



Selsey Town Council Events Policy Adopted 27th November 2019

AIM

Selsey Town Council recognizes that local events support community development through the establishment and celebration of place, enhance the visitor economy and encourage social cohesion. The aim of this policy is to encourage, whether through direct provision or giving support to partner or community-led initiatives, a diverse range of events to deliver economic, social and cultural benefits for Selsey, support the development of the arts and promote the town as a vibrant, inclusive year-round destination.

OBJECTIVES

The Council will support community events and activities in Selsey which:

- Create a better sense of community, bringing Selsey's residents together on a regular basis
- Enhance Selsey as an attractive visitor destination.
- Bring more people into Selsey and indirectly support our local businesses and retailers.
- Encourage social, cultural and economic inclusivity.
- Showcase Selsey's heritage and its unique natural environment.
- Demonstrate principles of quality, equality and innovation.

SCOPE

This policy applies to:

- Selsey Town Council events
- Partner-led events
- Community-led events and commemorations
- Commercial events

Selsey Town Council Events

In providing any event directly, the Council will evaluate the relative merits of any new or existing event proposal against the policy objectives to inform its spending priorities. Event proposals will give consideration to the following criteria:

- Demographic
- Inclusivity
- Seasonality
- Budget
- Expected outcomes
- Resources including staffing, facilities & equipment
- Risk
- Partnership opportunities

- Sponsorship & advertising opportunities
- Discounts and exclusions
- Marketing & communications
- External funding sources
- Post-event evaluation

Partner & Community Led Events

In addition to the delivery of any Council event, Selsey Town Council will also encourage the development of partner and community led events through the following actions:

- The Council's own criteria, as outlined within the Events Grants Policy, should be met by partner or community led events prior to funding applications or requests for support. The Event Grant Application must be completed in full in order to qualify for consideration.
- The Council may consider applications for funding support through its bi-annual events grants programme in accordance with its Events Grant Policy.
- The Council may offer officer guidance to community organisations regarding event management where proposed events meet the Council's own objectives, subject to staff availability. Note that whilst guidance may be offered, this does not place the Council under any obligation of undertaking or liability.

External Event Providers

Selsey Town Council will encourage the use of its venues and open spaces by external event providers to complement the community's aspirations and build economic benefits for the town through the following actions:

- Actively advertise Council owned venues and open spaces to the wider district and Selsey as an 'event friendly' town
- Be open to enquiries of all kinds and give consideration to these on a case by case basis against the Council's own objectives as outlined in this policy