CITY OF CAPE TOWN

CITY OF CAPE TOWN EVENTS POLICY

OCTOBER 2008

APPROVED BY COUNCIL
(29 October 2008)

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LIST OF APPENDICES

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Preamble

The hosting of events is a significant part of the City of Cape Town's competitiveness strategy. Events have an important role in modern cities to enhance cultural and social cohesion in communities, support urban rejuvenation and economic growth. Events also have close connections to other sectors of the economy, for example Tourism, and assist to address seasonality and sustainability challenges and imperatives. Communities are central for making events successful.

There are a range of stakeholders involved in events and events management in a multitude of ways, including the City and other spheres of government, events organisers, the events industry, business and communities.

The City of Cape Town Events Policy provides a framework and direction for the various role-players, in terms of current and future events, processes and the City's events calendar. The approach is mindful of the need to balance the economic development needs with those of the community such as health, mobility, safety, amenity and environmental management.

Through the policy, the City of Cape Town aims to support the co-ordination and collaboration between all role-players, to promote partnerships and to facilitate an appreciation of the requirements, expectations and responsibilities of all concerned.

In this way, mutually beneficial outcomes may be achieved for Cape Town and its residents, businesses and visitors, and thereby contribute to Cape Town's growth and development.

EVENTS DEFINITIONS

In the City of Cape Town Events Policy the following definitions apply:

Definition of City of Cape Town (City) Line Departments

Those Departments, who render a service for an event. i.e including but not limited to Health Services, Disaster Management, Fire and Rescue Services, Metro Police, Traffic Services, Law Enforcement, Transport, Roads and Storm Water, Waste Management, Water Services, Electricity and Legal Services.

City of Cape Town (City) Services

All City Services rendered by the City regardless of whether there is a change for the service or not.

Event:

For the City of Cape Town an event means but is not limited to sporting, entertainment (including live acts), recreational, educational, cultural, religious, business (including marketing, public relations and promotional), charitable, exhibition, conference, organisational, community or similar activity hosted at a stadium or a venue or along a route or its precinct, that is planned, has a clear programme, control and accountability. The definition excludes a private event hosted by a private natural individual at a stadium or venue.

Dimensions of the City's event definition may include:
- Duration
- Designated setting/s
- Number of participants and visitors
- Significance of event
- Appropriateness to City of Cape Town goals.

Event Lead/Hosting City of Cape Town Departments

Those Departments who lead the strategic focus and implementation of the City's events strategy and focus including: Economic and Human Development, Arts and Culture, Tourism, Sport and Recreation and Communications.

Event Organiser:

An Event Organiser, in relation to an event, is any person or legal entity who plans, is in charge of, manages, supervises, holds an event and/or sponsorship rights to or in any manner controls or has a material interest in the hosting of an event and includes any person who holds themselves out to be and/or conducts themselves in a manner which one would reasonably equate to that of the activities of an event organiser: provided that where such person is a natural person, he or she shall:
(a)   be at least 18 years of age; and
(b)   possess the necessary capacity, resourcing and event related experience to organise the event.

Venue:

A venue is any area or place, which may include but is not limited to, being demarcated by an enclosed or semi-enclosed temporary or permanent structure, within which a temporary or permanent structure may be erected, where an event is to be hosted, which, for the purposes of any categorization, designation and certification of an event at a venue which is currently

in place or which is planned to be in place, which amongst others, may consist of, but is not limited to, seating for spectators, attendees and/or an audience and a field of play and/or a permanent or temporary podium or other area within a venue, reserved for the purposes of hosting an event.

Venue Owner:

A Venue Owner is, but is not limited to, any person or legal entity now or who, in the future, will directly or indirectly own, lease, rent or who now or will in the future, acquire and/or exercise the powers of an owner or occupier of a venue used for events.

GLOSSARY AND ABBREVIATIONS

CBO	Community Based Organisation
City (CoCT)	City of Cape Town Municipality
EMBOK	Event Management Body of Knowledge (EMBOK, 2007)
IDP	Integrated Development Plan
MOU	Memorandum of Understanding
NGO	Non-Governmental Organisation
PGWC	Provincial Government of the Western Cape
ROI	Return on Investment
SLA	Service Level Agreement
SMME	Small, Medium, Micro Enterprises
TMP	Traffic Management Plan
VOC	Venue Operations Centre

CITY OF CAPE TOWN EVENTS POLICY

1. Vision and Strategic Intent

In the context of the National Event Strategy for South Africa (2003) and the Safety at Sports and Recreational Events Bill (2004) (in process), the City of Cape Town Events Policy seeks to use events in a proactive, creative and inclusive manner to promote and further develop Cape Town as:

- A vibrant, multi-dimensional, event-friendly city and year-round destination which supports, celebrates and complements Cape Town's unique identity and profile nationally and internationally.
- A city that recognises communities and the impact of events on them.
- A city that has the highest standard of safety and integrated management.
- A city where the importance of events is recognised as a major economic and social development driver.
- A city where events contribute significantly to the Gross Geographic Product (GGP) of the local economy.
- A city where events contribute to the sense of experience and place through sport, recreation, arts and culture.
- A city where events are developed and managed in such a way that they contribute to sustainable development, including responsible use of the natural environment.
- A city that actively seeks or responds to opportunities for new events that support the vision for events in the city and assist in making the best use of the City's events venues and assets.

2. Objectives of the City of Cape Town Events Policy

The City of Cape Town Events Policy is a strategic framework which:

- Provides direction for Cape Town's current and future events, processes and events calendar.
- Identifies a consistent, proactive and integrated approach to events processes and management.
- Determines the level of involvement of the City of Cape Town in hosting and supporting events through:
  a) Approving the hosting of events by using a consistent decision-making framework and tools to assess proposals and plans related to events.
  b) Linking some of the City's financial and logistical support to those events that can facilitate strategic benefits to the City and its citizens.
  c) Providing the framework for the City to support defined events which are aligned to its strategic objectives either financially or non-financially (eg logistics, marketing) or both,.
  d) Ensuring the highest standards of safety and health for all events, with due consideration of the public interest.
  e) Balancing the benefits, short and long term, obtained from an event with the costs incurred by the City.
- Establishes the City of Cape Town as the authority for the approval of events and as a controlling body for events within its jurisdictional area.

3. Scope of the City of Cape Town Events Policy

The City's Events Policy applies to <u>all</u> events within the City's jurisdictional area which may in any way require the services of the City and which occur in a public and/or private place.

Events may range from World/International events (such as the FIFA World Cup and Olympic Games), national, regional to local and community events hosted by Event Organisers, private organisations, individuals, Community or Non-Governmental

Organisations and/or any of the spheres of government and across the event spectrum (cultural, business, sport etc).

The Policy applies to events held on public land and in public sector venues as well on private land and in private sector venues which impact on the public resources, have implications for public safety and the environment of the local community.

The policy also applies to purpose built event venues. If all the proposed land use activities (events) at the venue are permitted in terms of the zoning of the venue, the City has the option to manage the activity (events) held at the venue through a defined process with co-operation from the venue owner and management, for a defined period (eg calendar year, season or term). The City may enter into a legal agreement and define certain information or plans which must be submitted. If the zoning of a purpose built venue does not permit the activity/activities (event/events), then the process outlined in Section 7 must be followed.

Where events are hosted with neighbouring Municipalities, such events will be subject to a formalised agreement between the City of Cape Town and the neighbouring Municipality/ies.

Where events hosted in the jurisdictional areas of neighbouring Municipalities impact on the City infrastructure, the City will engage with such to manage the impact on the City's infrastructure. Such engagement will be subject to formalised agreements between the City of Cape Town and the respective Municipalities.

The City is committed to facilitating a sustainable number of events, in accordance with this Policy. The sustainable number of events will be guided by the City's strategic and Events Policy objectives, as well as the City's resources and in consultation with the local community.

The City of Cape Town Events Policy is complemented by a City Events Operational Procedures Manual which will be developed as the administrative implementation mechanism for the Policy. In addition, a City of Cape Town Events By-Law will be prepared to support the implementation and operations of the Events Policy and the Operational Procedures Manual.

The City's Events Policy does not apply to public gatherings and demonstrations as defined in the Regulation of Gatherings Act, 1993 (Act No. 205 of 1993 as amended).
In terms of the Act, *Gathering* means any assembly, concourse or procession of more than 15 persons in or on any public road as defined in the Road Traffic Act, 1989 (Act 29 of 1989), or any other public place or premises wholly or partly open to the air-
(a) at which the principles, policy, actions or failure to act of any government, political party or political organisation, whether or not that party or organisation is registered in terms of any applicable law, are discussed, attacked, criticised, promoted or propagated; or
(b) held to form pressure groups, to hand over petitions to any person, or to mobilise or demonstrate support for or opposition to the views, principles, policy, actions or omissions of any person or body of persons or institution, including any government, administration or governmental institution.

Demonstration in terms of the Act includes any demonstration by one or more persons, but not more than 15 persons, for or against any person, cause, action or failure to take action.

The City's Events Policy does not apply to events of fewer than 50 persons where there is no amplified sound or no temporary structures to be used. However, the City may determine whether the impact and risk attached to an event of fewer than 50 persons would require the submission of an application for an event.

4. Events Definitions, Events Types and EMBOK Event Genres and Domains

4.1 Events Definition

The City of Cape Town uses the definition of an event, Event Organiser, Venue, Venue Owner, Lead, hosting City of Cape Town Departments, City Line Departments and City Services as per the definitions listed at the beginning of the Policy.

4.2 Types of Events

The City of Cape Town recognises and defines events in the following way:

- World or Special Event/International Event:
  An event of international significance which also attracts international visitors and international media coverage and assists in positioning the City as a tourism or events destination in the global market

- National Event:
  An event of national significance which attracts national (South African) visitors and national (South African) media coverage.

- Regional Event:
  An event of regional significance which attracts regional (Cape Town and Western Cape) visitors and regional (Cape Town and Western Cape) media coverage.

- Local Event:
  A city-wide event which is of significance to Cape Town and attracts local interest and visitors.

- Community Event:
  An event which takes place in a neighbourhood and attracts community interest.

- Major Event:
  An event which attracts significant participation/attendance and attracts significant visitor numbers and media interest to Cape Town and the Western Cape. It also contributes significantly to the Cape Town economy through direct and indirect benefits.

- Cape Town Signature Event:
  An event that is uniquely "Cape Town" or that celebrates/supports an asset/icon/occasion/association or brand unique and exclusive to Cape Town

There are different types and sizes of events which will have varying impacts in terms of the strategic fit to the City's Events Policy, economic and social objectives and the safety and security risk management.

The grading, type, size, impact and risk will be used to inform the City's:
- Event review and assessment criteria
- The associated decision-making process
- Prioritisation of events
- Type and level of support
- Menu of City services

In certain circumstances or at certain times of the year, the City of Cape Town may define a period as a single event season and manage that accordingly. This will not limit other events from taking place which meet the City's Events Policy requirements.

4.3 EMBOK Event Genres

The events and events management industry is relatively new to Cape Town. The International Event Management Body of Knowledge (EMBOK) has created a framework of the knowledge, processes and skills essential to create, develop and deliver an event.

According to EMBOK (2007) "Event management encompasses a multitude of types of events. Although the industry has delineated itself into various categories, all represent the planning and production of an event that brings people together at a particular time, in a particular place, for a particular purpose."

The event genres that may be considered as falling within the event management profession and as used by the City of Cape Town and are outlined below and adapted.

The City of Cape Town uses the EMBOK genres for guidance for its events policy, ie the genres are considered an aid to assist to inform the <u>types</u> of events and <u>do not</u> form alternative <u>definitions</u> of events.

- Business and corporate events:
  Any event that supports business objectives, including management functions, corporate communications, training, marketing, incentives, employee relations, and customer relations, scheduled alone or in conjunction with other events.

- Social awareness and social responsibility events:
  An event created by or for a charitable or cause-related group for the purpose of attracting revenue, support, and/or awareness, scheduled alone or in conjunction with other events.

- Exhibitions, expositions and fairs:
  An event bringing buyers and sellers and interested persons together view and/or sell products, services and other resources to a specific industry or the general public, scheduled alone or in conjunction with other events.

- Entertainment and leisure events:
  A one-time or periodic, free or performance with ticket access or exhibition event created for entertainment purposes, scheduled alone or in or in conjunction with other events.

- Festivals:
  A cultural celebration, either secular or religious, created by and/or for the public, scheduled alone or in conjunction with other events.

- Government and civic events:
  An event comprised or created by or for communities, or municipal, provincial or national government entities or political parties scheduled alone or in conjunction with other events.

- Marketing events:
  A commerce-oriented event to facilitate brining buyer and seller together to create awareness of a commercial product or service, scheduled alone or in conjunction with other events.

- Meeting and convention events:
  The assembly of people for the purpose of exchanging information, debate or discussion, consensus or decisions, education and relationship building, scheduled alone or in conjunction with other events.

- Celebration/Occasion events:
  A private event, by invitation only, celebrating or commemorating a cultural, religious, communal, societal or life-cycle occasion, scheduled alone or in conjunction with other events.

- Sport events:
  A spectator or participatory event involving recreational or competitive sport activities scheduled alone or in conjunction with other events.

4.4   Events Domains

EMBOK Events Domains (2007) support the development of a responsible and sustainable event industry. The EMBOK Domains (2007) can be used in many ways including directly in event management, by the event industry as a foundation for competency levels and accreditation and the development of curriculum for training.

The EMBOK dimensions include core values, domains, phases and processes.

The City of Cape Town's Events Policy applies to the EMBOK dimensions including all event domains:
- Administrative
- Design
- Marketing
- Operations
- Risk

The details of these five domains are summarised in Appendix A.

5.   Strategic Focus of the Events Policy

5.1   Strategic Event Objectives
- The strategic development and hosting of events should deliver real social and community benefits.
- The strategic development and hosting of events in Cape Town should actively support Cape Town's economic growth and maximise income generating opportunities, including building and supporting small businesses and creating opportunities for communities.
- Events should be used to market and showcase the City as a global destination, highlight its service delivery, enhance and further build the City's brand and preserve its reputation.
- Events should build civic pride and social inclusion.
- Events management in the City should support and position the City in a positive way, use and create partnerships with all spheres of government, agencies, community fora and business associations, including the events industry to support the implementation of its strategic objectives and events policy.
- The City's capacity to lead and support events should be built and systems and procedures put in place to ensure effective and efficient co-ordination, alignment, communication and planning of events.
- Events should be held safely and be successful.

5.2 Strategic Positioning of the City Events Portfolio
- The City of Cape Town will have a co-ordinated and co-operative approach to the programming and staging of events, the level of which is dependant in the scale of the event and the resources of the City.
- An accessible calendar of events will be used to actively plan and support events with a range of stakeholders.
- The City's events calendar will be linked to key marketing and strategic focus areas and will be guided by, and aligned with, the strategic objectives of the City's Tourism, Economic Development, Arts and Culture, Sport and Recreation and Communication Departments.
- The City's events calendar will address the issue of seasonality, its positioning as an all year events destination and support the city's Major and Signature events.
- The calendar should also aim for a spread of events to manage the impact on resources.
- The City's Executive Director, Executive Councillor and Portfolio Committee for Economic, Social Development and Tourism in conjunction with the Executive Management Team and the Mayoral/Committee will oversee the City's Events strategic positioning and alignment of the events strategy with the City's strategic goals.

6. Legislative Requirements and Compliance

6.1 Legislative Requirements
In the consideration of events processes, applications for events planning and staging of events (including any preparation for and completion of), the stipulations of applicable legislation and their amendments or relevant policies must be taken into account.

Events must comply with the legislative requirements in Appendix B.

6.2 Legislative Compliance
- All Events must comply with and adhere to applicable legislation, including regulations and by-laws.
- The City will develop an Events By-Law to provide the authority and framework to support events compliance.
- Specific mechanisms will be used to manage non-compliance including where appropriate, a requirement for a deposit, provision for a notice of non compliance, a fine/s and/or damage claims, the monitoring of the Event Organiser's and/or Venue Owner and Venue Manager's record.

7. Land Use Management

- Events are held on private and public land and a zoning extract/certificate must be obtained by an applicant prior to any processing or consideration of an application for an event.

- No events may be allowed on properties unless the zoning permits such land use activity or where the zoning does not permit the land use activity, the necessary planning approval has been obtained.

- The relevant zoning scheme will determine the type of application to be submitted, if required and such application will need to be processed as per the Land Use Approvals Notification Policy and the City's requirements.

- To support the implementation of the Events Policy, the City will be proactive in obtaining multi-purpose zoning for its own venues through a phased process.

Such rezoning shall be undertaken in a manner that consults all relevant stakeholders and communities situated within or close to the precinct of such venues.

- The City will be proactive in identifying privately owned venues and facilities as candidates for making application for the necessary temporary land use departures as set out below.

- Private venues or facilities which are regularly used for events and where the zoning does not permit the land use activity, will be required to complete a temporary land use departure process. If granted, the temporary land use departure may be valid for up to a maximum of 5 years. Such temporary land use departures will not be dealt with individually per event. The applicant for the temporary departure must be the Venue Owner and not the Event Organiser.

- The City of Cape Town will advise the Venue Owner on the process, which must include consultation with interested and affected stakeholders including CBOs, NGOs, residents and/or businesses situated within or close to the precinct of such venues. The applicant venue should indicate the number of events that the venue can accommodate per year, the frequency and spacing of events, the types of events, the maximum number of attendees of the events it wishes to host and any other information as requested by the City of Cape Town. These proposals should form the basis of comment by interested and affected stakeholders in guiding the City's recommendations and decisions for temporary departures.

- If a temporary land use departure is approved, the venue owner must initiate on an annual basis a process to report back on the events held at the venue to the City of Cape Town (Events Permit Office) and the interested and affected stakeholders, in addition to the evaluation of each event submitted upon conclusion. This report back may provide the opportunity to revisit conditions of the temporary departure.

- Any amendment to the temporary departure will then need to go through a formal amendment process following the same procedure of consultation as the original application.

8. **Role of the City of Cape Town in Events**

8.1 Range of City Roles in Events
   The City may have the following roles in an event:
- Initiation of an event
- Bidding for an event
- Development of an event (at various phases)
- Hosting of an event
- Partnering as part of an event
- Approval and monitoring compliance of an event
- Provision of services for an event
- Monitoring and evaluation of the return on investment of an event to the City of Cape Town in social and economic and other terms as appropriate.

8.2 Events Initiation, Development Hosting
- The City may initiate, develop and host events to support the achievement of its strategic objectives and service delivery.
- Events should enhance and support the City's brand and reputation.

- The initiation process will be guided by the City's and Departmental strategic and developmental objectives.
- The City will consult and co-ordinate relevant stakeholders in the process of event development or hosting.
- Any events initiation, development or hosting proposals should be considered by the Strategic Events Committee before proceeding.

8.3 Bidding for Events to support the achievement of the City's objectives and its competitiveness

The staging of national and international events is an important contributor to making a city competitive globally and nationally. To be competitive, the City may enter the events bidding market. The City may identify, assess and target events which add value to and/or assist in the attainment of the strategic priorities of the city.

Prior to the City bidding on its own or in partnerships for the hosting of events, the nature and extent of the City's contribution, financial or otherwise, will be clearly defined.

In addition to the City's standard events criteria, the following specific strategic criteria will inform the bidding for events:

(1)	Sustainability	Are events sustainable if annual or ad-hoc or once-off? What are the medium-to-long term implications?
(2)	Developmental	Do they contribute to the overall development objectives of the City? (Including economic, social and infrastructure development objectives)
(3)	Event Calendar	Do they contribute to ensuring that the City has an all year event calendar or do they congest the calendar?
(4)	Return On Investment	What nett benefits (strategic, infrastructural, economic, societal, imaging etc.) - both tangible and intangible - will accrue to the City?

There are two types of bidding namely: Proactive and Reactive.

8.3.1 Proactive bidding

This is defined as those events (usually World or Special Events/International Events identified by the City) the City bids for. This strategy entails the strategic events team identifying, monitoring and evaluating major events around the world, undertaking gap analyses as required, and developing appropriate strategies to bid for those events that will add benefit to the City and/or assist in the City realising its strategic objectives. Recognising the fluidity of the international and national event industry and the need to align with the City's strategic objectives, the strategic team should continuously develop and review the criteria to identify those major events which the City should compete for.

8.3.2 Reactive bidding

This is defined as the City's response to those events where the event organisers identify events that could be hosted in the City and seek the support of the City for the bidding process. When approaching the City for endorsement to bid for an event, applicants will follow the agreed process and will be expected to be in a position to respond to questions on the following categories pertaining to the event:

1.	The Event Return On Investment	What are the nett benefits, impact and financial implications of hosting the event, including sustainability, legacy issues etc.?
2.	Bidding process	Is there National and Provincial support (political and non-political), and are there other technical issues included such as evaluation visits, etc.?
3.	Bidding requirements	What are the elements required to bid for an event and what are implications of hosting the event should the bid be successful?
4.	Organisational capacity	What is the organisational structure of the bid?
5.	Financial Implications	What are the financial implications of bidding for the event and of potentially hosting the event?
6.	Feasibility Study	Does the City and relevant role-players have the capacity to host the event? What are the possible roles that the City will play?

It is anticipated that a timeframe for the bidding of events will be developed based on a set of criteria.

Where the City enters into partnerships around the bidding and hosting of events, this will be formalised through a Memorandum of Understanding (MOU), defining the role of all parties, their commitments and expected deliverables.

8.4   City of Cape Town Event Criteria

The City of Cape Town will use standard criteria for the review and assessment of all events. The criteria relate to the following:
- Impacts: economic, media and social, traffic, logistical and environmental.
- Events elements: organisational, calendar and financial sustainability
- Risks: logistics, venue/site design and other threats.
- Return On Investment

The intention is for the City of Cape Town to use the standard criteria for all events in the city. The standard criteria can be used to review and assess an event at any stage of the event process from the initial stage of a proposal for a new event, or an event application, hosting an event to a post event evaluation.

A summary of the criteria is presented in Appendix C.

9.   City of Cape Town Events Services and Institutional Arrangements

In order to support the City's strategic and operational events processes, as well as the safe management of events in the city, the City will within its legislative and functional framework and mandate:

- support events in line with the City's legal framework and strategic objectives.
- ensure all events, no matter what size are successfully and safely managed.
- ensure compliance with the range of City Departments' legal requirements procedures and standards.
- work and co-ordinate with the national and provincial spheres of government with regard to events.
- work with external stakeholders and partners with regard to events.
- provide structures and processes to simplify the activities around the consideration of the staging of events and their approval in the City of Cape Town.
- implement standardised structures and processes for the staging of events City-wide as well as payment for City services.
- promote the responsible and sustainable consumption of natural resources.

9.1 City of Cape Town Events Services

Accordingly the following list of services is provided by the City of Cape Town:
- An overview of the events application process and application feedback.
- Simple matrix of functions (and associated tariffs) to be listed and who responsible
- Cross reference to the Events Operational Procedures Manual
- The menu of services and level of support/ provision will be event-specific.

9.2 City of Cape Town Events Institutional Arrangements

- The current City of Cape Town events roles and responsibilities are summarised in Appendix D.
- The Events Policy will inform the City of Cape Town institutional arrangements to support the implementation of the policy and provision of City services to events.
- The City of Cape Town will ensure that the Film and Events Permit Office is adequately resourced to support the implementation of the Events Policy, including budgetary provision through the City's Medium Term Revenue and Expenditure Framework and budget processes.
- The City of Cape Town recognises that the need for a dedicated film and events traffic service/safety/security/metro police unit to provide services for film and events. The City will develop a business case and investigate the mechanism/s for the provision of this service during 2008/09, with a view to the phased implementation of the unit over a three year period 2009-12
- The City of Cape Town may explore service delivery options for events.
- An external Cape Town Events Advisory Committee may be established consisting of representatives from the industry, business associations and other organisations, to liaise, advise and guide the City. The main role of this body would be to advise on events co-ordination and partnerships at a strategic, City level.

10. Events Operational Requirements

10.1 Events Operational Procedures Manual

The City of Cape Town Events Operational Procedures Manual will outline all the events processes required for the submission and consideration of an event application.

The minimum information and documentation required from ALL organisers of events and event venues wishing to host events in the jurisdictional area of the City of Cape Town is outlined in Appendix E.

The timeous provision of the complete information will support and assist with the processing of the application, the approval processes by the range of City Departments, the consultation process and compliance with legislative requirements in order to ensure an event is managed and held safely.

The manual will cover the range of City requirements and will include land use/zoning considerations as well as Events Greening Principles. (See Appendix F)

10.2 Consultation on events

- As each event is unique and considered on its own merits, consultation will vary according to the different type, size and impact and related factors

- The City will advise the Applicant, Event Organiser and/or Venue Manager/Owner on the consultation process to be followed for the event application. For example, for a large or very large or high impact event, the City may require that the Events Organiser inform communities and businesses within a defined timeframe, advertise in local community newspapers and provide accessible contact numbers for contact during an event.
- The City's events processes will include consultation as part of the required current legislative requirements e.g. as part of a Temporary Land Use Departure application and as part of a Noise Exemption application, use of a park or road.
- Where consultation around an event is required, the City will consult with Councillors (e.g. Sub Council Chairpersons and/or Ward Councillor/s) in the first instance and with communities and businesses through the Residents and Rate Payer's Associations and Business Associations.

10.3   Events approvals processes

- The City's Strategic Events Committee will advise on strategic events and processes in the City and review and evaluate proposals for strategic events and registered events based on strategy, priority spacing and resources in alignment with the City's Event Evaluation criteria (Annexure C).

- The Events Operational Committee can approve or reject an application for the staging of an event for various reasons.

- During the approval process, the Events Operational Committee will consider at least the following aspects:
  a) Alignment with the City's strategic and Events Policy objectives and Events Evaluation criteria (Annexure C)
  b) Adherence to the City's policies, legislation and By-Laws
  c) The impact of the event on the surrounding area/community/environment
  d) The impact of the event on the transport network
  e) Safety and risk management in relation to the event
  f) The impact of the event and other events planned and approved in the City
  g) The previous event history of the event, event organiser and/or event venue

- Small/low impact events will be directed to the relevant City Departments for review and approval with conditions.

- If the event is of medium size or larger, will have a high impact or be of a type, length/duration, planned for an event location/s or venue/s or involve preparation or planning which requires the City's consideration it will be reviewed by the Events Operational Committee. Depending on the event, this may take the format of:
  a) a simple review without the applicant present or
  b) a pre application meeting followed by an application or
  c) a full presentation and/or
  d) on-site visit/s and/or special operations meetings as needed.

- The Events Operational Committee can reject applications for the staging of events on the following bases, including, but not limited to:
  a) Event application or Event Plan not submitted timeously.
  b) Event application or Event Plan incomplete.
  c) Event Plan not completed and submitted for approval.

d) Event Plan submitted but not approved.

e) Organiser or any party involved in staging the event has a previous record of non-compliance.

f) Sufficient Law Enforcement (including Metro Police, Traffic Services, Law Enforcement, SAPS and/or emergency services) attendance is not possible.

g) Impact on the transport network is unacceptable.

h) Impact on the venue precinct will be unacceptable due to repeated use of the venue, location or place for events.

i) Impact is out of proportion to the benefits of the event to the City.

j) Nuisance, health and noise concerns are not satisfactorily addressed.

k) Failure to comply with any relevant legislation or City Policy or directive.

l) Notice given in terms of National, Provincial or Local Legislation or operational requirements.

m) Where overwhelming objections have been received by a range of stakeholders to the event taking place.

10.4 Noise

- An event may require approval from the City of Cape Town through the granting of a Noise Exemption Certificate.

- The City of Cape Town will advise on whether the event needs to obtain this approval and the consultation process to be followed as part of the approval process.

- Once the consultation process is complete, certain conditions and restrictions are given relating to the granting of the exemption including, but not limited to, times of the event and equipment. The Event Organiser must sign off and agree to abide by the conditions stipulated by the City of Cape Town.

- In the instance that approval is required, the City of Cape Town will not issue an events permit unless it has confirmation that the Events Organiser has signed off and agreed to the noise exemption and conditions.

- If the conditions related to the noise exemption are not adhered to by the Event Organiser, in terms of the Noise Regulations and the Events Policy and By-Law, action may be taken by the City against the Event Organiser and/or Venue including but not limited to: the withdrawal of the noise exemption; compliance instructions; a fine; penalty, letter of non-compliance and retention of a record of non- compliance.

10.5 Events Approval and Permits

- Submission of an event's information, an application, plan or booking of a venue does not mean the City of Cape Town has approved the event.

- Approval of the event is achieved through the issuing of a permit by the City of Cape Town.

- The City of Cape Town reserves the right to refuse an event.

- Events may not proceed without receipt of a City of Cape Town Events Permit and the permit must be kept by both the Events Organiser and the Event Venue and be available for scrutiny at all times.

- Should an event proceed without a City of Cape Town Events permit, the

event is deemed illegal and the City of Cape Town may take appropriate action to address the non-compliance. This may include the recovery of or claim for costs of services provided by the City of Cape Town.

- The Event Organiser can appeal against a decision where his/her application to hold an event has been declined by lodging the appeal in writing with the City Manager within prescribed timeframes. The appeal will be considered and decided within defined timeframes. Before an appeal is lodged, the parties involved must attempt to resolve any concerns and/or conflicts.

11. City Financial Support for Events

The City recognises that it is within its competency to perform certain services as local government to, amongst other, facilitate economic development and contribute to the well-being of its citizens. In accordance with this, it is recognised that providing support for events in various forms is part of the core business of the City.

In order to support the vision, strategic intent and objectives of the City's Events Policy, the City may provide financial and other support to events.

11.1 General Principles

- Events are part of the City's strategic, administrative and operational business.
- The City may offer different types of support for events.
- The type of the event and the City's role/s will determine the nature and scale of the City's support.
- The City's financial support will be co-ordinated and guided by the Strategic Events Committee and implemented by City Line Departments.
- Any request for City support for an event must be submitted in writing and forwarded to a City Event Lead/Host Department or the Economic and Human Development Department for consideration by Strategic Events Committee.

11.2 Financial Principles

11.2.1 Events Funding Approach
a. It is understood that any City support has a financial implication and funds must be budgeted for.
b. City support will form only a part of or contribution to the funding of the event i.e. events will be self-funded and sustainable.
c. There will be uniform financial processes and tariffs for events.
d. City is to move towards an up-front, known City service menu for events with associated costs for different types of services and events. This system will require a layered tariff package to be determined annually.
e. The costs for City services are to be paid by Events Organiser unless otherwise stipulated.
f. The City should directly support selected events based on a criteria framework and in alignment with the City's strategic and the Events Policy objectives (Attached Annexure C).
g. A project structure for budgets and expenditure for events for <u>all</u> relevant Departments is to be set up to support a uniform, co-ordinated approach to the City's financial support and management reporting for events.
The City Strategic Events Committee should co-ordinate, monitor and provide guidance to Line Departments on the type, nature and form of financial and other support for all events in line with the principles of the City's Events Policy.

h. Each relevant Line Department should perform financial planning for the extent to what they are involved with events. Each Events/Lead/Hosting Department or City Department who plans to undertake or hold an event/s will budget for events they are hosting. Line Departments, when rendering services for an event, will be funded from this cost centre, as per approved menu of services (see item (d) above)

i. In order to ensure the co-ordination, successful implementation and financial management of events the City's financial support for the provision of services for events will be managed in the following way:

1. Major and Signature Events -
   - Financial support for City services for Major and Signature Events will be managed and co-ordinated by the Departments who lead the strategic focus and implementation of the City's events i.e. Economic and Social Development, Arts and Culture, Tourism, Sport and Recreation and Communications.
   - The above Lead/Host Departments will have a budget for Major and Signature Events they lead and form partnerships with those agreed events.
   - The above Departments will manage the securing of services from City's Line Departments for the above events on a cost basis, in co-operation with City Line Departments.

2. ALL other events, including ad-hoc events -
   - Each Department of the City will budget for events they are planning to undertake or hold. City Line departments, when rendering services for an event, will be funded from this cost centre, as per approved menu of services (see item (d) above).

3. Where City Lead/Hosting Departments, in liaison with the Strategic Events Coordination Committee, support individual major or ad-hoc events that support the City's strategic goals in addition to the annually agreed events, such Lead Departments would be responsible for the funding of support services required for such events.

11.3   Different types of support

The City may provide support for the following aspects of events:

- Creation of new events: The City may choose to create a new event
- Bidding for events: The City may choose to assist with the bidding process
- Early phase support: The City may choose to provide seed funding and/or support the early phases of an event
- Event Development :   The City may choose to support the growth and Development and/or repositioning of an event
- Hosting of events: The City may choose to be a partner, and/or to host events or to be a part of an event
- Post event: The City may choose to assist with post event evaluation

Different forms of support and budget provision:

Type of Event Support	Corporate Co-ordination Around Budget	Strategic Lead Dept Budget	Other City Department Services Line Budget
Funding for creation of new events	√	√	
Funding for bidding	√	√	
Funding for early phase development	√	√	
Funding for Event Development (including business, skills development	√	√	

Type of Event Support	Corporate Co-ordination Around Budget	Strategic Lead Dept Budget	Other City Department Services Line Budget
for SMMEs)			
Funding for hosting or part	√	√	
Funding for post event evaluation	√	√	
Provision of value in kind		√	√
Provision of services			√

The City recognises that support may take the form of a financial or non financial contribution as for example, in providing funding for or towards an event, providing services, subsidising the provision of City services for events or support for event marketing.

11.4 Process

In accordance with the Events Policy and institutional arrangements requests for support for Major or Signature strategic events should be considered by the Strategic Events Committee prior to being submitted for consideration by Council.

The Strategic Events Committee will develop an annual menu of events with the level of support which the City through the relevant Lead/Hosting Departments will budget for. These events will range from the annual Cape Town Signature Events to once-off bidding and hosting of events which are strategic for the City to be involved with.

11.5 Contractual Arrangements

- The support of the City for events of whatever nature will need to be contractually concluded in a Memorandum of Understanding (MOU).

- Where an event receives the City's financial support for more than one year, or where the City has an on-going financial commitment, at least the following is to be included in the contract:
    - the scope and duration/period of the City's financial support
    - the provision of an exit strategy once the City has concluded its financial support of the event.

- An Event Permit issued for an event, including specific and general conditions, and the Event Plan is a binding contract between the City and the Event Organiser and/or Event Venue and must be complied with at all times and at all stages of the event.

- An Event Plan approved by the City is a binding contract and agreement between the City and the Event Organiser and/or Event Venue, and must not be altered and must be complied with at all times and at all stages of the event.

- Events will be monitored and non-compliance will be managed through the City's processes including withholding of deposits, fine/s, damage claims, letter/s of non-compliance and retention of a record of non-compliance by Event Organisers, Event Venue Owners and Managers.

12. Events Risk Management

Events of all types have a range of risks associated with them and need to be actively managed. The risks associated with an event are the full responsibility of the Event Organiser and the Event Venue Owner.

The City is committed to devising and implementing management techniques, plans and procedures to evaluate the risks so that the necessary appropriate measures can be implemented by the Event Organiser to prevent the risks from occurring.

In terms of the safety and security for events, the aims are to ensure:
- a systems approach to event safety management
- multi-disciplinary and multi-sectoral engagement
- a hazard identification and risk vulnerability assessment approach
- reviewing, advising on, monitoring, measuring performance and evaluating Event Plans
- a formal approval/rejection procedure
- promoting training and development in event safety managemen
- an Events By Law to specify minimum requirements for staging live events
- the application of the South African National Standards for Live Events

An operational process to address the safety and security risk management aspects of all types of events will be communicated to all Event Organisers. The City will require full compliance with this aspect, failing which an event will not obtain City approval. Any event which proceeds without City approval will be the responsibility of the Events Organiser and the Event venue owner. Specific mechanisms will be used to manage non-compliance including withholding of deposits, fine/s, provision for letter/s of non-compliance and/or damage claims.

13. Communication and Education

- A communication framework and protocols will guide the City's communication processes around events.
- A clear distinction will be made with regard to internal communication and external communication, as well as the roles and responsibilities of those involved.
- Every event must have an appropriate communication plan to these stakeholders.
- The communication plan may be assessed by the City's Communications Department and Line Departments as appropriate.
- A crisis/emergency communication plan is to be developed and to be agreed for appropriate event levels.
- Where an event has an impact on the residents/communities and business activities it needs to have a clear communication plan to these stakeholders.
- There must be clear processes undertaken by the Events Organiser to inform those impacted by the event through various means including but not limited to media as advised by the CoCT.
- All communication elements and mediums will be aligned and integrated.
- Communication, media and spokesperson protocols will be agreed upon.
- An accreditation protocol will be agreed upon by the CoCT and Event Organiser.
- Mastering, branding and promotional protocols to be agreed upon.
- Messaging is to be aligned between role players for events.

The City will assist with the education/communication of the Events Policy and events processes with Events stakeholders including Events Organisers and Communities.

14. Monitoring and Evaluation of Events

- The City of Cape Town will develop a monitoring and evaluation check list to assist the City Event Organiser and Venue Owner and Manager with the monitoring of events of various sizes.

- Events receiving financial and/or non-financial support from the City of Cape Town are required to be formally evaluated.

- Following the event which may be formally evaluated, a written executive summary of an event evaluation and the completed CoCT events monitoring and evaluation check list must be received by the City of Cape Town from the Event Organiser within three months.

  At a minimum, the event evaluation executive summary must include:

  - Event description and goals
  - Event attendance per day
  - Proportion of Cape Town resident and non-resident attendees
  - Number of hotel/guest house room nights generated
  - Visitor spend generated by event
  - Media coverage of the event, including destination
  - Use and implementation of the City of Cape Town Events Greening Principles
  - Description of the social and cultural benefits
  - Estimation of the benefits to the City
  - Problems/challenges experienced, if any and possible future remedial measures

  A description of the event evaluation data collection methods and procedures to be used is required to be supplied by the Event Organiser on the City of Cape Town event application form.

  - If a Temporary Land Use Departure is granted for an event, feedback in the form of a report should be given to interested and affected parties within three months of the event. The City of Cape Town is to be consulted on the format, timing and content of the feedback on the event prior to finalising the report.

  - The executive summary of the event evaluation and the completed CoCT events monitoring and evaluation checklist and/or the Temporary Land Use Departure feedback report must be submitted to the CoCT Events Permit Officer for review.

- City of Cape Town Event Audit:
  Using the event evaluation executive summary and any relevant related information, the City of Cape Town Events Permit Office, in conjunction with City Events Lead/ Hosting and Line Departments, may perform an event audit, calculating the City of Cape Town's Return On investment (ROI) and cost-benefit ratio and reporting on social and cultural benefits, other pertinent activities, deliverables and outcomes of the event. The event audit is to be used as a reference for monitoring purposes and future event investment decisions.

APPENDICES

EVENTS AND EVENTS MANAGEMENT BODY OF KNOWLEDGE (EMBOK)

The EMBOK framework comprises domains, core values, process and phases (Embok July 2007) (EMBOK: www.embok.org)

Events and Events Management include five domains

- Administrative
- Design
- Marketing
- Operations
- Risk

1. Administration Domain
The proper allocation, direction and control of resources used in an event project. Resources must be used in the most efficient and effective manner to benefit the event project and limit its risk.

- Financial management
  Development and use of budgets, costing and pricing strategies, standard accounting practices, and asset and cash flow management to achieve the financial goals of the event enterprise.
- Human resources management
  The formulation of the appropriate organisational structure, polices and procedures for the recruitment, orientation, training, compensation, motivation, supervision and discipline of employees, contracted workers and volunteers according to applicable employment and labour legalities to provide a suitable and diverse workforce to meet the needs of the event project.
- Information management
  Includes the acquisition, distribution, control, and retention of information through the implementation customary reporting, record keeping, and privacy and proprietary information protection procedures to ensure proprietary information protection procedures to ensure that the necessary business intelligence and institutional memory is captured and preserved.
- Procurement management
  Is comprised of the sourcing, selection and contracting of the suppliers and vendors from whom goods and services will be procured using accurate solicitation materials and quality criterion, suitable documentation, change controls and cost avoidance measures to ensure purchases will deliver cost value.
- Stakeholder management
  Deals with the engagement of and interactions with the varied stakeholder constituencies of the event, including clients, officials, authorities, sponsors, participants, and providers, to develop a mutual vision of and commitment to the requirements and desired outcomes of the event project.
- Systems management
  Involves the implementation and coordination of the various accountability, database, knowledge management, and knowledge transfer systems using suitable technology applications and equipment to integrate the needs and assets of the event project and enterprise.
- Time management
  Covers the processes required for the establishment and verification of timelines, production schedules, and schedule controls that will facilitate the activity, architecture necessary to accomplish the tasks with the event project.

2. **Design Domain**
   Focuses on the artistic interpretation and expression of the goals and objectives of the event project and its experiential dimensions. The elements developed within each functional area combine to create the event experience encounter that will either be enjoyed or endured with some options considered "risky" by their very nature or by design.

   - Content design management
     Consists of the selection of the appropriate topics, formats and presenters to achieve the communication objectives and educational obligations of the event project, incorporating the principles and dynamics of adult learning.
   - Entertainment design management
     Encompasses the sourcing, selection and control of suitable entertainment, ancillary programmes, and recreational activities for the event project and coordinating the support requirements for the entertainers and activities in a manner that delivers the desired entertainment experience and that benefits the audience and organisation.
   - Environmental design management
     Involves the creation or acquisition and arrangement of décor items, props, furnishing, decorative embellishments and way finding and signage systems to enhance the attractiveness and functionality of learning, marketing, ceremonial, and entertainment environments. Furthermore, the Crime Prevention through Environmental Design approach can be employed to minimise criminal activities and create safe and secure events. Environmental design must also include steps to protect and sustain the natural resource base.
   - Food and Beverage design management
     Includes the determination of suitable food and beverages operation and the selection of the menus, quantities, and services styles to meet the food and beverage needs of the event, including the specific requirements associated with the serving of alcohol.
   - Production design management
     Deals with the incorporation, sourcing and selection of the appropriate sound, lighting, visual projection, multimedia, special effects and other theatrical elements and services to meet the communication objectives and create the desired impressions and ambiance of the event project.
   - Programme design management
     Concerns the formation and choreography of the agenda of activities, elements, exhibits and amenities that shape the composition of the event experience to address the ceremonial, hospitality and communication requirements of the goals and objectives of the event project.
   - Theme design management
     Is the application of theme development principles and cultural iconography to communicate and integrate the purpose, message, image and branding of the event project.

3. **Marketing Domain**
   Addresses the functions that facilitate business development cultivate economic and political support and shape the image and value of the event project. The nature of the event as an "experience" necessitates a thorough understanding of the unique buyer-seller relationship associated with this intangible product.

   - Marketing Plan Management
     Concerns the development and supervision of the overall marketing strategy and tactics to be employed, including target customer definition, acquisition and retention; the internal and external messages and mediums; and the maintenance of positive customer or guest relations to achieve the marketing aspirations for the event project and the hosting organisation.
   - Materials Management

Includes the design, acquisition or production, and delivery of printed materials and other collateral materials that will be utilised to support the marketing and operational activities necessary for the event project.

- Merchandise Management
  The oversight of product development, manufacture and distribution of retail merchandise associated with the event project to protect brand integrity and achieve profit objectives.
- Promotion Management
  Includes the procurement orchestration, and organisation of advertising campaigns, promotional events, cross promotion alliances and contest or giveaway activities conducted to generate attention, interest and demand for the event project.
- Public Relations Management
  Deals with the formulation and execution of tactics capable of garnering publicity covering for an event project through the cultivation and conservation of beneficial relationships with the media as well as preparing for the enhancement and control of the impressions, image and issues surrounding the event project and enterprise, particularly in times of crises or controversy.
- Sales Management
  Involves the establishment and supervision of procedures, platforms and transaction processes for all the on-site, remote and electronic sales activities connected with the event project, such as ticketing operations, concessions and other retail endeavours to achieve profit expectations.
- Sponsorship Management
  The identification, solicitation, securing, servicing and retention of sponsors, donors and philanthropic patrons through the proper valuation and delivery of suitable tangible and intangible benefits to provide financial and cost avoidance support for the event project.

4. **Operations Domain**
   Concentrates on the people, products and services that will be brought together on-site to produce the event project, as well as the roles, responsibilities applications and manoeuvers associated with each. Impeccable co-ordination is required in order to manage this symphony (or cacophony) of logistical and functional requirements and expectations.

- Attendee Management
  Addresses the development and/or procurement of suitable admittance credentialing and control systems such as registration, ticketing and housing, as well as the tactics for facilitating proper movement and pedestrian traffic flow of the event crowds.
- Communications Management
  The acquisition of the necessary equipment and development of the modes and protocols for on-site briefing and debriefing activities and information exchange with internal and external constituents of the event project, including the preparation and incorporation of applicable documentation and contact information into a comprehensive and readily accessible format.
- Infrastructure Management
  Concerns the confirmation, acquisition, or enhancement of inherent or imported equipment and services to ensure sufficient transportation systems, parking facilities, utilities, sanitation and waste management and emergency response services are in place to meet the functional needs of the event project.
- Logistics Management
  Includes the analysis, sequencing and supervision of the tasks and providers necessary for the move-in, installation, maintenance, disassembly and move-out activities associated with the event project.
- Participant Management

Encompasses the co-ordination and facilitation of the measures necessary to meet the procedural, practical and hospitality requirements of those individuals having a direct and predetermined participatory role in the event project.

- Site Management
Involves the sourcing, inspection, selection and contracting of locations and facilities that will serve the needs of the event project, plus ensuring the proper development and layout of the site wherein the event project takes place.

5. Risk Domain

Deals with the protective obligations, opportunities and legalities traditionally associated with any enterprise, including an event project. These areas are inextricably linked with every choice made and all activities conducted and are increasingly mandated by stakeholders ranging from regulatory authorities to discriminating event consumers.

- Compliance Management
Includes the acquisition of the necessary permissions and instruments that demonstrates adherence to all accessibility mandates, property rights requirements, and other applicable statutes, codes and regulations to signify the event project as in compliance.
- Decision Management
Encompasses the establishment of practical decision-making systems for the event project that include the accurate framing of decisions; the application of the pertinent resources, criteria, rules and restraints; facilitating suitable deliberation and collaboration and ensuring the proper authority and empowerment are granted.
- Emergency Management
The identification and notification of the proper authorities, medical services and other emergency responders, and the acquisition and or development of plans and procedures suitable for responding properly to incidents, evacuations, crises or disasters that may occur during the event project.
- Health and Safety Management
Involves the establishment and implementation of fire and life safety, occupational safety and crowd control policies and procedures that ensure the health and welfare of all individuals involved in or in attendance at the event project.
- Legal Management
Comprises the negotiation and execution of the contracts and other legal documents associated with the acquisitions and endeavours of the event project and oversight of the lawful design and implementation of the policies, procedures and practices of the event organisation and its representatives.
- Security Management
Covers the sourcing, selection and deployment of the personnel and equipment to be used to provide protective services and support for the event project and the implementation and supervision of the appropriate command and control systems to ensure its efficacy.

Appendix B

LEGISLATIVE REQUIREMENTS

In the consideration of events, the legislative requirements as per Section 6 of the City of Cape Town Events Policy as well as those listed below, as well as any other current legislation and regulations not specifically listed below, must be taken into account:

Acts
- **Building Regulations** Act 103 of 1997
- National Road Traffic Act, 1996 (Act 93 of 1996)
- South African Police Service Act 68 of 1995
- **Private Security Industry** Regulation Act, Act 56 of 2001
- **Criminal Procedure** Act 1977, Act 51 of 1977
- **Fire Arms** Control Act, Act 60 of 2000
- **Explosives Act**
- **Drugs and Drug Trafficking Act**, Act 140 of 1992
- **Health** Act 63 of 1977
- National **Health** Act 61 of 2003
- **Occupational Health and Safety Act** , 1993 (Act 85 of 1993)
- **Land Use** Planning Ordinance (Act 15 of 1985)
- Regulation of **Gatherings** Act, 1993 (Act 205 of 1993)
- **Businesses** Act 71 of 1991
- **Municipal Finance** Management Act, Act 56 of 2003
- **Municipal Systems** Act, Act 44 of 2003

Bills
- **Safety** at Sports and Recreation Events Bill (2004)

Regulations
- National Provincial Ordinances Regulations
- Civil Regulations **Aviation** Regulations 1997
- Regulations Concerning **Fireworks** promulgated in terms of the Explosives Act, 1956 (Act 26 of 1956).
- Regulations governing General **Hygiene Requirements for Food Premises** and the Transport of Food (G.N. 918 of 30 July 1999)
- National **Liquor** Regulations (R8040 of 17 August 2004)
- Notice relating to the **Smoking of Tobacco Products** in Public Places (R975 of 29 September 2000)
- **Noise Control** Regulations in Terms of Section 25 of the Environment Conservation Act, 1998, Act No. 73 of 1989 and The Noise Regulations PN 627/1998.
- **Noise** Regulations PN 627/1998

Standards
- South African National Standards (SANS)
- SANS 10366 – **Health and Safety** aspects of live events
- SABS 0142-1, SANS 10142-1 The **Wiring Standards of Premises** Part 1: Low-voltage installations
- SABS 0400 – **Application of the National Building Regulations**
- SABS Codes dealing with Dangerous Goods eg LP Gas

City of Cape Town Policies and By-Laws
- City of Cape Town Policies and By-Laws
- City of Cape Town By-Law relating to **Community Fire Safety (No 11257)** Published in Provincial Gazette No 5832 on 28 February 2002 and **the Community Fire Safety Amendment By-Law** as contained in Provincial Gazette 6447 dated 29 June 2007.
- City of Cape Town By-Law Relating to **Streets, Public Places and the Prevention of**

Noise Nuisances (No 44559, 2007)

- City of Cape Town By-Law relating to **Filming** (No 30441, 2005)
- City of Cape Town **Planning and Zoning requirements**
- City of Cape Town **Integrated Waste Management Policy**
- City of Cape Town **Integrated Environmental Management Policy**.
- City of Cape Town By-Laws relating to **Informal Trading**
- City of Cape Town **Environment Health** By-Law (No 13333, 2003)
- City of Cape Town **Air Pollution Control By-Law** (No 12649, 2003)
- City of Cape Town **Outdoor Advertising and Signage** By-Law (No 10518, 2001)
- City of Cape Town **Water** By-Law (No 106367, 2006)
- City of Cape Town **Electricity Supply** By-Law (No 18366, 2006)
- City of Cape Town **Dumping and Littering** By-Law (2002)
- City of Cape Town **Waste Water and Industrial Effluent** By-Law (No 18367, 2006)
- City of Cape Town – **Credit Control and Debt Collection** By-law
- City of Cape Town – **Credit Control and Debt Collection** Policy

Appendix C

City of Cape Town Event Evaluation Criteria

Appendix D

CITY OF CAPE TOWN INSTITUTIONAL ARRANGEMENTS FOR THE CONSIDERATION, APPROVAL AND CO-ORDINATION OF EVENTS (As of October 2008)

The following structures and functions will support the City's events processes:

1. City Strategic Events Committee

    The Strategic Events Committee will comprise the following City Departments:

    Compulsory representation from the following Departments:
    *   Communication
    *   Mayor's Office
    *   World Cup
    *   Economic and Human Development
    *   Tourism
    *   Sports and Recreation
    *   Arts and Culture
    *   2010 Project Office (until post World Cup 2010 event)

    Representation from other Line Departments as required.

    This committee will focus on the strategic aspects of events and corporate communication around events, as follows:

    *   Meet weekly or as required.
    *   Oversee and advise on the City's Events policy and strategy regarding events and the alignment of standards.
    *   Advise on strategic events and processes within the City of Cape Town.
    *   Review and evaluate strategic events proposals and registered events based on strategy, priority, spacing, resources etc.
    *   Liaise with the City's Events Operational Committee/s on matters pertaining to the technical and operational aspects and staging of events within the City of Cape Town
    *   Monitor events from a strategic perspective and advise on appropriate action
    *   Ensure communication with Mayor's Office, City Manager's Office, World Cup 2010 Project Office, Events Permit Office etc.

2. City Events Operational Committee

    The Events Operational Committee will comprise the following City Departments:

    Compulsory representation from the following Departments:
    *   Economic and Human Development
    *   Tourism
    *   Sports and Recreation
    *   Arts and Culture
    *   Communications
    *   Health Services
    *   Disaster Management
    *   Fire and Rescue Services
    *   Metro Police
    *   Traffic Services
    *   Law Enforcement

- Transport, Roads and Storm Water
- Waste Management
- Water Services
- Electricity
- Legal Services

- Representation from the South African Police Services (SAPS)

Representation as required (depending on the nature of the event) by:
- City Improvement Districts (CIDs)
- Provincial Emergency Medical Services
- Provincial Traffic

This Committee will focus on the operational aspects of events and co-ordination around events, as follows:

- Ensure representation from all City Directorates/Departments.
- Meet weekly or as required to consider event applications that are submitted to be staged in the City.
- Receive inputs from the Strategic Events Committee.
- Review and monitor the events applications, the events and operational requirements and plans.
- City Departments to provide timeous feedback and events conditions for all events applications to Events Operational Committee and Events Permit Office in terms of their line functions, legislative requirements and delegations.
- Approve an event application with conditions or reject an event with reasons
- Provide support to manage and monitor a specific event.
- City Departments to provide information on non-compliance of events.
- City Departments to take appropriate action as required, where an Event Organiser, Venue and/or Manager and/or event does not comply with legislation, the City's requirements, and events permit.
- Ensure compliance with City policies and procedures regarding the staging of events.
- Conduct debriefs and follow up reviews as required, post events.

3. Events Permit Office

- Co-ordinate, develop and manage the City of Cape Town Events Policy, By-Law and Operational Procedures Manual.
- Co-ordinate the City's operational requirements and needs with regard to Events.
- Liaise with the City's Directorates and Departments on an ongoing basis.
- Pursue standardisation of the event approval, planning and monitoring procedures within the City of Cape Town, with National and Provincial Government and other Local Authorities, as well as with the Events Industry.
- Support and co-ordinate the application process for the staging of events.
- Co-ordinate the approval or rejection of events and setting of events permits conditions.
- Review, co-ordinate and facilitate as required, each event application and event plan/s which will be considered on its own merit according to the City's strategic objectives, legal and operational requirements.
- Issue a permit with appropriate conditions for an Event, once the relevant/ appropriate City Departments and Councillors as required, have advised the Events Office and approved and/or provided feedback on the event and the relevant conditions as required.

- Monitor events and co-ordinate compliance requirements.
- Co-ordinate the City's response and/or action in respect of event non-compliance.
- Co-ordinate event debriefs and reviews.
- Co-ordinate events evaluations, reports and audits.

4. Corporate Communication Internal Department

- Corporate (City-internal) events protocols.
- Corporate (City-internal) events management.
- Ensure alignment of Corporate (City-Internal) events with City's Events Policy.
- Advise on communication protocols for City and other events.
- Provide marketing and branding protocols and services for City events.
- Compile and distribute a City Events Calendar.

5. Mayor's Office

- Ensure alignment with City Events Policy.
- Communicate Mayor's events to Corporate Communication Department and City Events Permit Office.
- Direct all events applications to City Events Permit Office.

6. 2010 World Cup Project Office

- Manage all aspects of the 2010 World Cup Event.
- Co-ordinate with the City Strategic Events Committee.
- Co-ordinate with City Events Operational Committee.
- Feedback to and advise the City Strategic Events Committee, Operational Committee, Events Permit Office, Corporate Communication Department and Mayor's Office on the 2010 processes, requirements and plans.

7. Sub Councils and Ward Councillors

- Delegate the approval of events and related matters including Sections 58.3, 62.3 to the Sub Council Chair Person and Manager, in consultation with the Ward Councillor.
- Sub Council Chairpersons and Ward Councillors to be notified and informed of events in their wards.

8. Cape Town Events Advisory Committee
- Meet at least twice a year.
- Advise the City of Cape Town on its Events strategy and annual calendar of events.
- Advise on strategic events processes.
- Assist to facilitate strategic events co-ordination and partnerships.

Appendix E

CITY OF CAPE TOWN
OPERATIONAL REQUIREMENTS

The City of Cape Town has requirements for applications, timeframes as well as the Events Plan which must be submitted.

The City of Cape Town Events Permit Office must be contacted to submit an application and confirm the application details and requirements, Tel 021 483 9013 events.permit@capetown.gov.za

B.   Application Time Frames

- A formal application to stage an event must be made to the City of Cape Town.

- Applications to stage an event will only be considered if sufficient information is submitted.

- The application should be made to the City of Cape Town Events Permit Office and include the name and contact numbers of the organiser, the event Venue Owner and the Manager and provide as much information as possible about the planned event.

- A CoCT zoning extract/certificate for the planned event venue or location must be obtained by an applicant or via the CoCT Events Permit Office prior to the submission of the detailed events application (Refer Section 7).

- For applications for sporting events, the respective sports governing body endorsement must be obtained and submitted to the City of Cape Town before an application maybe considered.

- Depending on the size, type, location, date/time, length, event location/s size of venue/s, impact or risk of the event and drawing on any assessment information as required, the following timeframes below will apply:

SIZE	CROWD SIZE/NO OF PARTICIPANTS	**MINIMUM** TIME BEFORE ADVERTISING or PUBLICISING AN EVENT TO SUBMIT AN APPLICATION TO THE CITY **
Small	50* to 2000	10 working days (2 weeks) ***
Medium	2001 – 5000	15 working days (3 weeks)
Large	5001 – 10 000	20 working days (1 month)
Very Large	10 001 – above	3 months (6 months)
Any Event which involves an application for a Liquor Licence.		21 working days
Any Event which involves and application for Temporary Land Use Departure		At least 2 months ahead of the planned event date.

* Events of fewer than 50 persons where there is no amplified sound or no temporary structures to be used need not submit an application.
However, the City may determine whether the impact and risk attached to an event of fewer than 50 persons would require the submission of an application.

** Note this excludes any specific or special application directives which the City may issue from time to time, which may vary by event type, risk, size, the time of the year, duration, venue or location (for example over the festive season or public holiday or related to a type of event or specific venue/location) or impact on the transport network or any other City activity.

*** Note if a small event includes food vendors, a minimum of 15 days will be required if food vendors need to apply for licences and Certificates of Acceptability.

B.   Event Plan

- An Event Plan must be submitted by the Event Organiser to the City of Cape Town Events Permit Office.

- A summary the City of Cape Town Events application requirements is presented below, which the Events Organiser must comply with, including but not limited to:
  a. Description of Event: including type, date, venue, locality and participants.
  b. Event Programme: full details and times, plus contact details for person responsible for each aspect of event.
  c. Layout of event: including stages, marquees, catering, Venue Operation Centre etc.
  d. Land-Use Planning Departure application and approval, where necessary.
  e. Transport Management Plan (TMP), which may include where applicable, proposed road closures, route plan, parking, optimal public transport utilisation, emergency access routes. The format of the TMP will be as prescribed by the City.
  f. Crowd Management Plan.
  g. Emergency and Contingency Plans: including medical, security, emergency, facility, evacuation.
  h. Event Communication Plan: including ticket selling strategy, accreditation
  i. Community Participation Plan: including but not limited to contact with Councillor/s; Community/ Residents Organisations/Associations and Business Associations.
  j. Environmental Management Plan.
  k. Integrated Waste Management Plan.
  l. Vendors / Caterers: list of details and use of Liquid petroleum gas. City of Cape Town Informal Trading and City Health By-Law requirements and related legislative requirements.
  m. Health requirements including: Certificates of Acceptability, vendor licenses, ablution facilities and/or mobile toilets.
  n Completed Application forms for: Noise Exemption (incl. public participation); erection of Stages/Marquees. Proof of submission of Liquor Licence/s, Fireworks application; Civil Aviation Application as appropriate to the event.
  o. CoCT Services requirements: including Electricity, Water, Waste Management Plan (during and after the event), transport, roads and storm water.
  p. Indemnity forms and Public Liability insurance confirmation letter
  q. Written approval from Venue Owner/Venue Manager to the applicant authorising the use of the facility/venue to host the event.
  r. Proof of deposit paid to the CoCT for the event and/or services as indicated by the CoCT.

- An Event Plan approved by the City is a binding contract between the City and the Event Organiser and/or event venue, and must be complied with at all times and at all stages of the event.

Appendix F

EVENTS GREENING PRINCIPLES

The following twelve principles are to be used as the basis for event greening in the Event Policy of the City of Cape Town. It is essential that these principles are implemented for the planning, construction, operation, management, decommissioning and ongoing maintenance of events, events infrastructure and facilities and are not seen as an "add on", but rather as an integral part of the event with the ultimate goal being the promotion of a more sustainable future for the City.

Further details can be obtained in the City Policy on Events Greening (2006) and Green Principles for the 2010 World Cup (2008).

1. Sustainable Procurement
    - Ensure and promote sustainable procurement of all goods ad services used for the planning, operation, management, maintenance and decommissioning of events.
    - The use of locally produced products and services, as well as products that have a minimal effect on the environment contribute to effective greening.
    - Purchasing re-useable products and minimising packaging, will also assist with waste reduction and save on cost.
    - Procurement should also include the selection of venues (hotels, conference facilities) and transport (buses, airport transfer).
    - Procurement should strive to use local products and local labour as far as possible.

2. Sustainable Construction
    - Hire 'green architects' to design buildings or facilities or inform the design
    - Identify appropriate construction materials and ensure that these are used preferentially in the construction process.
    - Install energy efficient lighting, heating, water systems and other services in new buildings or facilities
    - Retrofit old buildings or facilities to be more "green" wherever possible.

3. Waste Management, (Avoidance, Reduction, Re-use and Recycling)
    - Promote awareness and change behaviour around all aspects of waste management.
    - This involves interventions as arranged by Event Organisers to minimise waste generation in the planning, operation, management and maintenance of events, and includes waste prevention (avoidance), waste reduction, waste re-use, and recycling.
    - Minimise the environmental and health impacts by reducing toxicity, and ensuring environmentally sound treatment and disposal of remaining waste through an Integrated Waste Management Plan .

4. Water Management
    - Promote awareness and behaviour change around water use and management, including water demand management and water efficiency technologies should be a key aspect of event greening.
    - Water usage in all aspects of planning, operation, management and maintenance of events should be minimised and monitored.

5. Energy Efficiency
    - Promote awareness of energy efficiency in planning for and hosting events in order to save energy consumption and change the way people use energy.

- Promote energy saving technologies, management systems and behaviour, in all aspects of planning, operation, management, maintenance of events and decommissioning events infrastructure.
- Promote the use of renewable energy where possible.
- Consider the use of Offset purchasing – Carbon Trading in the events planning and management process.

6. Air Quality Management
   - Strive to maintain air quality through minimising air pollution, production and impact through limiting motorised transport (including aeroplanes), promoting the use of public transport (bus, train) and using renewable energy.

7. Biodiversity Conservation
   - Ensure the event's impact on biodiversity the natural environment) is minimized.
   - Make attendees/delegates and visitors aware of the importance and value of biodiversity in ecosystem functioning as well as its contribution to human health and wellbeing.
   - Highlight local biodiversity hotspots and conservation measures both onsite and within the host region.

8. Social Development
   - Ensure the event contributes to social development (particularly poverty alleviation) within the host region.
   - Ensure infrastructure development benefits all communities in the region and not those near new infrastructure or existing facilities.
   - Allocate resources to upgrade facilities and transport infrastructure in poor communities and host events in these communities (eg public viewing events, tourism initiatives)
   - Provide short-term and permanent job creation through the event greening activities (e.g. training in waste separation, tour guides, translators, use of local suppliers of goods and services etc).
   - Strive to alleviate poverty through legacy projects.

9. Sustainable Tourism
   - Ensure that all tourism development plans for events prioritise eco tourism: environmentally friendly, encourage local economic development and social justice.

10. Participation, Communication, Education and Public Awareness
    - Encourage the public, delegates, service providers and industries involved in the event, to actively participate in the greening process.
    - Service providers, sponsors, industry staff and participants should be informed of what has been done to green the event and where possible trained in relevant aspects of greening and where possible trained in relevant aspects of greening.
    - The broader public needs to be aware of greening plans around the event in order to raise awareness and facilitate behaviour change beyond those directly participating in the event.

11. Monitoring and Evaluation
    - Ensure that information is gathered on the impacts of event greening interventions as an integral part of the event management process.
    - As far as possible, internationally recognised reporting processes should be used for the monitoring process to be credible.

12 Leaving a Positive Greening Legacy
    - Ensure that both the short and the long-term impacts of decisions and actions are positive.
    - Implement event related activities that lead to sustainability.

- Prioritise infrastructural development that will have a lasting benefit for the broader Cape Town community.
- Raise public awareness and encourage behaviour change as a result of interventions implemented throughout the event planning and hosting.