



REPORT FOR DECISION

Item No:-23/93

Committee:	Council
Date:-	20 <sup>th</sup> March 2024
Author:-	Martin Hammond, Clerk
Report Title:-	Protocol for Member Participation in Events Management
Wards Affected:-	All

**1. Purpose of Report**

To seek endorsement for a protocol to govern member involvement in events management

**2. Recommendations**

That the attached draft protocol be approved for

**3. Information**

3.1. Finance and Governance Committee has considered and approved the attached protocol to help manage member involvement in events and Council is asked to approve it.

3.2. The Council has a busy events programme which is managed by the Deputy Clerk, but which involves all the Council's permanent and casual staff, including both market operatives, four events supervisors, and for some events, volunteers in the shape of cadets, street pastors and first responders.

3.3. Event planning begins often months in advance of the date of the event and involves wide-ranging and comprehensive planning and communications with a range of groups and individuals.

3.4. Event management involves co-ordinating a large range of stakeholders, principally

- Traders who hire stalls or pitches
- Entertainers and musicians

- DJs and other event co-ordinators
  - Suppliers of equipment, stages, and materials
  - Traffic management companies and security personnel
  - Police, NNC as property owner, environmental health, trading standards, grounds maintenance, street cleansing, highways and community safety teams, plus the CCTV team in the town centre,
  - Neighbouring businesses
- 3.5. Consents for events are required from property owners (usually NNC), from the joint Safety Advisory Group, and, where relevant, for performing rights consents, temporary events notice and approval for sale of alcohol where a site is not already licenced. Risk assessments are required for property owners, for the Safety Advisory Group and for insurance and security purposes, and traders and entertainers are required to provide public liability insurance and where appropriate, food hygiene certification.
- 3.6. Decisions are also taken by the event organiser on the spending of any allocated budget, contracts and services are agreed and then the ensuing administrative tasks are performed.
- 3.7. An Event Management Plan (EMP) is created for every event, including full details of how the event will be organised, relevant information on the nature and activity of the event, including health and safety considerations, risk assessments, licence applications and all event staff details.
- 3.8. On the day of the event, an event supervisor is employed to ensure traders, entertainers, suppliers and the public are supported and problems resolved. The supervisor is briefed in advance on their role at the event and supplied with details of the timetable for the event, all attendees as well as being supplied with the EMP.
- 3.9. This means that there needs to be a single point of oversight for all elements of the event and this is usually the Deputy Clerk. Whilst various elements of an event can be delegated, it is important that responsibility lies with one person with that oversight.
- 3.10. Members have from time to time been involved in event management, as a volunteer, or because the event has been their idea and they are keen to see it implemented. Traders and entertainers can be attracted to take part in an event by the actions of elected members who promote an event, and actively recruit participants. This has been helpful in getting new blood and in building a reliable reservoir of interested traders and entertainers when an event is being populated.
- 3.11. This is even more the case for Mayoral events, where capacity has often meant there is a greater reliance on the Mayor to generate ideas, promote the occasion and manage it on the day.
- 3.12. In addition, members have been involved in public consultation events, for example on the annual budget consultation, which are different in nature but still involve members representing the Town Council to the public, who will often not distinguish the different roles of officer and member.

3.13. It is felt that it would be helpful, for officers and members, to set out a protocol, in order to:

- be clear about member involvement in the event administration – what is appropriate, safe and likely to be covered by our insurance
- ensure that communication between officers and members and with third parties is clear and consistent
- to ensure a “no surprises” approach for everyone involved
- avoid accidental duplication of effort or gaps opening up.
- Avoid any procurement risks arising from the use of third parties

3.14. The draft protocol is set out in Appendix One below. There are some minor drafting changes from the version that committee saw in January. Its adoption will require the Corporate Risk Assessment to be updated later in 2024.

#### **4. Consultation and Engagement**

No consultation has taken place.

#### **5. Finance, Legal and Resource Implications**

The consequences of something going wrong at an event can be significant financially, reputationally, legally and for insurance cover. On a more mundane level, traders and entertainers can be put off participation in future events if their experience has been a poor one. Conversely, a good reputation will build attendance by all.

#### **6. Climate change implications**

None directly

#### **7. Policy Implications**

The Council's policy is make best use of its resources.

### Background Papers

KTC Corporate Risk assessment 2023  
F&G Ctte 24<sup>th</sup> Jan 2024 – agenda, reports and minutes

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## **APPENDIX ONE**

### **DRAFT PROTOCOL - MEMBER INVOLVEMENT IN EVENTS PROVISION**

#### **1. Introduction**

- 1.1. The Council has a busy events programme which is managed by the Deputy Clerk, but which involves all the Council's permanent and casual staff, including market operatives, events supervisors, and for some events, volunteers in the shape of cadets, street pastors and first responders.
- 1.2. Event planning begins often months in advance of the date of the event and involves wide-ranging and comprehensive planning and communications with a range of groups and individuals.
- 1.3. Event management involves co-ordinating a large range of stakeholders, principally
  - Traders who hire stalls or pitches
  - Entertainers and musicians
  - DJs and other event co-ordinators
  - Suppliers of equipment, stages, and materials
  - Traffic management companies and security personnel
  - Police, NNC as property owner, environmental health, trading standards, grounds maintenance, street cleansing, highways and community safety teams, plus the CCTV team in the town centre,
  - Neighbouring businesses
- 1.4. Consents for events are required from property owners, from the joint Safety Advisory Group, and, where relevant, for performing rights, temporary events notice and approval for sale of alcohol. Risks assessments are required for property owners, for the Safety Advisory Group and for insurance and security purposes, and traders and entertainers are required to provide public liability insurance and where appropriate, food hygiene certification.
- 1.5. Decisions are also taken by the event organiser on the spending of any allocated budget, contracts and services are agreed and then the ensuing administrative tasks are performed.
- 1.6. An Event Management Plan (EMP) is created for every event, including full details of how the event will be organised, relevant information on the nature and activity of the event, including health and safety considerations, risk assessments, licence applications and all event staff details.
- 1.7. On the day of the event, an event supervisor is employed to ensure traders, entertainers, suppliers and the public are supported and problems resolved. The supervisor is briefed in advance on their role at the event and supplied with details of the timetable for the event, all attendees as well as being supplied with the EMP.

- 1.8. This means that there needs to be a single point of oversight for all elements of the event and this is usually the Deputy Clerk. Whilst various elements of an event can be delegated, it is important that responsibility lies with one person with that oversight.
- 1.9. This protocol exists to:-
- ensure clarity about member involvement in the event administration – what is appropriate, safe and likely to be covered by our insurance
  - ensure that communication between officers and members and with third parties is clear and consistent
  - ensure a “no surprises” approach for everyone involved
  - avoid accidental duplication of effort or gaps opening up.
  - avoid any procurement risks arising from the use of third parties

## **2. Members as volunteers**

- 2.1. Members are welcome to volunteer to help steward or support an event being organised by the Town Council. They should do so in advance of the event, ideally at least a week beforehand to assist planning, and not on the day. The Council will:-
- Ensure the member is supplied with a high-vis vest and a name badge
  - Ensure the member is briefed as to their role and responsibilities and the component parts of the event, and supplied with any necessary equipment
  - Provide the member with information about the event, including trader and entertainer line ups, activities booked in, and timings
  - Provide the member with written procedures on health and safety, dealing with accidents, and dealing with lost children
  - Provide them with the appropriate contact points ahead of the event and ensure they have access to health and safety facilities, and keys for any unstaffed land or buildings they need to access
- 2.2. The elected member will be treated in the same way as any other volunteer, and should be prepared to take instructions from an event supervisor.
- 2.3. The member should not attempt to undertake any manual handling tasks without the necessary experience or without supervision by someone who has the appropriate experience.
- 2.4. The member should not attempt to deal with any medical emergency unless they had the appropriate health and safety at work certification.
- 2.5. The member will need to be DBS checked before being given any unsupervised access to children or vulnerable adults.
- 2.6. Members may ask family or friends along as volunteers, provided that the above conditions are met, except where the Councillor is directly representing the Council (e.g. at consultation events)

### **3. Promoting and advertising events**

- 3.1. The support of councillors in promoting and advertising events is very welcome and encouraged.
- 3.2. Councillors are asked to utilise the promotional material created by the Town Council and not to create their own images, leaflets, posters or flyers, without a discussion with the Deputy Clerk or Clerk first.
- 3.3. Members may discuss with the Deputy Clerk the ways in which an event can be described and promoted but should not take unilateral action in either case.
- 3.4. Members should not erect banners, posters or signage on private land or on the highway without the consent of the landowner and without notifying the Town Council of the sites used.
- 3.5. Councillors may use their own social media channels to promote Town Council events and are asked to tag the appropriate Town Council post or website page in so doing. Where a third party or party political social media channel is being used, members should avoid implying that the event is organised by that third party or political grouping.

### **4. Members as event promoters or instigators**

- 4.1. Where councillors wish to instigate an event not already agreed as part of the events programme, they should initially discuss their ideas with the clerk or deputy clerk, and, with their agreement, a report will be submitted to the Markets and Events Committee to consider adding the event into the events programme or agree the next steps to develop the proposal.
- 4.2. The report will set out what the event is about, its purpose and how it might be delivered, how it will be resourced and staffed and what the net cost, if any, might be.
- 4.3. Where any such event is agreed, the role of the sponsoring councillor will be agreed in advance and shared with all relevant participants. On the day of the event, the appointed event supervisor will be in overall charge of arrangements and for responding to any changes or incidents. Councillors should direct all questions or queries which require a decision to the event supervisor.
- 4.4. In broad terms the role of the sponsoring councillor can involve
  - Promoting the event – in accordance with section 3 above
  - Contacting venues and potential entertainers or traders to gauge their interest and then directing them to the appropriate Town Council booking portal for formal confirmation purposes. (Members should be explicit that a conversation with them is not sufficient to secure a booking.

Traders and entertainment bookings are only confirmed once the required paperwork has been sent to the Council and the booking has been confirmed or a purchase order issued).

- Supporting the event on the day either as a volunteer or in the role of “host” to invited dignitaries or individuals.

4.5. Where someone is to enter into a contractual or implied contractual arrangement with the Council, this can only be done by officers in accordance with the Council’s procurement policies or financial regulations.

## **5. Mayoral events or events where the Mayor has a key role.**

5.1. The Mayor has a key public role in the following regular events and may have a similar function in unplanned or less regular events for example:-

### REGULAR EVENTS

- Remembrance Day events – on the 11<sup>th</sup> November and Remembrance Sunday
- Holocaust Memorial Day
- Christmas Lights Switch On event
- Annual Council

### LESS REGULAR EVENTS

- National or royal events or commemorations replicated at a local level
- Local sporting events or occasions

5.2. On these occasions, the Mayor will wear the mayoral robes and chains, and their role will be dictated by the protocols, national and local, which apply to the event in question. (The Mayoral robes might not be appropriate outdoors in adverse weather)

5.3. The Mayor is free to propose and promote events which celebrate the town or which helps raise money for their appointed charities. Due regard will be had to the Town Council’s events programme, to avoid any clashes and to ensure that there are sufficient staffing resources available to plan and deliver the Mayoral events alongside other commitments.

5.4. In these circumstances the Mayor and Clerk will determine whether the cost can be borne from the Mayoral budget and if so, appropriate arrangements will be made to deliver the event, subject only to the Markets and Events Committee or Finance and Governance Committee being advised in advance of the planned event. No commitment for new events will be made before a discussion has taken place either with officers or the relevant committee, as appropriate.

5.5. Where an event’s costs cannot be accommodated by the Mayoral budget, the Market and Events Committee must approve the event and its funding.

5.6. Promotion of the event will be done by officers and can be supplemented by the Mayor in accordance with section three above.

- 5.7. The Mayor will host the event in question and is free to determine how it shall be provided, subject to the advice of officers as to the necessary consents and permissions, health and safety requirements, food hygiene requirements and the requirements of the Council's insurance policy.
- 5.8. Where entry to a Mayoral event is being charged for, the proceeds should be paid directly into the Mayor of Kettering Charity account. This may be done through pre-payment, electronic bank transfer payment, through a payment app or by cash collection. Any payment app must be set up in the Town Council's name and operated by officers and the Mayor for the duration of their term, but can be linked to the Mayor's mobile phone for convenience.
- 5.9. Mayoral events remain Town Council events and will be badged accordingly, although use of the coat of arms on promotional material is an optional extra.

## **6. Consultation events**

- 6.1. Outside of formal meetings, including Town Meetings, members are encouraged to participate in consultation events run by the Town Council.
- 6.2. The Town Council will give adequate notice to members about the times and dates of consultation events, and invite participation, regardless of party allegiance or role that the councillor is carrying out for the Town Council.
- 6.3. Councillors will be asked to wear their name badge.
- 6.4. They will be supplied with the necessary background material and consultation materials.
- 6.5. Councillors will be free to express their opinion on the subject matters under consideration and engage in debate with members of the public or consultees; but they are asked to remember that the principal purpose of any consultation is to listen to what is being said and resolve any queries as best they can. If any member is unsure as to the facts of any issue, they should seek advice from an officer or undertake to provide accurate information to the person concerned at a later point.