



Events Management Strategy

Introduction:

Our Vision and Purpose is become a centre of excellence for learning and development that promotes: Muslim Heritage, the empowerment and development of the Muslim community and foster good relations between Muslims and other faith groups including diverse communities without a faith. Our vision is supported by the following goals:

1. To create an inclusive and learning environment where everyone can benefit.
2. To work in partnership to deliver programmes that support, develop and respond to the needs of the Muslim community and other vulnerable communities.
3. To promote Islamic Heritage programmes positive contributions of Muslims which contributes towards a better understanding between Muslim and non-Muslim communities.
4. To support and develop our staff, board members and volunteers to meet the current and future challenges.
5. To successfully implement the New Build Programme to meet the long-term aspirations of our local, national and international partners and stakeholders.
6. To promote the work, we do and hold ourselves to account.

We have adopted the following values

- **Collaboration** and working together to promote better understanding;
- **Care and compassion.** Every individual who comes into contact with us will always be treated with care, kindness, respect and dignity;
- **Commitment to quality.** We welcome feedback from our users of services, staff and volunteers. We will use the feedback as one of the ways to continuously improve our services and activities;
- **Consultation.** We will consult and engage our staff, volunteers, communities to bring innovative ideas and encourage to share good practice and;
- **Common sense:** Taking a sensible and practical approach and challenging bureaucracy.



Events Management:

We at the British Muslim Heritage Centre (BMHC) are aware of the impact on neighbouring residents in the immediate vicinity. We take this matter extremely seriously and we make every effort to ensure the least amount of disturbance is caused to our neighbours in particular during evening events.

The centre has had an active management strategy in place for the past few years to control and manage the incoming and egress of visitors during events at the Marquee. This strategy is in place for all events at the Marquee.

Special arrangements are in place for larger events and/or during the month of Ramadan when we may expect higher number of visitors. For instance, prior to the beginning of Ramadan each year we send letters to neighbouring residents informing them of the activities to take place. The letter contains details of the activities that will take place at the BMHC, direct contact details of the Centre Manager for reporting issues and an invitation to a community fast breaking dinner.

To control noise disturbance to the neighbouring residents the Marquee's audio system is fitted with a sound limiter. The PA limiter has been used in the Marquee for the past few years following acoustic assessments and review. The acoustic limiter restricts the audio level of the system and prevents the user from increasing the volume of the speaker system.

Acoustic barriers will be installed between on-site queuing traffic and closest residential areas. This will be located along the eastern boundary line to reduce noise from vehicles entering the site from College Road.

In addition, the site is managed to ensure any disturbance outside of the marquee is mitigated.

For the sake of clarity, the centre does not allow fireworks to be used on site at any time. To help enforce this, each contract stipulates the following terms.

10.4. Fire work inside or outside the premises is strictly prohibited. Breaching of this term can result confiscation of deposit (section 6).

10.5. Any music/Dhol, band play or unreasonable noise causing nuisance for neighbours (inside or outside the premises) is strictly forbidden. Failure to adhere to this term can result confiscation of deposit (section 6 above).

During congregation prayer, visitors are given instruction leaflets that advises frequent users how to enter and leave the centre without causing disturbance to the neighbours. Furthermore, weekly reminders given by the Imam leading the prayer help ensure that any disturbances is minimised.

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Our event management policy includes having security guards present on site at all times throughout the event to manage traffic entering and leaving the centre. There are a total of 7 security guards and up to 3 staff present on-site throughout each event. Security guards and staff will use earpieces for communication purposes instead of walkie talkies.

All security guards are fully SIA trained with authorised security badges and have received the necessary training to deal with anti-social behaviour

The responsibility of the guards will be as follows:

1. To manage access of vehicles and pedestrians entering the site during the event
2. To manage the appropriate parking of vehicles at the centre.
3. To manage the site activities during event times.
4. To monitor the noise levels coming from the marquee and asking for adjustments if the PA system is audible to the security guard positioned at the site boundary.
5. To manage the egress of vehicles and pedestrians leaving the site.

Vehicle access during event times is operated strictly on a one-way system. This involves vehicles entering the site from Collage Road only. At the end of the event, to ensure that vehicles disperse quickly and equally, vehicles will be allowed to exit the site from the following 3 exit points:

1. Main side gates on College Road. Vehicles will be allowed to only turn right on to College Road.
2. Middle gates on College Road. Vehicles will be allowed only to turn left on to College Road or go straight on to Wood Road.
3. Gates at the rear of the site on Clarendon Road. Vehicles will be allowed to turn left and right on Clarendon Road.

During event days temporary signage posts will be positioned at key points to help with traffic movement. Vehicle access routes and car park area are clearly sign posted to facilitate vehicle parking. Additionally, site security will be responsible for car park marshalling. Speed signs are displayed to show a speed limit of 5mph in the site.

An area to the front on the Marquee is reserved for taxi drop-off.

All users of the marquee will be instructed on the management strategy including the vehicle parking arrangement, entering and exiting the site, noise levels, what is prohibited on site and general etiquettes before the event takes place. Each event contract includes a security bonds of £1,000 should the attendees not meet the requirements as set out in the contract.



Site contact details will be provided to surrounding residents to enable direct contact at all times. This has been done via a letter drop off to residents along the following streets:

- College Road
- Clarendon Road
- College Drive
- Burford Road
- Beech Hurst Close
- Burford Walk
- Burford Drive

All attendees will be instructed to leave the premise at 9pm via an announcements given to all attendees. A further reminder will be given at 10pm informing that the gates will be closed at 10.30pm promptly. By 10.30pm all attendees will have left the premises. Staff and cleaners will remain on site to tidy up and will leave at 11pm.

All events will take place during times when the main centre (BMHC) is closed.

The British Muslim Heritage Centre will continue to work with the local residents to ensure that their amenity is protected and will endeavour to respond to all complaints or comments made by our neighbours. We take the well-being of our neighbours and the wider vicinity very seriously and as part of our core values as a charity organisation.