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Originator	Marketing Manager
Responsibility	Marketing Team

Events Policy

POLICY STATEMENT

Accrington and Rossendale College recognises the importance of having organised community and business events take place within its buildings and grounds and is dedicated to the promotion of a vibrant events calendar. To facilitate this there is a need for a clearly communicated policy to ensure all hosted events are acceptable, safe and secure and comply with the College's vision and mission. This document details the events policy in relation to the hiring of our College facilities for the purpose of organised events. It will inform event organisers, and those affected by events, of obligations, restrictions and responsibilities encountered during the planning and execution of an event.

SCOPE

The policy applies to all staff and learners, plus external stakeholders.

STATEMENT OF PRINCIPLES

Definition of Events:

1 Special events: Any large event promoted and executed by an external organisation or where external organisation's services are hired by the College. These are normally events where a large proportion of the campus are used. Such events means that the campus is open to the community for a limited time only and a maximum audience is identified. Special events are not permitted if they disrupt classes or do not conform to the College's equality and diversity and equal rights policies.

2 Corporate events: Certain rooms in College are available for corporate promotions, closed business and corporate affairs. This should be confined, where possible, to the Innovation Centre and also the Coppice Theatre. Corporate events are not permitted if they disrupt classes or do not conform to the College's equality and diversity and equal rights policies.

3 Community hire / charitable organisations: accross is keen to promote the development of a full calendar of community events. A substantial discount can be made where a charity can demonstrate the charitable or not-for-profit nature of the event. Community events are not permitted if they disrupt classes or do not conform to the College's equality and diversity and equal rights policies.

Subject to the approval of the Marketing Manager, local community events are on occasion free of charge.

4 Private hire: Private events are considered on a case by case basis. Private events are not permitted if they disrupt classes or do not conform to the College's equality and diversity and equal rights policies.

The preliminary checklist for events set out below is expected to be generally applicable.

Preliminary checklist for events

- Does the event link in and contribute to the outcomes of across' strategic planning framework and events objectives?
- Does the event promote knowledge and freedom of choice and recognise the right to freedom of thought, conscience and religion?
- Does the event raise the profile of the College or educate the community about our services, offer or facilities?
- Has there been adequate cross-college/community consultation and input; have community trends been recognised?
- Given the fact that events need time to grow, what life-cycle has been agreed before the event is put under review?
- What parameters or outcomes have been agreed to as part of an evaluation?
- How will the event be marketed and promoted, given the fact that both the internal and external community will not attend an event that is not promoted effectively?
- Have public liability and risk assessments been made?
- Are appropriate insurance covers current, as identified by the risk assessment?

In these Conditions "the client" means the person who signs the booking form. The Client is the person who confirms the booking in writing and who is, therefore, ultimately responsible for the payment of all charges incurred.

Right to refuse

Accrington and Rossendale College has the right to refuse an event, or terminate a booking at any stage if:

- The event is not compatible with the values and aims of the College, in particular our commitment to the active pursuit of equality and diversity. The College encourages freedom of thought and the search for truth through the pursuit of knowledge. We will not therefore support or permit any event on College premises that exclusively promotes a particular doctrine or belief above another or any event with a specific political affiliation.
- The College is of the opinion that the event is likely to prove of an objectionable or undesirable character, or could cause an unacceptable level of disturbance to neighbours
- The College is of the opinion that the space is likely to be used for a purpose other than that specified in the application form.
- The College is of the opinion that, due to adverse weather conditions, the event would compromise the safety of anyone present in the event space, or cause unacceptable damage to the site.
- The College does not allow external companies or organisations to hire any part of the premises (including subsidiary sites such as The Waterside) to run courses that may conflict with the College's own offering or potential offering. This may include courses that are in direct competition to those already offered by the College or those that could be misconstrued as being directly related to the College by the general public and potential learners.

Deposits

50% of the estimated function value is required upon confirmation. Bookings will only be confirmed on receipt of the completed booking form and deposit. Cheques should be made payable to Accrington and Rossendale College. All accounts are due for settlement 28 days from the date of the final invoice. Failure to comply with the above deposit schedule may result in a reservation being cancelled.

Cancellation

In the event that you cancel your event after acceptance of this booking by Accrington and Rossendale College, a cancellation fee may be charged and is payable on demand. The fee is calculated from the anticipated total function cost as detailed in the final estimate provided by Accrington and Rossendale College and then by taking the following percentages of such resultant figure, having subtracted the deposit.

- Cancellation between six months and one month prior to the function: 25% of Est.
- Cancellation within 7 days to one month: 50% of Est.
- Cancellation within less than 7 days: 100% of Est.

Should we receive another booking for the date after cancellation by the client, all or a portion of the advance deposit and cancellation fee may be refunded to the client at the absolute discretion of Accrington and Rossendale College.

Accrington and Rossendale College reserves the right to cancel the booking or reservation in the event of the client failing to perform any of the obligations contained within this contract of terms and conditions.

If for any reason beyond its control, but not limited to strike, labour dispute, accident, act of war, act of God, fire, flood or other emergency condition, Accrington and Rossendale College is unable to perform its obligation under this Agreement, such non-performance is excused and the College may terminate this agreement without further liability of any nature, upon return of the customer's deposit. In no event shall Accrington and Rossendale College be liable for consequential damages of any nature for any reason whatsoever.

Final Numbers

If catering has been organised by Accrington and Rossendale College, on behalf of the client, then the client agrees to confirm to the Events Administrator in writing (by post or email) the final numbers attending by no later than midday five working days prior to the function date.

If numbers are not confirmed by this time then Accrington and Rossendale College reserves the right to charge the original estimate of numbers attending as printed on the latest catering estimate sent to the client, or the actual numbers attending, whichever is higher. It is not always possible to cater for an unexpected increase in the numbers of guests attending at short notice.

Administration

- All room hirers must complete a booking form.
- All fire exits must be left clear and unobstructed at all times.
- All group members and staff must be off site by 9:30pm at the very latest in order for College security to follow lock up procedures.
- A site induction must take place for all staff to include information about the venue including our smoking policy, CCTV, emergency assembly point, toilet and washing facilities.
- Hirers are expected to clear and clean the rooms and leave them as they were found.

- The premises cannot be used for any purpose other than that stated on the booking form and all hirers have responsibility for the prevention of accidents.
- Bookings are only acceptable from persons of 18 years and over.
- At least one week's notice needs to be given for any bookings.
- Risk assessment forms are to be completed and returned to George Wood.
- When planning and conducting events, individuals and groups are required to follow principles set out in the College's events procedures.
- Where the College funds/supports an external event, the organisers must acknowledge the College's contribution in their promotion and public staging of the event.
- If hiring the theatre, all event organisers must have a Duty Show Manager in place and a minimum of three fire wardens, who will be responsible for the guests/visitors whilst within that space.

Damage to the College property & items not permitted on the premises

- The client shall take all reasonable precautions to ensure that no damage occurs to the property of Accrington and Rossendale College or its employees. In the event of any damage occurring, Accrington and Rossendale College reserves the right to render the client liable for the replacement or repair of any or all property damaged.
- In the event of any members of staff being injured by the client or anyone attending the function the client shall be liable for any claims arising therein.
- The client shall ensure that nothing is fixed to the floors, walls, ceilings or any other interior or exterior of the premises by means of nails, screws, drawing pins or any other means unless agreed in writing by the Accrington and Rossendale College prior to the function.
- Accrington and Rossendale College will not take responsibility for any loss or damage incurred by the hirer and cannot accept responsibility for any equipment, provided by, for, or on behalf of the client, left unattended prior to, during or after the function

Conduct

The client shall ensure that the function is conducted in an orderly fashion without causing a nuisance and in full compliance with the directives and requirements of Accrington and Rossendale College and with all applicable laws ordinances and regulations.

Accrington and Rossendale College reserves the right to exclude or eject, as it thinks fit and reasonable, any persons from the premises whom it shall consider objectionable (including any engaged by the client to provide entertainment or perform any other duties at the function) and the client will be liable for any liability.

ORGANISATIONAL RESPONSIBILITIES

Accrington and Rossendale College's events team has several roles in the development and delivery of events across College:

3.1 Bookings and site inspections: The Events Administrator (George Wood) administers the booking procedure, including tours of the building and negotiating the pricing structure. The final decision on pricing will be made by the Marketing Manager. For bookings please contact George Wood on 01254 354164.

3.2 Assisting event organisers: Whilst the College does not provide financial assistance for external bookings, preferential rates apply to charitable and not-for-profit organisations. Financial arrangements for events, which fall into the no charge or discounted rate categories, require the approval of the Marketing Manager and a member of the College's Senior Management Team.

3.3 Event Equipment

A range of equipment is available for hire by external hirers; this can be delivered to site through the AVA team. A schedule of available items hire and delivery charges is available from George Wood, the Events Administrator.

To this end college will: -

Ensure the delivery of safe College events that are in line with the strategic aims and objectives.

Reviewing and monitoring of the policy

It is the responsibility of the Marketing and Communications Manager to review and monitor the policy on an annual basis and bring about change where necessary.

**This policy was reviewed and impact assessed in 2014 by: Suzy Ashcroft-Batty – Marketing
Manager**