


<b>Report of</b>	<b>Chief Operating Officer</b>	<b>Author</b>	<b>Graham Lewis</b>
<b>Title</b>	<b>Colchester Borough Council Events Policy</b>		 <b>8690</b>
<b>Wards affected</b>	Not applicable		

**This report concerns the adoption of a new Events Policy for Colchester Borough Council**

**1. Decision(s) Required**

1.1 To approve and adopt the new Colchester Borough Council Events Policy attached at Appendix 1 to this report.

**2. Reasons for Decision(s)**

2.1 To ensure that Commercial Services and the Events Management Team deliver events to the requirements of the Policy

**3. Alternative Options**

3.1 To not approve the policy. However, this would mean that the Commercial Services and the Events Management Team would be working without the benefit of an agreed policy, which would impact on the efficiency and effectiveness of the service.

**4. Supporting Information**

4.1 At its meeting on 2 September 2015 Cabinet considered a recommendation from the Trading Board and agreed a Business Plan relating to the centralisation, under Commercial Services, of events management within Council venues. The centralised team have been in place since April this year and have developed new working practices and opportunities which are reflected in the new Events Policy.

**5. Proposals**

5.1 It is proposed that the Events Policy is approved and adopted by Cabinet

**6. Strategic Plan References**

6.1 This policy fits with Strategic Plan priorities of Welcoming, Thriving, Vibrant and Prosperous

**7. Consultation**

7.1 The Events Policy has been created using the experiences and input of various services across Colchester Borough Council.

## **8. Publicity Considerations**

8.1 A full marketing and communications plan is in place for the launch of the Events Policy, including a public launch for invited guests at a Business Breakfast and full public launch at a planned Wedding Fair.

## **9. Financial implications**

9.1 The Events Management service have been given financial targets for income generation for the Council – the Events Policy will assist in providing clear guidance for how this can be achieved.

## **10. Equality, Diversity and Human Rights implications**

10.1 An existing EIA (Equality Impact Assessment) is in place. it is not affected by the new Policy

## **11. Community Safety Implications**

11.1 Community safety considerations have been taken into account.

## **12. Health and Safety Implications**

12.1 There would be no harm to the health and safety of the general public and the actions taken as a result of the decision are as safe as is reasonably practicable.

## **13. Risk Management Implications**

13.1 Agreeing with the recommendation will ensure that the events management team deliver to the requirements of the events policy and that all commercial and community opportunities are delivered to the highest standards, taking into account the requirements of the Council, residents and the wider community.