

## **CABINET 14 SEPTEMBER 2020**

**Report title:** Lambeth's Events Strategy 2020-2025

**Wards:** All

**Portfolio:** Cabinet Member for Equalities and Culture: Councillor Sonia Winifred

**Report Authorised by:** Bayo Dosunmu, Strategic Director for Resident Services

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### **Report summary**

This report sets out a refreshed events strategy to replace the current strategy, which covered 2016 to 2020. The revised strategy is the result of extensive consultation and the recommendations arising from the Events Scrutiny Commission undertaken during 2019. Cabinet is requested to approve adoption of Lambeth's Events Strategy 2020-2025.

### **Finance summary**

There are no specific financial implications arising from this report. The Events service has an annual income target of £1.11m to achieve. The new Strategy is designed to meet or exceed this target and provide increased social, economic and environmental benefits from events.

### **Recommendations**

- (1) To approve the adoption of Lambeth's Events Strategy 2020-2025.

## **1. CONTEXT**

- 1.1. Lambeth's current Events Strategy was formally adopted by Cabinet in July 2016. The revised Strategy only makes a very small number of significant changes to the current approach.
- 1.2. A major public consultation event ran online between March and May 2020, with details provided in Section 5 of the report.
- 1.3. An Events Scrutiny Commission took place between July 2018 and November 2019, with members considering a range of research evidence including regional and national reports on parks and events, as well as information from officers on the events held in Lambeth since the introduction of the current Events Strategy in 2016. Finally, the Commission met to draw together the evidence received and consider its findings. The commission formulated a set of 16 recommendations, which were ratified by Cabinet in January 2020. These recommendations have heavily influenced the revised events strategy.
- 1.4. A separate Events Policy 2020-2025 has been produced, based on a best practice template created through a regional working group convened by Parks for London. It was implemented in July 2020 and essentially contains the operational practices extracted from the current Events Strategy (2016-2020). The new policy does introduce a major change to the application process, meaning that ward councillors will be consulted very early on in the process on large and major events; and if felt appropriate they will trigger a community engagement session. Previously, community engagement took place towards the end of the application process.
- 1.5. Since 2019 a number of other changes have been made to the way outdoor events are managed in Lambeth. These include:
  - merging the Events and Parks services, along with other teams, under a new Assistant Director Neighbourhoods post, to help ensure a more joined-up management approach;
  - creating dedicated staff resources with specialist equipment within the Neighbourhoods service to undertake grounds restoration following events;
  - securing a long-term contractor for larger ground restoration works;
  - creating a separate budget for the Lambeth Country Show;
  - increasing the budget for parks bandstand programmes run by stakeholder groups;
  - producing a Green Events Guide to ensure event producers are required to undertake specific actions to make events more sustainable, depending on event size;
  - completely rejuvenating the area of Clapham Common mainly used for large events; and
  - tender out the events area on Clapham Common to condense large and major events into a relatively short season and create a long-term relationship with an event producer to maximise wider benefits.

## **2. PROPOSAL AND REASONS**

- 2.1 Following extensive consultation and engagement the revised Strategy has removed mention of permitting up to 8 major commercial event days over each of the five geographic areas and creates ten strategic principles, which are summarised below. Each principle will be implemented via a series of delivery commitments, each with a target, means of measuring success and expected outcomes. These are laid out in the strategy document (Appendix A). Specific measures to achieve the delivery commitments will be set out each year in the annual Service Development Plan for Neighbourhoods.

- 2.2 **Principle 1:** *Enable Communities to develop and deliver events.* The Events team facilitates hundreds of community events each year and we will implement a range of measures to provide guidance and support to local people wishing to put on events. We will continue to use *EventApp* to provide a user-friendly application process.
- 2.3 **Principle 2:** *Deliver a sustainable Lambeth Country Show.* The Country Show is our flagship public event and we will develop management of the show to increase opportunities for Lambeth residents and businesses to be involved, deliver a safe, well-run family friendly event which is accessible for all and an exemplar for sustainable event management.
- 2.4 **Principle 3:** *Deliver a borough-wide programme of cultural events.* Lambeth has been at the forefront of cultural events for over 170 years and we will proactively seek to develop a diverse programme, expanding the type of events offered and increasing locations; as well as promoting Lambeth as being *'the perfect place to attend events.'*
- 2.5 **Principle 4:** *Ensure a transparent and clear process for event organisers.* We have created a new Events Policy, combined with Lambeth's Events Guide, and this provides a clear and streamlined application process, with community engagement moved to the start of the process.
- 2.6 **Principle 5:** *Generate investment in our parks and open spaces.* We have changed the way the Parks Investment Levy (PIL) is calculated. Now, 22% of total income from each event is paid into the PIL, and this money is used to fund enhancements in parks that could not otherwise be afforded. We are aiming to secure long-term contracts for events in specific locations, which offers the potential for increased income through greater certainty for producers. Increased transparency will be achieved through the publication of an annual Events Service report, detailing events income and PIL expenditure.
- 2.7 **Principle 6:** *Develop event funding opportunities.* We will continue to operate the Lambeth Community Events Fund, subject to sufficient income being generated in excess of the service's income target. It will be open for Lambeth residents and businesses to bid for grants each October. We will continue to fund park bandstand concert programmes and will work with commercial event producers to establish community funding pots for local groups and charities.
- 2.8 **Principle 7:** *Promote accessibility, sustainability and greener practices for events.* We will continue to make events in Lambeth as accessible and inclusive as possible, aim to diversify sites used for events to reduce the impact on grassed areas, continue to commission Ecological Impact Assessments every two years for parks hosting large and major events, ensure all events follow our Green Events Guide, produce impact statements for major events, ensure grounds damage is fully repaired, increase access to mains electricity and water for event sites and ensure that noise monitoring and reporting adheres to the Council's Sound Guidance and best practice.
- 2.9 **Principle 8:** *Create education, training and work opportunities.* We will host a two-day event management course for Lambeth residents and organisations; and work with commercial event producers to create a range of training and work opportunities.
- 2.10 **Principle 9:** *Encourage access to health and wellbeing events.* We will promote events linked to health and wellbeing and seek out new opportunities to increase these vents within the borough. We will encourage event organisers to include a range of measures to promote healthy eating and wellbeing.

- 2.11 **Principle 10:** *Promote the benefits from events in the borough.* We will produce and promote an annual Events Service report which will detail the wider social, economic and financial benefits arising from events held in the borough. Event organisers will be encouraged to work closely with local businesses to maximise local trading opportunities arising from commercial events.

### **3. FINANCE**

- 3.1 There are no specific financial implications arising from this report.
- 3.2 Events has a combined income annual target of £1.11m and the Events Strategy needs to enable this to be achieved. The Strategy is designed to meet or exceed this target, whilst at the same time delivering a wide range of social, economic and environmental benefits across the borough.
- 3.3 The Strategy contains a number of commitments which are dependent on surplus income being generated over and above the income target. This includes the Community Event Fund, funding accessibility improvements in parks and impact assessments for major events. These cannot be delivered if sufficient income is not created.

### **4. LEGAL AND DEMOCRACY**

- 4.1 Section 1 of the Localism Act 2011 provides the Council with the power to do anything that individuals generally may do. This power extends to doing things that an individual may do which are unlike anything that the Council currently does. This power can be used for commercial purposes or otherwise for a charge, or without a charge. The Council may exercise this power for, or otherwise than for, the benefit of the authority, its area, or persons, resident or present in its area. This general power is limited by any restrictions in any existing or future legislation.
- 4.2 Section 111 of the Local Government Act 1972 provides that without prejudice to any powers exercisable apart from that section but subject to the provisions of that Act and any other enactment passed before or after this Act, a local authority shall have power to do any thing (whether or not involving the expenditure, borrowing or lending of money or the acquisition or disposal of any property or rights) which is calculated to facilitate, or is conducive or incidental to, the discharge of any of their functions.
- 4.3 Section 19 Local Government (Miscellaneous Provisions) Act 1976 contains wide powers enabling local authorities to provide within or outside their locality, such recreational facilities as they think fit. This section includes a non-exhaustive list of permitted purposes including social or recreational purposes for which the Council may provide staff and facilities and the recreational facilities may be provided with or without payment.
- 4.4 A consultation exercise was conducted for the purposes of preparing the document which is the subject of this report. The decision-maker is required to take the consultation responses fully into account in deciding whether to approve this report's recommendations. The responses to the consultation are summarised in section 5 of this report and detailed in the Appendix documents. The Supreme Court recognises 4 principles for a lawful consultation, which are generally known as the Gunning or the Sedley principles namely that:
- consultation must be at a time when proposals are still at a formative stage;
  - the proposer must give sufficient reasons for any proposal to permit intelligent consideration and response;
  - adequate time must be given for consideration and response; and,
  - the product of consultation must be conscientiously taken into account in finalising any proposals.

- 4.5 Section 149 of the Equality Act 2010 sets out the new public sector equality duty replacing the previous duties in relation to race, sex and disability and extending the duty to all the protected characteristics i.e. race, sex, disability, age, sexual orientation, religion or belief, pregnancy or maternity, marriage or civil partnership and gender reassignment. The public sector equality duty requires public authorities to have due regard to the need to:
- Eliminate unlawful discrimination, harassment and victimisation
  - Advance equality of opportunity and
  - Foster good relations between those who share a protected characteristic and those who do not
- 4.6 Part of the duty to have “due regard” where there is disproportionate impact will be to take steps to mitigate the impact and the Council must demonstrate that this has been done, and/or justify the decision, on the basis that it is a proportionate means of achieving a legitimate aim. Accordingly, there is an expectation that a decision maker will explore other means which have less of a disproportionate impact.
- 4.7 The Equality Duty must be complied with before and at the time that a particular policy is under consideration or decision is taken – that is, in the development of policy options, and in making a final decision. A public body cannot satisfy the Equality Duty by justifying a decision after it has been taken.
- 4.8 Advice in respect of licensing, planning, procurement and contracts can be provided on an event-by-event basis.
- 4.9 This proposed key decision was entered in the Forward Plan on 15 June 2020 and the necessary 28 clear days’ notice has been given. In addition, the Council’s Constitution requires the report to be published on the website for five clear days before the proposed decision is approved by the Cabinet Member. Any representations received during this period must be considered by the decision-maker before the decision is taken. A further period of five clear days - the call-in period – must then elapse before the decision is enacted. If the decision is called-in during this period, it cannot be enacted until the call-in has been considered and resolved.

## **5 CONSULTATION AND CO-PRODUCTION**

- 5.1 A full public consultation was held between March and May 2020. In total 604 individuals and organisations participated and answered the four questions. In addition, 1,000 individual comments were received. A full report on the consultation responses is included as Appendix 3 to this report. In terms of the four questions asked, the responses were: 93% supported an annual report detailing income generated and how the Parks Investment Levy (PIL) is spent; 76% supported the proposal to simplify calculation of the PIL and making a small increase in the overall amount of income ring-fenced as PIL; 77% supported diversifying locations used for events to try and reduce the impact on grassed areas; and 73% supported moving councillor and community engagement from Stage 3 to Stage 1 of the event application process. As all these proposed changes were widely supported they have been incorporated into the new strategy.
- 5.2 It is not possible to go into extensive detail regarding the additional comments received as part of the consultation. The vast majority of comments simply elaborated on people’s responses to the four questions. Key stakeholders submitted detailed responses relating to the management of events within their open spaces and wherever possible comments have been taken into account within policy and operational delivery.

- 5.3 The Events Scrutiny Commission undertook a range of engagement and consultative exercises, the outcomes of which helped shape their 16 recommendations. The recommendations have been incorporated into the new strategy.
- 5.4 A wide range of internal consultation around principles and draft versions of the strategy have been held through senior management fora and Informal Cabinet. Comments received have helped shape the final strategy.

## 6 RISK MANAGEMENT

- 6.1 The main risks that impede on the successful delivery of this Strategy are:

**Table 1 – Risk Register**

Item	Risk	Likelihood	Impact	Score	Control Measures
1	Covid-19 or other pandemics limit the number and/or scale of events that can take place, reducing derived benefits	4	8	32	It is not possible to mitigate against pandemics. However, this does not affect our strategic principles. Our policy and application processes are flexible and will adapt according to changes in Government guidance
2	Brexit impacts on supplies of materials for larger events	2	2	4	Most materials are sourced from the UK or are reused over many seasons. We are contracting the more significant elements of the Country Show to provide greater certainty for suppliers
3	The Strategy fails to deliver the service's income targets	1	4	4	The service has a successful track record of generating income. The Strategy proposes greater diversification and tendering to create more opportunities and long-term financial partnerships
4	The community fund is not affordable	2	1	2	The sums involved are relatively low and sufficient surplus income has consistently been generated
5	Commercial producers do not deliver on the wider benefits	1	2	2	The measures included in our strategy are standard practice now for large event organisers and have been delivered in Lambeth in recent years. The use of

					tenders allows certainty over the level of benefits to be achieved
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**Key**

<b>Likelihood</b>	Very Likely = 4	Likely = 3	Unlikely = 2	Very Unlikely = 1
<b>Impact</b>	Major = 8	Serious = 4	Significant = 2	Minor = 1

**7 EQUALITIES IMPACT ASSESSMENT**

- 7.1 An Equalities Impact Assessment was completed on 2 September 2020 and approved by the Director of Environment and Streetscene on 4 September 2020.
- 7.2 The EIA does not foresee any negative impacts on the protected characteristics arising from adoption of the new Strategy. If adopted, the Strategy should have a range of positive impacts on the majority of protected characteristic groups. For example through opening up opportunities for positive cultural experiences to those who might otherwise miss out, including economically disadvantaged residents; increasing employment, as well as apprenticeship and work experience opportunities; ensuring events are as culturally and financially inclusive as possible; and funding accessibility improvements from events income.

**8 COMMUNITY SAFETY**

- 8.1 No specific links in terms of the overall Strategy. Community safety is a vitally important element of event planning and is dealt with through the application process and Safety Advisory Group meetings.

**9 ORGANISATIONAL IMPLICATIONS**

**Environmental**

- 9.1 The Event Strategy 2020-2025 includes a number of measures aimed at reducing the negative environmental impacts from events held in the borough. These are all laid out in the Strategy (Appendix A) but include mandatory and desirable steps producers must take as set out in our Green Events Guide and extra installation of mains electricity points to reduce the use of generators.

**Health**

- 9.2 Principle 9 of the Strategy sets out measures to promote health and wellbeing as part of events delivery.

**Corporate Parenting**

- 9.3 No specific links, however the Strategy does make provision for creating training and performance opportunities for young Lambeth residents.

**Staffing and accommodation**

- 9.4 None.

**Responsible Procurement**

- 9.5 Responsible procurement heavily affects decisions made for the Lambeth Country Show, as well as other contracts and procurement exercises undertaken by the events team. These will primarily

be addressed through separate reports, however broader issues linked to the Strategy's principles are summarised below.

Good Quality Jobs with Fair Pay and Decent Working Conditions

9.6 Principle 8 includes the stipulation that event organisers must pay the London Living Wage.

Quality Apprenticeships, targeted Employment for Lambeth residents and Lambeth Priority Group

9.7 Principle 8 sets out objectives around creating education, training and work opportunities. There are well established practices among commercial event producers, e.g. for creating short-term apprentices for local young people.

Reduce Emissions: Lambeth Council has a commitment to being Zero Carbon by 2030

9.8 Adherence to Lambeth's Green Events Guide forms part of the new Strategy and this includes a number of measures aimed at reducing carbon emissions, primarily in the energy and transport sections. Essential requirements for larger events include training staff in minimising energy use, ensuring generators are not left idling, discouraging the use of cars and including secure and well-signed bike parks.

Single Use Plastics

9.9 Lambeth's Green Events Guide includes a requirement for larger events that single-use plastics are eliminated; and all containers and cutlery at food outlets must be compostable or wood.

Positive Health and Wellbeing

9.10 Principle 9 of the new Strategy sets out our measures to integrate increased health and wellbeing. Lambeth's Green Events Guide also includes a number of essential requirements related to health. For example, producers of larger events must ensure that at least 30% of the food and drink on offer must be vegan, vegetarian and non-alcoholic.

Other Offers (Innovation)

9.11 Not applicable.

## **10 TIMETABLE FOR IMPLEMENTATION**

10.1 If the Strategy is adopted by Cabinet, it will become effective immediately.

<b>AUDIT TRAIL</b>				
<b>Consultation</b>				
<b>Name/Position</b>	<b>Lambeth directorate / department or partner</b>	<b>Date Sent</b>	<b>Date Received</b>	<b>Comments in paragraph:</b>
Councillor Sonia Winifred, Cabinet Member	Cabinet Member for Equalities and Culture	02.09.20	03.09.20	Approved
Bayo Dosunmu, Strategic Director	Resident Services	02.09.20	04.09.20	Cleared
Andrew Ramsden, Assistant Director Finance	Finance and Investment	02.09.20	03.09.20	3
Jean-Marc Moccarme, Legal Services	Legal and Governance	02.09.20	03.09.20	4
Maria Burton, Democratic Services Officer	Legal and Governance	02.09.20	03.09.20	4
Venetia Reid-Baptiste, Director Environment and Streetscene	Resident Services	02.09.20	04.09.20	Cleared
Leena Khatri, Sustainability Technical Officer	Resident Services	02.09.20	04.09.20	Cleared

<b>REPORT HISTORY</b>	
<b>Original discussion with Cabinet Member</b>	02.09.20
<b>Report deadline</b>	04.09.20
<b>Date final report sent</b>	04.09.20
<b>Part II Exempt from Disclosure/confidential accompanying report?</b>	No
<b>Key decision report</b>	Yes
<b>Date first appeared on forward plan</b>	15.06.20
<b>Key decision reasons</b>	3. Meets community impact test
<b>Background information</b>	None
<b>Appendices</b>	Appendix 1 – Events Strategy 2020-2025 Appendix 2 – Equalities Impact Assessment Appendix 3 – Event Strategy Consultation Report