

		Insert name and date of meeting in this box. Executive Committee – 4th June 2008	Agenda Item No.
Title		Staging of Major Events	
For further information about this report please contact		Rose Winship Rose.winship@warwickdc.gov.uk 01926 456223	
Service Area		Cultural Services	
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Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006		No	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		Culture and Social Policy Committee 19 th March 2008	
Background Papers		Notes of Working Party meetings 27 th February 2008 16 th January 2008 21 st November 2007	

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

Officer/Councillor Approval		
With regard to officer approval all reports <u>must</u> be approved by the report authors relevant director, Finance, Legal Services and the relevant Portfolio Holder(s).		
Officer Approval	Date	Name
Relevant Director	14 th May 2008	Mary Hawkins
Chief Executive	15 th May 2008	Chris Elliott
CMT	15 th May 2008	
Section 151 Officer	15 th May 2008	Mary Hawkins
Legal	14 th May 2008	Simon Best
Finance	14 th May 2008	Mike Snow
Portfolio Holder(s)	14 th May 2008	Cllr Chris White
Consultation Undertaken		
Please insert details of any consultation undertaken with regard to this report.		
Portfolio Holder Economic Development – Denis Stanley Bowls England South Warwickshire Tourism		
Final Decision?		Yes
Suggested next steps (if not final decision please set out below)		

1. SUMMARY

- 1.1 The report outlines the findings of the Working Group in considering the background to the Council's commitment to supporting the staging of major events in the district and considers the Council's approach to these events in the future.

2. RECOMMENDATION

- 2.1 The Executive approve the following recommendations:

- A The District Council continue to support major events throughout the district providing that a financial and/or cultural benefit can be clearly demonstrated.
- B The Committee supports a bid within the 2009/10 Service Planning process to secure funding to allow research to be undertaken into the impact of staging major events in the district.
- C Resources in the new Cultural Services Unit be allocated to allow support of Bowls England and the continuing negotiations leading up to decisions regarding the future of bowls in the district from 2012.
- D Consideration be given in the current review of the Warwick District Local Plan to strengthen the policy regarding provision of visitor accommodation in the district. This would include protection of current visitor accommodation and encouraging new provision in appropriate locations.

3. REASONS FOR THE RECOMMENDATION

- 3.1 It is recognised that the cultural diversity of the district benefits from the wide range of major events held in the district. For the purpose of this review a "major event" has been defined as one "that attracts significant numbers of visitors from outside of the district with the potential for overnight stays in the district". Over many years the Council has been successful in attracting such events bringing significant numbers of visitors to the district (estimated total visitors to the district 2.9 million per year) who take advantage of the services and amenities, including those provided by the Council but also those provided by voluntary groups and of course retailers and the private sector. It is the intention that this should be continued in the coming years and developed further to support the economy of the area.
- 3.2 The economic impact of major events is often quoted as a reason to support this type of event, however it is notoriously difficult to quantify the actual economic impact on the district. Appendix A provides examples of the calculated impact of some events staged in the district in previous years, using data provided by Heart of England Tourism as part of an Economic Impact Assessment carried out for the District in 2007 (using 2004 data and based on the Cambridge Model). It is clear from these examples that the economic impact of such events is not insignificant and therefore has prompted the Working Group to support the continuation of such events which can demonstrate the potential for attracting such levels of visitors. To assist in future analysis of events a revised application form is being developed to capture information at the initial stages of an application. A draft version of this form is attached in Appendix B. It is proposed that this form would in future be available on line; at the same time a review of Cultural Services pages on the website will consider whether the current content is "user friendly" for organisations wishing to consider the district as an event venue.

- 3.3 Having made use of 2004 data in the Assessment referred to above, the Working Group are of the view that a more up to date piece of research is required. This could be commissioned from Advantage West Midlands if it were considered that the staff resources or knowledge do not exist within Warwick District Council at this time. It is envisaged that this piece of work would be central to any future bids for external funding to support major events in the district or to increase awareness of and attendances at existing events e.g. local cultural festivals. The research would need to address the issue of visitor accommodation provision and methods of obtaining meaningful data on this issue. There is a strong perception, although currently difficult to substantiate, that there will be insufficient appropriate accommodation in the district to support major events in the future.
- 3.4 The Working Group believe strongly that the close working relationship built up over many years with Bowls England (formally the English Womens Bowling Association) should be continued despite the recent staff changes in the Cultural Services Unit as a result of Building on Excellence. A contract has recently been signed with Bowls England that protects the relationship until 2012. It is considered essential that if we wish to retain our strong links with the sport of bowls beyond 2012, and place ourselves in a strong position to attract the headquarters of Bowls England to the district after 2012, we need to commit significant efforts in the next 4 years.
- 3.5 Increased participation in the Councils cultural offering is the stated portfolio objective for 2008/09. Attracting a range of major events to the district increases opportunities for local people to attend and in some cases participate in events and activities which they otherwise may not.
- 3.6 Building on Excellence has had a significant impact on the previous Leisure and Amenities Unit. In the future there will need to be joint working between the Cultural Services and Economic Development Units in supporting major events, in particular the Town Centre Managers (and BID Manager) and their colleagues from Parks and Community Sport. There will continue to be an indirect input from Glendale staff in terms of grounds maintenance, attendants etc, managed in the future by contract managers in the Neighbourhood Services Unit.

4. ALTERNATIVE OPTION CONSIDERED

- 4.1 The alternative to supporting major events in the district would be to decline any approaches from organisations wishing to use Council facilities for such events and offer no specific support to other organisations wishing to bring events into the district. This would have an economic impact on the Council directly through loss of facility hire, but also on income for retail and private sector organisations in the district. It would also counter the significant work of many years in promoting the district as an attractive and vibrant place to visit.

5. BUDGETARY FRAMEWORK

- 5.1 It is anticipated that support for current local events would continue and provision is retained for these events within existing budgets. There are no plans to alter the level of support previously committed to these local events.
- 5.2 A bid for financial resources to cover recommendation B will be included in the service planning process for 2009/10. At the same time an approach will be made to Advantage West Midlands to investigate whether they can support a project of

this nature given its relevance to developing the local economy. In the absence of external funding to support the service plan bid it is unlikely in the current financial climate that the Council could find additional resources funded by the taxpayer, and consideration would need to be given to lesser priority areas in the Service if this work is to proceed.

- 5.3 Recommendation C refers to resources being made available within the Cultural Services Unit to continue ongoing work with Bowls England. Plans have been made for officers from the Unit to work with the Sports, Leisure and Parks Contract Manager, until his retirement in late 2008, to ensure continuity of this partnership in the coming years.
- 5.4 In considering the support by the Council given to events, it is important to be totally transparent about all the costs that the Council is incurring, including direct contributions, use of Council assets or staff time.

6. **POLICY FRAMEWORK**

- 6.1 A continuing commitment to supporting major events in the district fits comfortably within the objectives of the emerging Sustainable Community Strategy (2008 – 2026) –“Striving to further improve its (WDC) reputation as a great place to live, work and visit.”
- 6.2 The Warwick District Plan 1996 – 2011 refers to accommodation in the district in UAP7, and recognizes the impact of this provision on tourism and leisure and the local economy.
- 6.3 The West Midlands Visitor Economy Strategy is a framework for partnership to drive growth in this sector across the region. It recognises the contribution to the local economy of festivals and events including cultural, sports and faith events. The drive to encourage major events into Warwick District where there is an economic benefit could be supported by the actions identified within this strategy.

APPENDIX A

Examples of economic impact of major events

Per head expenditure based on national tourism data (UKTS/IPS) disaggregated down to regional level (2004 data) – see Appendix C

Estimated total number of visitors per year	2.9 million
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Estimated number of overnight visits to the district	493,000
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Estimated number of day visitors to the district	2.4 million
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Day visitor – average spend per head	£29.38
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Overnight visitor – average spend per head	£152.68
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Using the above figures the following events can be considered to have generated income as shown:

European Race Walk, Victoria Park – June 2007

900 bed nights	= £137,412
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100 day visitors	= £2,938
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Total	£140,350
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Bowls England Womens National Championships, Victoria Park – annual event

Ave 3000 bed nights	= £480,942
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Ave 4500 day visitors	= £132,210
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Total	= £613,152
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International Powerlifting Championships, Spa Centre – Sept 2008 (provisional)

1600 bed nights	= £244,288
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100 day visitors	= £2,938
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Total	= £247,226
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Warwick Folk Festival – annual event

Estimated 24,000 visitors	= £720,000 estimated income to the district
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Major Events – Application Form
Cultural Services

DRAFT

The completed form should be forwarded to: (to be confirmed)

Name of Organisation	
Type of organisation eg; Charity, company, individual	
Contact name	
Address	
Telephone Number	
Mobile Number	
Fax Number	
Email	
Date of Event	
Type of Event	
Venue(s)	
Programme overview of event (please give basic day by day overview):	
Anticipate any licensable activities, eg the collection of money, alcohol, music etc.	
Target Audience	
Number of expected attendees:	
Attendee Profile (who is event aimed at):	

Aims of the Event:	
Budget Requirement (please provide a cost overview of the event and details of funding requested from Warwick District Council or other Organisation or any grants already received from The Lottery, for example):	
Other resources requested from Warwick District Council, e.g. Use of land or other assets.	
Expected Revenue to be raised from Event:	
Benefits to Warwick District Council/Warwick District as a whole	
Previous Event Information - Has this event operated previously and if so are there any considerations to be carried forward:	
Date Event Brief Submitted:	
Action Required (if possible please submit a critical path detailing actions and responsibilities):	