

 Executive 26th September 2018		Agenda Item No. 5
Title	Events Strategy	
For further information about this report please contact	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Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?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	7 th February 2018 (Executive) Minute no. 113	
Background Papers	Report to O&S Scrutiny 30/8/17 Report to O&S Scrutiny 28/11/17	
Contrary to the policy framework:	No	
Contrary to the budgetary framework:	No	
Key Decision?	Yes	
Included within the Forward Plan? (If yes include reference number)	Yes (939)	
Equality Impact Assessment Undertaken	No	
Officer/Councillor Approval		
Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive	30/8/18	Bill Hunt
Head of Service	30/8/18	Dave Barber
Section 151 Officer	30/8/18	Mike Snow
Monitoring Officer	30/8/18	Andy Jones
Finance	30/8/18	Mike Snow
Portfolio Holder(s)	5/9/18	Cllr Noel Butler
Consultation & Community Engagement		
Engagement with event organisers and other stakeholders has taken place as part of the review of events – this strategy is part of the action plan for that review.		

1. **Summary**

- 1.1 This report provides an update on the action plan arising from the Events review agreed by Executive in February 2018. Specifically, it addresses the first point in the action plan which was to *"develop an events strategy to clearly establish the Council's approach to directly supporting and funding events"*.

2. **Recommendations**

- 2.1 That Executive notes the updates to the Events Review action plan in Appendix 1.
- 2.2 That the Council allocates a budget of £30,000 to provide an initial round of Economic Impact Assessments (EIAs) on major events in the District and that any decision on which specific events are subject to EIAs is delegated to the Head of Development Services in consultation with the Business Portfolio Holder.
- 2.3 That the Executive notes that a further report will be brought before it before the end of 2019 once the EIAs have been completed to agree a set of criteria and a process for considering funding bids for events.
- 2.4 That the Executive notes that if an opportunity to host a major event comes before the Council before these EIAs have been completed, a report may still be brought to the Council if a request for funding is made.

3. **Reasons for Recommendations**

- 3.1 Recommendation 2.1: Following the completion of the Events Review, the Overview & Scrutiny Committee has asked for an opportunity to review progress on delivering the key elements of the Action Plan. A copy of the Action Plan together with a review is attached as **appendix 1**.
- 3.2 Recommendation 2.2: As seen in Appendix 1, one of the key actions agreed in the Events Review is to *"Develop an events strategy to clearly establish the Council's approach to directly supporting and funding events"*.
- 3.3 It should, of course, be noted that as part of our normal operational role in managing and supporting events, the Council already provides support to all events. As well as officer support and advice this includes the following:-
- Use of our parks/open spaces/streets
 - Waste provisions;
 - Taxi rank relocations;
 - Toilet cleaning;
 - Street cleansing;
 - Extra grass cutting.
- 3.4 The issue raised by the Events Review is that from time to time the Council is asked to provide additional financial assistance to (usually major) events. Recent examples include the Women's and Men's Cycling Tours of Britain. Requests for additional funding support for these events will continue to be brought before members on an individual basis in the normal way. The Review established that it would be desirable if a set of criteria could be agreed to allow

officers to assess requests when these are received. The Review was clear that there should be a priority towards supporting events of national or regional significance, and ensuring that any criteria are fair and consistent.

- 3.5 To enable members to consider a robust and fair set of criteria, it is important to understand the economic impact of events. Some events carry out their own Economic Impact Assessments (EIAs), however this is not always done in a consistent manner and most events do no EIA at all. Therefore, officers would wish to commission independent consultants to undertake a series of EIAs for the major events that take place in our District. This will focus on those events that are likely to attract at least 5,000 attendees and will consider matters such as how many people attended the event, their dwell time, and their overall approximate spend in the area. Once completed, these EIAs will allow the Council to have a better understanding of the impact of these events on local communities, towns and the wider district.
- 3.6 In order for these to be independent and not to place a (possible unreasonable) burden on event organisers, it is recommended that these are funded by the Council. It is proposed that £30,000 is made available for this and that these EIAs are carried out over the next 12 months. In terms of which events are subjected to EIAs this will be decided by the Head of Development Services in consultation with the Business Portfolio Holder and will, as stated above, focus on those events likely to attract at least 5,000 attendees.
- 3.7 Recommendation 2.3: It is further recommended that, once these EIAs have been completed, a further report be brought to Executive to propose a list of criteria and a process by which requests for funding bids can be considered. This will be done before the end of 2019 and will enable any budgetary implications for this to be considered as part of the budget setting process for 2020/2021.
- 3.8 Recommendation 2.4: It is further recognised that the District may receive a request to host an event similar to the Tour of Britain or Women's Tour, over the next year before the EIAs have been completed. Where this happens, officers will bring reports to members in the normal way as has been the case in the past.
- 3.9 It should also be noted that some events lie outside the scope of this report. This is because separate budgetary provision already exists for these events. These are the following:-
- Smith Street Party: Smith Street offers a unique business opportunity and shopping experience in Warwick. However, recognising its challenging geographical location means that it requires specific business support with promoting and marketing. In recent years this support has taken the form of funding and organising responsibility for the Smith Street Party. This support will continue, recognising that this could change, if the traders wish to promote the street differently.
 - Bands in the Park
 - Christmas lights.

4. Policy Framework

4.1 Fit for the Future (FFF)

The Council's FFF Strategy is designed to deliver the Vision for the District of making it a Great Place to Live, Work and Visit. To that end amongst other things the FFF Strategy contains several Key projects.

The FFF Strategy has 3 strands – People, Services and Money and each has an external and internal element to it. The table below illustrates the impact of this proposal if any in relation to the Council's FFF Strategy.

FFF Strands		
People	Services	Money
External		
Health, Homes, Communities	Green, Clean, Safe	Infrastructure, Enterprise, Employment
<u>Intended outcomes:</u> Improved health for all Housing needs for all met Impressive cultural and sports activities Cohesive and active communities	<u>Intended outcomes:</u> Area has well looked after public spaces All communities have access to decent open space Improved air quality Low levels of crime and Anti-Social Behaviour (ASB)	<u>Intended outcomes:</u> Dynamic and diverse local economy Vibrant town centres Improved performance/productivity of local economy Increased employment and income levels
Impacts of Proposal		
A vibrant range of community events across the District	To ensure all events are safe and clean.	Events that directly support the economic wellbeing of the District Events that enhance the reputation and perception of the District as a great place to visit with resulting ongoing, indirect economic benefits
Internal		
Effective Staff	Maintain or Improve Services	Firm Financial Footing over the Longer Term
<u>Intended outcomes:</u> All staff are properly trained All staff have the appropriate tools All staff are engaged, empowered and supported The right people are in the right job with the right skills and right	<u>Intended outcomes:</u> Focusing on our customers' needs Continuously improve our processes Increase the digital provision of services	<u>Intended outcomes:</u> Better return/use of our assets Full Cost accounting Continued cost management Maximise income earning opportunities Seek best value for money

behaviours		
Impacts of Proposal		
Having set criteria to aid staff in deciding which events to bring into the District. The Event Manual will improve training	Staff work together to ensure the impact of events on public spaces and other facilities is managed and where necessary remediated	Effective use of Council assets to bring economic and social benefits to the District

4.2 **Supporting Strategies**

Not applicable

5. **Budgetary Framework**

- 5.1 The £30,000 budget to cover the cost of these Economic Impact Assessments will be taken from the Contingency Budget.
- 5.2 An initial quotation regarding the potential cost of the Economic Impact Assessments on events that have over 5,000 attendees suggest these could cost approximately £3,600 per event. Our recommendation asks for £30,000 to ensure we cover all such events in the next 12 months.

6. **Risks**

- 6.1 There is a risk that event organisers will not provide information requested by the Council to enable the Council to undertake EIAs in a comprehensive manner. The Council make it clear to event organisers that if this information is not shared, it would make it less likely that in the future a request for financial assistance could be supported.
- 6.2 There is also a risk that the Council will receive an increase in requests for funding support as a consequence of the heightened awareness of this exercise and that this will put pressure on budgets. In the interim, before these EIAs are completed and reported back to Executive, the Council will continue to respond to any requests as they do today. Any wider budget implications can be considered by Executive when a further report is brought back and in setting the budget for 2020/21.

7. **Alternative Option(s) considered**

- 7.1 An alternative option would be to financially support all events that take place in the District. This is not recommended as it is not in accordance with the agreed outcome of the Events Review.
- 7.2 Another alternative would be to not financially support any events. This is not recommended because the Events Review has highlighted that a process to support events is required.

8. Background

- 8.1 For several years, the events calendar throughout Warwick district has been expanding. In 2017 around 100 events took place in publically available streets and parks. The Business Support and Events Team bridge the gap between event organisers, local businesses and stakeholders to ensure that all of these events operate in a safe manner, whilst providing a positive economic impact to the area.
- 8.2 A vast majority of the events that take place are either charity, cultural or community led – which emphasises the District’s diverse population. Amongst these events are festivals of food, arts and culture which take place throughout the warmer summer months.
- 8.3 We are also honoured to be the venue for a wide variety of Regional, National & International sporting events. The Bowls National Championships takes place every year in Royal Leamington Spa and as the cooler weather sets in we have a selection of road races for runners, ranging from 5km through to half marathons. We were also the venue for the finish line for Stage 3 of the OVO Energy’s Women’s Tour 2017 and Stage 4 of the Men’s Tour.
- 8.4 To finish off our calendar year, we organise the Christmas Lights Switch On events for Kenilworth, Royal Leamington Spa and Warwick. Whilst Christmas Lights are outside the scope of the Events Review, they are spectacular events, and bring communities together to celebrate during the festive seasonal time.
- 8.5 To ensure events that take place in streets and parks are safe and are respectful of the needs of other users of these spaces, the Business Support and Events Team work closely with event organisers. In particular, organisers are required to prepare an Event Plan well in advance of the event itself so the Team can assess implications and if necessary ensure appropriate steps are taken to enable the events to run smoothly, safely and legally.
- 8.6 A review of events was completed in early 2018 as part of a yearlong task to:
 - a) Identify and deliver opportunities to enhance the strategic planning of events to maximise the economic and community benefits of events
 - b) Ensure the operational management of events delivers safe, successful and vibrant events, which maximise economic and community benefits
 - c) Ensure that the service delivered to customers is efficient, transparent and accessible aiding in delivering a diverse calendar of events
 - d) 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