



Consultation - 2021 Events Charging & Management

Environmental and Commercial Services - Environmental Protection

Data Analysis Report

Background

To help advise on the potential development of an events charging and event guidance document, we consulted communities and a wide range of relevant stakeholders.

We hoped that this engagement exercise would also enable us to improve the customer journey for those wishing to hold an event in Moray, & guide us on whether charges should be applied for holding an event. The survey period was from 28 September 2021 until 26 October 2021. 65 people responded to the survey.

Summary of the outcome of the survey

A comprehensive range of sectors were represented in the survey across the geographical areas of Moray. The Council permits a wide range of events to take place on land it owns and manages each year e.g. parks, open spaces, sports fields, education properties, community centres, harbours and streets. 76% of respondents believe that the Council should recover the costs associated with these events. There was little appetite amongst respondents to charge schools or charity / (community groups events with no entry charge) for events. However, 38.8% believed that a charge should be considered for a Community Event that has an entry charge to cover costs/ generate income. A large majority ranging from 70-80% think it is reasonable to charge for commercial events and this is further illustrated in question 4.

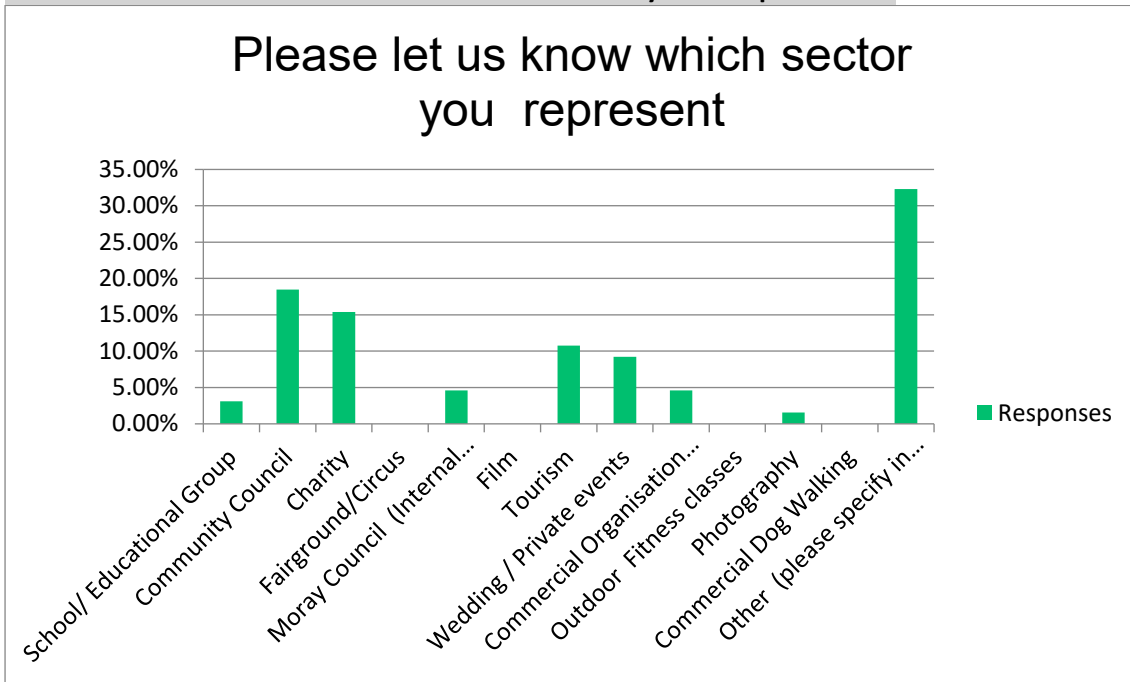
90% are of the opinion that Moray Council should promote and allow more events to take place on land it owns and manages in Moray, with 88% in favour of a formal agreement. Any formal agreement should be legally binding, clear and in plain English as per survey feedback comments and 77% are of the opinion that if an event is cancelled at last minute the Council should have a reimbursement policy in place. (Q8) The survey found that there are no particular locations where events should not be held, but events need to be sensitive to the location and in granting permission for an event the Council should consider the other potential users of that location.

We asked how easy it currently is to organise an event currently and this only achieved a 50% (average) satisfaction rating and is a definite process improvement opportunity for the future. As part of this initiative the Council is looking at improving its website to provide guidance on how to plan and apply, to holding an event and 98 % believe this to be a good idea and helpful to event organisers. Online booking is the most popular method but 62% prefer a mix of online, telephone and in person booking.

Questions 11, 12, 13 and 16 of this report provide useful feedback comments and suggestions for improvement on the process which should be carefully considered by Managers.

RESULTS

Q1 Please let us know which sector you represent



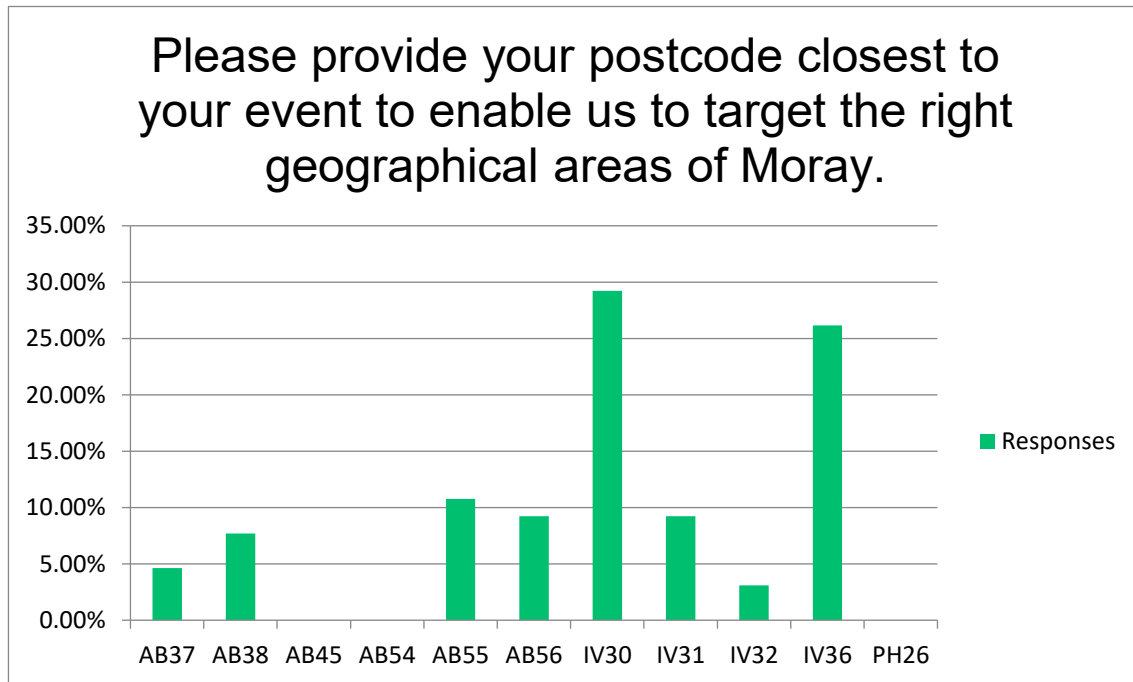
Answer Choices	Responses	Count
School/ Educational Group	3.08%	2
Community Council	18.46%	12
Charity	15.38%	10
Fairground/Circus	0.00%	0
Moray Council (Internal Departments)	4.62%	3
Film	0.00%	0
Tourism	10.77%	7
Wedding / Private events	9.23%	6
Commercial Organisation (charges entry fee eg. music event)	4.62%	3
Outdoor Fitness classes	0.00%	0
Photography	1.54%	1
Commercial Dog Walking	0.00%	0
Other (please specify in comments box)	32.31%	21
Other (please specify)		25
Answered		65
Skipped		0

Other Sectors Specified:

Licensed trade, Annual Highland Games, Clubs, Whisky Tourism, Event Mgt. not for profit, Golf Course, Large fee paying event held on estate, Retail, Hospitality, Gin Distillery and member of public, Sport Club, Retail Food Production, Licenses trade civic and alcohol, Community Assc. SCIO, Sports Organisation, Voluntary, Business Improvement District.

Q2

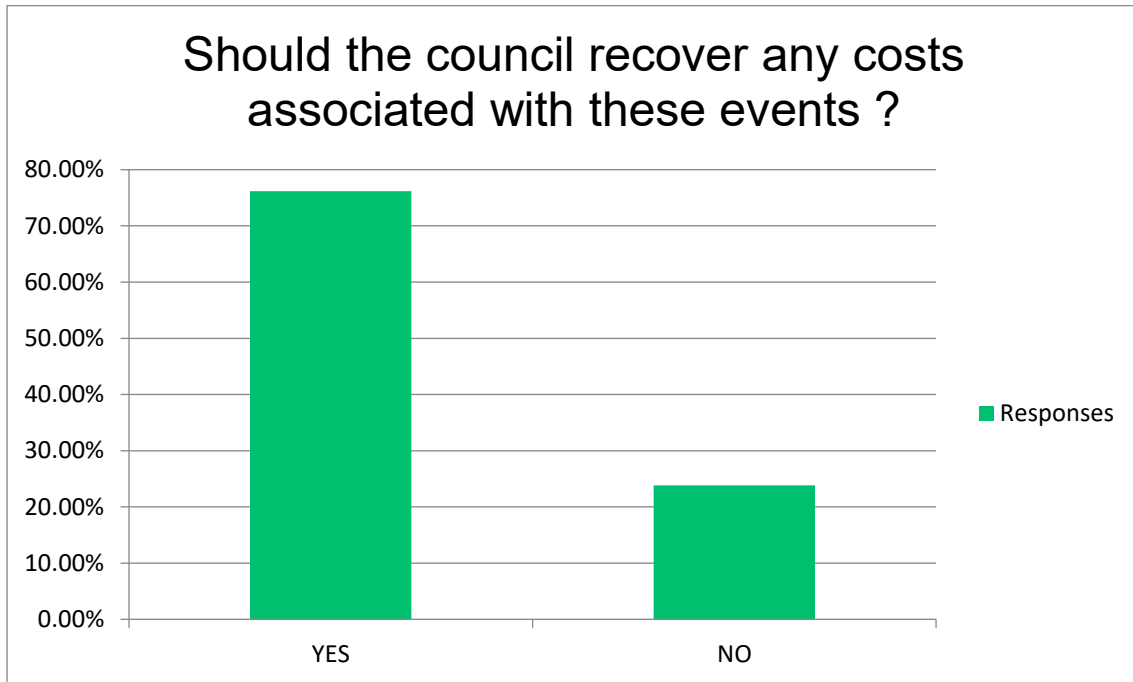
Please provide your postcode closest to your event to enable us to target the right geographical areas of Moray.



Answer Choices	Responses
AB37	4.62% 3
AB38	7.69% 5
AB45	0.00% 0
AB54	0.00% 0
AB55	10.77% 7
AB56	9.23% 6
IV30	29.23% 19
IV31	9.23% 6
IV32	3.08% 2
IV36	26.15% 17
PH26	0.00% 0
Answered	65
Skipped	0

The Council permits a wide range of events to take place on land it owns and manages each year e.g. parks/open spaces, sports fields, education properties, community centres, harbours and streets.

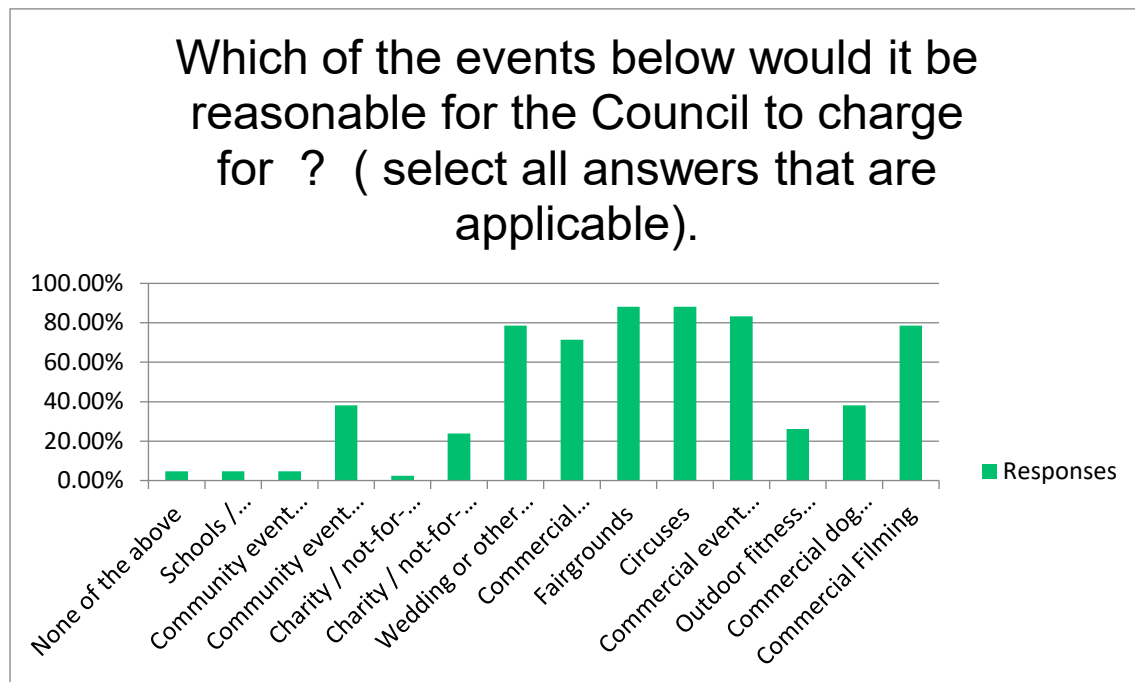
Q3 Should the council recover any costs associated with these events ?



Answer Choices	Responses	
YES	76.19%	32
NO	23.81%	10
	Answered	42
	Skipped	23

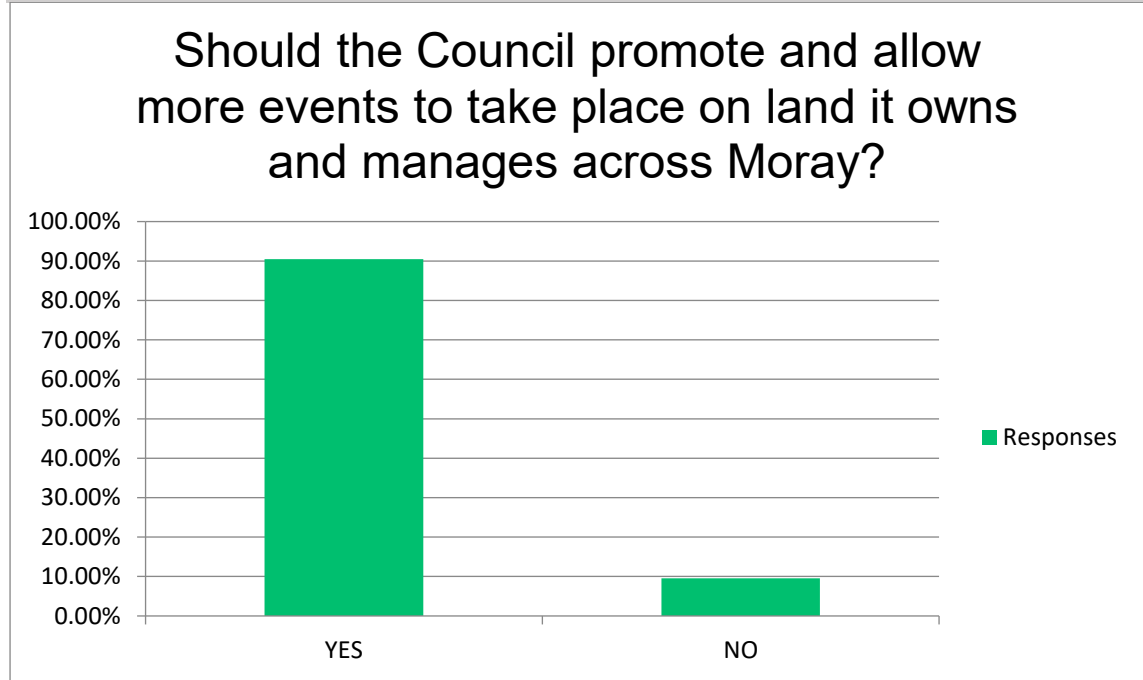
The Council permits a wide range of events to take place on land it owns and manages each year e.g. parks/open spaces, sports fields, education properties, community centres, harbours and streets.

Q4 Which of the events below would it be reasonable for the Council to charge for ?
 (select all answers that are applicable).



Answer Choices	Responses	Count
None of the above	4.76%	2
Schools / educational groups	4.76%	2
Community event with no entry charge	4.76%	2
Community event with an entry charge to cover costs / generate income	38.10%	16
Charity / not-for-profit event no entry charge	2.38%	1
Charity / not-for-profit event with an entry charge	23.81%	10
Wedding or other private event	78.57%	33
Commercial Photography	71.43%	30
Fairgrounds	88.10%	37
Circuses	88.10%	37
Commercial event WITH an entry fee (e.g. music event, concert)	83.33%	35
Outdoor fitness classes / events	26.19%	11
Commercial dog walking	38.10%	16
Commercial Filming	78.57%	33
Answered		42
Skipped		23

Q5 Should the Council promote and allow more events to take place on land it owns and manages across Moray?



Answer Choices	Responses	Count
YES	90.48%	38
NO	9.52%	4
Answered		42
Skipped		23

Q6 To enable Moray Council recover any costs associated with events, should there be a formal agreement in place between the Council and Event organisers?

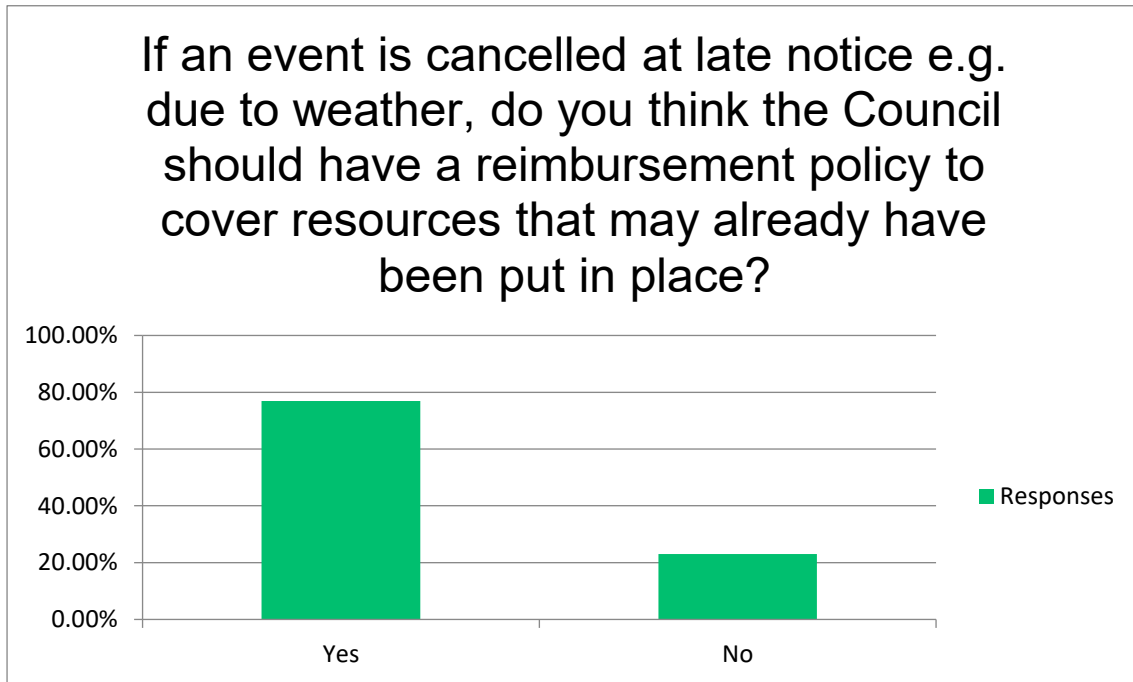


Answer Choices	Responses	
Yes	87.80%	36
No	12.20%	5
Answered		41
Skipped		24

Q7 Please add any comments you may have regarding formal agreements

- Ensure the formal agreements can be used as a legally binding document to help if issues arise surrounding event.
- Plain English please and not pages and pages to wade through.
- Whenever an event is permitted some written agreement between the parties would be sensible - but it must align and be integrated with licences. Likewise charges should be looked at together - not in isolation.
- Need to have clear T & C's with what is allowed and not allowed on council land i.e. event organiser responsible for removal of all rubbish, etc.
- An affordable rate across the board to encourage event organisers to run events
- Just an agreement that the site will be left as it was found with all rubbish etc cleared away.
- Charges for use of ground for commercial purposes should be collected in advance of the event.
- As long as all costs etc are clear and agreed at the outset.
- Commercial events should make a contribution, Charities, Community Interest Companies and small groups should be exempt.
- At present the bureaucracy for booking MC property is tortuous in the extreme. It needs to be overhauled and simplified
- There must be a contract/agreement in place so all parties know where they stand.
- There should be a (C) option in Q3 - 'Yes, subject to costs being clearly laid out, reasonable and in line with market / customer resources.'
- Formal agreements should incorporate requirement for other licenses, clean up and repair to land and relevant risk assessments to be provided.
- That it must be plain English.
- Essential requirement.
- Must be legally binding.
- Needs to cover litter /refuse collection; erosion of grass/tracks; adequate toilet provision.
- I do not feel Moray Council should recover any costs for events as it already costs a lot for licensing etc.
- Please keep it simple. Lengthy contracts are in no-one's interest. We'd also advocate the use of SAG groups - these are very useful from an organisers perspective, and we are not aware that there is a functioning SAG within Moray.

Q8 If an event is cancelled at late notice e.g. due to weather, do you think the Council should have a reimbursement policy to cover resources that may already have been put in place?



Answer Choices	Responses	
Yes	76.92%	30
No	23.08%	9
Answered		39
Skipped		26

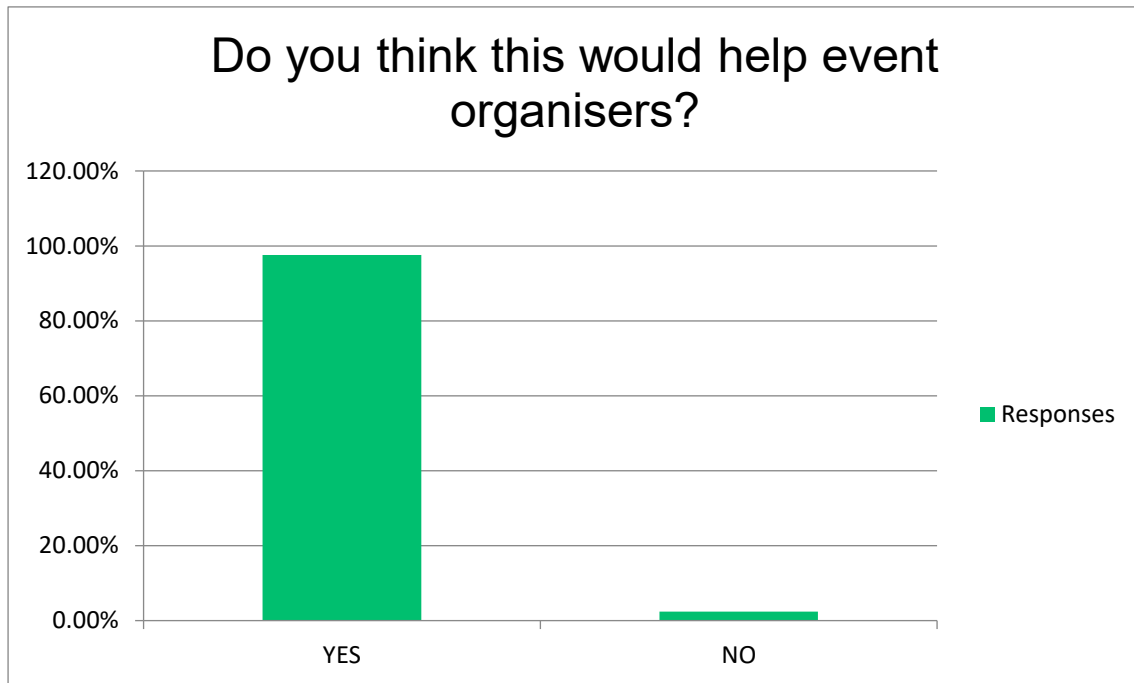
Q9 Are there any locations where you think events should not be allowed?

Answered	14
Skipped	51

- Events need to be sensitive to the location and in granting permission for an event the Council should consider the other potential users of that location. This needs to be balanced with the benefit of the event to the community, both directly and indirectly. Events are important to the economics of the area and what seem at first glance to be "purely" commercial activities - such as filming - can have very significant economic potential over time and that should be part of the consideration of what can be done where.
- No - all areas should be subject to approval and will require a public notice 28 days before anyway which will allow for any disputes.
- N/A
- Possibly, but can't think of any off hand.
- Town centres.
- Cannot say.
- No, subject to a reasonable approach on both sides and community endorsement.
- Depends on the events and the location.
- Would depend on the event and surrounding area.
- Yes.
- This should be dependent on type of event, capacity and sound etc - and should not prevent other users accessing public space - so event at Cooper Park should not prevent other users using the park without having to attend an event to access it
- No.
- Sports Fields.
- Depends on the event and the target audience. There should be public transport to and from the venue.

The Council is looking at improving its website to provide guidance on how to plan and apply, to holding an event. This could include information on how to prepare an event safety plan; how to apply for a public entertainment/ liquor licence; how to manage litter and waste; how to ensure events are compliant with legislation/ regulation (noise, building control and environmental health).

Q10 Do you think this would help event organisers?



Answer Choices	Responses	
YES	97.56%	40
NO	2.44%	1
	Answered	41
	Skipped	24

The Council is looking at improving its website to provide guidance on how to plan and apply, to holding an event. This could include information on how to prepare an event safety plan; how to apply for a public entertainment/ liquor licence; how to manage litter and waste; how to ensure events are compliant with legislation/ regulation (noise, building control and environmental health).

Q11 If YES - please let us know what would you like to see included in this initiative?

Answered: 26

Skipped: 39

RESPONSES

- Checklist advising event organisers of all the areas they should ensure they plan for – example litter collection, first aid, road closures, risk assessment, any licences etc. Guidance on the preparation of some of these documents may also be useful.
- Perhaps guidance on event emergency planning.
- All of the above plus some kind of condition that the Council will make an additional charge for clearing up or carrying out restorative work to ensure that the area is put back as was.
- If this to be put in place it needs: - to align with other Council (eg licensing), legislative (eg Scottish Government) and advisory (eg Event Scotland) guidance/ requirements - be kept up to date- be practical as regards all events, from the very large to the very small event. Duplication, contradiction or different requirements should be avoided.
- Fire and risk assessment templates - ensures event organisers have covered off all the requirements. Maybe a frequently asked questions section. Can be difficult to find answers to specific questions.
- All applicable licenses, etc grouped or linked.
- The current process of applying for an occasional license is awful. No idea why but the Aberdeenshire council is much easier, simpler and requires much less paperwork - and the turnaround time is faster. Online payment NEEDS to be sorted so people don't have to try and merge PDF documents.
- Straightforward, clear, concise, realistic and commonsensical information with guidance and support offered to achieve the requirements.
- An initial meeting with council staff, police and event organisers to scope out event and discuss requirements - set timings for risk assessments etc and checks of structures in place the day before event.

- N/A
- A one stop shop within the Council would be good for organisers or at least easy to follow instructions of who to contact for what permissions etc.
- If there was a tiered generic list for organisers to help them plan an event, for 10-50 people, 50- 150 people, 150- 500 people and then a plan for large events.
- AS stated above, the process has got to be streamlined and collated within a single application.
- All of the above.
- All of the above and a checklist/template for an event plan for those less experienced in organising events to help them plan.
- Input from the communications/marketing department.
- Partnership working with event organisers like Spirit of Speyside, and closer engagement with Visit Moray Speyside etc to proactively attract commercial filming, location work etc. Council should have an events strategy and a councillor who champions events across the region.
- Yes I would like to see information on all of the above included.
- 19 links to Licensing /EH/BS pages and the Purple guide and then links to your page on their pages - to allow cross over of info.
- There be a need for training on some of the items raised.
- Full guidance.
- Appropriate public liability insurance plus all of the above.
- Health & safety.
- All of the above listed.
- Information on how to prepare an event safety plan; how to apply for a public entertainment/ liquor licence; how to manage litter and waste; how to ensure events are compliant with legislation/ regulation (noise, building control and environmental health).
- Clear licensing information. Our experience in other LA's is that those managing the licencing processes seem to actively enjoy it being secretive and dropped on organisers at the last moment!. Again, the SAG process would be useful to assist this.

The Council is looking at improving its website to provide guidance on how to plan and apply, to holding an event. This could include information on how to prepare an event safety plan; how to apply for a public entertainment/ liquor licence; how to manage litter and waste; how to ensure events are compliant with legislation/ regulation (noise, building control and environmental health).

Q12 If NO - Why not? please let us know if you have another suggestion ?

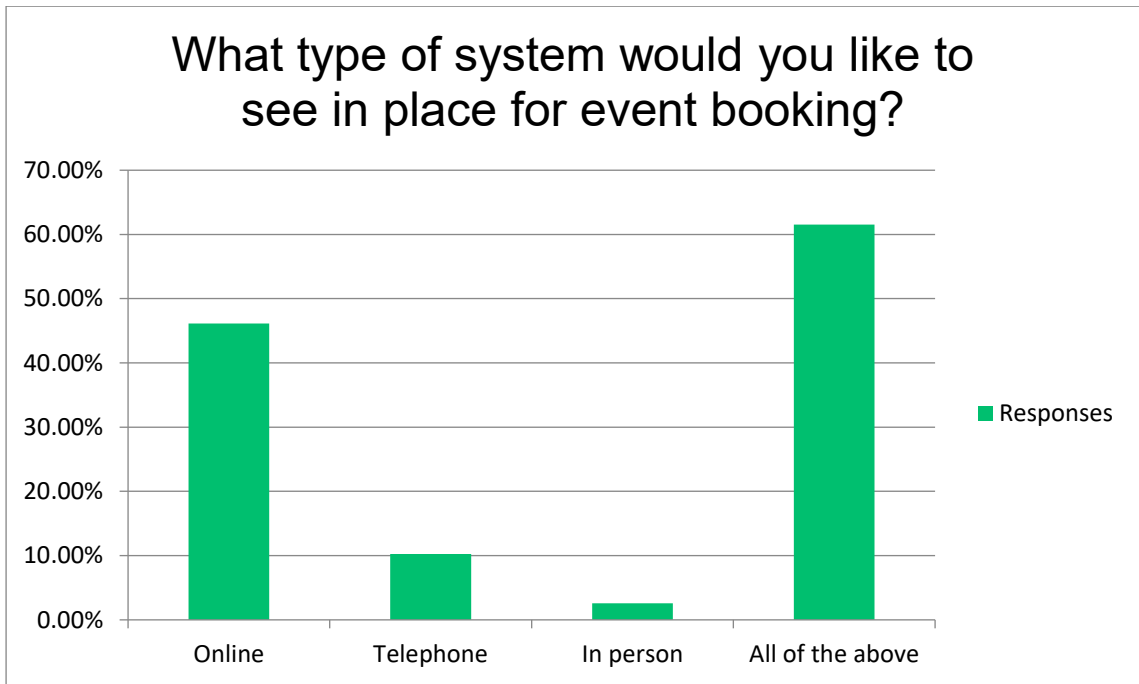
- Council should not allow events where there are facilities in place provided by the public sector.

Q13 What else could the Council do to help event organisers?

- Provide a point of contact to discuss any of the above areas - as a support mechanism.
- No observations.
- A named contact person with a direct number to support organisers through the process – one person to see the event through from start to finish and who will deal with all aspects of the event organisation.
- If charges are to be put in place they need to be affordably and not at a level that will curtail events by changing their financial viability. The costs that are deemed relevant could be complex to calculate and there should be detailed consultation on any proposed charges. Licence charges can be substantial and there should be no duplication of cost recovery. Deciding how much visibility of which locations are booked, and for when, is a delicate balance- advanced awareness of an event can be damaging ahead of its formal launch.
- Would be good to deal with the same person each time. If they knew the space and layout it may help with the application process.
- Maybe a dedicated officer who deals with the licenses and knows what is needed for a specific event.
- Keep charges low, events are costly to hold with no guarantee of attendance.
- Have an FAQ section. Also, have a direct phone contact once the event has been submitted and is being reviewed.

- Be approachable, understanding and helpful to promote, protect and enhance community spirit.
- Direct them to a list of businesses that can host their events.
- Provide a contact phone number for advice & provide mock forms demonstrating clearly how info/forms should be approached to save everyone time.
- See Q11 response above.
- As 11.
- A check list for organisers with a list of contact details of who to approach in the Council.
- Allocate a dedicated events co-ordinator to each event taking place.
- Think outside of the box and work and see the possibilities, not the obstacles.
- A list of contacts of Officers in charge of departments eg waste, environmental health etc would be helpful.
- Ensure it is clear how to apply and how soon in advance to apply.
- There is a pre-meeting so if there is any previous history of problems on the site from years gone by.
- Liaise better with groups.
- Reduce trading licence for street traders and make it a much quicker turnaround for organisers applying for licenses.
- Make application system easy to understand and follow.

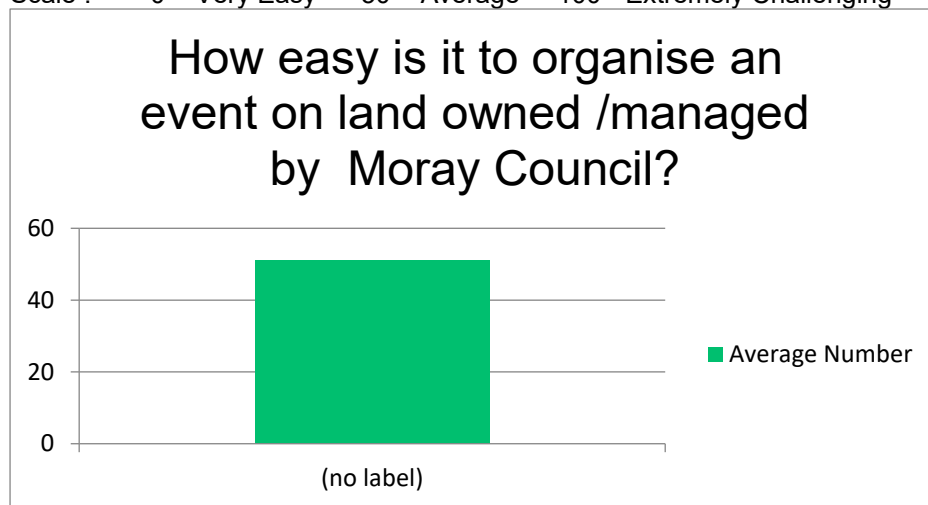
Q14 What type of system would you like to see in place for event booking?



Answer Choices	Responses	Count
Online	46.15%	18
Telephone	10.26%	4
In person	2.56%	1
All of the above	61.54%	24
Answered		39
Skipped		26

Q15 How easy is it to organise an event on land owned /managed by Moray Council?

Scale : 0 – Very Easy 50 – Average 100 - Extremely Challenging



Average Number	Total Number	Responses	
51.11428571	1789	100.00%	35
		Answered	35
		Skipped	30

ANSWER 51 = AVERAGE

Q16 Please add any comments you may have regarding Events Charging & Management

Answered 13
Skipped 52

- Council to take account of the associated tourism benefits to the local area when an event is being held.
- Please see the comments above. Events are important to the area and the community in many and varied ways and any proposal to charge should be considered very carefully with all interested parties being involved. It was only by chance that we heard about this consultation. Upon asking and forwarding the link to other event managers they were likewise not aware of this.
- Moray is in DIRE need of more events, more of an arts culture - taking inspiration from Aberdeen but at the moment it seems like an unknown beast for many - even who to speak to. I would like to organise a regular community

market in the wasteland behind the RBS bank but no-one at the Council was able to tell me who owned the land to even start the ball rolling. If you can assist further, please email me on (*email withheld*).

- Why is the council competing with rate paying businesses that can provide events.
- Good initiative by Moray should make it clear what to do - "free events" need to be made clear however the event holders might have to comply with other regimes a list of which could be published.
- All bona fide charity events should be free of charge. MC's charges otherwise should be set at a fair rate to encourage groups to use the facilities.
- It's only fair the council is compensated for the time and effort put in to events - before, during and after. The council can't be expected to pick up the tab for every service they provide - event organisers need to take some responsibility. It would bring Moray Council into line with other local authorities. There needs to be a dedicated events organiser/team employed to market the council assets and assist event organisers.
- Events are generally an economic benefit, bringing people, spending and profile to the region. Community events support a sense of local pride, and whilst they may not generate income, they bind communities. It's very hard to finance events within small communities. Our aim is to get events back on our calendar. Waving charges while this happened would help encourage our organisations start up again.
- I 100% agree with more information online re management.
- Online calendar showing areas that are already booked, for what and how long would be beneficial as well as a sliding scale for charities similar to the PEL scale would also help groups afford the hire of land.
- That there is a easy way of getting in touch with the Council through the process of organizing an event for their 1st time.
- Communication between Council & organisers very important.
- Be really careful you do not erode, or fall foul of SOAC. Charging for events, even commercial ones can be illegal under SOAC in some circumstances. Events are a core part of the tourism infrastructure of a region. Making life more difficult or expensive for organisers.