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**OUTLINE FOR ESTABLISHING A PRIMARY AUTHORITY PARTNERSHIP AROUND THE PURPLE GUIDE**

**Background**

The Purple Guide – often referred to as the ‘bible for outdoor events’ - was first developed by the Health & Safety Executive in consultation with the industry to provide a reliable source of guidance for managing outdoor events, in particular music festivals. Some 10 years ago, when remit constraints within the HSE prevented them updating the guidance, publication was taken over by the Events Industry Forum with the continued support of the HSE.

The Purple Guide has since evolved into a more comprehensive guidance document, currently comprising 34 chapters, all on-line.

Widely used by event organisers and local authorities, the guide is published on a not-for-profit basis with all monies raised reinvested for the benefit of the outdoor events industry.

The guide is regularly updated by working groups made up of specialists in particular fields as well as enforcement organisations.

**Consistency**

As with any guidance, the key to its success often lies with the clarity of the information and the consistency of interpretation.

As a result of conversations in the industry and with government organisations during the pandemic, it has become increasingly clear that there is a desire for a more consistent approach to the organisation, management and assessment of events. This would create better relationships between enforcement agencies and those organising events while also enabling those organising transient events to plan better without having to adjust their management for each location. What should be acceptable in one location should equally apply in another, assuming similar circumstances.

**Assured Advice**

Our view is that many of the frictions that occur between those responsible for organising outdoor events and those tasked with vetting them from a licencing/safety perspective could be considerably reduced if everyone followed the same guidelines. Of course, there will always be local circumstances that may override those guidelines but it would be a major step forward if the same starting point applied to everyone.

By establishing the Purple Guide as Assured Advice would establish it as the standard starting point for both outdoor event organisers and licencing/enforcement agencies requiring both to justify reasons for variances from this standard.

**A Second Opinion**

We envisage the key role of a Primary Authority, other than endorsing the Purple Guide as Assured Advice, would be in providing both organisers and local authorities with a second opinion on the interpretation of the guidance. This would greatly help to encourage greater consistency of approach both by organisers and authorities.

**How It Would Work**

The Events Industry Forum comprises 30 trade bodies, including both representative trade bodies and enforcement agencies. These include organisations representing event organisers as well as the police and Local Government Association.

Access to the Primary Authority as arbiter of the guidance would be through membership of one of these organisations via the Forum.

The Forum in turn would liaise directly with the Primary Authority and, where appropriate, involve its specialist resources to discuss any issues raised. It would then feedback its view via the Forum member, either as an opinion or Assured Advice, effectively providing a second opinion on any issues raised.

While the Forum would directly fund any costs incurred in terms of updating and managing the guidance, where an organiser sought a second opinion the cost would be passed on to the member organisation with the recommendation that the individual requesting it should directly meet the costs. This will help to avoid excessive use of the system.

The rates charged by the Primary Authority for providing this service still need to be agreed and the EIF Board of Directors need to consider how they would charge this on to organisers making inquiries through the system.

**Conclusion**

This draft outline sets out how we envisage a Primary Authority Partnership could work for the benefit of all concerned with outdoor events. We hope it will be positively viewed and lead to a partnership as soon as reasonably possible.