

2023 - 2027

Park Events and Activities Strategy – for application in Parks, Recreation Grounds, Commons, Countryside and Woodlands in Bromley.

For application within the London Borough of Bromley
Environment and Community Services
Streetscene and Greenspace

Version 1.0

1.0 SCOPE AND DIRECTION OF PARK EVENTS AND ACTIVITIES

- 1.1 This document sets out the policy for events and park activities in the London Borough of Bromley's parks, countryside, recreation grounds and other suitable sites for the period April 2021 to April 2027 – subject to annual review. The policy for those activities at the Bromley Environmental Education Centre at High Elms (BEECHE) will be subject to a separate business and over-arching management plan.
- 1.2 We seek to balance the enjoyment and inclusion that events can bring to the communities and visitors we serve locally, with the provision of spaces for quiet enjoyment and relaxation and to protect and conserve our parks for future generations. To achieve this, we manage Bromley's parks effectively and efficiently, balancing the responsibility to encourage access and to increase opportunities for enjoyment, education, entertainment and healthy recreation.
- 1.3 Parks and countryside sites within the London Borough of Bromley provide the perfect setting for the many varied and diverse activities that can be enjoyed safely by residents, stakeholders and other visitors; whilst simultaneously supporting the local economy and temporary employment opportunities.

Our three key objectives are to:

- 1) Conserve and enhance parks and green spaces sustainably, for the enjoyment of current and future generations in Bromley's parks and green spaces.
 - 2) Engage with our visitors, stakeholders and partners, and understand their views and challenges.
 - 3) Manage the parks efficiently and deliver best value to Bromley residents.
- 1.4 In determining what events and activities are appropriate to promote and develop, *idverde* will endeavour to consider how such any specific event will:
- Make space available for school sports days, educational visits and extra curricula activities.
 - Ensure events are well planned, safe and encouraging carbon neutrality.
 - Provide a range of opportunities for people to enjoy their local park or open space.
 - Bring outside events to the park with local economic benefits, whilst balancing our budgets.
 - Provide opportunities for people to volunteer.
 - Ensure events are accessible to all parts of the community.
 - Encourage events where communities can come together regardless of the size of the event.
 - Provide clear advice to organisers and stakeholders.
 - Add to the diversity of the existing range of events and activities. Working towards a larger ratio of non-commercial events vs commercial events.

- Deliver events that are more suitable to the park.
- Ensure relevant damage deposits are taken where reinstatement may be required after an event.
- Ensure the potential organiser has the necessary competence, appropriate insurance cover, qualifications, experience and financial resources, whilst adhering to our terms and conditions.
- Require Elected Member and Council approvals, where the type of event/activity, location and size of anticipated audience are significantly outside this policy.

2.0 PARK EVENTS AND ACTIVITIES - VENUES

2.1 The main event venues are defined as:

- Croydon Road Recreation Ground
- Norman Park
- Queensmead Recreation Ground
- Beckenham Green
- Chislehurst and Walden Recreation Grounds
- Priory Gardens

Alternative event venues are defined as, but not limited to:

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| • Alexandra recreation ground | • Goddington Park |
| • Beckenham Green | • Jubilee Park |
| • Blake recreation ground | • Kelsey Park |
| • Cator park | • Keston Common |
| • Chislehurst Recreation Ground | • Kings Meadow Playing Fields |
| • Church House Gardens | • Mottingham Sports Ground |
| • Coney Hall Recreation Ground | • Queens Gardens |
| • Croydon Road Recreation Ground | • Scadbury Park |
| • Cudham Recreation Ground | • St Mary Cray Recreation Ground |
| | • Whitehall Recreation Ground |

3.0 TYPES OF EVENTS AND CHARGING POLICY

3.1 idverde have established a clear and transparent set of criteria for evaluation of appropriate hiring charges depending on the type and size of the event, creating an annual published tariff. There may be additional fees for any specific requests made in advance for providing staff during the event or during the set up / down.

Commercial Events

This category is for all revenue events and will usually have an entrance fee attached. Commercial events are typically accessible to the general public for a fee. This category can include outdoor cinemas, music festivals, funfairs and circuses.

Community Events

Community events are those which are organised by the community or voluntary groups in direct support of the community for the benefit of the Borough or local residents. A community event must always be offered with no entrance fees to the public or otherwise this will be considered a commercial or charity event. These events will not provide significant advertising or other commercial benefit. The organiser must provide proof that they are not profiting from allowing third party contractors, e.g. commercial stallholders to attend their event. Therefore fees, where levied for community and third sector stallholders, will be set at an affordable and accessible level.

Charity Events

Not for profit and/or charitable organisations must be able to provide a UK charity number and also demonstrate that all surpluses from the event will be for the charity.

Friends of the Parks Events

An event that is organised and run a local friends of the Parks group, they must be recognised as a fully constituted group and covered by the friends insurance. All profit generated from these events must be allocated to the group applying for the event.

These events see no fees.

NB: Council led events also fall into this category and see an admin only fee applied. School events by default are classified as a Community Event, and as such will see lower fees applied.

- 3.2 Major events take place in some of Bromley's core parks from time-to-time, and usually between April-October.

This is dependent on the size and scale of the event. All major event applications are shared with recognised park stakeholders for their comments before any decision to hire the park is made.

These stakeholders include Friends groups and will also include statutory bodies such as Licensing, Highways, Police and the Fire Authority.

For most major events that take place, the final decision lies with relevant council officers, whilst initially being consulted with the Portfolio Holder.

- 3.3 A Major Event is classed as any event that covers at least three of six parameters:

- Attendance or capacity is over 20,000 people
- Event lasts for more than 10 days
- Event lasts more than 2 days with 10,000 or more in attendance per day
- Organiser occupies a site for more than 14 days including set up / down periods
- Majority of the park is occupied for more than one day to deliver the event

- The size of the event is significantly greater than most other large events held in that park

3.4 Relevant Terms and Conditions are always applicable, and can be found on the Bromley Parks website, as well as the Council website.

4.0 APPROVALS

- 4.1 If an applicant is intending to have any form of entertainment, i.e. music, singing, dancing, action, and/or the sale of alcohol, then they will need to apply to the Local Authority's Public Protection team for a Premises Licence or Temporary Event Notice (TEN). These may only be applied for once the applicant has received written confirmation that the event can proceed in principle. For all events the hirer will be required to provide a detailed Event Management Plan.
- 4.2 Event organisers are reminded to minimise disruption to nearby residents, particularly in terms of noise. Organisers must provide idverde with a noise management plan detailing a contact person and telephone number, in case complaints are received, concerning noise from their event and will be expected to take measures to investigate and address complaints promptly. Large events must hire an independent noise specialist company measuring peaks in sound, background noise and control measures, throughout the event.
- 4.3 Controversial or large-scale events will not proceed beyond initial application, without and where appropriate, the necessary consent of the relevant Portfolio Holder/s (Sustainability, Green Services and Open Spaces) Elected Ward Members or senior officers of the L B Bromley; as appropriate.

These **may** include:

- Events of medium to large scale – (over an anticipated crowd of 5,000 persons)
- Events of a political, military, religious or controversial nature
- Events outside of policy scope

- 4.4 Where an event is staged in a park or countryside site locally managed by either Friends or other stakeholders – then the group will be consulted to ensure there is no conflict of interests.
- 4.5 Consultation will engage the responsible authorities, such as the blue light services, in the Safety Advisory Group (the Group). The Group will review the impact, safety and planning of the event. If deemed necessary, the event organiser may be asked to attend a meeting of the Safety Advisory Group to discuss their proposed event. In most cases this will not be necessary, however, if the proposed event has over 500 attendees, or is deemed high risk, a SAG will be required.

- 4.6 Recurring events which have previously been consulted and approved will not require further consultation. Unless what the organiser proposes significantly differs from the previous year or if council members are concerned about the event.

5.0 SUSTAINABLE EVENTS

- 5.1 idverde requires event organisers to manage their events in accordance with the principles of ISO 20121 and ISO 14001 (Environmental Management Systems) and to meet all applicable legislation.
- 5.2 We expect events to minimise their consumption of energy and water and the production of emissions, and to use clean fuels. Any environmentally hazardous materials must be appropriately controlled, and any environmental incidents are managed in accordance with best practice and legislative requirements.
- 5.3 idverde expects event organisers to manage and control all waste in accordance with the waste hierarchy (Eliminate, Reduce, Reuse, Recycle, Recover, Dispose). We expect no event waste produced to go to landfill, unless in exceptional circumstances.
- 5.4 Suitable waste management records must be kept, including waste transfer and consignment notes. Event organisers must ensure all discharges are appropriately managed, with necessary consents. Events should use materials and products from sustainable sources as much as possible.
- 5.5 Event organisers should also promote the sustainable behaviour of attendees, for example using public transport and recycling waste.

6.0 APPENDIX - FREQUENT EVENTS & PARK ACTIVITIES

- 6.1 Circuses and Animal Performances:
- Circuses are limited to three events per year within a suitable location for public transport facilities.
 - The use of domestic only animals (i.e. horses, dogs, etc.) are permitted.
 - The use of domesticated animals at Circuses is only at the permission of the Event Manager. The Event Manager will need to understand why this species is included and what it adds to the experience, details on welfare provisions and any steps or certification that is required for those animals. It would need to be made clear what it adds to the experience, details on welfare provision and any steps or certification that is required for those animals.
 - Under The Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018, anyone using performing animals must hold a performing animals licence. Anyone

who is exhibiting and / or training animals for public performance will need a performing animals licence (idverde reserves the right to inspect this).

- No non-domesticated species (lions, tigers, elephants, etc.) are permitted to perform at Circuses taking place in Bromley's Parks

- 6.2 **Funfairs** are normally limited to three occasions per year; where adequate hard standing exists in conjunction with a raft of public transport facilities.
- 6.3 Smaller funfairs, where they are a part of a larger event are permitted such as funfairs attached to firework events, music festivals, etc.
- 6.4 All funfair and inflatable equipment must be fully accredited through ADIP and PIPA certification and with adequate and valid Public Liability insurances in place.
- 6.5 No living creature of any kind is to be awarded as a prize at any event held within Bromley parks in any circumstances. The offering of goldfish and all other animals as prizes is prohibited.
- 6.6 The main public **Firework displays** during November are held at Croydon Road Recreation Ground, Chislehurst Recreation Ground and Norman Park. There may be alternative fireworks held elsewhere.
- 6.7 All event organisers must factor in **existing concessions** in parks during the lead up and delivery of their event. These concessions may be static or mobile (i.e. cafes, ice cream concessions, etc.).
- 6.8 **Personal Fitness Trainers** are only permitted in parks subject to the adequate and valid Public Indemnity insurance cover and relevant qualifications / paperwork.
- 6.9 **Filming requests** are made through 'Filmfixer,' an agency to the London Borough of Bromley; who take an authorisation fee. A pre-agreed additional charge is levied by idverde with 'Filmfixer' for on site management where staff assistance or gatekeeping duties are required. Such instances include:
- National television, individual still photographic requests for personal use, students/educational establishments – for internal use only
 - Individual still photographic/filming requests – for commercial use
 - Commercial still photographic or filming requests for publication
- 6.10 Events which will not be granted permission
- Any event, which is likely to have an unacceptable impact on the infrastructure or fauna and flora of the Park.
 - Where adequate documentation, regarding details of the event and health and safety provisions, are not provided.

- Where an event fundamentally changes its nature having already completed the application process.
- Any event, which fails to implement any recommendations made by the Safety Advisory Group.
- Any event, which would be detrimental to public order.
- Any event, which discriminates against any of the protected characteristics as, set out in the Equality Act 2010.
- Any event using non-domesticated animals for performance purposes.
- Any event where the organisers have not signed the set terms and conditions for hire, before the event.
- Any event where organisers have previously not adhered to agreed terms and conditions or safety requirements.
- Any event considered likely to have a detrimental impact on the town centre and/or wider community or considered to be contrary to the Council's aims and objectives.

7.0 LEGAL CONTEXT

7.1 The Council can exercise its rights under the following Acts in terms of setting aside space for events and to control the activities that take place at events:

7.2 **Public Health Acts Amendment Act 1890 Section 44**

Power to enclose or set aside part of a park for provision of an entertainment, to charge for admission and to agree terms for use with any other person providing entertainment except for events within any of the categories below for which approval is required:

- Over 10,000 persons attending per day;
- Duration of more than 7 days;
- Duration of more than 2 days with 5,000 persons or more attending per day;
- Occupying the site for more than 14 days.

7.3 **Performing Animals (Regulations) Act 1925 Sections 1, 2 & 3**

Powers to enforce provisions preventing cruelty to performing animals and to prosecute offences

7.4 **Public Health Act 1925 Section 56**

Power to agree the use of part of a park or ground set aside for games or recreation facilities subject to the charges for such uses being approved by the Cabinet Member

Public Health Act 1961 Section 52, 54 & 75

All functions relating to the management of parks and pleasure grounds

7.5 **Greater London Parks and Open Spaces Act 1967**

Authorises the use of open space in London for the provision of entertainment provided that the area set apart does not exceed one acre or one tenth of the open space, whichever is greater. Local Government Act 1972 Section 145

Power to enclose or set aside part of a park or pleasure ground for provision of an entertainment, to charge for admission and to agree terms for use with any other person providing entertainment except for events within any of the categories below for which express Cabinet Member approval is required:

- Over 10,000 persons attending per day;
- Duration of more than 7 days;
- Duration of more than 2 days with 5,000 persons or more attending per day;
- Occupying the site for more than 14 days.

7.6 Local Government (Miscellaneous Provisions) Act 1976 Section 19

Powers to provide indoor or outdoor recreational facilities but subject to any charges for

7.7 Local Government (Miscellaneous Provisions) Act 1976 Section 19

Powers to provide indoor or outdoor recreational facilities but subject to any charges for such facilities being approved by the Cabinet Member.

7.8 Greater London Council (General Powers) Act 1978 Section 12

Power to close park or pleasure ground on a Sunday in consultation with the Cabinet Member.

Healthy Lifestyle Policy for Parks

As part of our commitment to enhancing the wellbeing of Bromley residents, **idverde** will actively promote **healthy lifestyles** within parks and open spaces through our events strategy. Our approach will focus on encouraging physical activity, mental well-being, and social inclusion, ensuring that parks remain welcoming, active, and beneficial to all.

Key Initiatives:

1. Encouraging Active Events

- a. Support and facilitate **community fitness events**, including parkruns, boot camps, walking groups, and school sports days.
- b. Promote **cycling and running events** that encourage people of all ages and abilities to use parks for exercise.
- c. Provide opportunities for local sports clubs to host open days and training sessions within green spaces.

2. Wellbeing and Mental Health

- a. Support **yoga, tai chi, and mindfulness sessions** in parks to promote relaxation and mental well-being.
- b. Partner with local health services to encourage **social prescribing**, using parks as spaces for therapeutic and stress-relieving activities.

3. Healthy Eating and Sustainability

- a. Encourage food vendors at park events to offer **healthy and sustainable food options**.
- b. Promote community gardening projects, **allotments, and edible planting schemes** to encourage healthy eating and engagement with nature.

4. Inclusive and Accessible Activities

- a. Ensure that events cater to **all ages and abilities**, including inclusive sports, guided nature walks, and family-friendly activities.
- b. Work with local organisations to develop **accessible exercise initiatives** for older residents and people with disabilities.

5. Partnerships and Public Engagement

- a. Collaborate with health-focused organisations, such as the **NHS, Public Health England, and local community groups**, to integrate health-focused activities into the parks programme.
- b. Provide **clear information and guidance** on the benefits of an active lifestyle through signage, online platforms, and event promotions.

By embedding healthy lifestyle principles into our **events strategy**, **idverde** will continue to develop Bromley's parks as hubs for well-being, ensuring that residents have regular opportunities to stay active, connect with nature, and enhance their overall health.