

TENTERDEN TOWN COUNCIL

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TOWN EVENTS POLICY

1. Definition

On-going 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. Requirements

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) supply to the council (in confidence and within eight weeks after each event or by the end of October each year, if later) the organisation's financial accounts for that date, identifying the classes and amounts of income and expenditure for the event and other fund-raising or expenditure, the profit/surplus or loss made and the amount of funds held by the organisation towards the next event;
- (d) be willing to supply to the town council such supplementary information about the event and its funding as the External Standing Committee of the town council deems appropriate;
- (e) 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);
- (f) explain how the event in question benefits the town as a whole (or at least has a wider benefit than simply holding the event itself);
- (g) 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.

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) each Town Event should be the subject of a specific entry in the council's annual accounts;
- (c) as the accounts for each Town Event are received, they should be reviewed by the town council's Donations & Loans Sub-Committee, reporting to the town council's External Standing Committee, with a view to ensuring that on-going support remains appropriate or (as the case may be should be adjusted.

Resolved at External Committee on 13th August 2018