

## **Events Review: Terms of Reference**

**May 2017**

### **1 Background and Context**

The Service Redesign, implemented in April 2016, brought together a new team to provide a holistic approach to the Council's role in supporting events across the District. In relation to events, the Business Support and Events Team is responsible for strategic planning of events throughout the year and throughout the District, for the operational management of District Council-led, and for the facilitation of third-party led events ensuring events:

- Have assessed and effectively managed risk so that they are conducted safely
- Maximise benefits for residents, visitors and businesses in the District
- Support the Council's aim of making the District's towns great places to do business
- Minimise impacts on residents and businesses
- Ensure environmental impacts are minimised and appropriate restoration is undertaken following the completion of the event

To do this the team needs to work effectively with a range of stakeholders including

- Event organisers
- The Police and other service providers
- Providers of facilities and services for events
- Other Council departments
- Ward Councillors and Town/Parish Councils
- Community Groups
- Local Businesses

All this means that supporting events requires excellent communication and adherence to clear processes.

This review will use the events that are planned and delivered over the summer season of 2017 to collect intelligence and identify opportunities and issues. This will be used to assess the potential for improved processes and practices during the Autumn of 2017. It is intended to complete the events by December 2017 so that new practices and processes are in place as 2018 events are planned.

### **2 Aims of the Review**

- a) To identify and deliver opportunities to enhance the strategic planning of events to maximise the economic and community benefits of events
- b) To ensure the operational management of events delivers safe, successful and vibrant events, which maximise economic and community benefits
- c) To ensure that the service delivered to customers is efficient, transparent and accessible aiding in delivering a diverse calendar of events
- d) To consider the financial implications of supporting events both in terms of the Council's costs and resources and in terms of charges to event organisers

### 3 Scope

#### Included in scope

The scope of the review is as follows:

- Events directly organised by Warwick District Council
- Events that take place on the District Council's land (such as parks and open spaces) or other public spaces (such as highways)

The review will not only examine the processes and practices around events organisation and delivery, but will also consider the resources (staff and financial) required to support events to establish whether all events can be supported or whether support needs to be prioritised

#### Excluded from scope

The following areas are outside the scope of the review, albeit these areas have significant links with the business support function which may need to be explored:

- Events planned by other organisations that do not take place on District Council or in public spaces
- Events that take place indoors

### 3 Approach

Dave Barber will lead the Events Review. The review will focus on the work of the Business Support and Events Team as articulated in the Job Descriptions of the Team Manager and Officers. The key responsibilities relating to events are:

- strategic planning of events throughout the year and throughout the District
  - regularly review the benefits of the events programme to ensure it is meeting the Council's strategic aims
  - monitor the effective operation of the Safety Advisory Group
  - work with internal stakeholders and external partners to discuss new events
- operational management of events
  - ensure safe events and work closely with the Safety Advisory Group
  - ensure guidelines are met for each event
  - Work with other agencies and stakeholders such as the Police, Fire Service, and Ambulance Service,
  - undertake event evaluations and implement learning points
  - discharge Council's responsibilities as a category 1 responder
  - ensure well organised events and support the planning, management and delivery of events to ensure a consistent and safe approach
  - This will include, but is not restricted to,
    - § agreeing approaches to consultation,
    - § road closures,
    - § traffic management,
    - § crowd control,
    - § emergency action plans
    - § ensuring compliance with relevant legislation

The review will have four broad phases:

**Phase 1: Agree priority outcomes** for the District's events and consider how these should be measured and/or assessed as the review takes places.

**Phase 2: Data and intelligence collection** using the events planned and delivered during the summer of 2017

**Phase 3: Identification of issues, opportunities and potential improvements** arising from an analysis of Phase 2

**Phase 4: Preparation of report and recommendations** for approval, including consultations with key internal stakeholders and formal approval if required

#### 4 Process and timescales

| Date   | Activity  | Responsibility  |
|--|---|---|
| w/c 8 <sup>th</sup> May                            | Agree review terms of reference   | Dave Barber, Tracy Darke, Cllr Butler   |
| w/c 15 <sup>th</sup> May                           | Workshops to undertake tasks associated with Phase 1  | Dave Barber, David Butler, Stuart Poole, James Deville, Helen Williamson, Luke Campion                                |
| w/c 22 <sup>nd</sup> May                           | Agree how data and intelligence will be collected from the summer events programme  | David Butler, Stuart Poole, James Deville, Helen Williamson, Luke Campion   |
| 27 <sup>th</sup> May to 10 <sup>th</sup> September | Collect and record data and intelligence relating to events undertaken  | James Deville, Helen Williamson, Luke Campion   |
| September/October                                  | Review data and intelligence, identify improvement opportunities, consider cost and resource implications. Meetings and workshops to discuss options and issues with other stakeholders | Dave Barber, David Butler, James Deville, Helen Williamson, Luke Campion (with other stakeholder as identified above) |
| October/November                                   | Prepare Draft Report and circulate for comments   | Dave Barber   |
| November/December                                  | Review and comment on final report  | Cllr Butler, Tracy Darke, David Butler, James Deville, Other stakeholders   |
| December   | Final Report and sign off and If required, report to Executive  | Dave Barber, James Deville, Tracy Darke, Noel Butler  |