Events and Festivals Policy 2025 - 2030

Stafford
BOROUGH COUNCIL

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1 Purpose

The Events and Festivals Policy 2025-2030 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 licence	2 months	25 working days
	Up to 199	With a road closure / premise licence 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 whether a road closure / premise licence is required or not	6 months	2 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	Service Manager and Event Team

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/emergency-incident-management/public-premises-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/licensing

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

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 and EL), with an absolute minimum value of £5 million, 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 closures 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 Safeguarding Children and Vulnerable Adults at Risk of Abuse Policy at www.staffordbc.gov.uk/safeguarding-children-and-adults-at-risk-of-abuse-and-neglect-policy and Staffordshire County Council's Safeguarding Procedures at www.staffordshire.gov.uk/staffordshire-and-stoke-trent-adults-safeguarding-partnership-board/policies-guidance/safeguarding. 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: sport.nspcc.org.uk/resources-and-tools/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 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

ANNEX 1

Event and Festival Application Expression of Interest (Stage 1)

Please note: This form is the first step in the application process. Please be aware that additional information may be necessary. Refer to our event procedures and policy for a comprehensive understanding of the application process.

The form should be submitted as soon as practicable, but no later than:

- 8 weeks prior to an event for under 500 attendees
- 12 weeks prior to an event for 500-1000 attendees
- 6-9 months prior to an event attracting several thousand, or an event held over multiple days

1. Event Organiser Details	
Event Name	
Organisation	
Website	
Name of event organiser	
Address for correspondence	
Contact number	
Email address	
2. Event Details	
Proposed Date(s) of event	
Proposed Start time	
Proposed End time	
Proposed Location of event	

3. Event Description		
Type and description of event		
Promotional Activities to attract visitors		
Anticipated maximum numbers per day	Spectators	
	Participants	
	Staff	
Has this event been held before? If so, please provide details:		
How will you measure the success of the event? Please provide methodology		
Type of event	Commercial	Yes / No
	Non-commercial	Yes / No
	Community Service	Yes / No
	Charity Event	Yes / No
Is this event ticketed and if so what is the cost?		
Is there a fee for stall holders and if so what is the cost?		
Will there be any infrastructure, for example; a marquee?		
Will you need a site visit?		
Additional Information (What do you require from us if anything)		

Please return your completed application form to events@staffordbc.gov.uk.

ANNEX 2

Event Application Form (Stage 2)

The form should be submitted as soon as practicable, but no later than:

- 8 weeks prior to an event for under 500 attendees
- 12 weeks prior to an event for 500-1000 attendees
- 6-9 months prior to an event attracting several thousand, or an event held over multiple days

This form is only applicable to events held on council owned land.

Further advice regarding council land is available at: www.staffordbc.gov.uk/stafford-borough-parks

1. Event Organiser Details	
Event Name	
Organisation	
Website	
Name of event organiser	
Address for correspondence	
Contact number	
Email address	
2. Event Details	
Date(s) of event	
Start time	
End time	
Location of event	

3. Event Description		
Type and description of event		
Promotional Activities to attract visitors		
Anticipated maximum numbers per day	Spectators	
	Participants	
	Staff	
Has this event been held before? If so, please provide details:		
How will you measure the success of the event? Please provide methodology		
Event Venue	Indoor	Yes / No
	Arena or Stadium	Yes / No
	Outdoor within a boundary	Yes / No
	Outdoor (street/area of public land)	Yes / No
Type of event	Commercial	Yes / No
	Non-commercial	Yes / No
	Community Service	Yes / No
	Charity Event	Yes / No
Is this event ticketed and if so what is the cost?		
Is there a fee for stall holders and if so what is the cost?		

Has an Event Management Plan been prepared? *	
Name of Charity and Registration number *(if applicable)*	
Is the event limited to family and friends?	
If the event is a school event, is it limited to staff, children and parents?	
What are the arrangements for access and egress to the site?	
Please detail any temporary structures that will be used during the event i.e. staging, seating, marquees:	

4. Event activities

Do you intend to use or permit the following attractions at the event?

Please tick all that apply:

Fireworks/pyrotechnics		PA System	
Carnival/procession		Food/Drink Concessions	
Fairground Equipment		Barbecues	
Aircraft		Bonfire	
Hot Air Balloons		Market Stalls	
Animals/Livestock		Play or films	
Motor Vehicles/Motorcycles		Indoor Sporting events	
Inflatable's		Camping	

Other:			
Does your event involve any of the following activities? **Please tick all that apply**:			
Live or recorded Music		Sale/supply of Alcohol	
Performance of dance		Live entertainment	
Any other form of Entertainment		Street Collections	
If your event involves any of the above activities, have you applied for a licence (i.e. a Temporary Event Notice, Premises Licence, etc.) or are you holding your event in a licensed premises?			Yes / No
For further information on licensing requirements, please visit www.staffordbc.gov.uk/licensing-alcohol-and-entertainment			
5. Catering			
Details of organisations providing food and drink at the event			
6. Medical Provision			
Details of medical provision			
Contact Details for Medical Provider			
7. Fire Safety			
Have you considered the following as part of your event planning?			
Fire Warning			Yes / No
Means of escape			Yes / No
Fire Marshalls			Yes / No
Fire Fighting Equipment			Yes / No

Access for Fire Appliances	Yes / No
Arson	Yes / No
Assembly Points	Yes / No
Occupancy levels	Yes / No
Have you completed a Fire Safety Risk Assessment?	Yes / No

8. Insurance

Have you got adequate arrangements for Public Liability or Third-Party Risks?	
Name of Insurer	

9. Waste Control

How will waste be collected and disposed of during the event?	
Details of Waste Disposal Contractor to be used	
How many toilet facilities will be provided?	
Details of contractor providing and emptying toilets	

10. Traffic Management

Is the event likely to result in a significant increase the volume of traffic?	
Is any footpath, bridleway or highway affected by the proposal? If so, please give details:	
Is there any car parking provided?	

Please provide details:	
Will any public roads need to be closed in connection with the event?	

Print Name:	**Signature:**	**Date:**

Thank you for your application.

Please ensure that you advise us of any alterations or additions to the event once your documents have been submitted.

Where to send completed forms:

Please return your completed application form to events@staffordbc.gov.uk

***You will also need to supply your Event Management Plan, any associated risk assessment documents and a site plan with this form for completeness.**

What happens next?

Once all documents have been received, the information will be circulated with the relevant members of the events team including Stafford Borough Safety Advisory Group for their consideration.


Stafford
BOROUGH COUNCIL