



Tenterden Town Council

Town Events Policy

Reviewed	Adopted
Reviewed by Policy and Procedure sub-committee	22/01/2025
Adopted by Finance & General Purposes Committee	10/02/2025
Policy Number	P21.2
Next review	February 2027

This policy sets out the Town Council's rationale and the guiding principles for designation of an event as a 'Town Event'. It confirms the process for application to become a town event and requirements for those events who have been awarded this status.

1. Definition

Events that the town council decides are of sufficient importance to Tenterden parish as to warrant public money being used on an on-going basis to support them.

2. Framework

If an event is identified by the town council as a Town Event, the council would determine the level and manner of financial and other direct support to be given to that event from time to time, with the direct financial element being included in the precept.

3. Application for Town Event Status

The town council will review how the event in question would benefit the community as a whole with consideration of themes including education, heritage, identity, inclusion and well-being. Events of a mainly commercial nature are unlikely to be approved.

3. Requirements for approved Town Events

While treated as a Town Event, the organisers would be required to:

- (a) allow a representative of the town council to attend meetings of the event's organisers to act as liaison between those organisers and the council;
- (b) ensure that it has robust and transparent procedures for recording income and expenditure and that such procedures are followed;
- (c) confirm by 31st October annually that the event will take place the following year, which will assist in the preparation of the town council's precept request;
- (d) supply to the council (in confidence by 31st October) the organisation's annual or management accounts for the event (annual accounts to follow when available if not provided by that deadline), identifying the classes and amounts of income and expenditure for the event and other fundraising or expenditure, the profit/surplus or loss made and the amount of funds held by the organisation towards the next event;
- (e) be willing to supply to the town council such supplementary information about the event and its funding as the Finance & General Purposes Standing Committee of the town council deems appropriate;
- (f) include on its publicity for the event and associated activities an acknowledgement of the support given by the town council (and the council's coat of arms or other logo, if practicable);
- (g) demonstrate that the event in question benefits the town as a whole (or at least has a wider benefit than simply holding the event itself);
- (h) identify criteria for measuring the success of the event, measure such success by those criteria and report the results of such measurement each time the event is held.
- (i) should the event not go ahead and/or if Town Council allocated funds are not used in their entirety, to return these funds to the Town Council;

- (j) submit a standard booking form for the use of Town Council land and buildings;
- (k) to submit any requests for use of Town Council resources (eg use of equipment or staff time/input) to be requested in good time and arranged through the Town Clerk's Office.

4. Principles

In supporting Town Events, the town council should follow these principles.

- (a) The organisation running the event should be encouraged to self-fund as much as possible, with the council's financial contribution being limited to match-funding subject to a maximum level specified from time to time by the council.
- (b) As the accounts for each Town Event are received, they should be reviewed by the Town Clerk and Chair of the Finance & General Purposes Committee, reporting to the next scheduled meeting of the Committee on the Town Event. Should the event organisers request an increase in the donation, a recommendation would be made to the Grants and Donations sub-committee for consideration.
- (c) Events should meet principles and objectives set out in the Town Council's Strategic Plan.