

COMMUNITY EVENTS & COMMUNITY SUPPORT POLICY

INTRODUCTION

Godalming Town Council recognises the importance of Events within the community and is committed to their delivery, both directly and indirectly.

It recognises and welcomes the enormous contribution of volunteers in this area. The Council has finite resources so that the input and dedication of other groups and individuals is essential if our residents, businesses and visitors are to obtain the best possible experience.

The benefits of well organised events include:

- Community engagement
- Increased wellbeing
- Civic pride
- Economic vibrancy
- Enhanced town profile

Godalming Town Council's strategy for Community Events is to:

- **Organise** a varied core programme of events throughout the year
- **Partner** with community groups where its involvement can facilitate more or better events
- **Communicate** the wider programme of events available within the community

THE COUNCIL AS ORGANISER

Godalming Town Council's key principles for the core programme of events that it organises are:

- Safety of all participants
- Sustainability of the event itself and within the detailed arrangements
- Free entry for all residents and visitors
- Promote the Council's values and policies
- Promote local business wherever possible. In particular, wherever demand for participation in events exceeds capacity, priority will be given to:
 - ensuring widest variety of quality products and experiences for the community
 - suppliers who are closest to Godalming, if there are several applicants with the same or similar offerings
- Promote local talent and creativity
- Promote a fair balance between:
 - tradition/continuity and innovation
 - frequency/location of events and disruption of town centre businesses and residents
 - interests and needs of various sections of our community
- Evolve based on experience and to reflect changing interests/priorities in the community
- Optimal value from limited Council resources
- Seek funding from external sources to the maximum extent possible, including sponsorship or grant funding

- Minimise financial exposure and risk to the Council
- Welcome ideas and volunteers from the community, to enhance events within Godalming

Godalming Town Council will arrange public liability insurance of not less than £10m for all events that it organises and ensure that all volunteers involved with those events are included. It will also specify appropriate minimum levels of insurance for commercial participants in those events.

THE COUNCIL AS PARTNER

Godalming Town Council has grant funding, venues, equipment and experience available to support other individuals and community groups in organising events that reflect the Council's key principles, in so far as they are applicable.

Financial support can take the form of either pecuniary grants or benefits in kind, such as free or subsidised use of community venues.

Practical support can take a variety of forms, including:

- general advice on format and timing
- assistance with road closures
- obtaining appropriate licences
- loan of equipment

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In all cases of practical support there will be clear correspondence with the partner setting out the full extent of Council support to be provided.

THE COUNCIL AS COMMUNICATOR

Godalming Town Council want to provide the community with maximum opportunity to participate in events.

Therefore, when requested, the Council will use its communication channels to publicise all events being organised by community groups and individuals, not just those where it is an organiser or partner.

When requested, the Council will also seek councillor representatives to engage with community groups to promote greater awareness of their activities.