

Cabinet – 24 October 2018

Walsall Arboretum Sustainable Events Policy

Portfolio: Councillor Louise Harrison. Clean & Green

Related portfolios:

Service: Green Spaces

Wards: St Matthews and Paddock

Key decision: Yes

Forward plan: Yes

1. Summary

- 1.1 This report seeks Cabinet approval for the adoption of a Sustainable Events Policy to ensure the appropriate management of a balanced events programme that protects the infrastructure and use of the Walsall Arboretum for everyone.
- 1.2 The Council has a contractual obligation to the Heritage Lottery Fund, (major funder to the Arboretum Restoration Programme, delivered 2010 – to date) to maintain and protect the park to sustain the multi-million pound investment made.
- 1.3 The draft Sustainable Events Policy has been prepared to ensure that the planning and permitting of events is carried out in a way that protects the Arboretum, including its nationally significant heritage assets. The policy provides guidance to work within to allow sustainable and balanced use of the Arboretum taking into account the needs of park users and the community immediately around the park. The policy sets out key events parameters to enable the Arboretum to be used and enjoyed today and by future generations.
- 1.4 The need to provide a policy to guide the management of events within this valued asset has arisen from the increasing popularity of the park as an events venue.
- 1.5 Significant council investment of £100,000 has been allocated to install a drainage system on the Arboretum's primary events field to increase the use of this space for events in the park (prior to the works being carried out the field suffered from poor drainage and water retention meaning it was unusable for the majority of the year). Work was completed in August 2018.
- 1.6 In the development of the policy, consultation was undertaken with a range of interested parties including local residents and park users, Walsall Arboretum User Group, Friends of Walsall Arboretum, events providers, councillors and Clean and Green staff.

- 1.7 The positive contribution parks and green spaces make towards people's overall physical and mental wellbeing and the quality of their environment is well evidenced nationally along with the economic benefits they attract. This link is referenced in the Black Country Core Strategy.
- 1.8 The Greenspace Strategy states that the Sustainable Events Policy which has been developed for the Arboretum will be used to develop a similar policy for other strategic green space sites.

2. Recommendation

- 2.1 That Cabinet approve the adoption of the Sustainable Events Policy and delegate authority to the Executive Director, Economy and Environment, in consultation with the Portfolio Holder for Clean and Green, to approve any minor amendments.

3. Report detail

- 3.1 In preparing this Sustainable Events Policy (SEP), the Council recognises and seeks to protect the value of the Arboretum as an important community and heritage asset for Walsall borough residents and visitors.
- 3.2 Having made a once-in-a-generation investment to restore the Arboretum, with both Council and Lottery investment, including investing significantly in the amenities and facilities within the park, park users have been provided with added attractions, giving more reasons for coming to the Arboretum and better facilities for a longer stay in the park.
- 3.3 It is important for our regular park users to have daily access to the park for informal recreation. In planning events, this is taken into consideration as is the number, nature and duration of events and for how many weeks of the year events take place in the park. This is balanced against a wish to attract new users to the Arboretum through an exciting annual programme of events, provide value for money family days out in the town and meet demand as an important venue for local and specialist groups, running their own events.
- 3.4 The Sustainable Events Policy considers the current use of the Arboretum as an events space – the park is well used for events on a regular basis by a large number of individuals and groups. The majority of events in the park hosted by external providers do not exceed seven days and are typically not longer than five days. The vast majority of events in the Arboretum are one day events. The main events season is from March until November. The guidance contained within the SEP is based on the needs of current event providers and is not designed to restrict regular event bookings.
- 3.5 The SEP applies to the Arboretum including both the original historic core of the park and the later Arboretum extension.
- 3.6 Where major events take place involving equipment, temporary facilities and access to the Arboretum by vehicles and plant, event organisers are required to

protect the parkland – both hard standing areas (where appropriate) and soft areas. An agreed written plan is also required for all larger scale events for both preventing damage within the Arboretum (and its surrounding areas) as well as making good any damage which may occur.

- 3.7 The aim of these measures is to encourage sustainable, appropriate use of the Arboretum and make sure that events don't cause avoidable damage to the Arboretum as the park is a high value important amenity asset for the local community.
- 3.8 Through careful planning, choosing events of the right scale, nature, size and which happen at appropriate times of year and for limited duration, the aim is to hold an exciting programme of events whilst protecting our Arboretum for everyone who uses it.
- 3.9 The Sustainable Events Policy details a number of key considerations for events within the Arboretum. These are as follows:
- Hours of operation
 - Maximum major event duration combined periods
 - Maximum individual event duration
 - Noise and music
 - Noise monitoring
 - Parking and access routes
 - Restricted access to other public facilities
 - Fireworks
 - Area carrying capacities
 - Emergency routes and first aid
 - Disabled access
 - Alcohol
 - Electricity and water
 - Lighting
 - Waste and recycling
 - Toilet facilities
 - Signage
 - Temporary structures, rides & food stalls

Additional stipulations round the protection of the park infrastructure and use of the Arboretum resources are also included.

- 3.10 The Sustainable Events Policy is included as **Appendix A**.

4. Council Corporate Plan priorities

- 4.1 Working in partnership with events providers to offer a balanced annual events programme at the Arboretum as part of the sustainable management of the park will contribute toward the following Council Priority:

- Communities – Green spaces are safe and healthy places that build a strong sense of belonging and cohesion. Access and use of green spaces improves health and wellbeing and reduce social isolation.

5. Risk management

5.1 Failure to obtain support for the Sustainable Events Policy will create the risks identified in the table below with appropriate mitigation.

Risk	Mitigation
Risk 1 - Failure to protect a Strategic Asset (Walsall Arboretum) which would deteriorate the fabric of the Arboretum.	Approve Sustainable Events Policy (SEP) which would protect the fabric of the Arboretum and allow the continued development of an appropriate annual events programme.
Risk 2 – Restriction on event delivery within the Arboretum, potentially reducing income generation	The Sustainable Events Policy is not to prevent events being hosted in the Arboretum but to allow the continued development of a varied and appropriate annual events programme.
Risk 3 – Dissatisfaction from event organisers and park users due to reduced events.	The Sustainable Events Policy is not to prevent events being hosted in the Arboretum but to allow the continued development of a varied and appropriate annual events programme.

6. Financial implications

6.1 There are no financial implications arising from the adoption of the Sustainable Events Policy.

7. Legal implications

7.1 There are no legal implications arising from the adoption of the Sustainable Events Policy.

8. Procurement implications/Social Value

- 8.1 There are no Procurement implications arising from the adoption of the Sustainable Events Policy. Event organisers will be approved through the events application process and charged in line with the Council's fees and charges.

9. Property implications

- 9.1 There are no property implications arising from the adoption of the Sustainable Events Policy. The built features throughout the Arboretum are structures of significance, some of which are listed and contribute directly to the heritage of Walsall. The adoption of the Sustainable Events Policy aims to protect these important assets which the Council manages and maintains.

10. Health and wellbeing implication

- 10.1 There are considerable health and wellbeing implications associated with green spaces. The Green Space Strategy advises that good quality accessible green space is a necessity, not a luxury, which contributes to the unique character of Walsall Borough, improving the quality of people's lives, bringing economic benefits and contributing to physical and mental health and wellbeing.
- 10.2 There is considerable evidence that safe, clean spaces encourage people to visit more and therefore offer significant health benefits. Parks and green spaces offer places for organised sport, informal recreation and quiet relaxation, benefiting physical health and mental wellbeing. There is evidence that access to good quality local spaces can help people live longer and green spaces can provide solutions to redress worsening public health.
- 10.3 The adoption of the Sustainable Events Policy will contribute to ensuring that the Arboretum remains a free, accessible open space which hosts a variety of affordable events and that the annual events programme can be developed in a sustainable manner to meet the needs of current audiences and attract new audiences to the park.

11. Staffing Implications

- 11.1 There are no staffing implications arising from the adoption of the Sustainable Events Policy.

12. Reducing inequalities

- 12.1 With 21% of residents from a minority ethnic group, higher than the England and Wales average, the diversity of its population is one of Walsall's key strengths. Furthermore, the population of 5-15 year olds continues to increase in Walsall, which is another key strength, placing the borough in a good position for a strong economic future if they are nurtured and supported.

- 12.2 However, there remain high levels of deprivation and associated problems such as health, housing, education and employment, particularly in the west of the borough. On a number of key Public Health indicators, Walsall falls significantly below the England average, including numbers of children (under 16) in low income families, long term unemployment, infant mortality and rates of illness such as diabetes and TB. Life expectancy is also lower in Walsall than the rest of England, with a difference of nine years between the most and least deprived wards.
- 12.3 There has been a significant increase in the level of ethnic diversity in Walsall over the past decade. While 'White British' remains the largest single group, at 76.9%, the number of residents from a minority ethnic group has risen to almost 1 in 4 (23.1%). As of February 2018, 3.0% of the working age population (16-64) claimed out-of-work benefits (Source: NOMIS ONS).
- 12.4 Green spaces contribute to the cultural identity of an area, helping to shape a sense of place and contribute to local pride. They have a key role to play in bringing people together on common ground, uniting diverse communities through activities, education, celebrations, cultural events and engagement. The adoption of the Sustainable Events Policy will help to support the cultural identity of the Arboretum.
- 12.5 The Arboretum is open to all and there is an opportunity through the continued development of a sustainable annual events programme to provide a range of affordable events to meet the needs of Walsall's diverse population.
- 12.6 An Equality Impact Assessment has been undertaken and is attached.

13. Consultation

- 13.1 Public consultation on the draft Walsall Arboretum Sustainable Events Policy (SEP) was held from 12 June to 13 July 2018 by way of online and paper questionnaire. The questionnaire survey was posted on line with links found on the Walsall Council website, Facebook and Twitter accounts (and the Arboretum Facebook page). A direct link to the questionnaire was sent to: all Councillors, current event providers, members of Walsall Arboretum User Group, registered Friends of Walsall Arboretum and Clean and Green staff. Accompanying the questionnaire survey was a copy of the Draft Sustainable Events Policy and the current events application form. Paper copies of the questionnaire were available at the Arboretum Visitor Centre.
- 13.2 A total of 106 respondents took part in the consultation. Respondent groups included Arboretum users (91%); local residents (52%); event organisers (8%), members of the Walsall Arboretum User Group (7%) and registered Friends of Walsall Arboretum (4%). (Total is greater than 100% as respondents could select more than one category – e.g. some respondents are local residents and Members of Walsall Arboretum User Group)
- 13.3 The consultation included questions around hours of event operation, the number of days an event lasts, management of fun fairs and circuses, protecting the

landscape and infrastructure of Walsall Arboretum, and responsibilities of the council and event organisers.

13.4 A summary of the results of the consultation is as follows:

- Majority of respondents agreed that the SEP should apply to the whole park
- Respondents considered the most important community factors when planning an event to be 'levels of noise and music' and 'parking and access routes' to and from site
- Majority of respondents agreed that events within the park should not start before 7.30am and should not finish later than 10pm
- Majority of respondents agreed that the duration of events in the park should not exceed 7 days
- Majority of respondents agreed with the current limit of four fun fairs per year
- Majority of respondents agreed with the current limit of two circuses per year
- Majority of respondents thought event providers should be required to take additional steps to protect the site
- Majority of respondents thought that the responsibility for a range of event safety measures lay either with the event organisers or jointly between the event organiser and the Council.
- Vast majority of respondents agreed that fines should be imposed on event organisers for damage caused to the fabric of the park
- Overwhelmingly, respondents agreed that a bond (deposit) should be taken from event organisers hosting an event in the park.

13.5 The full consultation report is available in **Appendix 1**.

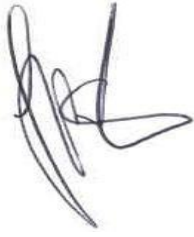
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Simon Neilson
Executive Director

15th October 2018



Councillor Harrison
Portfolio Holder

15th October 2018

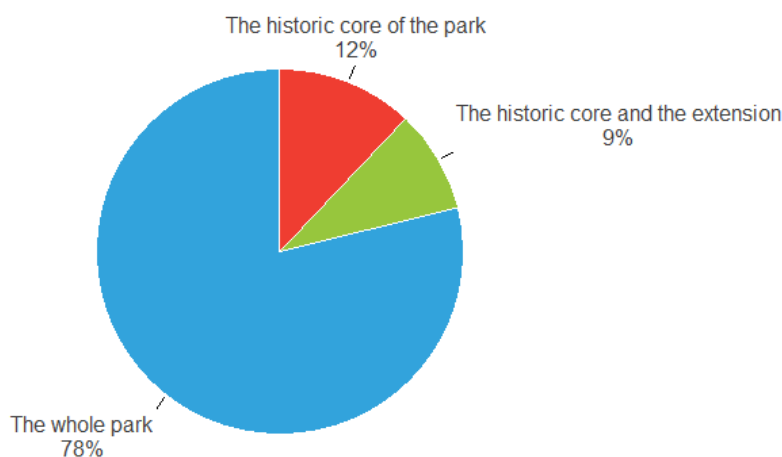
Appendix 1

Walsall Arboretum Sustainable Events Policy consultation report 2018

Section 1: Coverage and restrictions

Respondents were asked which areas of the Walsall Arboretum the Sustainable Events Policy should apply to — the whole park (historic core, extension and country park); the historic core and extension; or just the historic core.

78% of respondents feel the policy should apply to the whole park.



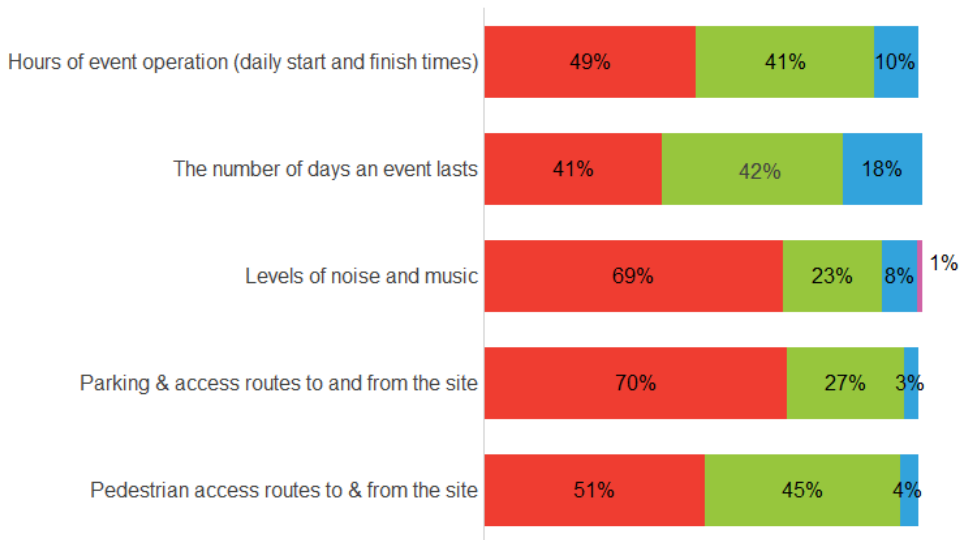
Respondents were asked to rate how important they feel each item on a given list of community considerations is in the planning of an event (Table 2).

- 90% of respondents feel daily start and finish times are an 'Important' or 'Very important' consideration.
- 83% of respondents feel the number of days an event lasts is 'Important' or 'Very important'.
- 92% of respondents feel that the level of noise and music is an 'Important' or 'Very important' consideration.
- 97% of respondents feel that considerations around parking and access routes to and from the Arboretum are 'Important' or 'Very important'.
- 96% of respondents feel that pedestrian access routes to and from the site is an 'Important' or 'Very important' consideration.

Other community considerations put forward by respondents included litter and post-event clean up; damage to park facilities, grass and wildlife; and the use of the Arboretum by others when an event is being held.

Table 2

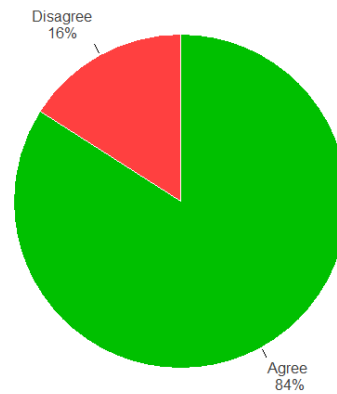
Community Considerations when planning an event



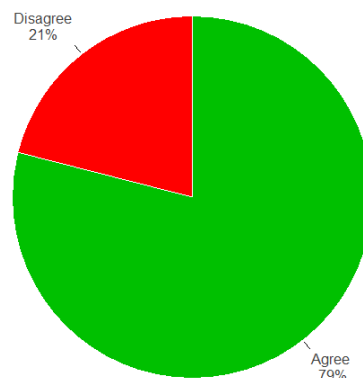
Hours of event operation

Respondents were asked what daily start and finish times should be permitted for events held at Walsall Arboretum. 84% of respondents feel that events should not start before 7:30am. 79% of respondents feel that events should end no later than 10pm.

Events held at Walsall Arboretum should not start before 7.30am



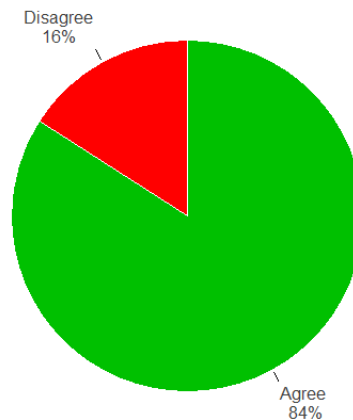
Events held at Walsall Arboretum should end no later than 10.00pm



Duration of events

Major events held at Walsall Arboretum should not exceed seven (7) days in duration

Respondents were asked whether they agreed that events held at the Arboretum should not exceed seven days. 84% of respondents agreed. Of the 16% who disagreed, reasons varied from 'depends on the event' to 'five days only' to '10 days to include two weekends'.



Section 2: Managing fun fairs and circuses

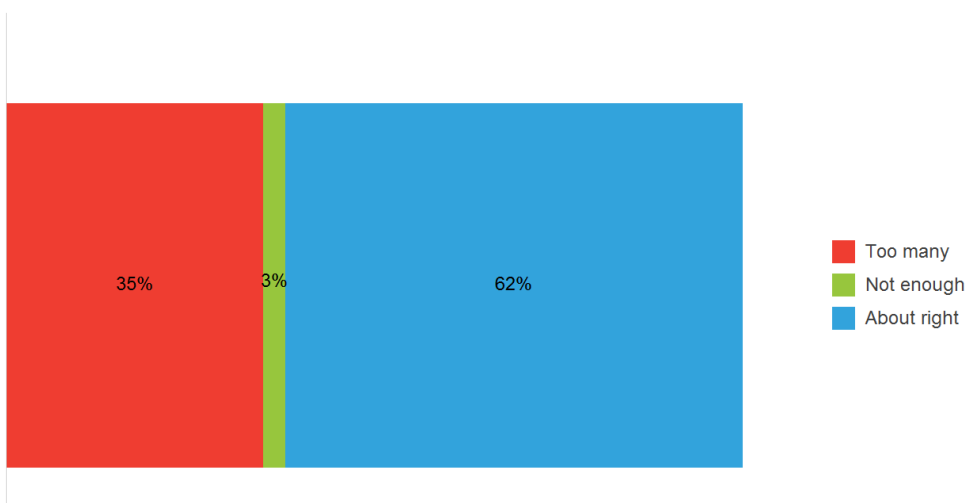
Respondents were asked to share their views on a limit of no more than four fun fairs per year.

62% of respondents feel that a limit of four fun fairs per year is 'About right'.

35% of respondents feel that a limit of four fun fairs per year is 'Too many'. Just 3% of respondents think there should be more than four fun fairs per year (Table 6).

Table 6

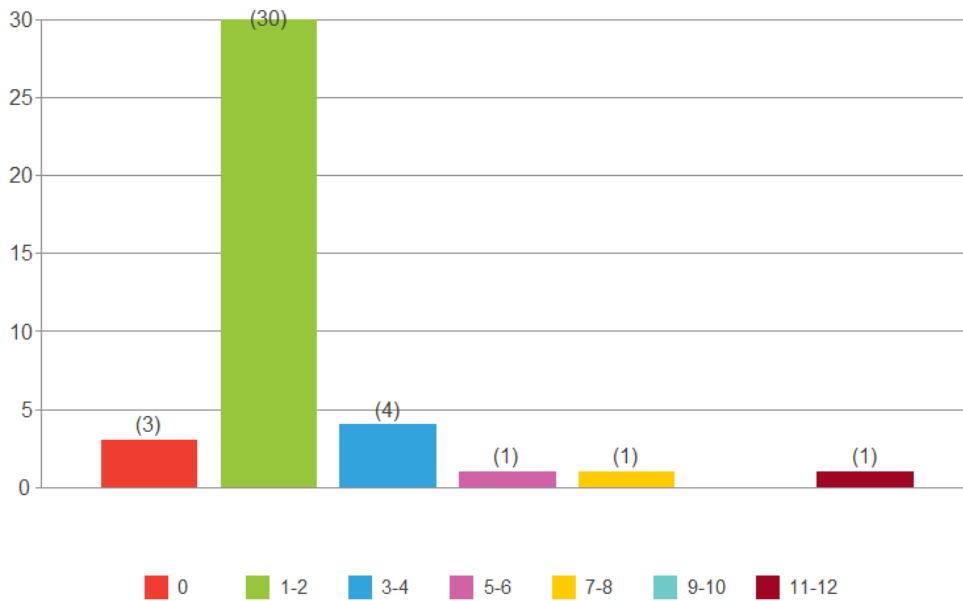
Proposal: No more than four (4) fun fairs per year



Respondents who felt that a limit of four fun fairs per year was either 'Too many' or 'Not enough' were invited to provide an alternate suggested limit. Of the 40 respondents who provided a suggested alternative, 30 (75%) suggested no more than 1-2 fun fairs per year (Table 7).

Table 7

Number of fun fairs that should be permitted (40 respondents)



Respondents were asked to share their views on a limit of no more than two circuses per year.

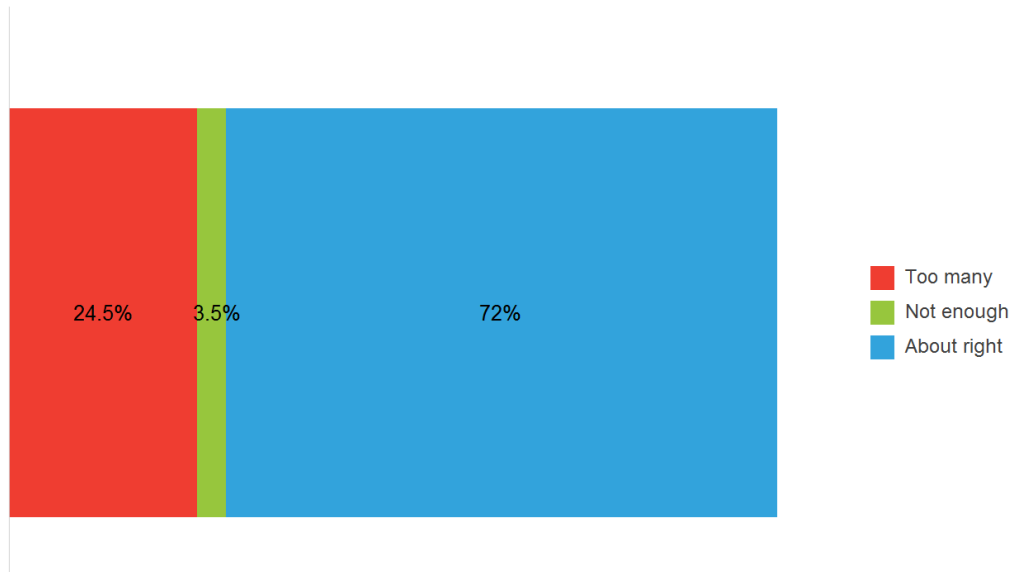
72% of respondents feel that a limit of two circuses per year is 'About right'.

24.5% of respondents feel that a limit of two circuses per year is 'Too many'.

Only 3.5% of respondents indicated a preference for more than two circuses to be permitted to be held at the Arboretum per year (Table 8).

Table 8

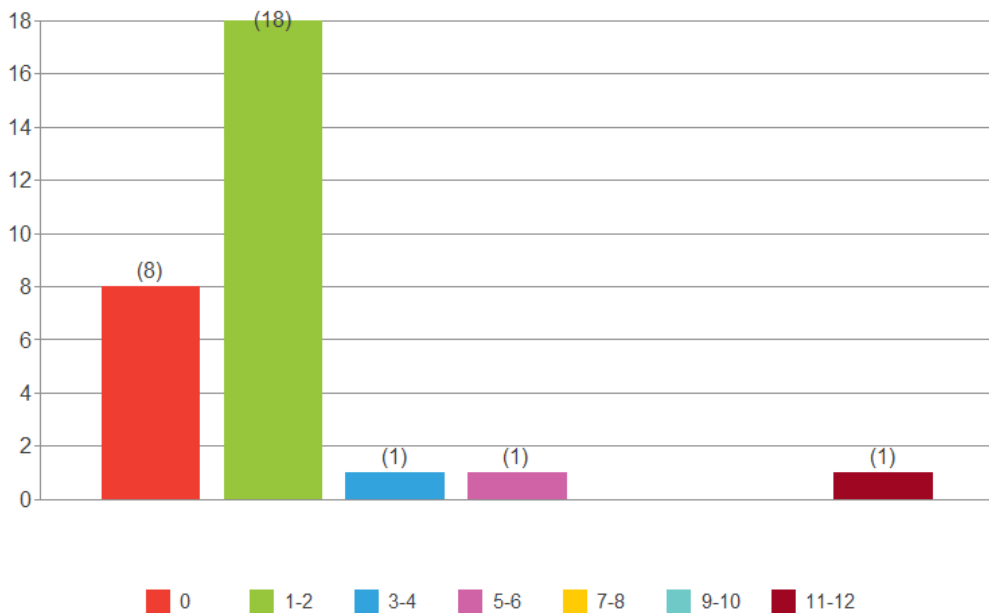
Proposal: no more than two (2) circuses per year



Respondents who felt that a limit of two circuses per year was either 'Too many' or 'Not enough' were invited to provide an alternate suggested limit. Of the 29 respondents who provided a suggested alternative, 18 (62%) suggested no more than 1-2 circuses per year (Table 9).

Table 9

Number of circuses that should be permitted per year (29 respondents)



Section 3: Responsibilities

Respondents were asked whether they thought event organisers should be required to take certain steps to ensure that the needs all Arboretum users (event attendees and regular park users) are met and that impacts of events are kept to a minimum (Table 10).

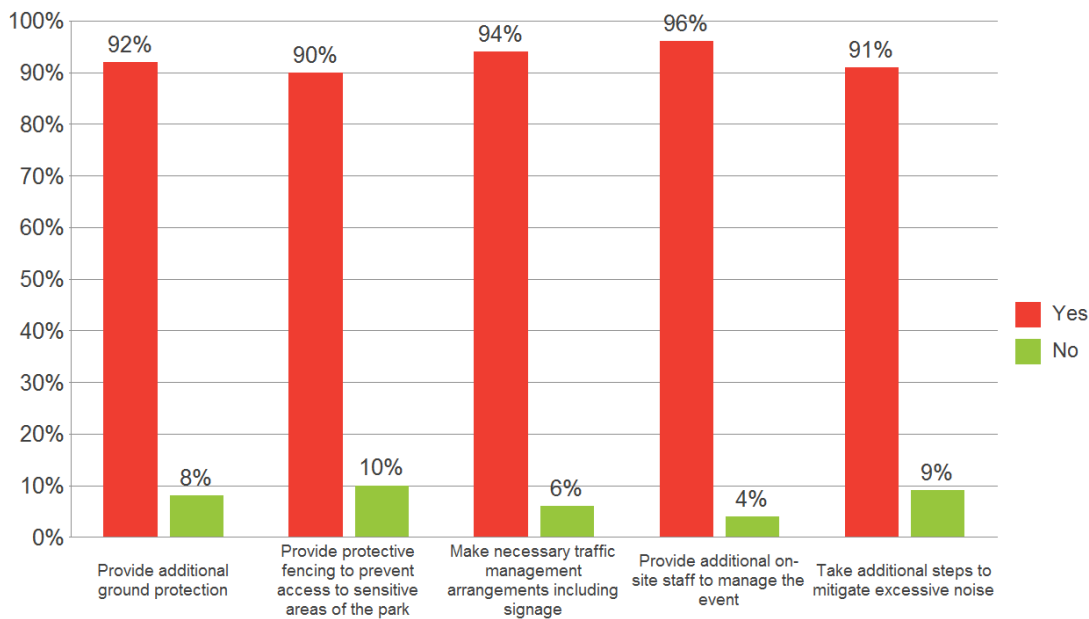
These steps included the requirements that event organisers:

- Provide additional ground protection
- protective fencing to prevent access to sensitive areas of the park
- Make necessary traffic management arrangements including signage
- Provide additional on-site staff to manage the event
- Take additional steps to mitigate excessive noise.

For each listed option, the proportion of respondents who feel that event organisers should be required to take these additional steps was 90% or greater.

Table 10

Should event organisers be required to:

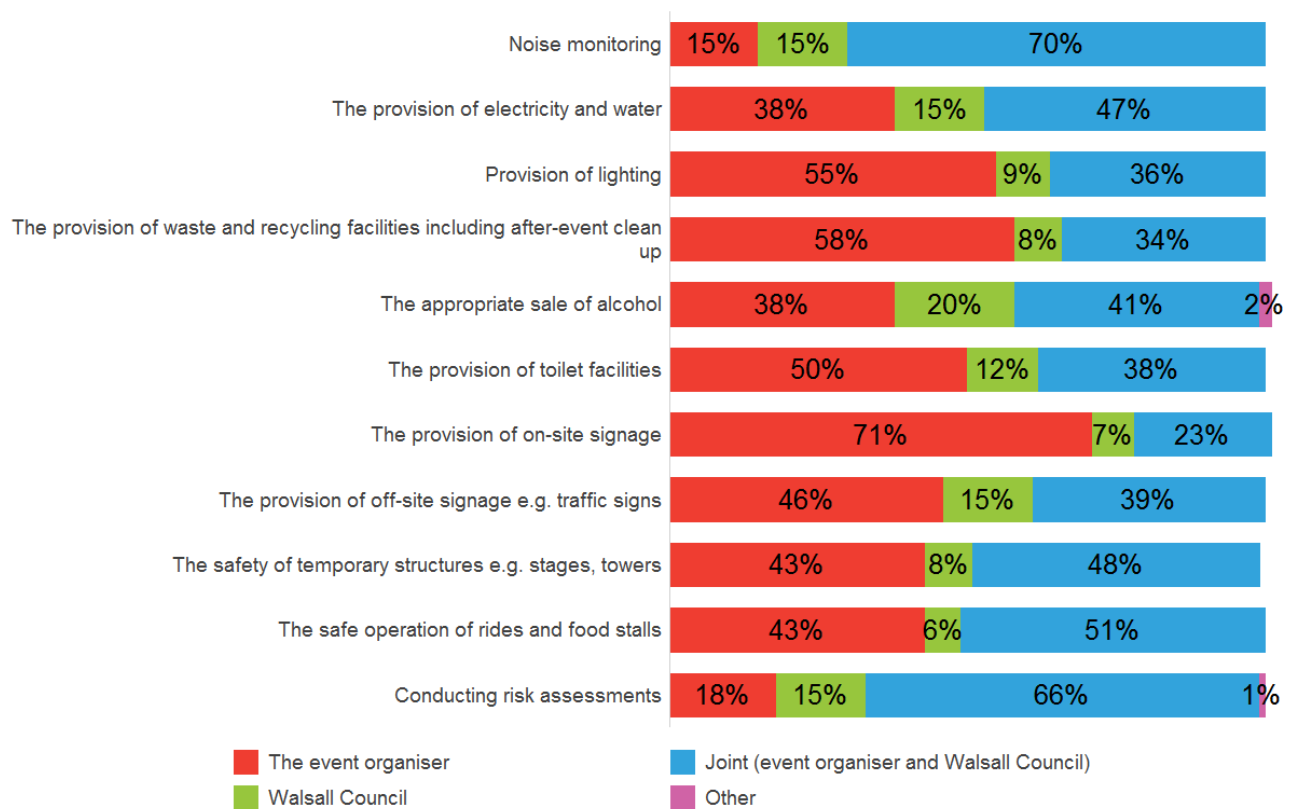


Respondents were asked to indicate who they felt should have responsibility for particular areas of the management of events at the Arboretum — Walsall Council, the event organisers, joint responsibility between Walsall Council and event organisers, or other.

Only a small percentage of respondents feel that any of the listed areas should be the sole responsibility of Walsall Council (green), with the majority of remaining respondents being split more evenly between events organisers having sole responsibility (red) and responsibility being shared jointly (blue). (Table 11).

Table 11

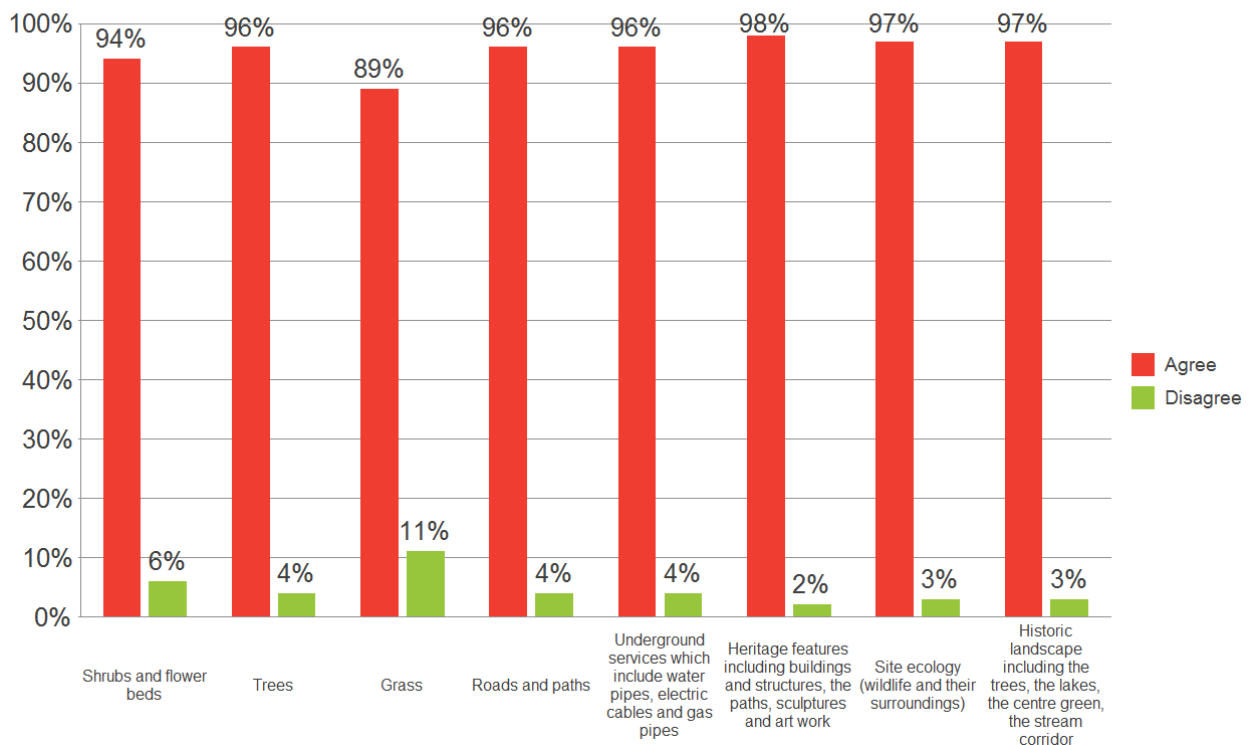
Who should be responsible for:



Section 4: Protecting the landscape and infrastructure of Walsall Arboretum

When asked whether fines should be imposed on event organisers for any any damage cause by event holders to certain sections of the park (shrubs, flower beds, trees, grass, roads and paths, underground services, heritage features and buildings, site ecology, historic landscape) the vast majority of respondents agreed that fines should be imposed (94% and above for all sections except one, where a smaller majority of 89% of respondents felt event organisers should be fined for damage to grass).

Should fines be imposed for damage caused by event organisers to the following:



Respondents were also asked to provide comment on other features/aspects of the Arboretum that should incur a fine if damaged by the event organisers' negligence. Some comment themes include:

- Questions whether a fine would work, suggest compulsory event insurance for organisers, or a deposit.
- Event organisers should be fined for damage to play equipment and for litter not being removed after an event.
- Event organisers should leave the Arboretum exactly as they found it — fines should be incurred for any damage.

Respondents were asked to give their feedback on whether a bond should be taken from event organisers and how much that should be.

Overwhelmingly, respondents agreed that a bond should be taken (95%; Table 13), however when asked about a proposed bond amount of £500, half (49.5%) of respondents felt a £500 amount was 'not enough', while just under half (46.5%) felt that £500 was 'about right'. Less than 4% felt it was 'too much' (Table 14).

Table 13

Should a bond (deposit) be taken from the event organiser

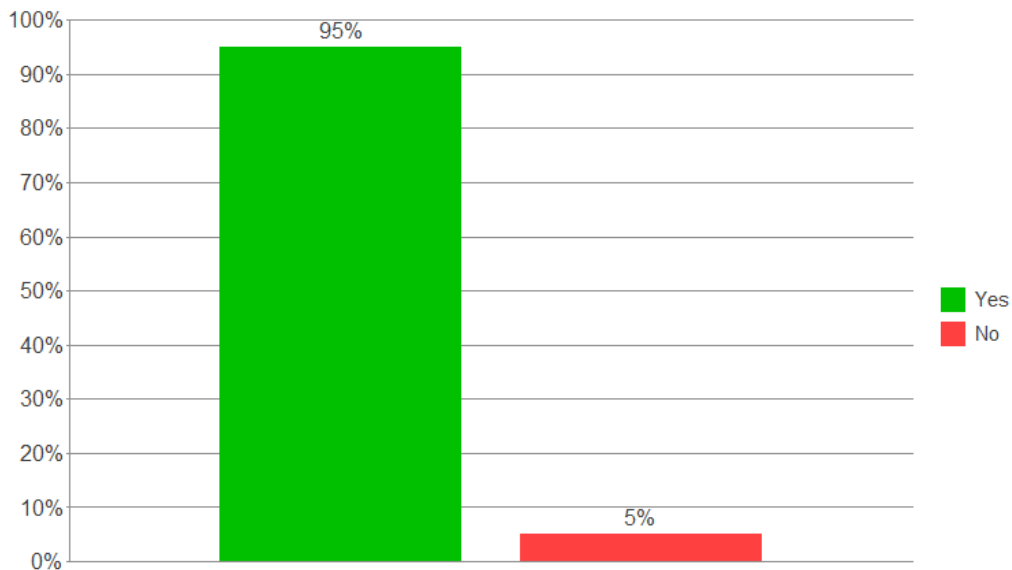
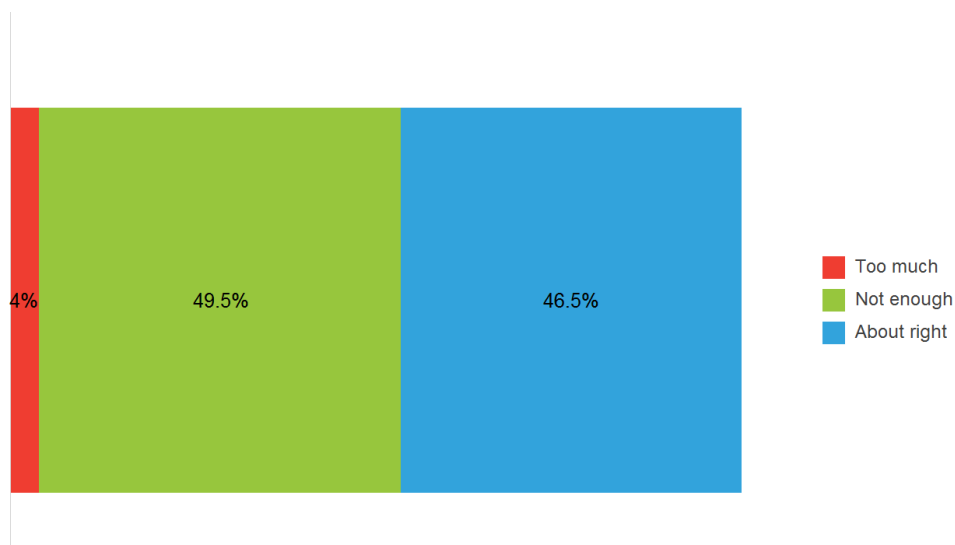


Table 14

Proposal: £500 bond

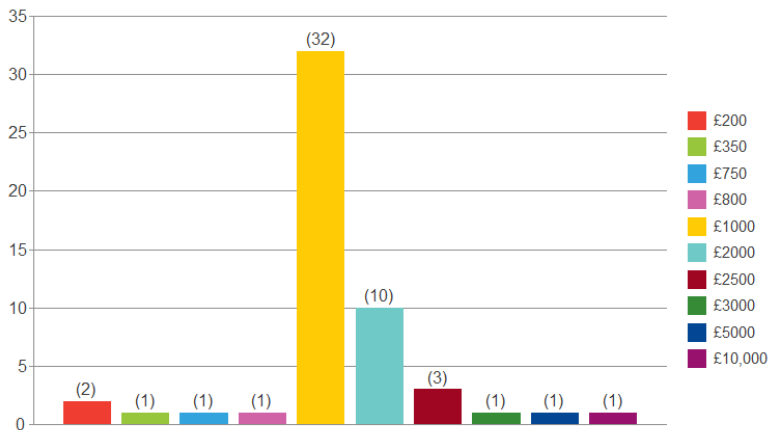


The half of all respondents who felt a £500 bond was either ‘too much’ or ‘not enough’ (53 people) were asked to suggest an alternate amount.

Of these, 60% nominated a higher bond amount of £1000; 19% nominated £2000. Only 5.5% of this group of respondents (2.8% of total respondents) nominated an amount less than £500. (Table 15).

Table 15

Alternate bond amounts proposed (53 respondents)

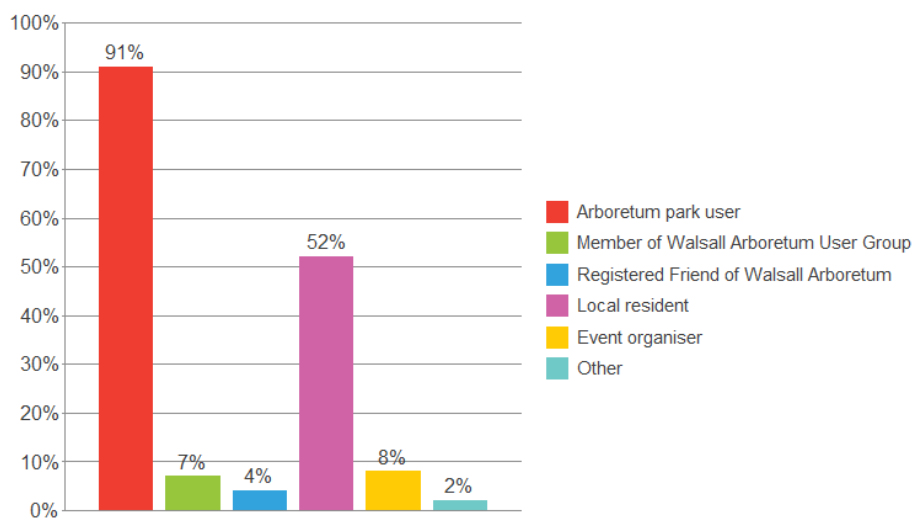


Section 5: Respondents’ data

Respondents were asked to indicate in what capacity they were responding to this questionnaire. They were able to tick multiple options.

In total, 8% of respondents identified themselves as an event organiser. 91% identified as an Arboretum park user, and 52% of all respondents identified themselves as a local resident.

Respondent groups





Walsall Arboretum
Sustainable Events Policy
2018



Walsall Council



Walsall MBC

Sustainable Events Policy

1	Purpose & Scope of the Sustainable Events Policy	4
1.1	Purpose.....	4
1.2	Arboretum Events - Our Aims	4
1.3	Scope of this Policy.....	4
1.4	Figure 1 – Drawing 135.11.001 – Arboretum Areas.....	5
1.5	Understanding Current Park Uses	7
1.6	Your Questions Answered.....	8
2	The Arboretum Context	9
2.1	Overview – History	9
2.2	Restoration	9
2.3	Figure 2 – Photo Panel 135.11.002 – Arboretum Areas Photo Panel 1	11
2.4	Figure 3 – Photo Panel 135.11.003 – Arboretum Areas Photo Panel 2	13
2.5	Figure 4 – Drawing 135.11.004 – Key Heritage Features - Locations	15
2.6	Figure 5 – Photo Panel 135.11.005 – Key Heritage Features	17
3	Applying Our Policy	19
3.1	Where Does Our Policy Apply?	19
3.2	Types of Events Covered by this Policy.....	19
3.3	Authority of this Policy.....	19
3.4	Walsall Council Event Conditions.....	19
4	How We Implement this Policy.....	20
4.1	Your Responsibilities – Event Organiser – One Day Events.....	20
4.2	Your Responsibilities – Event Organiser – Events of more than one day duration	20
4.3	Your Responsibilities – Event Organiser – Application Submission Timing.....	21
5	Considerations	22
5.1	Community Considerations.....	22
5.2	Figure 6 – Drawing 135.11.006 – Event Car Parking	25
5.3	Event Attendees	27
5.4	Figure 7 – Drawing 135.11.007 – Arboretum Carrying Capacity.....	31
5.5	Figure 8 – Drawing 135.11.008 – Emergency Routes, First Aid and Disabled Access	33
5.6	Figure 9 – Drawing 135.11.009 – Temporary Structures and Vehicular Access	35
5.7	Figure 10 – Drawing 135.11.010 Power and Water Points	37
5.8	Figure 11 – Drawing 135.11.013 – Illuminated Features	39
5.9	Arboretum Infrastructure	41

6	Risk Assessment	43
7	Use of Arboretum Resources	44
7.1	Power & Water.....	44
7.2	Public Toilets	44
7.3	Water Extraction and Disposal.....	44
7.4	Tree/Shrub Cuttings	44
7.5	Buildings and Structures	44
8	Protection & Reinstatement	45
8.1	Event Mitigation Measures	45
8.2	Returnable Bond	45
9	Statement of Sustainable Events Policy – Walsall Arboretum	47
10	Glossary of Terms	48
	Appendix 1 – Event Signage	49

Reference:	135.11 Walsall Arboretum – Sustainable Events Policy		
Client:	Walsall MB Council	Prepared for:	Sam Mills
Prepared by:	Rachael McCormack, Lanarca	Date & Version:	Sept 2018 FINAL



1 Purpose & Scope of the Sustainable Events Policy

1.1 Purpose

The Arboretum is owned and managed by Walsall Council and has been in the ownership of the Council since 1881. In preparing this Sustainable Events Policy (SEP), the Council recognises and seeks to protect the value of the Arboretum as an important community and heritage asset for Walsall borough residents and visitors.

This SEP has been prepared to ensure that, when planning and permitting events, we do so in a way that protects the Arboretum, including its nationally significant heritage assets. This policy provides the guidance we work within to allow sustainable and balanced use of the Arboretum and in doing so, we consider both the needs of park users and the community immediately around the park. This policy sets out key events parameters to enable the Arboretum to be used and enjoyed today and by future generations.

1.2 Arboretum Events - Our Aims

The Arboretum is a well-loved and well-used resource for the entire community of Walsall borough – as well as for visitors from further afield. There are 1,000,000 visitors to the historic Arboretum (town end) each year and in the summer our visitor count peaks at over 23,500 people visiting this part of the Arboretum each week with many thousands more visiting the Arboretum extension which is home to a full range of family and community amenities. Without doubt it is one of the most used community facilities in the borough, if not in the region.

Having made a once-in-a-generation investment to restore the Arboretum, with both Council and Lottery investment, including investing significantly in the amenities and facilities within the park, we have been able to provide park users with added attractions, more reasons for coming to the Arboretum and better facilities for a longer stay in the park.

We understand how important it is for our regular park users to have daily access to the park for informal recreation. In planning events therefore, we take this into consideration when we think about the number, nature and duration of events – and for how many weeks of the year events take place in the park. This is balanced against our wish to attract new users to the Arboretum through an exciting annual programme of events, provide value for money family days out in the town and meet demand as an important venue for local and specialist groups, running their own events.

1.3 Scope of this Policy

This SEP applies to the Arboretum including both the original historic core of the park and the later Arboretum extension. Some aspects of this policy are described as requirements for individual features or areas of the park. See Drawing 135.11.001 – Walsall Arboretum – Arboretum Areas.

WALSALL ARBORETUM

Drawing title: Arboretum Areas

Drawing no: 135.11.001

Drawn by: CT

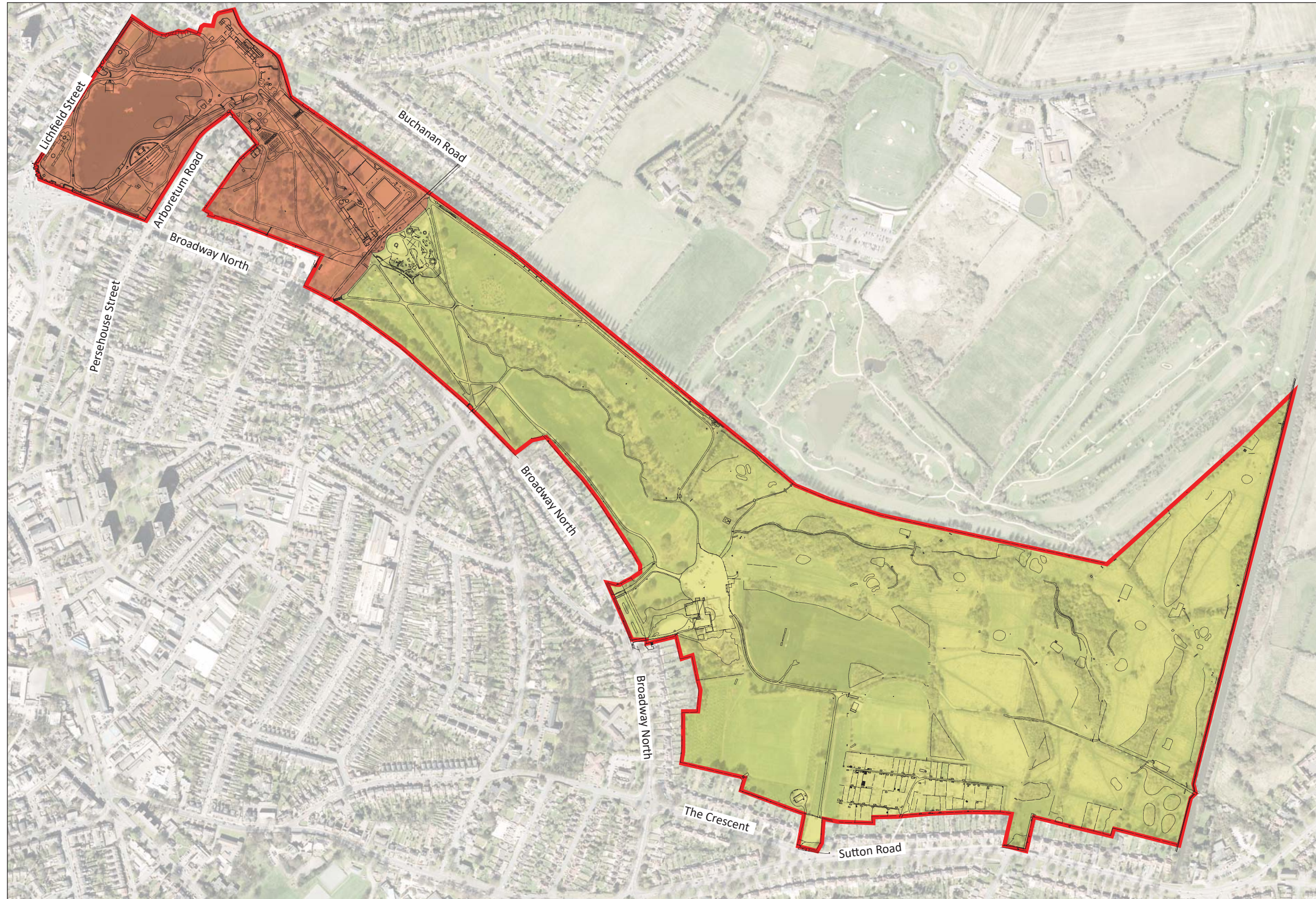
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

Date: Jul 2018

Scale : NTS

Revision: -

Status: FINAL



Key	
	Arboretum Historic Core
	Arboretum Extension
	Arboretum Boundary

1.5 Understanding Current Park Uses

The Arboretum is currently well used on a regular basis by a large number of individuals and groups. Events and planned activities throughout the year at the Arboretum typically might include:

- ≡ Park run (every Saturday)
- ≡ Fun fair (March/May)
- ≡ Walsall Classic Motor Show (July)
- ≡ The Walsall Show (August)
- ≡ The Rotary Club of Walsall Fun Run (September)
- ≡ The Greyhound Gap Dog Show (October)
- ≡ American Circus (October)
- ≡ Halloween Fest with St Giles Hospice (October)

Council run events:

- ≡ Walsall Arboretum Bonfire and Fireworks display (November)

Future Council run events planned:

- ≡ Summer music festival
- ≡ Christmas Market and Santa's grotto

The park event calendar is currently available to view on Facebook.

Events in the park hosted by external providers must not exceed 7 days (including set up and take down) and are typically not longer than 5 days. The vast majority of events in the Arboretum are one day events.

Our events season – the period in which the majority of events take place, is from March until November. It is possible in certain circumstances to have events outside of this season. When ground conditions in the Arboretum are poor, including over the winter months, the likelihood of increased damage to the grass surfaced areas of the park increases significantly so additional precautions are always required when ground conditions are soft (in winter or at other times).

Where major events take place involving equipment, temporary facilities and access to the Arboretum by vehicles and plant, event organisers are required to protect the parkland – both hard standing areas (where appropriate) and soft areas. We also need an agreed written plan for all larger scale events for both preventing damage within the Arboretum (and its surrounding areas) as well as making good any damage which may occur. This plan will need to be costed (for possible damage repairs) and an appropriate bond placed with the Council which will be used to pay for repair works, should any damage be caused.

In taking these measures we want to encourage sustainable, appropriate use of the Arboretum and make sure that events don't cause avoidable damage to the Arboretum – as we value our park as a very important amenity for all our communities.

With careful planning, choosing events of the right scale, nature, size – and which happen at appropriate times of year and for limited duration, we are confident that by working with event organisers who share our commitment to taking care of the Arboretum, we can hold an exciting programme of events whilst protecting our Arboretum for everyone who uses it.

1.6 Your Questions Answered

Q - Why produce this policy now?

A - We have invested considerably in improving the Arboretum over recent years and we want to make sure that this investment is carefully protected. This means planning how we use the park, how often and for what types of activity so it can be enjoyed today and in the future by as many people as possible.

Q - I've held my event at the Arboretum for the last three years. Is this new SEP relevant to me?

A - Yes. All events being held at the Arboretum (whether in the historic core of the park or in the Arboretum extension) now have to comply with this policy which was approved by Walsall Council Cabinet in 2018.

Q - With this new policy in place, will it cost me more to hold my event in the Arboretum?

A - No, not necessarily. What it will help us do is make sure we have all the appropriate protection measures in place during the event and sufficient resources – and if appropriate a correctly valued bond in place – to promptly make good any damage to the Arboretum following the event.

Q - I've looked at this policy and my event looks like it's appropriate for the Arboretum. What do I do now?

A - Come and speak to us at the park or contact us by telephone on 01922 650465 or by email at walsall.arboretum@walsall.gov.uk. The next step is for you to look at the Event Conditions form and complete an Events Planning Application. In this application you'll see at section 1.14 that you'll need to summarise why you think your event is compatible with our policy for us to continue to consider your application.

Q - Having looked at the policy, it's very likely I won't be able to hold my event in the Arboretum. What do I do now? – I need a park venue.

A - Come and speak to staff at the park or contact us by telephone or email. We'll give you advice on other Council venues which might be suitable for your event.

2 The Arboretum Context

2.1 Overview – History

- 2.1.1 Walsall Arboretum is a Grade II listed park on the English Heritage Register of Parks and Gardens of Special Interest. It is a high quality, easily accessible, well maintained public park, with key historic features; providing high quality facilities to a wide range of park users. It is located at the centre of the Walsall Arboretum Conservation Area. The Arboretum is an unusual example of an early quarry regeneration project as the result of limestone quarrying in the late 18th and early 19th century. Prior to the quarrying, the site was part of the Reynolds Estate with attractive gardens and parkland and the current Visitors Centre incorporates a structure which has been carefully conserved within the new complex – this being the last built remains from this mid-18th century period of the park’s development.
- 2.1.2 The quarrying, whilst destroying the earlier parkland, revealed the geological context of the landscape and two lakes were formed fed by natural springs - providing the central features of the Arboretum today. Following the closing of the quarry in the 1840s, the site appears to have immediately become adopted by the growing population of Walsall as their unofficial park. It was not until 1871 that the site became an official park under The Walsall Arboretum and Lake Company and when the Council purchased this previously leased site in 1890, a number of the features still evident today had been created - including Lichfield Lodge, Clock Tower Lodge, the Boathouse and the layout of many of the footpaths.
- 2.1.3 The original layout was added to and enhanced after the Council took ownership with new buildings, including the new pavilion to mark the start of the 20th century. This pavilion now houses the Leckie Club (Sons of Rest building). The Arboretum was also extended with new bowls, tennis and croquet lawns to the areas alongside the natural watercourse. The name ‘Arboretum’ was adopted due to the popularity of the word, rather than the nature of the site.
- 2.1.4 The original bandstand was removed and the current ‘shell form’ structure installed in 1924 as part of a series of new installations and changes which also included a play area.

2.2 Restoration

- 2.2.1 In 2006 a long term project began to bring together a scheme of work to invest in and restore the Arboretum, improving its use for current and future generations as well as making much needed repairs to its historic buildings and structures. At the same time, new visitor facilities were carefully considered and in 2009 a comprehensive scheme of work was drawn together so that Lottery funding might be secured to enable restoration and redevelopments.
- 2.2.2 With a successful lottery grant award plus substantial investment being made alongside by the Council together with other key funders, a wholesale restoration project was embarked upon, eventually investing a total of £7.6m – with the major restoration work concluding in 2015.
- 2.2.3 The restoration project included works to the:
- ≡ Entrance Green
 - ≡ Lichfield Street Lodge Area
 - ≡ Former Tennis Lawns Area
 - ≡ Bandstand & Surrounding Terrace
 - ≡ Centre Green Area
 - ≡ Leckie Club House & Rose Garden

- ≡ Former Nursery Area
- ≡ Former Tea Garden
- ≡ Recreation Area
- ≡ Deep Pond
- ≡ Hatherton Lake
- ≡ Lion's Den
- ≡ Arboretum Road to Centre Green
- ≡ Broad Walk
- ≡ Young People's Area
- ≡ New Visitor Centre
- ≡ Restored Buildings & Structures
- ≡ Boundary Gates & Railings

2.2.4 On the pages which follow, a series of photo panels showing Arboretum areas and key features have been included, together with a drawing which shows key locations:

Photo panel 135.11.002 - Arboretum Areas – Photo panel 1

Photo panel 135.11.003 - Arboretum Areas – Photo panel 2

Drawing 135.11.004 - Key Heritage Features - Locations

Photo panel 135.11.005 - Key Heritage Features

WALSALL ARBORETUM

Drawing title: Arboretum Areas - Photo Panel 1
Drawing no: 135.11.002

Drawn by: CT
Checked by: RM

Date: July 2018
Scale : NTS

Revision: -
Status: FINAL



1 Centre Green Area

2 Former Estate Building -
now incorporated into Visitor Centre

5 Hatherton Lake

3 Deep Pond

4 Poplar Walk

6 Clock Tower Lodge

WALSALL ARBORETUM

Drawing title: Arboretum Areas - Photo Panel 2
Drawing no: 135.11.003

Drawn by: CT
Checked by: RM

Date: July 2018
Scale : NTS

Revision: -
Status: FINAL



1 Gallery Garden

2 Lichfield Street Lodge

5 Bandstand Terraces

6 Re-landscaped Tennis Lawns/Courts

3 Boathouse

4 Bandstand

7 Refurbished Lakeside Buildings

WALSALL ARBORETUM

Drawing title: Key Heritage Features - Locations

Drawing no: 135.11.004

Drawn by: CT

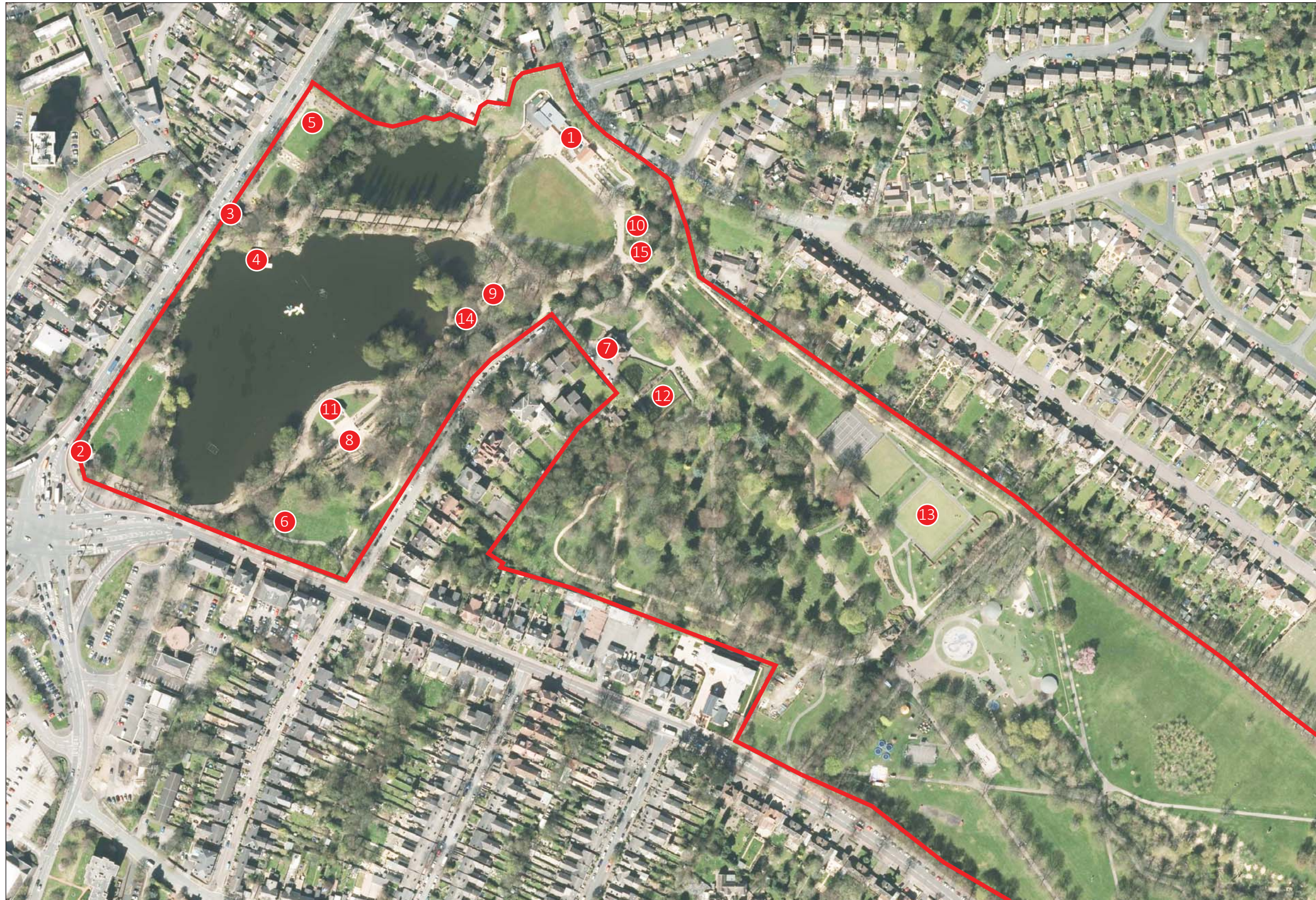
Checked by: RM

Date: July 2018

Scale : NTS

Revision: -

Status: FINAL



Key

- 1 Estate building incorporated as part of new Visitor Centre
- 2 Enhanced setting of Clock Tower Lodge
- 3 Enhanced presentation of Lichfield Street Lodge
- 4 Restored Boathouse
- 5 Former Bowls Green, now the Gallery Garden
- 6 Re-landscaped former tennis lawns and courts
- 7 Enhanced setting of Leckie Club Pavillion
- 8 Terraces reinstated
- 9 Enhanced setting of stocks
- 10 Restored Rock Garden
- 11 Restored Bandstand
- 12 Restored and enhanced Rose Garden
- 13 Restored and enhanced sports courts and greens
- 14 Refurbished lakeside building
- 15 Enhanced setting of the Rock Garden Gazebo
- Arboretum Boundary

WALSALL ARBORETUM

Drawing title: Key Heritage Features - Photo Panel
 Drawing no: 135.11.005

Drawn by: CT
 Checked by: RM

Date: July 2018
 Scale : NTS

Revision: -
 Status: FINAL



- 1 Estate building incorporated as part of Visitor Centre
- 2 Enhanced setting of Clock Tower lodge
- 3 Enhanced presentation of Lichfield Street Lodge
- 4 Restored Boathouse
- 5 Former Bowls Green, now the Gallery Garden.
- 6 New use for redundant tennis lawns and courts
- 7 Enhanced setting of Leckie Club Pavilion
- 8 Terraces reinstated
- 9 Setting of stocks enhanced
- 10 Restored Rock Garden
- 11 Restored Bandstand
- 12 Restored and enhanced Rose Garden
- 13 Restored and enhanced sports courts and greens
- 14 Refurbished Lakeside building
- 15 Enhanced setting of the Rock Garden Gazebo
- 16 Restored Centre Green

3 Applying Our Policy

3.1 Where Does Our Policy Apply?

This SEP generally applies to the entire Arboretum which includes the historic Arboretum and the Arboretum extension. Additionally, within this SEP there are specific references to considerations for particular areas (such as the historic Arboretum) and key features (such as the Centre Green). To locate these areas or features please refer to drawings 135.11.001 - Arboretum Areas and 135.11.004 - Key Heritage Features.

3.2 Types of Events Covered by this Policy

All events, whether run by Walsall Borough Council, community groups, professional event management organisations – or any other organisation, are covered by this SEP. This SEP applies irrespective of whether or not income is generated by an event, or whether or not fees are charged by the Council to hold the event.

3.3 Authority of this Policy

All events being held at the Arboretum (whether in the historic core of the park or in the Arboretum extension) will have to comply with this policy. It is in place to protect the Arboretum whilst maximising it for appropriate and sustainable uses by our communities. If an event is shown to be incompatible with the requirement of this policy, that event **WILL NOT BE PERMITTED TO PROCEED** in the Arboretum. **In this circumstance, support will of course be provided by the Council to the event organiser to see whether an alternative, suitable location can be found across available Council owned sites.**

N.B. The Executive Director, Economy and Environment, in consultation with the Portfolio Holder for Clean and Green has delegated authority to approve minor amendments to this policy and to permit minor – noncompliance from events where the impact of these events can be proved to be minimal.

If you consider that your event may be not suitable for the Arboretum, there are alternative locations which may be appropriate. These could include:

- ≡ Pelsall Common
- ≡ Willenhall Memorial Park
- ≡ Holland Park
- ≡ King George Vth Playing Fields
- ≡ Reedswood Park
- ≡ Kings Hill Park

Please contact the Council to find out more either by telephone on 01922 650465 or by email walsall.arboretum@walsall.gov.uk

3.4 Walsall Council Event Conditions

This SEP should be read together with the Council's Event Conditions and your attention is drawn in particular to Section 8 (Assignment), Section 9 (Prohibition), Section 10 (Broadcasting and Television) and Section 13 (Permits and Licencing) of these Conditions.

4 How We Implement this Policy

All event organisers (including Council organisers) are directed to the SEP at an early stage to see if their event is likely to be considered appropriate for the Arboretum. This SEP is available online at https://go.walsall.gov.uk/organising_events_in_parks – alongside the Event Booking Application information and Event Conditions pack.

4.1 Your Responsibilities – Event Organiser – One Day Events

1. Review the SEP – with a particular focus on Section 5 (“Considerations”). In this section, aspects of permitted and not permitted events are discussed. Our staff based at the Arboretum are available to assist you with any queries.
2. If you consider your event could be appropriate for the Arboretum, please complete and submit an Event Booking Form. Your application will then be assessed by staff. Within the Event Booking form you will need to complete a short section indicating why you think the Arboretum is suitable for your event – giving reasons. Please note – even if suitable, this does not automatically mean your event application for the Arboretum will be granted.
3. Staff will assess your application based on SEP criteria, other information you have provided and check our events calendar looking at both event type and site availability before responding.
4. If you do not consider your event to be appropriate for the Arboretum but you would like a park setting for your event, speak to staff at the Arboretum or contact us on 01922 650465 or by email on walsall.arboretum@walsall.gov.uk. We’ll give you advice on other Council venues which you might wish to consider.

4.2 Your Responsibilities – Event Organiser – Events of more than one day duration

1. Review the SEP – with a particular focus on Section 5 (“Considerations”). In this section, aspects of permitted and not permitted events are discussed. Our staff based at the Arboretum are available to assist you with any queries.
2. If you consider your event could be appropriate for the Arboretum, please complete an outline application / arrange to meet with staff to discuss your event. You will need to prepare a short (300 words) statement – demonstrating why you consider your event appropriate for the Arboretum. This will help consideration by staff and any subsequent discussions. https://go.walsall.gov.uk/organising_events_in_parks
3. Your initial outline application will then be reviewed and a full application sought if acceptable (having checked SEP compatibility but also the Arboretum calendar) – and a response will be given to you either permitting or declining your event. If declined, the reason for this will be explained and you may also be offered alternative park locations which may be suitable, if this is helpful to you.
4. If your outline application is permitted, you will need to complete a full application [within which a comprehensive method statement for compliance with the SEP will need to be provided.](#)

4.3 Your Responsibilities – Event Organiser – Application Submission Timing

PLEASE NOTE: A FULL EVENT APPLICATION MUST BE SUBMITTED BY THE EVENT ORGANISER A MINIMUM OF TEN WEEKS BEFORE THE PROPOSED EVENT START DATE.

An application for an event in the Arboretum cannot be considered by the Council if submitted less than ten weeks before the proposed start date.

5 Considerations

Within this section we have set out all the key considerations for events within the Arboretum. It will be noted that some of the considerations below apply to specific areas of the park, e.g. the historic core of the Arboretum – or key features, e.g. the Centre Green. But unless otherwise stated, the following considerations apply to the whole Arboretum, including the extension.

Event organisers should review this section closely when considering whether events are suitable for the Arboretum. Events which cannot comply with the requirements set out below **will not be permitted in the Arboretum**.

5.1 Community Considerations

5.1.1 Hours of Operation

Requirement: No event set up or event activity is permitted in the Arboretum on any day before 7.30am. Event activity (whether set up, main event period or takedown) is not permitted after 10.00pm on any day.

Reason: The Arboretum is surrounded by residential and business properties which may be unreasonably affected by event activity outside these hours.

5.1.2 Maximum Major Event Duration Combined Periods

Requirement: A maximum of 8 events of 3 days duration or more (not exceeding 7 days for any one event) are permitted in any one year during the period March to November inclusive.

Reason: Areas of the Arboretum are not available to general park users during longer term events, causing disruption to normal community use. Long term events can have more infrastructure associated with them and this can increase the likelihood of damage to park areas. A balance must be maintained between an attractive events programme and minimizing loss of access to park areas/limiting likelihood of damage to the park.

5.1.3 Maximum Individual Event Duration

Requirement: There is a maximum duration for any single externally hosted event which cannot be exceeded of 7 days (including event set up, event period and take down).

Reason: Areas of the Arboretum are not available to general park users during longer term events, causing disruption to normal community use. Long term events can have more infrastructure associated with them and this can increase the likelihood of damage to park areas and longer period of recovery (landscape repair). A balance must be maintained between an attractive events programme and minimising loss of access to park areas/limiting likelihood of damage to the park.

5.1.4 Noise & Music

Requirement: All events at the Arboretum must demonstrate consideration to our neighbours and to comply with Environmental Health regulations where applicable. The playing of music is not permitted after 10pm or before 7.30am on weekdays or before 9.00am at weekends. Event set up, take down and vehicle movements should be undertaken with consideration to our neighbours with no excessive noise.

Reason: The Arboretum is surrounded by residential and business properties which may be unreasonably affected by event noise and music outwith these hours.

5.1.5 Noise Monitoring

Requirement: All events at the Arboretum which include music (or similar) must monitor sound levels throughout the event and keep records of noise levels and noise recording points. A noise recording sheet will be provided by site staff to the event organisers prior to event commencement. Records must be available at all times for inspection as needed.

Reason: The Arboretum is surrounded by residential and business properties which may be unreasonably affected by event noise and music, and noise must therefore be actively managed with consideration to Arboretum neighbours.

5.1.6 Parking & Access Routes

Requirement: Event organisers must ensure that adequate parking and traffic management arrangements are in place, to the satisfaction of the Council, that parking issues are anticipated and mitigated, and for large scale events, public transport alternatives are identified and promoted to event attendees. There are a number of areas suitable for event parking within the Arboretum. These areas are all located within the Arboretum extension and there is no event parking available within the historic Arboretum. There are 10 spaces available for parking at the Sons of Rest Building and 3 spaces for blue badge holders by the Visitor Centre.

Onsite parking and locally available pay-and display parking facilities are shown on drawing 135.11.006 – Event Car Parking.

Reason: The Arboretum is surrounded by residential and business properties which may be unreasonably affected by traffic congestion and traffic noise associated with poorly organised events.

5.1.7 Restricted Access to Other Public Facilities

Requirement: Public facilities must be freely available to non-event going park users at all times. Event organisers must ensure provision of additional facilities for event attendees to ensure facilities access (e.g. community amenities, toilets) is not disrupted for regular park users.

Reason: The Arboretum is used daily by a very large number of park users and events held in the Arboretum must not adversely affect their use of the park.

5.1.8 Fireworks

Requirement: Fireworks are only permitted (with all other required licenses and permissions) in the Arboretum extension. No fireworks are permitted in the historic Arboretum. Consideration may be given to alternative displays e.g. laser shows/silent fireworks (with all other required licenses and permissions) within the historic Arboretum at the discretion of the Council.

Reason: The historic core of the Arboretum is surrounded by residential and business properties which may be unreasonably affected by fireworks. No large clear areas for setting/fall out zones for fireworks of sufficient size exist in the historic Arboretum. Historic buildings and structures within the historic Arboretum are not compatible with adjacent firework displays and must be protected.



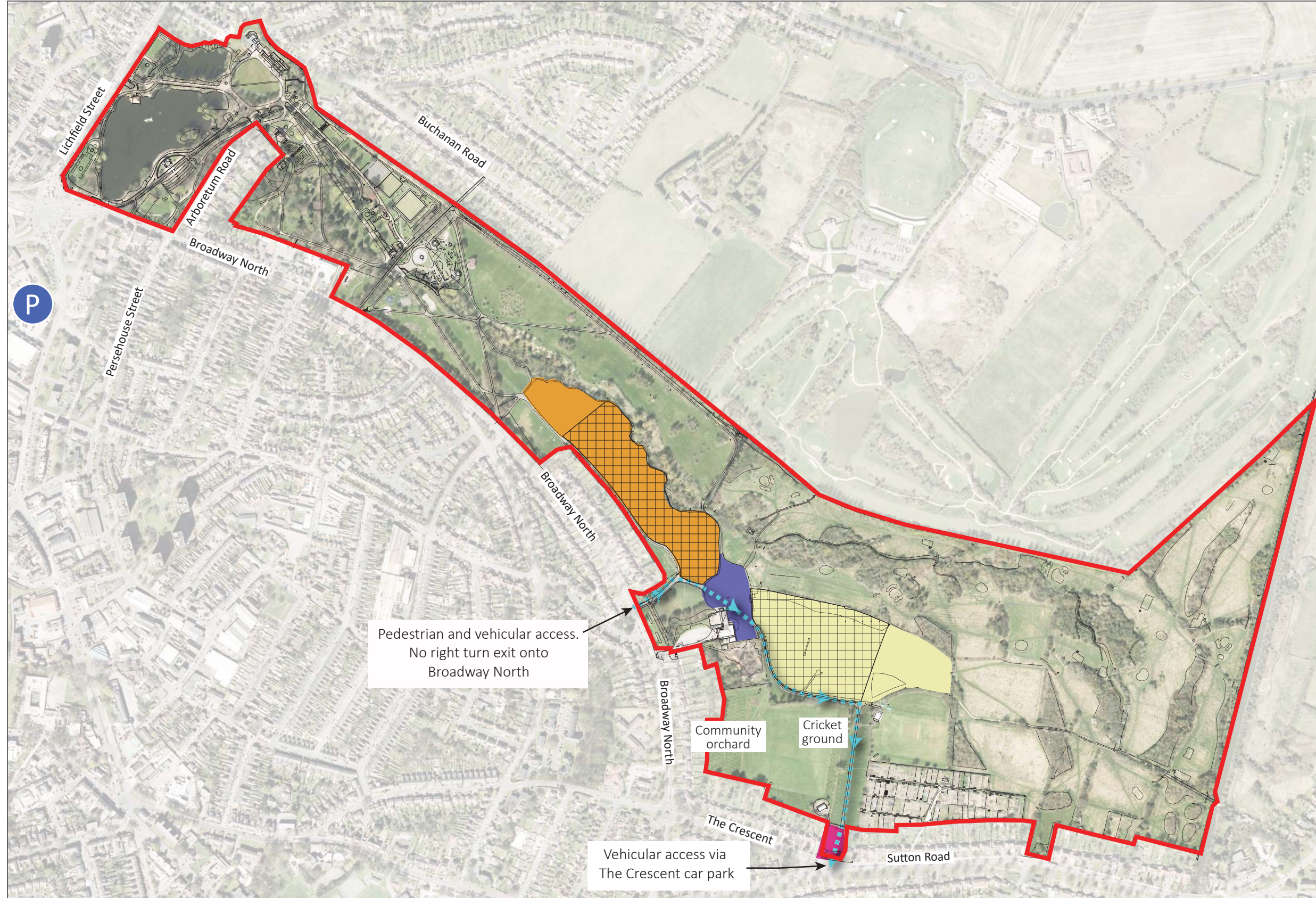
WALSALL ARBORETUM

Drawing title: Event Car Parking
Drawing no: 135.11.006

Drawn by: CT
Checked by: RM

Date: July 2018
Scale : NTS

Revision: -
Status: FINAL



Key

- Main Events Field
- Secondary Events Field
- Event/overflow car parking
- Crescent car park
- Grange car park
- One-way system
- Town centre parking
- Arboretum Boundary

5.3 Event Attendees

5.3.1 Area Carrying Capacity

Requirement: Maximum numbers of events attendees have been set for specific areas of the Arboretum as follows. These carrying capacities have been developed informed by both the physical spaces available in identified locations and based on assessment of the sensitivity of areas including the potential for adverse impact from events.

Arboretum Historic Core:

Bandstand - maximum 500-1000 attendees (depending on the nature of the event)

Centre Green - maximum 2,440 attendees

Gallery garden - maximum 695 attendees

Arboretum Extension:

Main event field - maximum 22,000 attendees

Secondary event field – maximum 12,865 attendees

Event Annex (Cricket Ground) – maximum 9,900 attendees

NB All capacities are stated as capacity at one given time (i.e. not throughout the course of an event) and will reduce if event structures are provided such as staging, catering units, stalls etc.

Where events are held in these areas, the event organiser must be able to demonstrate adequate mechanisms for attendee number monitoring to ensure the above carrying capacity figures are not exceeded. Areas of the park and associated carrying capacities are shown on drawing 135.11.007- Arboretum Carrying Capacity.

Reason: Local areas within the Arboretum have set carrying capacities which differ. These are due mainly to restrictions on the physical space available in some areas but also relate to the sensitive nature of the settings, especially in respect of the historic Arboretum.

5.3.2 Emergency Routes & First Aid

Requirement: Event specific provisions for first aid and appropriate arrangement for emergency procedures must be proposed and agreed prior to any event being confirmed within the Arboretum. Where first aid services are provided by tent/ambulance, refer to drawing 135.11.008 – Emergency Routes, First Aid and Disabled access for suggested locations. For emergency access points and access/egress routes refer to drawing 135.11.009 - Temporary Structures and Vehicular Access.

Reason: Suggested first aid points are services with power/water and offered as both hard standing (suitable for ambulance-type provision) or on soft areas where a tent facility is used by the event organiser.

5.3.3 Disabled access

Requirement: Events held in the Arboretum must offer comparable access wherever practical to event activities for able and less able event attendees. Refer to Drawing 135.11.008 – Emergency Routes, First Aid and Disabled access for accessible routes and step free access points into the Arboretum.

Reason: To ensure equality of access to events for those with disabilities.

5.3.4 Alcohol

Requirement: Within the Arboretum a license for alcohol is required for any event proposed which will include supply of alcohol whether these are on and/or off supplies.

Reason: To ensure compliant events, the safety of event attendees and minimise disruption to both regular park users and the surrounding community

5.3.5 Electricity & Water

Requirement: If power/water are needed for the event, before temporary supplies are considered, maximum use is to be made of the permanently installed electric power and water points throughout the Arboretum. These are shown on drawing 135.11.010 – Power, Water & Illuminated Features & Routes. Also see 7.1.1. Within the Arboretum historic core, all power required for events must be obtained from these supply points. Arrangements may be made for supplies to be metered and event organisers will meet the cost of energy and water used. See also 8.1 and 8.2.

Reason: To avoid the use of electricity generators wherever possible, avoiding both the associated noise and air pollution these cause to regular park users and the surrounding community.

5.3.6 Lighting

Requirement: Maximum use is to be made of the permanently installed lighting throughout the Arboretum. Within the Arboretum historic core, extensive lighting has been recently installed including lighting of key routes. This is shown on drawing 135.11.013 – Key Illuminated Features. Where additional lighting is necessary to enable a safe event, or meet other event requirements, this must avoid direct light pollution to neighbouring properties and roads. Event associated lighting must be extinguished at 10.00pm or at the end of the event, whichever is the sooner.

Reason: To avoid the use of generator driven lighting and unnecessary additional lighting wherever possible, in turn avoiding the associated noise, air and light pollution these cause to regular park users and the surrounding community.

5.3.7 Waste & recycling

Requirement: Event organisers must provide waste collection and recycling facilities to enable the full collection of all waste materials arising from the event. No use of park facilities for waste collection is permitted. Where practical, all recyclable materials should be separately collected and recycled locally. See also 7.1.

Reason: To ensure responsible waste management, maximise recycling of waste materials and no disruption to park waste collection facilities for regular park users.

5.3.8 Toilet facilities

Requirement: Event organisers for all events expecting over 100 attendees must provide and maintain appropriate toilet and associated hand washing facilities for all event attendees. No use of park facilities for event attendees or event staff is permitted. See also section 8.3 for Purple Guide facility guidance.

Reason: To ensure no disruption to park toilet facilities for regular park users.

5.3.9 Signage

Requirement: Signage is only permitted within the Arboretum where this meets the requirements of the signage plan (see Appendix 1). All signs from around the Arboretum and

external areas must be removed within 24 hours of event completion (N.B. this is event completion NOT site clearance).

NB Should the event have requirements for signage external to the Arboretum, these are subject to the normal signage and advertising permissions (as appropriate). Approval of an event application does not imply consent to erect external signage or advertising hoardings associated with the event if these are separately required. All appropriate permissions must be sought and are the full responsibility of the event organiser.

Reason: To maintain high standards of site presentation both within and around the Arboretum.

5.3.10 **Temporary Structures, Rides & Food Stalls**

Requirement: Any temporary structures, rides, food stalls etc. which are required for the event must be proposed to the Council in advance as part of the Event Application. If permitted by the Council, these can only be installed at the locations shown on drawing no 135.11.009 - Temporary Structures and Vehicular Access.

Reason: To protect the hard and soft infrastructure of the Arboretum.



WALSALL ARBORETUM

Drawing title: Arboretum Carrying Capacity
Drawing no: 135.11.007

Drawn by: CT
Checked by: RM

Date: July 2018
Scale : NTS

Revision: -
Status: FINAL



Key

- 1 Bandstand 500-1000 maximum attendees (depending on the nature of the event)
- 2 Centre Green 2,440 maximum attendees
- 3 Gallery Garden 695 maximum attendees
- 4 Secondary Events Field 12,865 maximum attendees
- 5 Main Events Field 19,650 maximum attendees
- 6 Event Annex (Cricket Ground) 9,900 maximum attendees

(NB All capacities are at one time. Capacities will reduce if event structures are provided)

— Arboretum Boundary

WALSALL ARBORETUM

Drawing title: Emergency Routes, First Aid & Disabled Access
Drawing no: 135.11.008



Drawn by: CT
Checked by: RM

Date: July 2018
Scale : NTS


Revision: -
Status: FINAL



Key

-  Emergency vehicle access
-  Stepped/ramped access
-  Level/step free access

First Aid Points- Tents situated on grassed areas.
Ambulances situated on hardstanding.

 Arboretum Boundary

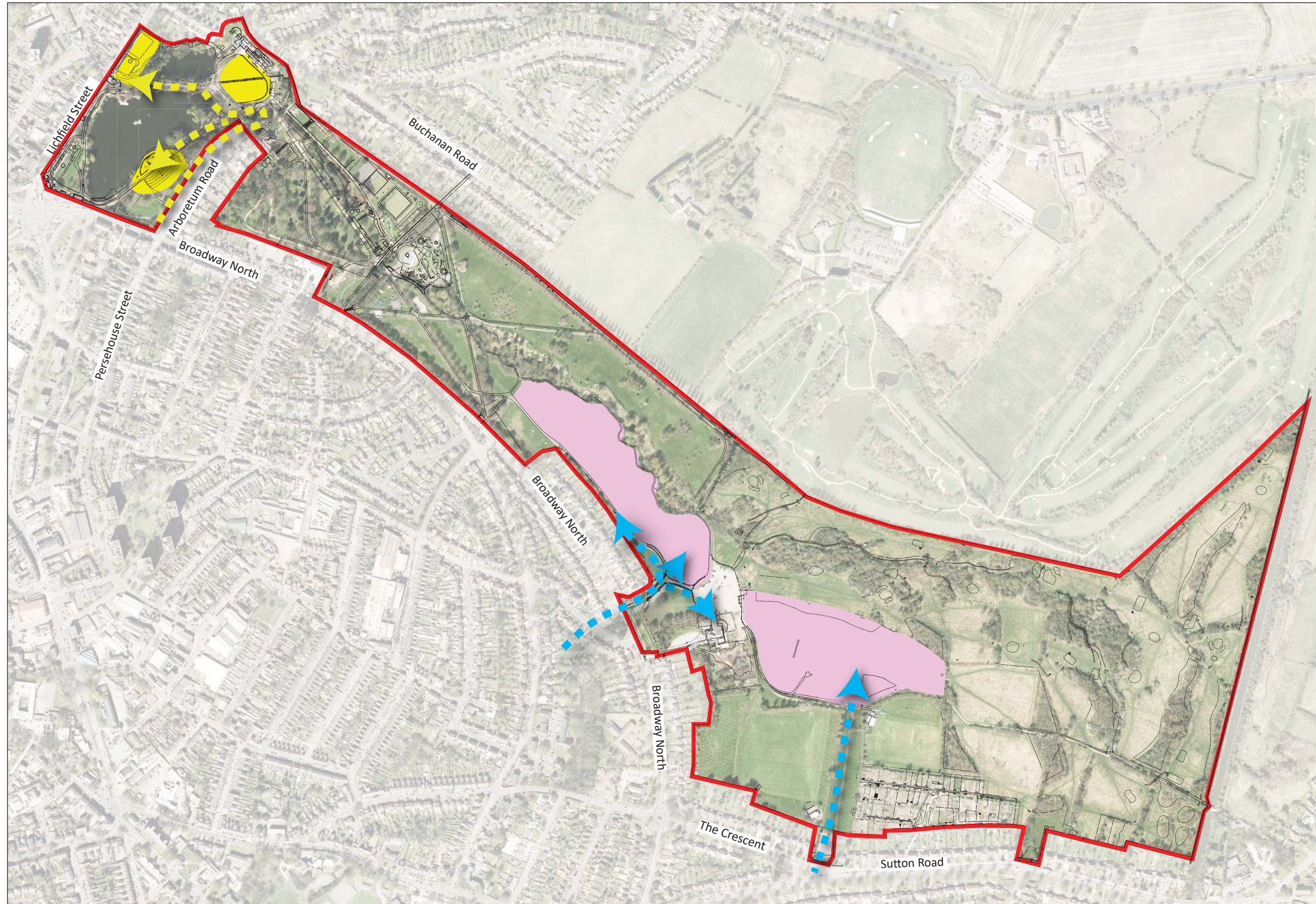
WALSALL ARBORETUM

Drawing title: Temporary Structures and Vehicular Access
Drawing no: 135.11.009

Drawn by: CT
Checked by: RM

Date: July 2018
Scale : NTS

Revision: -
Status: FINAL



Key

— Arboretum Boundary

Temporary Structures

Temporary Structures permitted in Main and Secondary Events Fields

Historic Core
- Typical Permitted Event Infrastructure* Includes:
- Mobile climbing tower (trailer based)
- Small staging
- Gazebo
- Marquee
- Children's inflatables
- Children's fairground rides
- Tables/information and displays

Vehicular Access - event attendee and event organiser

Vehicular access to Historic Core

Vehicular access to Main and Secondary Events Fields (large vehicle access)

- Other structures considered, dependent on the event and their potential impact on the park

* Note: For information on the size of permitted structures, please contact the Arboretum Visitor Centre

WALSALL ARBORETUM

Drawing title: Power & Water Points

Drawing no: 135.11.010

Drawn by: CT

Checked by: RM

Date: July 2018

Scale : NTS

Revision: -

Status: FINAL



Key

- Electric points
- Water points
- Arboretum Boundary

Electric & Water Points in Arboretum Extension



Key

Illuminated features and buildings

- 1 Visitor Centre
- 2 Historic Rockery
- 3 Stocks
- 4 Shelter
- 5 Bandstand
- 6 Terracing
- 7 Glacial Boulder
- 8 Clock Tower
- 9 Hawthorn Tree
- 10 Boathouse
- 11 Lichfield Lodge
- 12 London Plane Tree
- 13 London Plane Tree
- Lighting of selected trees within Lion's Den
- Route/entrance lighting
- Arboretum Boundary

5.9 Arboretum Infrastructure

5.9.1 Landscape Features

Requirement: The landscaped areas of the Arboretum have been planted and are maintained to a high standard. Event equipment, facilities, plant, fencing, signage and any materials whatsoever are **EXPRESSLY PROHIBITED** from being located on, or causing direct or indirect damage to ornamental or landscaped areas.

Reason: To protect the landscape and visual amenity of the Arboretum for all its users.

5.9.2 Made up Roads & Underground Services

Requirement: Within the Arboretum heavy goods vehicles are only allowed on permitted routes – see drawing 135.11.009. Vehicular access to the Arboretum is only otherwise permitted using routes suitable for vehicular access. No other vehicle movements are permitted.

Reason: To protect the roadways within the Arboretum and the underground services which run beneath and adjacent these routes.

5.9.3 Heritage Features

Requirement: The built features throughout the Arboretum are structures of significance, many of which are listed and contribute directly to the heritage of our town. The Council invests through maintenance and management to protect and sustain these structures. Event equipment, facilities, plant, signage, fencing, and any materials whatsoever are **EXPRESSLY PROHIBITED** from being located on, against or within, or causing direct or indirect damage to the built heritage features of the Arboretum.

Reason: To protect the built heritage assets and visual amenity of the Arboretum for all its users.

5.9.4 Site Ecology

Requirement: The ecology and biodiversity areas of the Arboretum is well recorded and includes protected species, key areas within the Arboretum provide specific habitats for species including bats, birds, crayfish, waterfowl and unusual flora.

Event equipment, facilities, plant, fencing, signage and event materials are **EXPRESSLY PROHIBITED** from adversely affecting site ecology and biodiversity.

Reason: To protect the ecology of the Arboretum.

5.9.5 Arboretum - Sensitive Historic Landscape

Requirement: The Arboretum is a site of national significance, the historic core is a Grade II listed landscape included on the English Heritage Register of Parks and Gardens of Special Interest. Areas of the Arboretum are available for use as event sites at the discretion of the Council, including small scale events (only) within the stipulated carrying capacities identified for key areas and including within the historic core of the Arboretum. This recognises the heritage status of the Arboretum and its importance as an asset to the people of Walsall.

Reason: To conserve and protect the Arboretum for the enjoyment of everyone both today and for the future.

5.9.6 Managing Fun Fairs and Circuses

Requirement: The Arboretum allows a maximum of 4 fun fairs and 2 circuses per year with a minimum of six weeks between each event. If reviewing an event application for a fun fair or circus, the Arboretum Park Management team will also give consideration to similar bookings elsewhere in the borough to avoid clashes with other planned events.

Reason: To ensure that the impact from these larger scale events, which typically have heavy infrastructure, are carefully managed in the Arboretum. To ensure a balanced number of such events are supported across the borough and that events do not directly compete for the same audience.

6 Risk Assessment

- 6.1.1 A risk assessment will need to be prepared for each event proposed to be held within the Arboretum as part of the Event Application. This should include appropriate consideration of risks associated with the long-term sustainability of the park in view of the proposed event, and should look carefully at potential risks to the fabric, infrastructure and core value (landscape, heritage, community and ecological) of the Arboretum which could arise from the event. The risk assessment must include both the identification of specific risks associated with holding an event but also include plans to mitigate (reduce or remove) those risks.
- 6.1.2 The Arboretum is a unique location within Walsall, highly prized by its community and much valued by the tens of thousands of users who visit each year. Any event held at the park occupies time and has impact in a privileged place, and in a nationally important landscape.
- 6.1.3 The risk plan should therefore fully recognise this and should address key questions about the event. In a statement made within the Event application form, event organisers must be prepared to give their justification for holding their proposed event at the Arboretum and respond to questions including:
- ≡ The Arboretum is a nationally recognised site of high heritage, environmental and ecological value. It is also of great importance as a local park to the community of Walsall. What are the specific reasons the Arboretum has been selected as the location for your event?
 - ≡ What other locations were considered?
 - ≡ What were the specific reasons these were discounted?
 - ≡ What risks to the fabric of the park have been identified as a result of your event and how will these be mitigated?
- 6.1.4 A template for risk assessment for an event proposed for the Arboretum, together with space for event organisers to describe their plans to reduce or remove risks (to the park, regular park users and to event attendees) is included within the Event Application pack. An Arboretum Risk Assessment **must** be completed as part of any application to hold an event at the Arboretum.
- 6.1.5 All Event providers applying to hold an event in the Arboretum must ensure they hold adequate insurance for the event and a copy of the Public Liability Insurance to cover the event must be submitted with the event application form plus a copy of the Public Liability Insurance for any event subcontractors.

7 Use of Arboretum Resources

The Arboretum is well equipped as a public park with a wide range of facilities and amenities for park users. It is also well equipped with some infrastructure which has been purposely installed to facilitate the smooth running of community and larger scale events.

When planning events at the Arboretum, it is important to consider the needs of regular park users which core park facilities are designed to serve. Event organisers must therefore plan their own event requirements ensuring they meet the needs of their event attendees.

7.1 Power & Water

- 7.1.1 Event electricity supply and water supply points are located throughout the park and can be used by event organisers. A bond may be taken to meet the cost of power and water consumption, the balance of which (if due) is released following the event. If further sums are owed, the event organiser may be invoiced.

7.2 Public Toilets

- 7.2.1 These are not usually available for event attendees nor are they permitted for use by event staff. Large events must provide toilets and hand washing facilities for event attendees, with the exception of disabled toilets. Disabled toilets within the Visitor Centre and at the Grange Car Park (extension) are available for use by disabled event attendees, as well as disabled park users.
- 7.2.2 The Council adopts the Purple Guide standard for events with a gate time of up to 6 hours of:
1 toilet for every 100 females to be provided and maintained by event organisers, and
1 toilet for every 500 males & 1 urinal for every 150 males to be provided and maintained by event organisers.
- 7.2.3 Adequate handwashing facilities including suitable facilities for young children must be provided, and maintained by the event organisers.

7.3 Water Extraction and Disposal

- 7.3.1 A potable water supply for multi-purpose use can be made available by arrangement with the Council – see 7.1 above. **NO EXTRACTION** from any other water source or water body on the Arboretum for any purpose is permitted. **STRICTLY NO DISPOSAL OF WASTE WATER, LIQUID WASTE OR ANY OTHER WASTE INTO ANY WATER SOURCE OR WATER BODY, DRAIN OR GULLEY WITHIN THE PARK IS PERMITTED.**

7.4 Tree/Shrub Cuttings

- 7.4.1 Tree protection orders apply to all trees within the historic Arboretum. The cutting of trees and/or shrubs, damage to trees, shrubs and plants in any way and the removal of any plant material from the Arboretum is **EXPRESSLY PROHIBITED.**

7.5 Buildings and Structures

- 7.5.1 The use of buildings and structures to rest on, lean against, support temporary structures, secure signage, fencing or any other type of event infrastructure is **EXPRESSLY PROHIBITED.**

8 Protection & Reinstatement

As a landscape of national importance, the Arboretum has very special and particular needs which must be met in terms of both protection and reinstatement which are over-and-above most other Council sites which may be used for outdoor events across our borough.

The measures which have been put in place within this SEP aim to ensure that only events which are well suited to the Arboretum go ahead. In this section we have set out the careful further steps which are needed to ensure the protection of the fabric of the park, even with carefully selected events.

8.1 Event Mitigation Measures

When an event is permitted within the Arboretum, the Council will work together with the event organiser to take measures to ensure the protection of the Arboretum. These measures, depending on the nature, timing, duration and type of event may incur costs which will be the responsibility of the event organiser. These costs could include:

- ≡ Additional ground protection – protecting soft areas from damage
- ≡ Protective fencing – to protect trees, landscaped areas or buildings
- ≡ Signage – to ensure event traffic is directed appropriately and does not disrupt usual park activities
- ≡ Additional provisions for waste or toilets - ensuring that the regular park user experience is unaffected
- ≡ Additional staffing
- ≡ Excess noise mitigation

The need for, and the costs associated with such measures will all be discussed and must be agreed in advance with event organisers, prior to any event proposal being agreed.

Included within the Event Application is a site specific Risk Assessment template which must be completed for all events proposed to be held at the Arboretum. It may be appropriate to consider event risks and mitigation measures together when completing this Risk Assessment.

8.2 Returnable Bond

In accordance with the Council's Event Conditions, (Section 3.1) a returnable bond is required from event organisers who take forward events at the Arboretum.

“3.1 A returnable bond of £500.00 will be required which would have to be paid to the Council 28 days prior to the Event, which will be forfeited or held as part payment in the event of any damage or loss to the Council in relation to the Event and/or loss of keys in respect of removable bollards. The Hirer will be liable for the full costs of any damage and/or loss.

Any costs incurred by the Council, will be first deducted from the bond and any outstanding sums due may be recovered by the Council as a debt from the Hirer.”

In exceptional circumstances, where an event of scale is proposed and agreed for the Arboretum and even when event mitigation measures are considered, the potential impact on the Arboretum is high and the returnable bond sought from event organisers **MAY EXCEED** the £500.00 noted in section 3.1 of the Council Event Conditions. This will be discussed in advance with the event organiser and the reason for an increased bond requirement will be clearly set out.

9 Statement of Sustainable Events Policy – Walsall Arboretum

Walsall Council recognises that its own event management activities and operations, together with those of external parties who may run events on Council property, have the potential to deliver both positive and negative environmental, social and economic impacts.

The Council is committed to minimising the negative impacts of events at Walsall Arboretum and we will work to ensure, both for events we organise and for all those organised by external parties, that we satisfy all relevant legal requirements and demonstrate our overall commitment to sustainability when planning and delivering events.

With careful planning, choosing events of the right scale, nature, size – and which happen at appropriate times of year, for limited duration, we are confident that working with event organisers who share our commitment to taking care of the Arboretum, we can hold an exciting programme of events whilst protecting our Arboretum for everyone who uses it.

Our sustainable event management approach within this Sustainable Events Policy for the Arboretum has been developed to:

- ≡ Support our aims for a diverse, interesting and inclusive annual programme of events which support positive use of the Arboretum
- ≡ Maximise appropriate use of the Arboretum for events, for the enjoyment of our communities whilst protecting the landscape and heritage of the Arboretum
- ≡ Minimise any adverse environmental impacts associated with the holding of events in the Arboretum
- ≡ Generate positive local economic impacts as a result of our annual event programme, supporting our local businesses and communities

These aims underpin our objectives to protect the valuable community asset of the Arboretum, through promoting event sustainability that both enhances wider understanding of sustainability principles while also having a positive impact beyond our own events.

Through our Arboretum Park Manager and site staff, we will promote our sustainable event policy and work to actively implement it whether in the delivery of Council run events or community / wider events which take place within the Arboretum.

This Sustainable Events Policy and Statement of Policy will be reviewed annually, with updates being made as needed under the direction of the Arboretum Park Manager. The updated document will be shared on our website and available on request at the Arboretum Visitor Centre.

10 Glossary of Terms

Attendees: An individual coming to, or participating in an event. Could include your event attendees, delegates (if a business or formal event), exhibitors, media representatives, speakers, and special guests.

Attendance: The overall total number of people at an event.

Bond: A sum of money held by the Council to safeguard the Council against financial losses – e.g. should damage be caused to the Arboretum or bills for services not be paid by the event organiser.

Contract: Legally binding document in which the event organiser agrees to the terms and conditions set by the Council for your event.

Deposit: A partial payment made in advance of a booking in order to secure the date for running an event.

English Heritage Register of Parks and Gardens: This is a list held and maintained by English Heritage of land registered for its special historic interest under the Historic Buildings and Ancient Monuments Act 1953.

Event: An arranged occasion, examples include meeting, convention, exhibition, conference, special event, gala dinner, etc.

Event application: The form to be completed by the Event organiser which describes in full the proposed event you would like to hold.

Event mitigation measures: Steps taken by the event organiser to ensure the protection of the Arboretum during their event. These measures, depending on the nature, timing, duration and type of event may incur costs which will be the responsibility of the event organiser.

Event organiser: The individual, company, firm, body, agent or person booking the event

First aid: Emergency care or treatment administered to an ill or injured person before regular medical care is available. Term can also be used to define the area where such emergency care is provided.

Risk assessment: Assessing the possibility of injury or loss to people attending the event.

Venue: A place to hold your event, exhibition, activity etc.

Conservation Area: An area of notable environment and/or historical importance which is protected by law against undesirable changes.

Tree preservation Order: Gives legal protection to individual or groups of trees.

Protected Species: Plants and animals protected by law including their habitats.

Appendix 1 – Event Signage

This guidance on event signage applies to all types of event held at Walsall Arboretum, by **all** event organisers.

Banners – The designs for any proposed banners must be submitted to the Council (Arboretum Park Manager) in advance of a submission for advertising permissions (as might be needed). Any initial approval of designs by the Arboretum Park Manager does not confer authority to display banners unless any required additional consents have also been secured.

Subject to all appropriate design and advertising consents, banners may be allowed to be placed on the following locations for not more than a month in advance of the event:

- ≡ Park railings (Extension only)
- ≡ Park railings (Clocktower only)
- ≡ On secure temporary structures on the grass area outside the Grange Entrance
- ≡ Play area railings (within the park)

All banners must be removed within one day after the event.

Posters – Posters not exceeding A4 size, with content agreed by Arboretum park staff may be placed within the park notice boards and on the notice boards within the Visitor Centre with prior permission of the Arboretum Manager.

Displaying temporary event posters within the park on railings/trees/site furniture is NOT PERMITTED and any such signs will be removed by Council staff.

Please Note: Council Staff may remove any signs within the Arboretum which are considered to be inappropriately placed, inappropriately displayed or any sign not complying with these conditions.

Any sign on the public highway may be at any time be removed by Council staff under The Highways Act 1980.





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Equality Impact Assessment (EqIA) for Policies, Procedures and Services

Proposal name	Walsall Arboretum Sustainable Events Policy		
Directorate	Economy and Environment		
Service	Clean and Green		
Responsible Officer	Louise Worton / Sam Mills		
Proposal planning start	December 2017	Proposal start date (due or actual date)	October 2018 (Following adoption at Cabinet)

1	What is the purpose of the proposal?	Yes / No	New / revision
	Show which category the proposal is and whether it is new or a revision.		
	Policy	Yes	New
	Procedure		
	Guidance		
	Is this a service to customers/staff/public?	No	
	If yes, is it contracted or commissioned?		
	Other - give details		
2	What is the business case for this proposal? Please provide the main purpose of the service, intended outcomes and reasons for change? <p>A Sustainable Events Policy has been prepared for the Arboretum to ensure that, the planning and permitting of events, is carried out in a way that protects the Arboretum, including its nationally significant heritage assets. The policy provides guidance to work within to allow sustainable and balanced use of the Arboretum taking into account the needs of park users and the community immediately around the park. The policy sets out key events parameters to enable the Arboretum to be used and enjoyed today and by future generations.</p> <p>The need to provide a policy to guide the management of events within this valued asset has arisen from the increasing popularity of the park as an events venue. The Council has a contractual obligation to the Heritage Lottery Fund, (major funder to the Arboretum Restoration Programme, delivered 2010 – to date) to maintain and protect the park to sustain the multi – million pound investment made.</p> <p>It is intended to implement the policy and the guidance contained within it following the adoption of the policy by Cabinet in October 2018. There are no property, capital or investment requirements relating the proposal.</p>		



3	Who is the proposal likely to affect?		
	People in Walsall	Yes / No	Detail
	All		Walsall Arboretum Park Users, local residents in the areas surrounding the park and Event providers who currently use or plan to use the park as an events venue.
	Specific group/s		
	Council employees		
Other (identify)	X		
4	Please provide service data relating to this proposal on your customer's protected characteristics.		
<p>The adoption of the Sustainable Events Policy will ensure that the Arboretum remains a free, accessible open space which hosts a variety of affordable events and that the annual events programme can be developed in a sustainable manner to meet the needs of current audiences and attract new audiences to the park.</p> <p>The Council's Corporate Plan (2018 - 2021) states that the Council's vision is that <i>"Inequalities are reduced and all potential is maximised"</i>. Public spaces such as the Arboretum are open to all and there is an opportunity through the continued development of a sustainable annual events programme to provide a range of affordable events to meet the needs of Walsall's diverse population.</p> <p>The historic core of the park currently attracts circa 1 million person visits per annum and the true visitor count picture is likely to be significantly higher when visits to the park extension and events hosted within the area are taken into account.</p>			

5 Please provide details of all engagement and consultation undertaken for this proposal. (Please use a separate box for each engagement/consultation).

In the development of the policy, consultation was undertaken with a range of interested parties including local residents and park users, Walsall Arboretum User Group, Friends of Walsall Arboretum, events providers, councillors and Clean and Green staff which could include people with protected characteristics.

Consultation Activity
Complete a copy of this table for each consultation activity you have undertaken.

Type of engagement/consultation	Questionnaire Survey	Date	June – July 2018
Who attended/participated?	Local residents and park users, Walsall Arboretum User Group, Friends of Walsall Arboretum, events providers, councillors and Clean and Green staff.		
Protected characteristics of participants	<p>Findings from the consultation found that 97% of respondents felt that considerations around parking and access routes to and from the Arboretum are 'Important' or 'Very important', and 96% of respondents felt that pedestrian access routes to and from the site is also an 'Important' or 'Very important' consideration in the development of the Walsall Arboretum Sustainable Events Policy. When prompted to suggest other considerations, disability access to the Arboretum and consideration of how people in wheelchairs can use the site were also put forward by some respondents.</p> <p>Of the total respondents, 20% identified as either themselves having or a person in their household having a long-term illness, health problem or disability which limits their daily activities or the work they can do. 100% of these respondents felt that considerations around parking, access routes and pedestrian access routes were 'Important' or 'Very important' considerations in the development of the Walsall Arboretum Sustainable Events Policy.</p>		

Feedback

- Majority of respondents agreed that the SEP should apply to the whole park
- Respondents considered the most important community factors when planning an event to be 'Levels of Noise and Music' and 'Parking and Access Routes' to and from site
- Majority of respondents agreed that events within the park should not start before 7.30am and should not finish later than 10pm
- Majority of respondents agreed that the duration of events in the park should not exceed 7 days
- Majority of respondents agreed with the current limit of four fun fairs per year
- Majority of respondents agreed with the current limit of two circuses per

	<p>year</p> <ul style="list-style-type: none"> - Majority of respondents thought event providers should be required to take additional steps to protect the site - Majority of respondents thought that the responsibility for a range of event safety measures lay either with the event organisers or jointly between the event organiser and the Council. - Vast majority of respondents agreed that fines should be imposed on event organisers for damage caused to the fabric of the park - Overwhelmingly, respondents agreed that a bond (deposit) should be taken from event organisers hosting an event in the park. - In total, 8% of respondents identified themselves as an event organiser. 91% identified as an Arboretum park user, and 52% of all respondents identified themselves as a local resident. <p>Full Walsall Arboretum Sustainable Events Policy consultation report 2018 is included as Appendix 1 to the Cabinet Report.</p>																		
6	<p>Concise overview of all evidence, engagement and consultation</p> <p>See above</p>																		
7	<p>How may the proposal affect each protected characteristic or group? The effect may be positive, negative, neutral or not known. Give reasons and if action is needed.</p> <table border="1" data-bbox="199 1126 1490 1865"> <thead> <tr> <th data-bbox="199 1126 671 1238">Characteristic</th> <th data-bbox="671 1126 956 1238">Affect</th> <th data-bbox="956 1126 1321 1238">Reason</th> <th data-bbox="1321 1126 1490 1238">Action needed Yes / No</th> </tr> </thead> <tbody> <tr> <td data-bbox="199 1238 671 1279">Age</td> <td data-bbox="671 1238 956 1865" rowspan="11">Neutral for all groups as the ongoing sustainable management of the Arboretum as destination site and events venue for all including those with any protected characteristic.</td> <td data-bbox="956 1238 1321 1865" rowspan="11"></td> <td data-bbox="1321 1238 1490 1865" rowspan="11"></td> </tr> <tr> <td data-bbox="199 1279 671 1328">Disability</td> </tr> <tr> <td data-bbox="199 1328 671 1377">Gender reassignment</td> </tr> <tr> <td data-bbox="199 1377 671 1462">Marriage and civil partnership</td> </tr> <tr> <td data-bbox="199 1462 671 1538">Pregnancy and maternity</td> </tr> <tr> <td data-bbox="199 1538 671 1592">Race</td> </tr> <tr> <td data-bbox="199 1592 671 1646">Religion or belief</td> </tr> <tr> <td data-bbox="199 1646 671 1700">Sex</td> </tr> <tr> <td data-bbox="199 1700 671 1753">Sexual orientation</td> </tr> <tr> <td data-bbox="199 1753 671 1807">Other (give detail)</td> </tr> <tr> <td data-bbox="199 1807 671 1865">Further information</td> </tr> </tbody> </table>	Characteristic	Affect	Reason	Action needed Yes / No	Age	Neutral for all groups as the ongoing sustainable management of the Arboretum as destination site and events venue for all including those with any protected characteristic.			Disability	Gender reassignment	Marriage and civil partnership	Pregnancy and maternity	Race	Religion or belief	Sex	Sexual orientation	Other (give detail)	Further information
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9	<p>Which justifiable action does the evidence, engagement and consultation feedback suggest you take?</p>																		

	A	No major change required - No discrimination or adverse impact is identified.
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Action and monitoring plan				
Action Date	Action	Responsibility	Outcome Date	Outcome

Where the assessment indicates a potential negative impact (B, C or D in question 7), identify how you will reduce or mitigate this impact. The full impact of a proposal will only be known once it is introduced, so always set out arrangements for reviewing the actual impact of the proposals e.g. 6 month or 12 months after implementation.

Identify who the monitoring will be reported to and what it is part of e.g. service monitoring or project monitoring. Then ensure the outcome of each action is added, this is just as important as identifying the potential impact.

Update to EqIA	
Date	Detail
	Use this section for updates following the commencement of your proposal.

Contact us

Consultation and Equalities
Change and Governance

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Email equality@walsall.gov.uk

Inside Walsall: http://inside.walsall.gov.uk/equality_and_diversity-7.htm