

APPENDIX B

DRAFT Felixstowe Events Policy 6 July 2016



1. Introduction

With the new Beach Side Events Area due to open in August 2016 Felixstowe Forward has undertaken a piece of work to draft a Felixstowe Events Policy which recognises the close working relationship between Suffolk Coastal District Council, Suffolk County Council and Felixstowe Town Council that reflects:

- The importance of the event economy in Felixstowe
- The demand to hold events in Felixstowe
- The need to maximise the new Beach Side event area
- The balance needed to maximise event benefits while minimising the challenges that are faced holding events
- The need to support local event organisers to maximise sustainability benefits.

2. Principle:

The principles behind the draft policy include

- That the size and type of event (Small, Medium or Large) determines how to apply, the fees that are payable and the requirements for a detailed event management plan.
- Encouraging sustainability and support for Felixstowe as a Fairtrade Town and Felixstowe working toward being a Dementia Friendly Town
- The necessary licensing, permissions and insurances required
- Criteria for the approval of an event
- Consultation
- Fees and charges

3. Fees and charges

The fees and charges being considered depend on whether an event is:

Commercial

These events provide a commercial benefit to a profit making business or operation including product launches, corporate events and other marketing and promotional activities for profit making organisations.

Charity

Events organised by registered national charities and are predominantly fund raising events for the benefit of the charity.

Community

Any event organised by not for profit, community or voluntary groups that directly benefit the residents and visitors of the town, and do not provide significant advertising or other commercial benefit to a profit-making business or organisation.

Where an event meets the criteria of community the principle being considered is that event organisers will incur no hire charge.

APPENDIX B

4. Event Spaces

The policy considers the Felixstowe Event Spaces – Beach Side Events Area, Langer Park, Martello Park, The Triangle, The Promenade, Felixstowe Seafront Gardens and Landguard Fort and provides some rationale to the sort of events that are appropriate in each space.

5. Felixstowe Town Council

Felixstowe Forward seeks member feedback from Felixstowe Town Council and recommends that the draft policy is circulated for comment.