

---

**Policy for the Management and Governance of the Performance Spaces in the Town Centre.**

---

**Summary**

This is a proposal for the management and governance of the performance spaces in the town centre. Darlington has produced an Events Strategy, which provides a strategic framework for the planning and management of events as well as identifying key areas of development for the forthcoming years. In addition the policy also complements the proposed draft for the Town Centre Marketing Strategy. The Market Square, Joseph Pease Place and the pedestrian areas are seen as outdoor spaces for staging outdoor events and activities in Darlington.

This paper covers:

- The vision and core purpose
- The Management of the Performance Spaces
- The Pricing Policy
- The Operational Policy

**Background**

Whilst the Market Square has been an event space for the last 12 years there has been no official framework for identifying usage and costs for the hiring of the space. Currently the Market Square is booked through the Event Manager who negotiates the fee for the hiring of the space and co-ordinates the Market Square diary. To ensure that a co-ordinated approach is maintained it is important that there is a decision on who manages the Market Square, Joseph Pease Place other Performance Spaces in the Town Centre. This will tie in with the development of the yearly events calendar, which is coordinated by the Events unit, allowing events in the spaces to be prioritised according to cost, importance and profile of the event. It is important that a new policy for the management and governance of all the Performance Spaces in the Town Centre is fair, enabling community usage, but also competitive, to enable investment in future events. It should also be noted that this Policy reflects the use of the Market Square, Joseph Pease Place and Performance Spaces in the Town Centre.

**1. Vision and Core Purpose**

The following Core Purpose and Vision for the use of the performance spaces is suggested:

- ( ) To enhances Darlington's tourism profile and develop sustainable economic growth.
- ( ) To boost the Town Centre as a commercial destination, benefiting both traders and shoppers.
- ( ) To present high quality outdoor arts, sports, community and Council events, which are relevant, inclusive and accessible to the whole community of Darlington and beyond.
- ( ) To communicate the value and excitement of outdoor events.

- ( ) To strive for excellence and continually build capacity for growth.
- ( ) To develop the performance spaces as platforms to develop and extend the Events offer.
- ( ) To develop the performance spaces as exhibition spaces.
- ( ) To support the implementation of the marketing strategy by adding value to the Town Centre visitor experience for the Business sector.
- ( ) To support retailing in the Town Centre.

**To achieve this vision we will:**

- (a) Attract the best of British and International music, dance and street theatre. Sporting and Tourism events to Darlington and negotiate the best possible financial terms.
- (b) Strive to create a stimulating, vibrant and creative programme for the Square.
- (c) Ensure the programme is attractive and pertinent to current and potential new sponsors and funders.
- (d) Build relationships with companies who create inspiring work for outdoor performances.
- (e) Respect the role of the artist and forge new partnerships with creative individuals and organisations.
- (f) Develop the commercial use of the Town Centre performance spaces.
- (g) Reflect cultural diversity and inclusion in all its facets in programming choices for the Square. Thereby increasing recognition and respect for the value of the work produced by culturally diverse companies.
- (h) Recognise the potential of the Town Centre programme to contribute to life-long learning.
- (i) Empower voluntary and community groups and support them to present their work in the town centre performance spaces.
- (j) Strive to understand the evolving interests and needs of our audiences (either existing or potential) through appropriate consultation and reflect this understanding in our programming choices for the spaces.
- (k) Support and compliment the weekly and specialists markets.

**2. Management of the Town Centre Performance Spaces.**

The Town Centre performance spaces are to be managed by the Leisure and Arts Events Team with specific responsibility resting with the Events Development Manager. The Leisure and Arts Events Team will decide suitability of use with specific responsibility

resting with the Events Development Manager. Hirers when booking will deal directly with the Leisure and Arts Events Team with specific responsibility resting with the Events Manager. Permission for hiring the space will be given by the Events Manager who will monitor all PESAG applications regarding the use of the performance spaces. When the applications are rejected by PESAG action will need to be taken by the events team including cancelling the event.

The Leisure and Arts Events team will coordinate all activities taking place in the Town Centre performance spaces ensuring a calendar of events is circulated to the appropriate officers on a monthly basis.

A blue print will be written for each performance space identifying:

- ( ) The specific area it covers.
- ( ) The repairs and maintenance budget.
- ( ) The budget holder for the repairs and maintenance. It is important that the Events Manager has regular dialogue with the repairs and maintenance budget holder , Head of Leisure to ensure the sites are adequately maintained.
- ( ) The Events Manager will have dialogue with Street Scene to ensure that the Town Centre performance spaces are clean.

### **3. Pricing policy**

- (a) It is suggested that there will be a three tier pricing policy for the hire of the performance spaces:
  - ( ) There will be a commercial rate for businesses and researchers.
  - ( ) There will be a 'none commercial' rate for community groups and charities.
  - ( ) Council departments will be exempt from the fee.
- ( ) The suggested fee for community groups and charities will be £100 per day however, this will be negotiable depending upon the type of event and whether it is a fundraising event.
- ( ) The suggested fee for commercial use will be £350 per day for the Market Square and £500 per day for the Town Centre performances spaces due to the higher footfall in the Town Centre however; if the event is for fund raising the rate will be negotiable.
- ( ) A fee will be incorporated into the hire charge to cover the costs for cleaning the performances spaces during and following the event.
- ( ) A 25% deposit is to be paid in advance of the booking, the balance will be paid 7 days prior to the booking date.
- ( ) Any Business hiring a performance space must stay within the perimeter of the space allocated to them.
- ( ) A sliding scale of charges for more than one day should be charged.
- ( ) Income collected is used to support events in Darlington.

As a Council our aim is to encourage usage of the performance spaces for both commercial and community use therefore if the cost of hiring the space is too high it will detract people from using the performance spaces and go elsewhere where the hire fee is less.

### **4. Operational Policy**

Below is the proposal for the hiring mechanism for the town centre performance spaces:

- (a) Provisional booking
  - (i) Booking information will be created, sign posted and available on the Darlington Borough Council website.
  - (ii) The hirer must provisionally book the performance space through the Events Manager. The Manager will then advise the hirer.
  - (iii) The hirer must also complete and submit a PESAG (Public Events Safety Advisory Group) application form available on the Council's website. Any requirement for road closures must be clearly identified in the application and a separate form to be completed at least twelve weeks prior to the event.

### **Insurance**

- ( ) The hirer will be instructed to provide adequate insurance to indemnify Darlington Borough Council and themselves against all claims in respect of any incidents relating to the booking. The following cover is the legal minimum requirement:

Public Liability Cover - Minimum £5 million

Product Liability Cover - Minimum £5 million

Public Liability Cover - Minimum £2 million for Street Performers

- ( ) The Insurance Certificate must be forwarded to the Events Manager on application who will make a copy for reference purposes

### **Licenses**

- ( ) Street Collections - If the hirer wants to collect for a charity they will be instructed to obtain a street collection licence, this can be obtained from the Licensing Officer at Darlington Borough Council.
- ( ) Premises Licence - Darlington Borough Council holds the premises licence for the performance spaces. The hirer will be instructed to follow the instructions of the premises licence holder, or his representative, at all times; failure to do so will entitle the licensee to terminate the event without further notice and no refund will be paid. The Council will not be liable for loss of income due to the cancellation.
- ( ) The hirer needs to be made aware of the licence conditions of the booking and must comply with the conditions of the Licence at all times. A copy of the premises licence will be forwarded to the hirer with the hire agreement.
- ( ) The Premises Licence holder or their representative must be given access to the hirers Event Manager and event staff, at all times.
- ( ) Street trading licence – Anyone selling goods whom is not on a market will require a street trading consent obtainable from the Licensing Section based at 11 Houndgate Darlington. Tel 01325 388577

### **Obstruction/Damage**

During the set up, de-rig and the event itself there must be no unreasonable obstruction to the

footways or seats and no damage to the paving or street furniture. If any damage occurs the hirer will be charged for the repair work. There should be clear access at all times to the drop kerbs for disabled people both during any event and during set up and de-rigs. A layout of the drop kerbs will be forwarded with the agreement.

### **Tidiness**

The site must be kept clean and tidy at all times.

It is recommended that a cost be incorporated into the hire charge to cover the costs for cleaning the performance space both during and following the event.

### **Changing**

Provision can be made for the hirer to change in the Dolphin Centre. Clothes can be stored in the public locker.

### **Car Parking**

There will be no provision for vehicle parking other than where it is integral to the event. The Event Manager can identify key parking areas for the organiser.

### **Cancellation**

It is advised that notice of cancellation must be given to the Events Manager seven days prior to the event. It is recommended that the hirer pay 25% of the charge in advance. If there is a cancellation by the hirer they will forfeit the deposit.

### **Change of booking**

Every effort will be made to preserve bookings, however it may be necessary to cancel or change its location due to unforeseen circumstances such as inclement weather, maintenance or access for water, gas and electric services. The Council will not be liable for any additional costs incurred by the hirer other than the cost of hiring the premises. It is recommended that priority be given to Darlington Borough Council events.

### **Power Supply**

A power supply is available in the Market Square only, it is accessible through the lighting columns in the centre of the Square and has a maximum output of 16amps. An RCD box can be available to draw this power and will then provide 2 x 13amp, 3 pin sockets for use. Small generators may be used within the Market Square by prior arrangements. The Events Manager can be contacted for Conditions of Use. If power is required in other performance spaces please discuss this with the Events Manager, as a generator will be required.

### **Vehicles**

Only vehicles, which form an integral part of the display, will be permitted to remain in the performance area during the course of the event. Vehicles will be permitted in the performance space for loading and unloading by arrangement. A drip tray must be used under all vehicles, which remain in the performance area to ensure oil does not leak out on to the pavement or performance space. All other vehicles must be parked in an authorised space.

## **Access**

(a) Access on to the Market Square will need to be arranged by contacting either the Events Manager or The Dolphin Centre management team Tel 01325 388410. The date and time of access must be discussed and agreed with the Events Manager before permission will be granted. Access points on to the market square can be located on either Church row or East row.

The following instructions will need to be followed when permission is granted to access the market square:

(i) Upon arrival evidence of permission to access the market square must be shown to the duty manager before the keys to the retractable bollards can be allocated

(ii) Keys will be allocated by the designated personnel and signed out by the hirer at Dolphin Centre Reception

(iii) The hirer is responsible for securing the bollards back in position immediately after arrival on to the Market Square and immediately after vacating the square.

(v) Keys must be returned to the Dolphin Reception and signed back in, the Duty manager must then be informed that area is secure.

Note: There are a total of 16 retractable bollards; Darlington Borough Council officers will have access if required to all keys for these bollards. Any Hirer or third party will be restricted to minimum keys that are required.

***If evidence of permitted access is not produced to the manager on site at the Dolphin Centre access will be denied to the market square.***

(b) Access into the Town Centre will need to be arranged by contacting the Events Manager or Events Development Officer on 01325 388427 or 388151.

## **Written Consent**

Permission must be given before an individual/ group or organisation can use a Town Centre performance spaces – this includes the Market Square, Joseph Pease Place, High Row near Binns, Northgate opposite Queen Street and Blackwellgate near the Life Pulse. If permission has not been given by the Event Manager or Events Development Officer they will be asked to vacate the space by the Licensing Officer or the Events Manager or Events Development Officer.

## **Noise**

Noise will be kept to an acceptable level so as not to cause annoyance to other persons in the neighbourhood. The hirer will comply with any instruction given to them by a Council officer or the police to reduce volume or to stop the noise entirely.

## **Stewarding and Security**

The hirer must provide sufficient stewards for the event. Numbers must be agreed with the Events Manager. Stewards who are employed to maintain public order or provide security must be SIA registered and must be in such numbers as agreed with the Events Manager. There needs to be at least the minimum requirement specified by the Premises Licence.

## **First Aid and Lost Children**

- ( ) The hirer must provide qualified first aid cover where necessary and a lost children facility if required. A lost children's guidance can be found on the PESAG site. PESAG will require details of the proposed arrangements.

## **Advertisement / Publicity**

- ( ) No decorations, banners or advertisements should be placed or fixed in the performance spaces without prior consent of the Events Manager.
- ( ) The hirer shall not affix any photographs, placards, bills advertisements or notices in or on the premises except with the previous written consent of the Events Manager and then only in such positions as he may separately approve. The hirer shall not advertise or cause to be advertised the event in respect of which this hiring is made other than on properly authorised advertisement hoardings having first obtained the consent of the owner of such hoardings, and on a breach of this condition the Council may without notice determine the hirer's rights in respect of the hiring but without prejudice to any right or remedy which the Council may have and the Council may retain for its own use and benefit any monies paid by the hirer in respect of the booking.
- ( ) The hirer must not arrange for a radio or television broadcast or a photographic filming of any performance, entertainment, amusement, or other function promoted or presented by the hirer, in the performance spaces without the prior written consent of the Council, who shall have power to withhold consent or to attach to the granting thereof such conditions as they may think fit.

## **Conduct**

The hirer shall not permit anything to take place in the performance spaces or in the vicinity during the hiring which is unlawful or of a disreputable character/contrary to public decency /contrary to good behaviour or in any way such as to endanger any licence held in connection. The Events Manager or any of the Events management team shall have power to remove or direct the hirer to remove any offender.

## **Unsuitable use**

There are certain types of Events that would be unsuitable for the performance spaces. The Council needs to give due regard to the letting of space and the impact and consequences of the event for example having an impact on the following areas:

- ( ) Impact on Darlington Borough Council, businesses and commercial services from direct competition of the event i.e. pubs and cafes surrounding the square.
- ( ) Any event that the licence holder would consider dangerous.
- ( ) Events with political bias.
- ( ) Any Event that may encourage under age drinking or other anti-social behaviour i.e. Fairground. (Not including small rides for young children)
- ( ) Any event that includes animal exploitation.
- ( ) Any event that could cause damage to the performance space i.e. Load bearing.

The decision on the suitability of the event needs to be made by the Events Management Team.



APPLICATION FOR USE  
PERFORMANCE SPACE IN DARLINGTON'S TOWN CENTRE

Name of Group/Organisation: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Tel No: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

Brief Description of Nature of Event (e.g. Performance/Charity Stall/Exhibition):

---

Space requested -----

Period Request - Date(s): \_\_\_\_\_

From: \_\_\_\_\_ am/pm to: \_\_\_\_\_ am/pm

Use of Power:            Yes/No            (Please Delete)

Type:                    Generator/Electric    (Please Delete)

Vehicles integral to performance:            Yes/No            (No of vehicles)            \_\_\_\_\_

I enclose the appropriate fee payable to Darlington Borough Council

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

(Please return completed form to: -Events Manager, Dolphin Centre, Horsemarket, Darlington, DL1 5RF. Telephone Number 01325 388427)

---

*CONFIRMATION OF BOOKING*

I confirm that the following performance space .....  
has been reserved for your use on \_\_\_\_\_

\_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_ at a fee of £ \_\_\_\_\_

This confirmation should be carried during your period of use and shown to any person reasonably requesting it.

A hire agreement that contains the full terms and conditions of the hire (Operational Policy), a copy of the premises license and layout of the drop kerbs are attached. Please ensure that the appropriate action is taken where necessary.

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

(On Behalf of Darlington Borough Council)

DOLPHIN/EVENTS-LEISURE/MARKET PLACE EVENTS/SCHEDULE OF CONDITIONS FOR USE OF DARLINGTON MARKET PLACE.DOC