	Overview and Scrutiny Committee **28th November 2017**	**Agenda Item No. 7**
Title	Events Review Update	
For further information about this report please contact	Dave Barber Policy and Projects Manager 01926 456065 Dave.barber@warwickdc.gov.uk and James Deville Business Support and Events Manager 01926 456012 James.deville@warwickdc.gov.uk	
Wards of the District directly affected	All	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?	No	
Date and meeting when issue was last considered and relevant minute number	30th August 2017 Minute No. 36	
Background Papers		
Contrary to the policy framework:		No
Contrary to the budgetary framework:		No
Key Decision?		No
Included within the Forward Plan? (If yes include reference number)		No
Equality Impact Assessment Undertaken		No
Officer/Councillor Approval		

Officer Approval	**Date**	**Name**
Chief Executive/Deputy Chief Executive		Bill Hunt
Head of Service		Tracy Darke
Section 151 Officer		Mike Snow
Monitoring Officer		Andy Jones
Finance		Mike Snow
Portfolio Holder(s)		Cllr Noel Butler

Consultation & Community Engagement
Engagement with event organisers and other stakeholders is taking place as part of the review of events

1.   **Summary**

1.1   This report provides an update regarding the key findings from the data collection and analysis of events that have taken place during the summer of 2017. It sets out the steps to be undertaken to complete and the review and as part of this highlights four particular issues that the Committee may wish to consider to inform the shape of the final review report.

2.   **Recommendations**

2.1   That members note the progress made on the Events Review set out is section 3 below.

2.2   That members note the issues arising from the data collection and analysis phase set out in section 4 below.

2.2   That the Committee offers its views on the questions set out in section 5 below and that these views are considered alongside other views put forward through the Events Review consultation.

3.   **Progress to date**

3.1   As set out in the Review Terms of Reference, Phase 1 considered the outcomes and measures that we would like to see from the Review. These include:

- Understanding and managing total cost of events;
- Understanding and managing time commitments from the Business Support and Events Team;
- Assessing the impact of events (for example, number of stalls);
- Understanding and managing the impact of events (such the opportunities for local businesses and those which impact on our parks);
- Understanding and managing the risks associated with events of different types;
- Collecting feedback from event organisers to understand qualitative issues from their perspective (including charges and other costs);
- Identifying opportunities to improve future events;
- Looking at the different types of events and their impact to help prioritise future events.

3.2   Phase 2 involved the Business Support and Events Team collecting and collating data from a wide range of events that took place across the District throughout the summer months. In total data was collected from 37 events and a snapshot of this data is set out in section 4 below.

3.3   As part of phase 2, engagement and consultation is taking place with a range of stakeholders and event organisers. This includes: internal departments (such as the Contract Services, Safer Communities Team and Health and Safety); other stakeholders such as the police, fire and ambulance services; town centre stakeholders such as Town Councils and Chambers of Trade, and BID Leamington; and other events organisers.

3.4   These meetings/consultation events provide an opportunity for stakeholders and event organisers to discuss their thoughts, concerns and recommendations (if any) on the issues set out in 4 below. The consultation has included a workshop event to engage with the event organisers. Feedback from these

meetings and events will feed directly into our final report, as well as any recommendations that we might develop during Phase 3.

3.5   Phase 3 will pull together all the data and feedback from the consultation to develop and agree final recommendations.

4.   Issues arising from the data collection and analysis

4.1   The data collected from the events held during summer 2018 included the following:

- General details (time, date, location, type of event);
- Size of the event (through expected attendance and number of stalls, if applicable);
- Costs to the Council (including waste management, parking passes; street and public toilet cleansing and any repairs that might need doing following the event);
- Costs to organisers (other WDC costs that an organiser might face: street collection/trading permits; Temporary Events Notices; parking bay suspensions; park hire charges and traffic management – although we do not charge for a Road Closure Order, we do ask organisers to have a plan created by a qualified company, which could have a cost associated with it);
- Operational issues (including late plans; the consistency and clarity of the information that is received from various Council departments).

4.2   The key points arising from the analysis of the data include:

- 23 of the 37 events were either for the community, or had a cultural aspect to them;
- 14 required a road closure;
- 8 events had more than 5000 attendees, whilst 9 had more than 50 stalls present;
- Without the inclusion of events that have a specific budget assigned to them, the Business Support and Events Team spent £6000 on third party events;
- In the same period park hire charges generated an income of £2000;
- 17 events required Street Trading Permits;
- 6 events applied for a Street Collection Licence – allowing their event to raise money for charities and charitable causes;
- 11 events required a Temporary Events Notice – to allow the supply and sale of alcohol at their event;
- Finally there were 11 events that submitted late plans to the team.

4.3   **Issue 1: Costs to the Council:** The Business Support & Events Team works closely with many other departments within the Council and the services that others are asked to provide have to be recharged. These charges are not passed on to the organiser, therefore the more events we have in the District, the higher the costs will be. The range of charges identified were:
- Movement and emptying of bins;
- The movement of the taxi rank by Market Place, Warwick;
- Extra public toilet cleansing;
- The use of parking passes for Warwick District Council car parks;
- Repairs for some damages that are caused by events;
- One event required an extra cut of the grass at Abbey Fields;

- The costs of organising the event (when the team are the main organisers).

4.4 From the 37 events examined, the summary of the costs were:
- Waste collection: £2915 (13 events)
- Taxi Rank relocation: £1225 (5 events)
- Toilet Cleaning: £284 (2 events)
- Parking passes: £941 (6 events)
- Repairs: £265 (2 events)
- Extra Grass Cutting: £190 (1 event).

4.5 The total cost associated with events organised by other organisations was £5820.

4.6 During the period examined the Council received approximately £2000 income for the hire of our parks, giving a net cost during the period examined of around £3800.

4.7 It should be noted that in addition to these costs the District Council directly organised or funded four major events the (Women's Cycle Tour; the Bowls National Championships; Bands in the Park and the Smith Street Party). Each of these had a bespoke budget and the total cost of these was £54,500

4.8 Issue 2: Costs to the Organiser: The Business Support & Events Team does not provide all the services that organisers will require, although the team will always provide information and advice on other services. These services result in costs for event organisers.

4.9 The most common costs are:
- Traffic management plans (14 events)
- Street Trading Permits (17 events)
- Street Collections (6 events)
- Bay suspensions (3 events)
- Temporary Events Notice (TENS) (11 events)
- Park hire charges (applicable to all events that took place in parks)

4.10 Issue 3: Late Event Plans: A majority of organisers submit their plans to the team within good time and this allows a thorough assessment of event risks to be undertaken and appropriate support and advice to be provided. However there are few which have either sent them very close to the date of the event, or were late in informing the team of their plans.

4.11 At present the Council does not restrict any events happening in the District and so the team try to follow the normal process for booking in the events, despite the time constraints.

4.12 When the team receive an event management plan, we have to consult with stakeholders. This is a group of approx. 60 people, including:

- District Councillors
- CCTV
- County Highways
- Warwickshire Police
- West Midlands ambulance Service
- Warwickshire Fire Service
- Building Control

- Licencing
- Insurance
- Contract Services
- Green Space Development
- WDC Parking Services
- Media
- Health and Community Protection

4.13 It is acknowledged that all of these stakeholders may need to input in to events. However, if late plans put the process under pressure and as a result consultation is sometimes limited to those who will provide direct comments on the safety aspect of the event.

4.14 As well as eliminating the potential for comments from some stakeholders, this also places unreasonable pressure on those stakeholders who are consulted to read the documents and send us comments as quickly as they can. In these circumstances the risk of key considerations being overlooked increases. Whilst we know that there were no incidences at the events which submitted late plans, the restricted timeframes increase the risk of something going wrong during the event.

4.15 Out of the 37 events we studied for this review, 11 sent in late plans.

4.16 Issue 4: Street Trading Permits: Many of the events within the District have some element of selling – whether it is catering for a family fun day, or several stalls at a music event. 17 events required a street trading permit. This is a further cost which adds financial pressure to organisers.

4.17 This year street trading permits were identified as a major issue for organisers, in terms of both cost, and time frame to apply for them. This was partly due to changes in street trading permit regulations which some events organisers were not aware of until event planning was already well advanced. However, going forward there is evidence that most organisers now know about this permit, and can plan accordingly.

4.18 Issue 5: Communication, consistency and clarity: the data shows that occasionally, some organisers have received inconsistent information which has led to confusion and a higher chance of mistakes occurring (Street Trading Permits being an example). During the year a flowchart has been put in place detailing the process that each event should go through, and the order that the officer should be following. This gives the officer some reassurance in the steps to take, and also ensures that nothing is missed.

4.19 Another issue that has been raised around consistency and clarity is with the use of the District parks, and the specifications for each of them. Although there are some requirements that apply to all parks (for example items not being attached to trees, or vehicles not being parked next to them), there are some specific restrictions which apply to some individual parks. This has caused uncertainty and confusion for some event organisers, particularly where the published information is not clear.

4.20 In general, the lack of an event manual and clear guidance can lead to inconsistent communications and misunderstandings. Further, inexperienced event organisers may be uncertain about what they need to discuss.

5. **Key questions to be considered**

   a) Are there any key issues that the review needs to address that have not been covered in section 4 above?

   b) What are the opportunities to reduce costs to the District Council?

   c) What are the opportunities to reduce the costs for event organisers?

   d) Should the District Council be charging more or less to event organisers taking account of the current costs to both event organisers and the Council?

   e) What needs to be done to ensure that safety issues are always fully addressed?

   f) How can communications be improved to enable more efficient processes and more effective event support?

   g) Are there any other recommendations the committee would wish to make in relation to events management?