BRACKLEY TOWN COUNCIL

Events Policy

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1. Scope

1.1 Brackley Town Council Events

A Brackley Town Council event refers to any event organised or supported by BTC. This includes community festivals, public consultations, council meetings, town hall events, workshops, or other not-for-profit activities aimed at engaging residents and addressing local issues.

1.2 Community-Run and Commercial Events

A community-run or commercial event is managed by local community organizations or commercial entities to benefit the wellbeing off the town and can vary from small gatherings to larger events such as fundraisers, festivals, or concerts. While community-run events are organized by members of a local community, commercial events are typically organized by businesses with the aim of promoting products or services, conducting sales, or entertaining the public for profit, encompassing activities like trade shows, product launches, commercial fairs, or concerts.

1.3 Support for Events

BTC is committed to supporting community events. This support could include financial assistance through the grants process, promotion of the event through displaying posters and resharing on social media, provision of public spaces and advice on event planning and management.

1.4 Scope of Items Provided by the Council

Brackley Town Council may provide various support items and services for events, subject to availability and approval, these may be subject to a charge. Such as:

- **Public Spaces:** Provision of parks, town halls, and community centres.
- **Equipment:** Loan of chairs, tables, barriers, and traffic control signage.
- **Promotional Support:** Displaying posters, sharing on social media, and listing on the council's website.
- **Advice and Guidance:** Event planning, risk management, compliance assistance. Grants or subsidies for eligible events

Timescales for Requests:

- **Public Spaces:** Requests should be submitted at least 8 weeks in advance.
- **Equipment Loan:** Requests should be submitted at least 6 weeks in advance.
- **Financial Support:** Grant applications should be submitted at least 12 weeks in advance. Details are available upon request or on the Brackley Town Council website.
- **Promotional Support:** Materials for promotion should be submitted at least 4 weeks in advance.

- **Advice and Guidance:** Initial consultation requests should be made at least 8 weeks in advance.

2. Purpose of Events

Events serve various purposes depending on the organisers' context and goals. Common purposes include:

- Celebrating special occasions
- Engaging with the community
- Raising awareness about a cause
- Providing entertainment
- Fostering networking opportunities
- Promoting products or services
- Fundraising for charitable causes
- Educating and sharing knowledge

Community events enhance the social, cultural, and economic fabric by bringing people together, fostering a sense of belonging, celebrating diversity, promoting local talent and businesses, and providing educational and recreational opportunities.

Right of Veto:

Brackley Town Council reserves the right to veto any event that it deems inappropriate, non-compliant with council policies, or misaligned with the council's goals and values. This includes, but is not limited to, events that could potentially harm the community, violate legal or regulatory requirements, or negatively impact the council's reputation.

3. Principles

The principles guiding event organisation include:

- **Planning and Organization:** Detailed and thorough planning.
- **Coordination and Communication:** Clear communication and coordination among stakeholders.
- **Creativity and Flexibility:** Innovative approaches and adaptability.
- **Attention to Detail and Customer Service:** Focus on details and attendee experience.
- **Risk Management and Budgeting:** Identifying risks and managing finances.
- **Marketing and Evaluation:** Effective promotion and post-event evaluation.
- **Sustainability:** Incorporating eco-friendly practices.

4. Compliance with Legislation and Regulations

Event organisers must comply with relevant laws, permits, and requirements for both council-supported and community-organised events. This includes:

- **Health and Safety:** Ensuring the safety and well-being of all participants.
- **Food and Beverage Handling:** Adhering to food safety regulations.
- **Noise Control:** Managing noise levels to comply with local regulations.
- **Accessibility:** Making events accessible to all, including those with disabilities.
- **Insurance:** Securing appropriate insurance coverage.
- **Licensing:** Obtaining necessary licences for activities such as music, alcohol sales, etc.
- **Data Protection:** Protecting personal data in accordance with GDPR and other regulations.

Failure to comply can result in fines, legal action, reputational damage, and event cancellation. Thorough research, documentation, planning, and collaboration with relevant authorities ensure legal and ethical event execution.

5. Event Planning and Management

Notifying West Northamptonshire Council of planned events is essential for compliance, obtaining permits, and coordinating support. This includes addressing potential conflicts, logistics, safety protocols, and community impact. The relevant information and forms are available on the West Northants Council website.

6. Review and Evaluation

Reviewing and evaluating events involves:

- Collecting feedback from attendees, stakeholders, and participants.
- Analysing attendance, engagement, program quality, logistics, marketing, financial performance, and satisfaction.
- Identifying strengths, weaknesses, and areas for improvement.
- Measuring the event's impact on the community, environment, and economy.

Continuous evaluation ensures events remain relevant, engaging, and beneficial.

7. Environmental Considerations

To minimise ecological impact and promote sustainability, organisers should:

- Use eco-friendly material
- Promote recycling and composting
- Minimise energy consumption
- Source local and organic products
- Implement water-saving practices
- Encourage green transportation options

Prioritising environmental sustainability benefits both the planet and future generations.

Requests for support should be submitted to BTC in writing.