
Enfield Park Events Strategy

2017- 2022





Foreword

We are very pleased to introduce Enfield's second Events Strategy, which outlines the approach that we will take to supporting and managing events in Enfield's parks and open spaces.

We have a wide range of excellent well-maintained parks and open spaces and they are major assets for the Borough and its residents.

The wide variety of events that are held within our parks help strengthen our community and provide a wide range of opportunities for residents and visitors to enjoy taking part in the arts, music, fitness and other community activities.

The Council consulted widely on this Strategy to ensure that we provide a balance between providing opportunities for events to take place with ensuring they are managed positively.

We would like to thank everyone who took part in that consultation for their time and sharing their views with us. We were impressed with the wide range of organisations that are active in this borough and their ambition for being part of our community.

We will review this strategy during its lifetime to make sure we learn from our and your experience of this process and we look forward to seeing you at one or more of the events.

*Councillor Daniel Anderson
Cabinet Member for the
Environment*

*Councillor Krystle Fonyonga
Cabinet Member for Community
Safety & Public Health*

*Councillor Yasmin Brett
Cabinet Member for
Community, Arts & Culture*

*Councillor Alan Sitkin
Cabinet Member for Economic
Regeneration & Business Development*

Executive Summary

This is our second Events strategy and it draws on the experience of working within the framework we set for 2012 to 2017 and a subsequent review of large-scale events held in Trent Country Park. The review of large-scale events at Trent Park was undertaken with the help of representatives from Berkeley Homes, Chalk Lane Area Residents Association, Friends of Trent Country Park, Go-Ape, Southgate Hockey Club, Trent Park Catering Ltd, Trent Park Conservation Committee, and Wildlife Rescue & Ambulance Service (Enfield). We consulted stakeholders and heard concerns about residents wanting well-managed events that were vibrant and meets the diverse needs of the community and organisers wanting more transparent and streamlined processes with a clearer framework of fees and charges.

The Strategy recognises these dilemmas and seeks to strike a balance between them. To provide stability and clarity we have, for the first time, brought in restrictions on the number of events that can happen and the timing of them. We have recognised that the nature of events has changed and now have four categories of major, large, medium, and small events with the processes to be followed and the interrelationship with licensing clearly set out. We have continued our process of identifying which parks and open spaces are suitable venues for events of different sizes and recognised the distinctive role of Town and Village Greens.

We recognise that major events (those attracting 5,000 or more people per

day) can cause disruption, but equally they can bring enjoyment to the many people who attend them. We want our residents to be able to tell us their views about the events in our parks and consequently we have revised our consultation process. To minimise the impact of the events on our parks we have also introduced fees for set up and take down, and an environmental impact fee to be reinvested in the park for its betterment. We recognise that events do make an economic contribution locally and we will be looking to maximise this so that the Council can continue to invest in our parks and open spaces.

We have aimed to make our processes more transparent and have included flow charts and links to application forms and fee schedules in this document to ensure that all our stakeholders have a clear understanding of the application process.

We have an opportunity to stage a very wide range of events in Enfield that reflects our diverse community and their interests as well as a number that will attract people from further afield. It is hoped that everyone will take advantage of these opportunities.

In summary, our aim is to enable the delivery of a range of events that add to the vibrancy of the borough, generate income that will help the Council to maintain our wonderful parks and open spaces, whilst introducing a new policy framework that will guide the management of the number, scale and timing of park events.

Background

Enfield is one of London's largest Boroughs and in 2014 had a population of 324,574 people. Despite its large population, Enfield is also one of the greenest boroughs in London, with approximately one third of its open space designated as Green Belt land. The Borough also has a wealth of country and urban parks, farmland, woodland, grasslands, waterways, wildlife and access to neighbouring regional parkland, such as the Lee Valley Regional Park and Epping Forest. Public parks and open spaces are a large percentage of Enfield's open space and are a valued asset for residents.

The Council endeavours to enhance the use of Parks and Open Spaces by supporting community, cultural, charitable, and commercial events which in turn provide cultural, social and economic benefits to the Borough. The Borough has a range of existing events including large-scale events such as the Enfield Pageant of Motoring, the Race for Life, Bear Grylls Survival Race and a range of local community events. The Borough also has a background of staging arts/cultural events in parks and open spaces and these events include the New River Festival, the Autumn Show and the Edmonton Cultural Festival and Carnival.

The Council produced its first Strategy, the Events Guidance Document, to cover the period 2012- 2017. It was very successful in assisting with the growth, development, and management of events. Enfield's parks and open spaces hosted 92 Events in 2015, with the largest of these events held in Trent County Park and Town Park. This led to a review of events in Trent County

Park in late 2015, resulting in a series of measures that were piloted during summer 2016. At that time a review of the overarching events strategy was initiated, which built on this and sought the views of residents, community organisations, other stakeholders and event organisers. The result of this work is a revised events strategy for 2017-2022.



The Vision

The vision for the Events Strategy is:

To enable the delivery of a diverse events programme that helps create a vibrant place to live, work and visit whilst ensuring the positive use of Enfield's parks and open spaces. To generate a sustainable income stream that covers the cost of facilitating the events programme and generates revenue to help the Council maintain its parks and open spaces to a high standard.



The Role of Events

This strategy will complement and build on the objectives identified in other Council strategies and support their aims to develop good quality and inclusive events in Parks and Open Spaces.

It has been influenced by and will support several key Council strategies including the following:

- Enfield's Future, A sustainable Community for Enfield 2009-2019.
- The Local Development Framework (LDF) - Core Strategy
- Consultation for a Local Plan for Enfield 2017-2032
- Parks and Open Spaces Strategy
- Enfield's Biodiversity Action Plan
- Active and Creative - Enfield Leisure and Cultural Strategy 2015 - 2020

These strategies can be viewed on the Council's website - www.new.enfield.gov.uk

Summary of Strategies

The cumulative impact of these strategies is to recognise the important role that Enfield's parks and open spaces play in shaping the character of the Borough and its attractiveness as a place to live work and visit. That commitment is carried through into the regeneration of areas of the Borough where there is a commitment to provide additional new open spaces for residents to enjoy and to respect the biodiversity of the area.

The events strategy is key to the delivery of the Active and Creative

Strategy and its three principles of engage, inspire, and grow. Parks and open spaces provide an ideal location for events, which contribute to improving community cohesion by the opportunity to meet neighbours and experience different cultures. The events strategy enables people to become more active by taking part in leisure and sporting activities for good causes, and improve their health and well-being. It enables local community organisations to run events to fundraise and reach more people. The events strategy contributes directly to the objectives to develop Enfield as a geographical social and economic hub of activities for arts, cultural, heritage and sporting events, and major events have a role to play in supporting this.

Economic value of Events

Whilst the primary benefits of running events are set out above it is recognised that events have an economic impact, directly and indirectly creating and supporting employment. It is difficult to capture this economic impact without collecting detailed data, but a series of measures can be used to estimate the impact.

The Wish You Were Here (WYWH) reports published by UK Music details the economic impact of music and outdoor festival events across the UK in 2015¹ and 2016². The report analyses 'music-tourism' as a separate and specific sub-group within the overall impact of tourism to create comparable 'music tourism' estimates, and highlight the significance of music to the UK visitor economy. WYWH provides totals for the number of people attending music and outdoor events, total direct and indirect spend (including from

international visitors), and the number of full-time-equivalent (FTE) jobs supported by the music and events industry – broken down by regional profile into the former nine Government Office Regions (GORs). An analysis has been undertaken of the value of music tourism.

In 2016 The London Borough of Enfield's programme of events attracted 65,400 visitors to music and outdoor events^{3[1]}. However, Enfield's existing events programme is not primarily comprised of major commercial events of the same type as reflected by the WYWH reports, but has a diverse mix of community, charity and free-to-participate events where the primary benefits are non-financial.

The numbers of people taking part in Enfield events can be split to reflect the lower share of purely commercial events compared to the type of events captured in WYWH reports. There are two primarily commercial events in Enfield that have associated higher entry charges^{4[2]}, and together these events attract approximately 25,000 of Enfield's 65,400 event attendees, or 38% of the total.

If Enfield's events profile reflected the profile of the wider spread of commercial events in London, we estimate that the economic impact of 65,400 visitors would be £13.52m, based on an average spend of £207.52, and support around 173 local jobs. Adjusting this to account for the different profile would give an impact estimate from the more commercial events of around £5,188,000, based on a total direct and induced spend of £207.52 per attendee. An estimate for the remaining 40,400 attendees is based on a much

lower spend per-person of around £40, including direct and indirect spend. We estimate the spending impact of the remaining 40,400 event attendees to be £1,616,000. The total impact is therefore estimated to be £6,804,000, and the number of jobs supported by this total direct and indirect event spend in Enfield is 87 FTE jobs⁵.

- 1 http://www.ukmusic.org/assets/general/WYWH_2015Report.pdf
- 2 http://www.ukmusic.org/assets/general/Wish_You_Were_Here_2016_Final.pdf
- 3[1] Enfield's programme is primarily outdoor by nature, and therefore the estimated impacts have been estimated using the London average figures, adjusting slightly for the higher spend-per-visitor at festival type events.
- 4[2] These are: Bear Grylls survival race and 51st State
- 5 This assumes an average spend of £78.6k to support 1 FTE job. For some tourism-services the spend required to support 1 FTE job can be lower at around £57,000. Based on this the total FTE jobs could be adjusted upwards to 119 FTE jobs. The figure of 87 jobs is based on a more conservative assumption.

Event Principles

To provide reassurance to residents the Council has developed a policy framework of principles that will be applied when facilitating the delivery of events within the borough's parks and open spaces.

An online consultation, focus groups for stakeholders, a door knocking exercise and telephone conversations with events providers were held to consider the key principles that should underpin this strategy going forward.

The results of that consultation are reflected in:

- A revised classification of types and size of events,
- Additional conditions on frequency of events and a more streamlined consultation process for licensable large and major events,
- A clear and documented understanding of which parks and open spaces can support events of different sizes,
- Introduction of a new charging structure to encourage efficient set-up and takedown and fines for those organisers that overrun,
- The introduction of specific guidelines around events on Town and Village Greens.

Event Classification

Events are now categorised under two headings:

- Charity and community – run by a charity/raising funds/benefit to community or by a community group

for the benefit of and to engage with the local community. This includes events organised by community interest companies; and

■ Commercial – profit-making

There are scales of fees and charges for these two types of events.

Events are categorised into four levels:

Major – over 5,000 people a day

Large – over 1,000 and less than 5,000 people per day

Medium – between 201- 999 people per day

Small – between 50-200 people per day

Events for 49 people and under (with no live music/no catering/no inflatables), school visits and wedding photography are exempt from having to follow a formal process. However, organisers may wish to check with the Parks Business Unit **parksbusinessunit@enfield.gov.uk** to ensure that there is not another event planned for the time.

Event Conditions

Following this and earlier consultations the Council has introduced some new conditions for different types of events. These are designed to minimise disruption to residents and make the events process smoother for and more straightforward for event organisers.

Frequency. Historically the Council has not imposed any limits on the number of events or how often they are held in any park. Feedback has suggested that a more structured approach would be beneficial for both event organisers and residents. On that basis, there will be a



limit of 8 major event days plus a further 2 large event days per annum for those parks and open spaces that can host events of this scale. There will be no more than 4 events days or 2 weekends for major or large events during the summer school holiday period. Ideally, there will be a gap of at least two clear weekends between major events.

Fee structure. The fee structure for events has been reviewed and simplified. The original principle of benchmarking fees and charges with neighbouring boroughs has been maintained. Major and large events involve setting up and taking down time. Fees will be introduced to cover this time and penalties will be imposed if the agreed deadlines are not met. Any penalties will be added to the environmental impact fees for each park. All income generated from the Environmental fee and penalties will be allocated for park improvements, subject to discussion and agreement between the Council and the relevant Friends of Park Group.

Consultation process. View on the appropriateness and impact of events have always been sought as part of the events and licensing process. The current process is a resident consultation for all new large-scale event applications, plus a second statutory consultation for licensable activities. This has led to concerns about how long it takes to know whether an event is going ahead – a key issue for both event organisers and residents, and confusion about the correct route to raise concerns.

The new process will ensure that event organisers have to apply earlier to hold their events thereby ensuring the

organisers have sufficient time to gain all necessary licences, whilst allowing residents greater time to raise concerns through a simple consultation process. The consultation process is as follows:

In consultation with the Cabinet Member for Environment, the Council will agree all new large-scale and major events that do not involve licensing (for example a running event) following a consultation with residents living in roads immediately adjacent to the park and the Friends of Park Group. A notification will also be sent to all residents 28 days prior to the event going ahead if the decision is taken to support the event.

- For all licensable events e.g. those that involve the sale of alcohol, there will be the single statutory licensing consultation that is undertaken for all new licence applications. Where representations are made against a new licence application, they will be referred to the independent Licensing Committee for a decision.
- There will be no consultation for small and medium scale events.

These processes are designed to ensure that events run as smoothly as possible. If there are problems, then complaints can be made through the Council's complaints procedure.

Park and Open Spaces

The Borough has a wide range of parks and open spaces and three Town and Village Greens. Many of the parks and open spaces would work well for community and charity events whilst a smaller number have attributes that make them appropriate for hosting larger scale and commercially organised events. Enfield Parks have, therefore, been classified based on their suitability for hosting events of different sizes and this and the rationale for it is set out below.

Parks that can host Major and Large Events

Enfield Town Park, Enfield Playing Fields, Trent Country Park, and Broomfield Park all host events with an audience exceeding 5,000 people.

These parks are suitable for all events including large-scale events; this is due to their landscape value, location, and access to local facilities. They are already hosting large and major events attracting more than 5,000 visitors and offer organisers a great event platform. Examples of major events held include the Autumn Show and Cancer Research Race for Life. Broomfield Park has been included in this category due to the increasing number of large-scale events such as the Palmers Green Festival, a popular funfair and Circus Zyair. These parks and open spaces offer the following characteristics: Excellent location, good pedestrian access, public transport links, a wide range of facilities and flat ground.



Parks that can host Large Medium and Small Events

This includes, but not limited to: Albany Park, Arnos Park, Aylands Open Space, Bury Lodge Gardens, Bush Hill Park, Durants Park, Elsinge Golden Jubilee Park, Firs Farm, Forty Hall, Grovelands Park, Hilly Fields, Holmesdale Open Space, Jubilee Park, Library Green, Oakwood Park, Ponders End Recreation Ground, Pymmes Park, and Tatem Park.

These parks provide the community access to equally rich and diverse open space, but they are less suited to hosting large-scale and major events. These parks are suitable for events managed by residents, associations, charities and community groups, and for low-level commercial events such as farmers markets, arts festivals, car boot sales, craft fairs, travelling theatre groups, brand sampling, weddings, and special interest events. Examples of events held in these parks include bandstand concerts, a Folk Festival, and Shakespearean plays. These parks and open spaces offer the following facilities: Good transport links within approximately 15-minute walk, vehicle access, parking onsite or close by, flat ground, and close to many residents.

Many of these parks and open spaces in both categories have Premises Licences in place or are in the process of applying for a licence that permits regulated entertainment, such as a performance of music, any playing of live and pre-recorded music, performance of dance and performance of a play.

Town and Village Greens

There are three designated Town and Village Greens within the Borough. All three are subject to special legislation protecting their status as ex-common land and with rules governing their use.

They are:

1. Winchmore Hill Green
2. Southgate Green
3. Chase Green

Following the consultation and for the duration of this strategy, the Council will no longer promote the borough's Town and Village Greens as potential event locations, nor will the Council consider or accept applications for events on any of the three greens. Local people will continue to have continuous access at all times to the whole green for lawful sports and pastimes as the law requires.

Other Parks and Open Spaces

All other Enfield parks and open spaces do offer the community and charities a suitable opportunity for events and activities. They are not suitable for large or major events because they have less favourable transport links, limited parking options, small or uneven land and limited access due to sporting seasons.



Procedures for managing events

The overarching process

The overarching process that governs events is designed to ensure that all events that take place within the Borough are safe and well organised. There is a documented application process, which going forward will be managed via an online process from 2017 onwards. There are also predetermined fees and charges for different types and sizes of events. These are set annually as part of the Council's annual budget setting process.

Current information on fees and charges and application forms for all events can be found at:

<https://new.enfield.gov.uk/services/leisure-and-culture/parks-and-open-spaces/park-events/>

Once an application is received, it is checked and if it is a large or major event it will generally go to a meeting of the Safety Advisory Group (SAG). This group includes representatives from the Police, Fire and Ambulance Services. They review the management plans of the proposed events and the risk assessments for the events. This may result in requests for revision to the plans, or can prevent the event from going ahead if it is concluded that the event will not be held safely. The Safety Advisory Group will recommend the maximum number of attendees for a particular event to be run safely.

The role of the Police, Fire and Ambulance services regarding events, major and large events is clear. Whilst they will always attend emergencies, it is not their role to ensure that the events are safe or to provide security for them,



unless they meet a very clearly defined set of criteria. They can be a paid for service if required or deemed essential by the service provider. This is the role of events organisers and is clearly set out in the application process.

Whilst some of the borough's parks have Premises Licences for the following regulated entertainment; such as a performance of music, any playing of live and pre -recorded music, performance of dance and the performance of a play, organisers will be expected to put in place measures to manage all impacts of the event. This may include traffic management, restrictions on hours, noise levels and requirements for the disposal of waste.

An additional licence is required for the sale of alcohol. Licensing is a formal process which may need to be considered by the Licensing Committee following a statutory consultation. This process enables both stakeholders and residents to make representations to the Committee to be considered as part of its decision making.

It should be noted that event organisers also need to apply, if relevant, for occasional sales licences if there are 5 or more stalls operating together and a special treatments licence for herbal remedies and treatments. The Council will always insist that any caterers on site have a 3 - star hygiene rating.

Once all the appropriate permissions are in place organisers can go ahead with arranging and promoting their event. The event organisers are responsible for ensuring the effective management of the event and cleaning up afterwards.

Unauthorised Events

Unauthorised events i.e. those events of 50 people or more that have not been granted permission by the Council will be dealt with consistently across all parks and open spaces through rigorous enforcement.

Healthy Events

During the life of this strategy, the Council will work with event organisers to deliver healthier events. We will do this by:

- Working with event organisers to promote sustainable forms of travel including public transport, walking or cycling,
- Working with the organisers of park events with the aim of ensuring that 40% of their food and drink options are healthy,
- Ensuring that park events organised by the Council have at least 40% of food and drink options that are healthy,
- Ensuring that mothers are aware that breastfeeding is welcome at park events.

Flow charts and additional information

Appendix A is a flow chart that sets out the Parks Events Application process for all types of events including timescales for submitting application forms and documentation required.

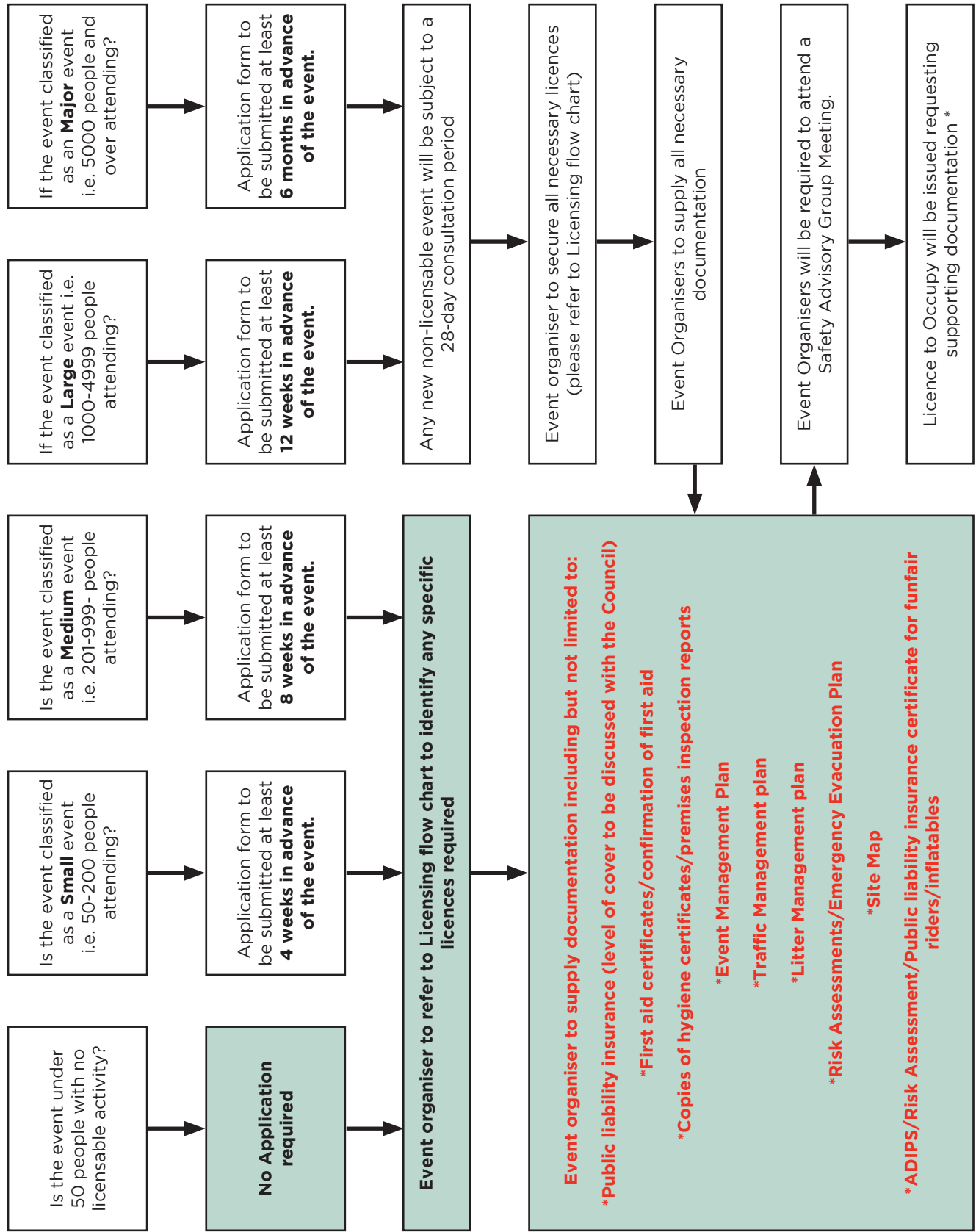
Appendix B is a Parks Events Licence flow chart showing when and where licences are required and a listing of all activities that are licensable.

Process for reviewing the Strategy

Whilst many of the changes incorporated in this Strategy build on considerable experience of running events or approaches that have been piloted, the strategy will be reviewed after two years to check that the principles are working as intended or if not, what modifications need to be made. This review will be led by the Parks Business Unit who will seek the views of stakeholders on the success or otherwise of the processes. They will consider the volume of complaints made to the Council about events, and may also take that into account when future applications from the same organisers are received. The strategy will be published on the web and updated annually to reflect any changes in process and any revised fee schedules.

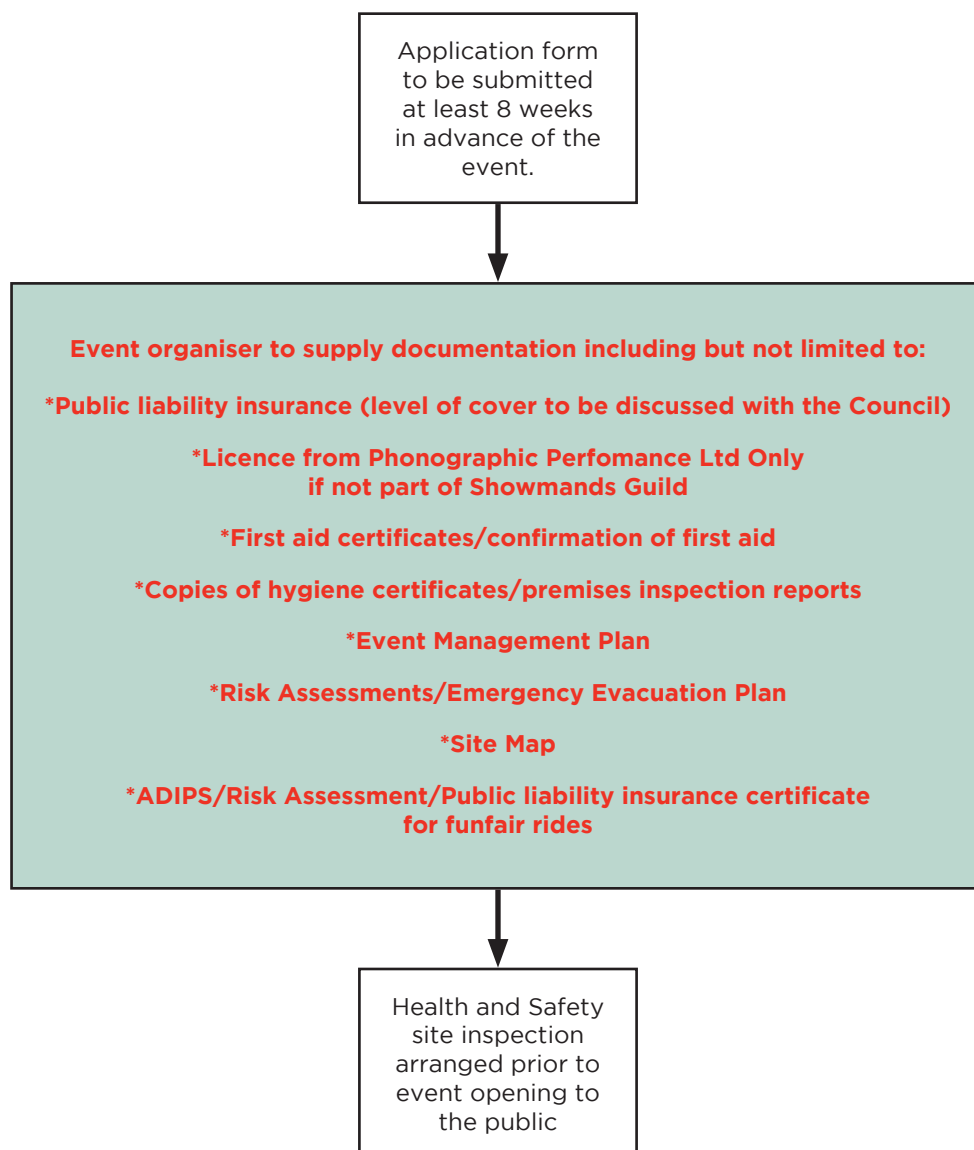
Parks Application Process

Appendix A



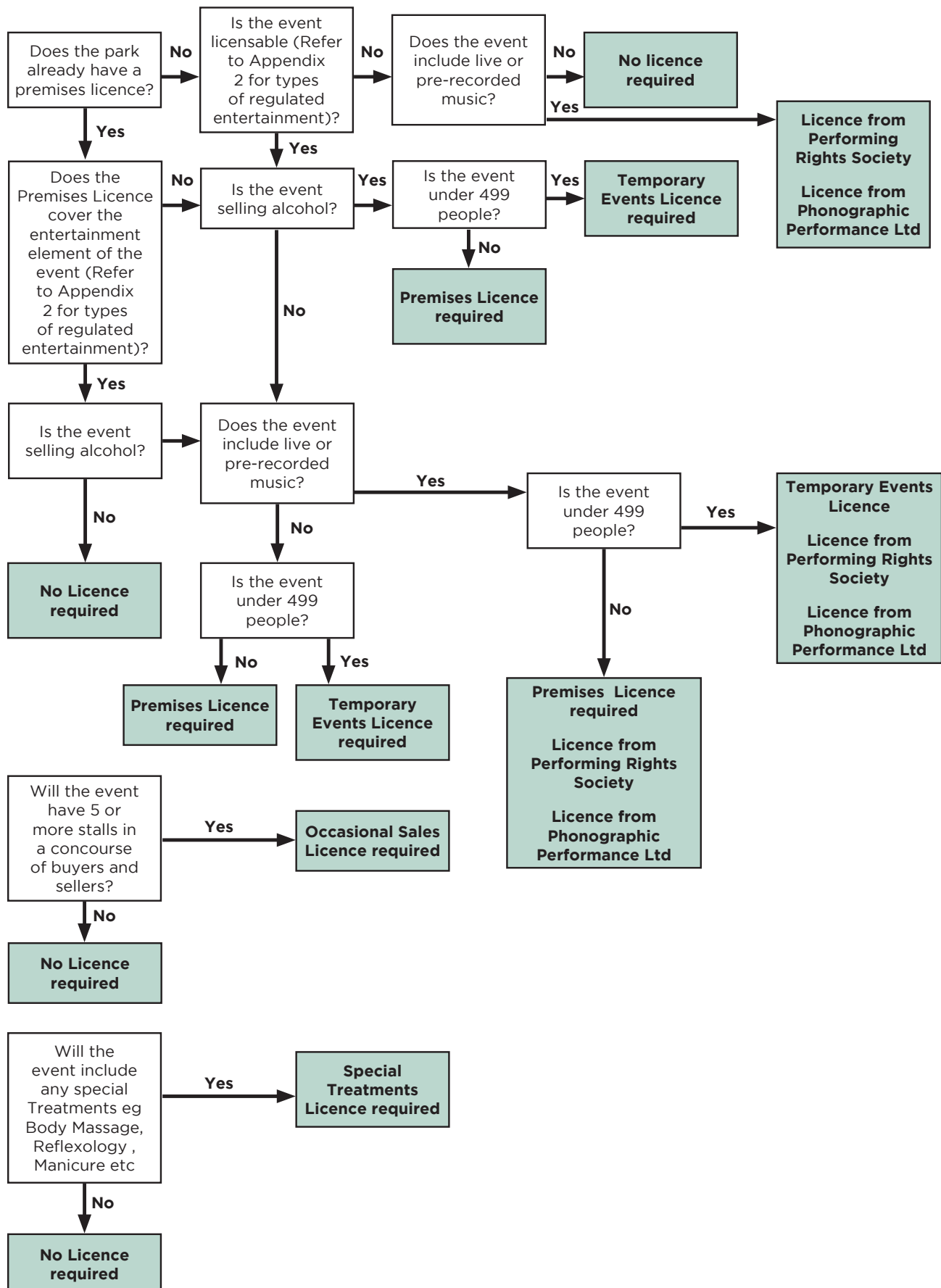
Appendix A

Funfairs and Circuses



Appendix B

Parks Events Licence Flow Chart



Appendix B

Licensing Act 2003 - Regulated Entertainment

Activity	Type	Audience & Times	Place	Licensable?
Plays	n/a	Audience of 1 - 500, between 08:00 - 23:00	Anywhere	Not licensable
Plays	n/a	Audience of 501+, between 08:00 - 23:00	Anywhere*	Licensable
Plays	n/a	Audience of 1+, between 23:01 - 07:59	Anywhere*	Licensable
Films	n/a	Audience of 1+, at any time	Anywhere*	Licensable
Indoor sporting events	n/a	Audience of 1 - 1,000, between 08:00 - 23:00	Anywhere	Not licensable
Indoor sporting events	n/a	Audience of 1,001+, between 08:00 - 23:00	Anywhere*	Licensable
Indoor sporting events	n/a	Audience of 1+, between 23:01 - 07:59	Anywhere*	Licensable
Boxing or wrestling	n/a	Audience of 1+, at any time	Anywhere*	Licensable
Live music	Unamplified	Audience of 1+, between 08:00 - 23:00	Anywhere	Not licensable
Live music	Unamplified	Audience of 1+, between 23:01 - 07:59	Anywhere*	Licensable
Live music	Amplified	Audience of 1 - 500, between 08:00 - 23:00	Workplace or Licensed Premises	Not licensable
Live music	Amplified	Audience of 1 - 500, between 08:00 - 23:00	Anywhere not a Workplace or Licensed Premises*	Licensable
Live music	Amplified	Audience of 501+, between 08:00 - 23:00	Anywhere*	Licensable
Live music	Amplified	Audience of 1+, between 23:01 - 07:59	Anywhere*	Licensable
Recorded music	n/a	Audience of 1 - 500, between 08:00 - 23:00	Licensed Premises	Not licensable
Recorded music	n/a	Audience of 1 - 500, between 08:00 - 23:00	Anywhere not a Licensed Premises*	Licensable
Recorded music	n/a	Audience of 501+, between 08:00 - 23:00	Anywhere*	Licensable
Recorded music	n/a	Audience of 1+, between 23:01 - 07:59	Anywhere*	Licensable
Performance of dance	n/a	Audience of 1 - 500, between 08:00 - 23:00	Anywhere	Not licensable
Performance of dance	n/a	Audience of 501+, between 08:00 - 23:00	Anywhere*	Licensable
Performance of dance	n/a	Audience of 1+, between 23:01 - 07:59	Anywhere*	Licensable
Facilities for making music	n/a	Audience of 1+, at any time	Anywhere	Not licensable
Facilities for dancing	n/a	Audience of 1+, at any time	Anywhere	Not licensable

Appendix B

*The following activities are also not licensable :

(1) Activities hosted by local authorities, hospitals, nurseries and schools (except HE establishments) on own premises :

All activities (except alcohol)	n/a	Audience of 1+, between 08:00 - 23:00
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(2) Activities held on local authority, hospital, nursery and school premises (except HE establishments) by others with their permission :

Live music	n/a	Audience of 1 - 500, between 08:00 - 23:00
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Recorded music	n/a	Audience of 1 - 500, between 08:00 - 23:00
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(3) Community premises (eg: church and village halls, community centres, etc) :

Live music	n/a	Audience of 1 - 500, between 08:00 - 23:00
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Recorded music	n/a	Audience of 1 - 500, between 08:00 - 23:00
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(4) Circuses :

Plays	n/a	Audience of 1+, between 08:00 - 23:00
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Indoor sporting events	n/a	Audience of 1+, between 08:00 - 23:00
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Live music	n/a	Audience of 1+, between 08:00 - 23:00
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Recorded music	n/a	Audience of 1+, between 08:00 - 23:00
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Performance of dance	n/a	Audience of 1+, between 08:00 - 23:00
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