees and the enhanced tier requirements applying to those with 800 or more attendees.

Standard Tier:

- **Capacity:** 200-799 attendees.
- **Requirements:** Training, information sharing, preparedness plans, and simple, low-cost measures to enhance safety.
- **Focus:** Smaller premises where the emphasis is on preparedness and response to potential threats.

Enhanced Tier:

- **Capacity:** 800 or more attendees.
- **Requirements:** Risk assessments, security plans, physical measures (like CCTV), and a vigilant security culture.
- **Focus:** High-capacity locations where a successful attack could have significant consequences.

Event Organisers should consider the risks around terrorist type events, as crowded places can become a potential target. There should be a pre-event risk assessment, and appropriate control measures should be implemented to reduce the risk, e.g. marauding knife attacks or use of a vehicle as a weapon. Where there is road traffic or vehicle access, organisers should consider the use of strategic placement of barriers and gaining specialist advice on hostile vehicle mitigation measures. Further guidance can be found at: www.gov.uk/government/publications/terrorism-protection-of-premises-bill-2024-factsheets.

Event staff should be trained and aware of how to identify suspicious behaviour and items. Staff should have carried out the 'act and scan' training provided for free by Protect UK which can be found at: www.protectuk.police.uk/

Staff and volunteers should be aware of how to report concerns and what actions they should take if a significant risk is identified. Event staff should also be visible and easily identifiable to event goers for reporting concerns.

11. Safety Advisory Group (SAG)

The purpose of the SAG is to consider both licensed and unlicensed events occurring in the area covered by it. The SAG will also consider any other event, as deemed appropriate and to share information and consult stakeholders, where there is a potential risk to the public. Further details can be found at: www.staffordbc.gov.uk/licensing-safety-advisory-group

The Safety Advisory Group (SAG) has multi-agency representatives, from police, fire and ambulance service backgrounds etc., whose aim is to promote and ensure safety at public events. Event Organisers will be expected to actively participate in the SAG process as required. This includes adhering to event plans and/or details agreed with the SAG. Similarly, event organisers should comply with any instructions given by the Council. Failure to do so may result in an event being stopped or cancelled.

Where necessary and as advised, some Event Organisers may need to attend SAG meetings. The SAG is there to offer advice and guidance to the event organiser, and its members have a wealth of knowledge on events management. Their aim is to see great, well run, safe events, not to stop events from taking place.

Every event should have a Designated Safety Officer, and the Event Organiser will be required to provide evidence that they are complying with:

- All relevant health and safety legislation
- The Council's own health and safety policy and procedures.

If deemed necessary using predefined criteria, presentation of event safety documentation may be required at a SAG meeting/s. The SAG may also co-ordinate a post event safety debriefing, so that future events may be improved. Safety issues will be discussed with the Event Organisers so that risks can be reduced or removed, as the cancellation of an event is the last resort.

12. Licensing

In conformity of best practice and to facilitate cultural events and activities; defined as regulated entertainment under the Licensing Act 2003 the Council has licensed a number of the main open space locations and will waive associated fees at its discretion. Details of the Council's licencing can be found here:

www.staffordbc.gov.uk/licensing1

www.staffordbc.gov.uk/business-licences-and-street-trading

13. Environmental Impact Awareness

The Council will require all event organisers to consider the environmental impact of their event and apply best practice and sustainable measures for event delivery. The Environmental Protection Act 1990 specifies that events must not cause a nuisance to residents nearby. There is a legal responsibility to comply with this.

Examples of good practice when holding an event can be found in the following links:

www.greenfuture.sg/wp-content/uploads/Green-Events-Guide.pdf

www.carbontrust.com/our-work-and-impact/guides-reports-and-tools/green-events-guide

www.20bedfordway.com/news/green-events/

14. Waste, Recycling and Litter

For larger events, Event Organisers may be required or prefer to make their own arrangements as part of their event management planning. If this is the case the Event Organiser will be required to use a registered waste carrier. If carried out by the in-house team the commercial cost of waste collection and/or cleansing will be calculated on a case-by-case basis depending on the nature, location and duration of the event. While registered charities and non-profit making community groups may be offered a "charitable hire rate", costs will still be passed to the event organiser to ensure that there is no additional burden on the Council, on a full cost recovery basis.

See Item 9 above - Use of Council Land and Assets - Conditions, Fees and Charges.

15. Insurance

Event organisers are required to obtain and provide evidence, to the Council, of Public and Employers Liability Insurances (PL & EL), with an absolute minimum value of £5million, in accordance with national guidance, unless an alternative provision has been agreed by exception. This absolute minimum value will be reviewed on an individual event basis by the Council's Insurance and Risk Team.

For many events, the Council may require a higher value of insurance, dependent upon the event. Event Organisers will be responsible for ensuring that all third-party suppliers, contractors, and sub-contractors are also adequately insured.

16. Traffic Management and Parking

Traffic management and parking at events can involve increased levels of vehicular traffic. The SAG includes Staffordshire County Council (SCC) Highways team representatives, who can advise Event Organisers of traffic requirements that may need to be put into place. Event Organisers have a responsibility to notify and discuss traffic considerations with SCC Highways for any large event. Requests for road closures should be made via either SCC or the Council depending on the type and scale of the event. Car parking should also be considered and contact with the relevant organisations should be made prior to the event to discuss the requirement. When promoting events to the public, best practice suggests that event organisers should provide details of suitable car parking locations to help prevent traffic congestion and issues.

17. Highway Closures and Events

Should an event require a road closure, traffic or parking suspension, an application to the highway team is required to be undertaken by the Event Organiser. Full details on applying for a road closure for an event can be found at: www.staffordbc.gov.uk/road-closures-for-events

18. Safeguarding Children and Adults

All event organisers, their employees, contractors and sub-contractors are required to comply with Stafford Borough's www.staffordbc.gov.uk/safeguarding-children-and-adults-at-risk-of-abuse-and-neglect-policy and Staffordshire County Council's Safeguarding Children and Adults Policy www.staffordshire.gov.uk/Education/School-Transport/Under-16/SEN-Travel/Safeguarding/Safeguarding-Policy.aspx. All event organisers and promoters are required to provide evidence of procedures for dealing with lost children, and this should be included in the event management plan. The content of each event shall be considered by the Council, and an age limit should be agreed with the event organiser. These limits may be monitored by the Council and failure to comply with them may result in the closure of an event.

Event organisers should have a safeguarding plan or policy which indicates the relevant reporting procedures and guidance for staff members including outsourced contractors such as security staff and volunteers. Assurances that the event is safe for both children and vulnerable adults will be considered by the Council and SAG. There should be a responsible person for safeguarding at every event.

The event organiser must ensure that where necessary the appropriate licenses are applied for where children are performing and that they have the appropriate chaperone/supervision.

More information can be found at: https://thecpsu.org.uk/resource-library/best-practice/events-held-in-public-parks-and-spaces/.

Consideration should be given to photography when the general public are in the area and its appropriateness, along with the potential use of subject photographic release agreements.

19. Marketing and Promotion

There are several websites with sections to upload events happening within Stafford Borough, that can be used free of charge. Social media posts are often reposted on various platforms and can be a great help to raise awareness of events. In addition, locations like tourist information offices have facilities for leaflets to be placed.

20. Flag Flying on Council Buildings and Flag Poles

The Council has several flag poles on its land and buildings. The main flagpole at the Civic Centre is normally retained for the flying of the Union and Borough flag only. The Union flag is flown on many occasions, including royal birthdays and civic days. The Borough flag is normally flown and flown at half-mast following the death of a serving Councillor or former Mayor.

21. Monitoring and Delivery

In extreme circumstances, the Council may consider it necessary to suspend or completely stop an event from taking place, either before or during the event, if it considers there is a significant risk to health and safety, or the event management plan is clearly not being followed, prior to or during the event. The decision to close and event may be taken by an Event Officer, a member of the Event Team or Head of Service or above.

22. Review of the Policy

All events are unique, therefore the challenges posed by each event are different. As events evolve and develop, it may be necessary for this policy and its relevant procedures to be amended accordingly.

The policy will be reviewed regularly. Minor changes will be considered by the Head of Service, in consultation with the relevant Portfolio Holder, and where major changes are considered necessary, the policy will be referred to a formal decision-making process.

23. Further Details

Annex 1 - EOI Form

Annex 2 - Full Application Form

24. Available Templates

Sample Event Management Plan

www.staffordbc.gov.uk/safety-advisory-group-blank-event-management-plan

Sample Risk Assessments and Method Statement (RAMS)

www.staffordbc.gov.uk/safety-advisory-group-risk-assessment-form-word-document

Priority Delivery Plan for 2025-26

Priority 2 - Communities and Wellbeing

Summary of Progress as at end of Quarter 1

				**N/A**	**Total Number of Projects**
Action completed	Work on target	Work < 3 months behind schedule	Work > 3 months behind schedule	Action not yet due	
	1			7	8

Summary of Successes as at Quarter 1

Summary of Slippage as at Quarter 1

Priority 2 - Communities and Wellbeing

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
Delivery of council owned temporary accommodation	Scope the acquisition of council owned temporary accommodation and options for management of the properties.		X				
	Cabinet approval for the acquisition and management of temporary accommodation units			X			
	Start of property acquisition				X		
Strategic Housing and Homelessness	Start procurement of a Stafford Housing Strategy.		X				
	Award contract for Housing Strategy			X			
Community Wellbeing	Work with partners and the Integrated Care Partnership to develop priorities for reducing health inequalities	X				Community Wellbeing Partnership and wider partners including NHS primary care network representatives have developed priorities under the CORE20+5 framework.	✓
	Complete Community Wellbeing Strategy, setting out priorities across community safety and health (2025-2028).			X			

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
	Deliver a small grant scheme to voluntary, community and social enterprises, to support delivery of the corporate plan and Community Wellbeing Strategy			X			

Appendix 1c

Priority 3 - extract re Nature Recovery and the Environment

Annual Delivery Plan for 2025-26

Summary of Progress as at end of Quarter 1

				**N/A**	**Total Number of Projects**
Action completed	Work on target	Work < 3 months behind schedule	Work > 3 months behind schedule	Action not yet due	
1	2			9	12

Summary of Successes as at Quarter 1
During quarter 1 work has been taking place on the multiphase master plan for Rowley Park, Stafford, to improve and update the park and play area towards it becoming a main/destination type park. A significant sum of money has been identified from within existing s106 funds to contribute towards the above improvement works.

Summary of Slippage as at Quarter 1
None

Priority 3 - extract re Nature Recovery and the Environment

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
Nature Recovery	Produce a nature recovery strategy				X		
	Develop an action plan to deliver the nature recovery strategy				X		
Minimise Household Waste - Introduction of Mandatory weekly food waste collections	Complete procurement of food waste caddies	X				Food waste caddy procurement has been completed with orders placed with the successful bidder. Deliveries expected late 2025/early 2026.	
	Launch of communications plan for food waste introduction with residents			X			
	Distribute new food waste caddies and new service information to residents				X		
Tree Management	Secure approval and funding for integrated tree management system and tree inspections		X				
	Begin procurement of joint tree management system (including Open Customer Facing Public Portal)		X				
	Commence procurement of outsourced routine health and safety tree inspections			X			
	Implement joint tree management system				X		

Priority 3 - extract re Nature Recovery and the Environment

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
	Prepare joint investment strategy and work programme as part of the budget setting process				X		
Investment in Parks, Play Areas and Open Spaces	Carry out play area development in accordance with play area improvement programme, agreed by Cabinet during 2024/25	X	X	X	X	Work is being undertaken on the multi-phase master plan for Rowley Park, Stafford, as a main/destination park.	✓
	Prepare Cabinet Report to identify S106 and other capital funding to enable the implementation of the Councils play area/parks improvement programme	X	X	X	x	A significant sum of s106 funding has been identified for use within Rowley Park to enable improvements, subject to Cabinet and Council approval.	✓

Summary of Key Performance Indicators (KPIs) for 2025/26

KPIs for Priority 2 - Communities and Wellbeing

Symbol	Description	Qtr 1	Qtr 2	Qtr 3	Qtr 4	End of Year
	Performance exceeds target	2				
	Performance on target					
	Performance < 5% below target					
	Performance > 5% below target					
N/A	Reported Annually/Not Applicable	4				
	TOTAL	6				

Priority 2 - Communities and Wellbeing

Indicator	Year End 24/25	Target 25/26	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Year End 25/26	Rating Symbol	Comments
Strategic Housing, Homelessness and Assistance									
% households had a positive outcome and secured accommodation for 6 + months	62%	39%	58%					★	The target is the national percentage, allowing comparison to local performance
Delivery of affordable housing per year working with Registered Providers, Developers and Homes England (Annual)	200 homes	210 homes						N/A	Annual figure rather than quarterly reporting
No of Disabled Facilities Grants (DFGs) completed	160	125	28					★	
Annual report on delivery of the Disabled Facilities Grants service	N/A							N/A	
Leisure, Culture and Heritage									
Annual Report from Freedom Leisure setting out the performance of all facilities and the wider wellbeing work and events they facilitate.	N/A							N/A	To be produced at year end.

Indicator	Year End 24/25	Target 25/26	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Year End 25/26	Rating Symbol	Comments
Health and Wellbeing									
Total value of financial outcomes achieved as a result of the Citizen's Advice contract	£4,797,117	N/A Measure only	£674,929					N/A	Contextual information only

KPIs for Priority 3 - Extract re Nature Recovery and the Environment

Symbol	Description	Qtr 1	Qtr 2	Qtr 3	Qtr 4	End of Year
	Performance exceeds target	5				
	Performance on target					
	Performance < 5% below target					
	Performance > 5% below target					
N/A	Reported Annually / Not Applicable	1				
	TOTAL	6				

Priority 3 - Extract re Nature Recovery and the Environment

Indicator	Year End 24/25	Target 25/26	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Year End 25/26	Rating Symbol	Comments
Waste and Recycling									
% collections completed first time	99.97%	99.90%	99.96%					★	
Number of missed bin collections (including assisted) / 100,000 / qtr.	38 per 100,000	<40 per 100,000	38.12					★	.
% Household waste sent for re-use, recycling and composting	46.23%	48%	49.20%					★	
Amount of household residual waste collected per household (Kgs)	449.05 Kgs Ave. 112.26 kgs	<448 kgs or 112 kgs/qtr.	103.88kg					★	
Streetscene									
% residents' satisfied with the appearance of town centres (Stafford, Stone and Eccleshall)	95%	90%	98.3%					★	
Satisfaction with the quality of our parks, play areas, and open spaces.		New							Annual Measure

Agenda Item 7(d)

Work Programme - Resources Scrutiny Committee

Committee: Community Wellbeing Scrutiny

Date of Meeting: 24 September 2025

Report of: Head of Law and Governance

Portfolio: Community

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1 Purpose of Report

1.1 The purpose of this report is to present the Community Wellbeing Scrutiny Committee's Work Programme

2 Recommendation

2.1 That the report be noted.

3 Key Issues

3.1 The first stage in achieving a Member-led Overview and Scrutiny process is to develop a Work Programme for the Members of the Committee to own.

3.2 Accordingly, an up-to-date copy of the Community Wellbeing Scrutiny Committee's Work Programme is provided for Members to consider or amend as appropriate.

4 Relationship to Corporate Priorities

4.1 This report is most closely associated with the following Corporate Business Objective 1:-

To deliver sustainable economic and housing growth to provide income and jobs.

5 Report Detail

5.1 Members will recall that one of the fundamental philosophies behind the creation of Overview and Scrutiny is that the process should be Member-led and the first stage in achieving this is to develop a Work Programme that is:-

- Owned by all Members of the Scrutiny Committee
- Flexible to allow the Committee to react to urgent items
- Contain aspects of both Overview and Scrutiny

5.2 Therefore, at each scheduled meeting of the Community Wellbeing Scrutiny Committee, an up-to-date copy of the Work Programme will be provided for Members to consider or amend as appropriate.

5.3 The Work Programme includes provision for the Committee to scrutinise appropriate items delivered through the Council's Service Delivery Plan up to twelve months in advance, whilst maintaining the flexibility to respond to any issues that may arise.

5.4 Accordingly, attached at **APPENDIX** is the Community Wellbeing Scrutiny Committee's current Work Programme to consider or amend as appropriate.

6 Implications

6.1 Financial

None

6.2 Legal

None

6.3 Human Resources

None

6.4 Risk Management

None

6.5 Equalities and Diversity

The Borough Council considers the effect of its actions on all sections and has addressed all of the following Equality Strands in the production of this report, as appropriate:-

Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

6.6 Health

None

6.7 Climate Change

None

7 Appendices

Appendix: Work Programme

8 Previous Consideration

None

9 Background Papers

File available in Law and Governance

Contact Officer:	Jackie Allen
Telephone Number:	01785 619552
Ward Interest:	Nil
Report Track:	Community Wellbeing Scrutiny Committee - 24 September 2025 (Only)
Key Decision:	N/A

Appendix

Work Programme - Community Wellbeing Scrutiny Committee

Thursday 4 December 2025 at 6:30pm

Report Deadline	19 November 2025
Officer Reports:	**Task and Finish (Food Waste Collections) - update**
	Veolia Annual Report 2024-25 and Waste & Recycling Update
	Freedom Leisure Annual Report 2024-25
	Streetscene Update
	Quarter 2 Performance Report
	Work Programme 2025/26 Head of Law and Governance

Thursday 18 March 2026 at 6:30pm

Report Deadline	4 March 2026
Officer Reports:	**Task and Finish (Food Waste Collections) - update**
	Q3 Performance Report
	Food Safety Annual Report
	Air Quality Status Annual Report
	Work Programme 2025/26 Head of Law and Governance

Future Items:

Obesity and Diabetes - joint with County Council

Provision of properties for independent living (large scale development)

Biodiversity / Air Quality in Town Centre and outside schools

Simpler Recycling - C Grade Plastics

Bereavement and Loss

Children in Care / Housing

Turning Point Presentation

Community Wellbeing Partnership

Tree Management and Tree Protection Orders