



# EVENTS IN PARKS AND OPEN SPACES



# Events Strategy



Do you have a Parks and Open Spaces Strategy?

Does it include events?

Do you currently have a clear event strategy or do you have an excellent event booking system?

What is an event strategy?



# Events Strategy



## Event Strategy or Plan?

- **An event strategy** clearly sets out the strategic reasoning behind why your council wants to promote and support events in its parks and open spaces, and the types of events it will allow on its land.
- **An event plan** is the process by which the event will happen and the terms and conditions with which someone must comply in order to run an event on your land.

# Events Strategy



## Why have an event strategy?

- To ensure parks and open spaces are being used in line with the local councils corporate objectives
- To manage expectations over the use of parks and open spaces
- To ensure the land is not being overused and damaged by misuse
- To ensure parks and open spaces are being used by local communities
- To ensure all stakeholders, customers and users are clear how the parks and open spaces can be used for events
- To ensure collaboration between all stakeholders to provide safe and legal events
- To ensure fairness when charging for the use of spaces

# Events Strategy



## Developing your strategy

- SWOT analysis - Strengths , weaknesses, opportunities, threats
- PESTEL analysis – Political, Economic, Social, Technological, Environmental and Legislative
- Stakeholder and Customer consultation



# Events Strategy



## Strategic Fit

- Define where your strategy fits locally, regionally and nationally i.e. links to corporate priorities, Destination Management Plans, Equality Policies, Environmental policies, crime and disorder plans etc.
- Links to national or regional event strategies





# Events Strategy

- Develop a clear Vision
- What are your Aims and Objectives?
- Link to outcomes of consultation, corporate priorities
- Define what you consider to be an event for the purposes of the strategy
- What outcomes do you want from the implementation of your strategy?

# Events Strategy



- Be clear what venues are included in your strategy e.g. Edinburgh parks events manifesto
- Define the levels of events i.e. small, medium, large, levels of risk etc
- Define partners and stakeholders who are working with you to implement the strategy e.g. Safety Action Group, local charities, businesses etc.
- Define the type/mix of programming you want to achieve





# Events Strategy

- Fees and Charges policy
- Event Information requirements
- Who will consider whether your booking goes ahead or not
- Scoring mechanism
- Appendices
  - Event detail required for event plan
  - Application process
  - Appeal process

# Events Strategies



## Examples

- Edinburgh City – One Edinburgh Events Strategy to 2025
- Derby City Council
- Maidstone Borough Council
- Cambridge City Council



# APSE Training Courses



Event Management

Event Management in Parks and Open Spaces

Event Management for Volunteers

Developing an Event Strategy



# Events Strategies



Sue Finnigan

APSE Associate

[suef@rockfr.co.uk](mailto:suef@rockfr.co.uk)

07976 126502