

## 2. Event Classifications

2.1 For the purposes of this policy, we have classified different types of events. These categories are:

- **Events that are of benefit to the community:** The council recognises the value of community events for the benefit of the community and local residents and therefore will provide additional support, for example the Comoodle initiative or marketing support through Creative Kirklees or a reduced rate on charges. These events are like community fayres or galas.
- **Civic Events:** It is important that civic events are recognised as they are a bringing together of communities under a shared banner, for example, Freedom Parades, Remembrance Sunday Parades or the Queen's Birthday. Such events require liaison with the Mayoral Office and in consultation with Members. Similar to the 'events for the benefit of the community,' these are important to the fabric of the community. For national celebration events, organisers will be signposted to where they can join in and will be supported to link with spaces and places across the district to reduce their costs and those of the council.
- **Parades:** Parades are important to different festivals and events and are integral to different cultural celebrations. However, the impact of road closures is significant, therefore, to support such activity within our towns and villages, designated routes will be established to ensure minimal impact on the wider community and local businesses whilst ensuring the events can take place safely.
- **Commercial events** (where by the organiser seeks to make commercial gain with no direct benefit to the community – whether they themselves are a profit distributing company/organisation and/or the activity is to purely gain profit for no benefit to the community: For events whose purpose is commercial and the event is part of an organisation's business model whereby they aim to generate a profit, the council will seek to implement a clear set of charges and expectations. In addition to this, the council will also have a clear set of terms and conditions with regard to the booking and deposit/bond and will stipulate requirements for how the event management company will behave with regard to local business operations and other requirements.
- **Events that bring vibrancy and are delivered in partnership:** The council will seek to develop a strategy to look at with which events it wishes to be a partner. Such a partnership will be targeted on specific activity, for example regional sporting events. As a result of participation in these regional events, the profile and reputation of Kirklees and its towns and villages will be raised significantly. Regional partnerships on cultural activity will enable Kirklees to host and deliver high quality and high profile activity with multiple benefits for the economy and our communities.

2.2 **Events not included:**

- **Protests and demonstrations:** These require a greater level of assessment to understand the expectations and requirements of involvement and so protests and demonstrations are not covered by this policy as they are unique in their nature and require differing levels of involvement and/or response from the council and its partners. There is thus a separate policy about protests and demonstrations.
- **Markets:** The council holds the Market rights within the Kirklees district and therefore, any market type activity will require involvement of the council's Markets Team who oversee and manage markets. External markets such as International Markets or special Christmas Markets that are managed by external companies, are negotiated on a case by case situation and are assessed according to the time of year, potential footfall and income generation potential.

### 2.3 **Restricted Events**

- 2.3.1 The council reserves the right to not grant permission for an event on the highway or council controlled land to organisations or allow any advertisements which are non-inclusive and that may bring harm to people or animals.
- 2.3.2 The council will not allow any events on the highway or council controlled land which may bring harm to people or animals. This includes the giving of animals as prizes and mobile zoos which use animals as entertainment.
- 2.3.3 The council will not allow on any highway or council controlled land travelling circuses which include wild animals (those that are members of species not normally domesticated in Great Britain) kept or introduced for the purpose of performance, display or otherwise.
- 2.3.4 No application shall be approved until the Hirer receives a final Letter of Approval from the Council. Hirers should note that the Council accepts no responsibility or liability for the cancellation of an Event due to the refusal of any Temporary Events Notice, Premises License or relevant Building Control Permissions.

### 2.4 **Definition of a small or large event and the Safety Advisory Group (SAG):**

- 2.4.1 Although small events require some level of consultation with SAG or individual members, all major events require substantial forward planning and full consultation with SAG.
- 2.4.2 The consideration of health and safety, licensing and other regulatory functions are requirements whether the event is a major or small scale event.
- 2.4.3 Major events are defined as including some, if not all, of the below:
- Audiences and staffing that maximise the capacity of the site or venue – this is about crowd management and safety
  - Expected audience of more than 500 people
  - Multiple or major activities or attractions on one site
  - Significant impact on local infrastructure such as, but not limited to, highways, parking, public transport, local businesses etc.
- 2.4.4 Small events are defined as including some, if not all, of the below:
- Audiences and staff that do not stretch the capacity of the site or venue – access and egress can be done safely and with ease
  - Expected audience of 500 or fewer people
  - Small, local or community activities or a single attraction
  - Minimal impact on local infrastructure such as, but not limited to, highways, parking, public transport, local businesses etc.
- 2.4.5 The SAG Chair will have the discretion to determine which events are considered by SAG based on risk. This decision will be dependent, amongst other things, on the nature of the event, location, participants and includes events which are likely to cause significant disruption to traffic and parking arrangements. This risk-based provision will be exercised following consultation with other members of SAG where necessary.