

CHELMSFORD CITY COUNCIL PARKS & GREEN SPACES

[excluding Hylands Park/Estate]

Outdoor Events Policy in Parks and Green Spaces – September 2025

1. Introduction

Chelmsford City Council recognises the value and benefit that a varied and well-managed outdoor events programme can offer people living in Chelmsford and the surrounding areas.

Outdoor events can positively contribute to celebrating diversity, boosting the local economy and fostering a strong sense of community and community cohesion; and the policy is aligned to the Council's ethos in helping to support the delivery of a whole wealth of events, from commercial fundraising, community/fundraising, private and commercial events.

2. Purpose of the Policy

The Parks and Green Spaces Outdoor Events Policy is intended to balance the interests of residents, park users, stakeholders, businesses and Event Organisers. Associated conditions of hire set out procedures and processes with the aim of providing clear and transparent information to Event Organisers. It also provides a framework which all Event Organisers must work within and follow. It forms part of a binding contract for Event Organisers wishing to use Chelmsford as a venue to host their event.

The policy and associated conditions of hire provide the framework and criteria to consistently manage outdoor events in Chelmsford, with an emphasis on pre-event consultation, engagement and planning with the organiser to ensure that the event is viable and will be managed successfully. The main event areas are located in Admirals Park and Central Park.

There is a separate policy for Hylands Park. The Hylands Outdoor Events Policy is seeking to support events in the same way and along the same principles as the Outdoor Events Policy in Parks and Green Spaces, whilst recognising the unique nature of Hylands Park and its ability to host larger scale events.

3. **Aim of the Policy**

The aim of the policy is to establish regular and one-off events in its parks and green spaces that are organised, well planned and managed successfully by third parties. These can be private individual or companies, community-based groups, charities, commercial companies putting on events for charities or commercial companies; and all Event Organisers are given clear information about what is required of them. Council officers/stakeholders will share proposed event dates to ensure there are no event clashes.

4. **Key Priorities and Objectives**

The main objectives of the policy are: -

- To build a sustainable and varied programme of events for the enjoyment of the residents of Chelmsford and surrounding areas
- To provide a clear framework for the application process for holding outdoor events
- To have events that are aligned to the Council's Values.
- To manage the use of Chelmsford's parks and green spaces effectively
- To ensure that events are accessible to all communities and individuals
- To ensure only viable and well managed events take place
- To ensure the protection of the physical environment, nature and wildlife
- To ensure the safety of those working at and attending events
- To reduce or mitigate risk to Chelmsford City Council and any negative impacts/disruption to residents and businesses in Chelmsford

5. **Types of Event**

Restricted Entry Events

This restricts entry to the public, these are small-scale events organised by a business or organisation, as a corporate event only. These will be subject to the same level of regulations and will be considered a commercial event.

Commercial Events

These are events that are organised for members of the public and is put on purely as commercial venture. As a guideline for applications received, Commercial Events includes: -

- Large ticketed events, e.g. concert or Oktoberfest
- Product launches
- Corporate events
- Marketing and promotional activities for profit-making organisations

- Funfair rides will only be considered as part of wider event content and offer.
- Circuses; circuses containing animal acts or similar will not be permitted.

Community/Fundraising/Charity/Non-Profit Events (CFCNPE)

These are events that are organised by charities, not-for-profit, community or voluntary groups that directly benefit the residents and stakeholders of Chelmsford and are free for the public to attend.

Commercial Fundraising Events

These are events usually run by professional companies on behalf of a charity, or non-profit organisation with the sole purpose of raising a significant amount of money for the charity or organisation in question. Attendance will be subject to an entrance, ticket or registration fee. They will be subject to the same fee structure as the CFCNPE events; but may receive less of a discount.

Other Types of Events

There may be other types of events that do not necessarily fall into the categories above; and can be used as a guideline and a collaborative approach will be taken to determine whether these are viable.

6. **Event Classification**

The event will be classified as one of the events outlined in Section 5. This is based on the application, whether it is accepted or not, the size of the event and associated hire fees, the application is put in a minimum of 6 weeks prior to the date required, the number of people attending, the maximum audience capacity permitted at the venue, and the infrastructure required in the park or green space. For events running over more than one day, we will require the daily audience capacity.

Size of Event	Audience Capacity
Small	0 to 400
Medium	400-999
Large	1000-1499
Major	Maximum of 5000

(All events covered by this Outdoor Events Policy include an audience capacity of up to 5000 at Central Park and up to 4000 at Admirals Park . Any events over 5000 can only be considered at Hylands Park due to the capacity of the venue).

