

Events in Parks and Open Spaces Guidance

1. INTRODUCTION

London Borough of Camden (LBC) Events Service facilitates requests with regard to holding events in Camden's parks, open spaces and untraditional spaces namely all highways and the public realm.

Camden Council acknowledges the value and benefits that a diverse and well-designed events programme in parks and open spaces and untraditional spaces that can bring to the local community. LBC owns and manages numerous pieces of land in the borough, which accommodate a large number of events in each year. This guidance will:

- (a) Inform and streamline the decision-making process to enable LBC to support the planning and hosting phases of events across the borough
- (b) Provide guidance on protecting the community, local stakeholders, parks, open spaces and untraditional spaces from any negative impact which may arise from events.
- (c) Guide the number, size and nature of events that gain operational permissions in each park, open space and untraditional space

This guidance also aims to communicate the obligations, legal requirements, costs, responsibilities, timeframes and limitations which all event organisers have in relation to staging an event in any outdoor space managed by LBC.

This guidance only applies to events being delivered in parks, open spaces and untraditional spaces managed by LBC; it does not apply to events held on private property/land

2. STRATEGIC CONTEXT

This Guidance aims to deliver better outcomes against The Camden Plan, in particular; developing new solutions with partners to reduce inequality, creating conditions for and harnessing the benefits of economic growth, investing in our communities to ensure sustainable neighbourhoods; delivering value for money services by getting it 'right first time.'

Particular outcomes that are achievable from hosting and supporting a wide events programme, in particular:

- Cultural boost to the community
- Bringing different communities together
- Attract inward investment boosting the local economy
- Visibility on a national, or in some cases international platform for the Borough

Better use made of LBC's assets and facilities

- Opportunities for young people through performance and community involvement
- Opportunity for local employment
- Opportunities for local businesses involvement through trading at festivals and events

- Opportunity for local business to invest in local community through sponsorship support for local events
- Income generation for LBC, which can be re-invested into other services for the community

2.1 Aims

It is intended that this guidance will balance the interests of residents and businesses and allow Camden to:

- Demonstrate best practice in all aspects of event management, including the event application process and event evaluation
- Encourage events that have strong community benefit and engagement
- Support local community event organisers e.g. friends groups, through the development of tools and resources to support the application process and upskill organisers
- Accommodate events that support strategic priorities
- Maximise income
- Protect the reputation and promote a positive image of the London Borough of Camden

2.2. Outcomes

The key outcomes of this guidance are to:

- Ensure events contribute to and enrich the cultural diversity, vibrancy, economic vitality of the borough
- Expedite the decision making process by Council Services for organisers
- Encourage and facilitate a quality and sustainable annual events programme that involves community participation, and aligns with the Camden Plan. Events should also have a wide appeal for the community as well as tourists and visitors
- Ensure protection of the natural environment by communicating clear environmental, biodiversity and sustainability policies
- Ensure that every effort is made to avoid damage or negative impact to the park, open space or untraditional space and its contents/infrastructure. Should damage occur, appropriate bond monies will be held with a view to reinstating the site to its pre-event state
- Ensure all events are run effectively and safely, are suitable for the proposed space, comply with legislation, borough specific policies and advertising guidelines as well as industry best practice
- Carry out engagement with key stakeholders in a timely and considerate manner to communicate details of an event with partners and local stakeholders
- Minimise disruption to local residents, businesses and transport networks through best practice management
- Increase opportunities for local businesses to engage with and trade at events and festivals through partnership work
- Ensure events and sponsorship of events are in line with Camden Council's advertising guidelines
- Provide clarity and consistency on the decision-making process to permit or reject event proposal

- Achieve income for the Council that assists in supporting Council services given the reductions in other funding.

3. EVENT CATEGORIES AND SCALE

3.1 Categories

Camden has a diverse range of outdoor spaces which are available for commercial and community hire. LBC Events Service uses the following hirer categories for events.

Commercial

Events that are promoted and/or executed by an outside organisation for commercial gain. Such events are usually open to the public and can attract an admissions and/or participation fee. Examples are circuses, funfairs, concerts, experiential marketing activity and promotional giveaways.

Private

Filming activity, mainly falls within this category. Any event of any size which results in a part of a site being reserved for the sole use of the applicant. It's identified audience (regardless of fee-paying or not) are the only attendees. Private events are closed to the public. Examples of such events are invite-only business functions, weddings, parties, corporate team building, brand events, VIP functions and incentive events. Events of this type will normally be small scale, involving up to 200 guests. They may include the erection of small marquees or temporary enclosures/shelters.

Community

Any event which is organised by a local community group or community organiser, primarily for the local community; of a not-for-profit and of voluntary nature which is unrelated to any commercial business. Community events may involve fundraising activity or retail activity, but such activity is undertaken to raise funds for the community event or group. Entry is usually free, although there may be some charge to take part in the activity. They do not provide significant advertising or other commercial benefit. The contractor will be asked to provide proof that they are not profiting from allowing third party contractors, e.g. commercial stallholders to attend their event. Entrance fees, where levied for community and third sector stallholders, will be set at an affordable and accessible level.

Council-led events may also be considered community events, e.g. Cleaner Greener Safer days; such events provide a positive social benefit for the local community.