

	<b>AGENDA ITEM NO.</b>
<b>Report Cover Sheet</b>	
<b>Name of Meeting:</b>	Culture and Social Policy Committee
<b>Date of Meeting:</b>	19 March 2008
<b>Report Title:</b>	Staging of Major Events
<b>Summary of report:</b>	To report on the investigations into the future staging and impact of major events in the district
<b>For further information please contact (report author);</b>	Rose Winship <a href="mailto:Rose.winship@warwickdc.gov.uk">Rose.winship@warwickdc.gov.uk</a> 01926 456223
<b>Business Unit:</b>	Cultural Services
<b>Would the recommended decision be contrary to the policy framework:</b>	No
<b>Would the recommended decision be contrary to the budgetary framework:</b>	No
<b>Wards of the District directly affected by this decision:</b>	All
<b>Key Decision?</b>	No
<b>Included within the Forward Plan?</b>	No
<b>Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?</b>	No
<b>Date and name of meeting when issue was last considered and relevant minute number:</b>	6 <sup>th</sup> February 2008
<b>Background Papers:</b>	Notes of Working Party meetings 27 <sup>th</sup> February 2008 16 <sup>th</sup> January 2008 21 <sup>st</sup> November 2007

<b>Consultation Undertaken</b>		
Below is a table of the Council's regular consultees. However not all have to be consulted on every matter and if there was no obligation to consult with a specific consultee they will be marked as n/a.		
<b>Consultees</b>	<b>Yes/ No</b>	<b>Who</b>
Other Committees	No	
Ward Councillors	No	
Portfolio Holders	Yes	Chris White
Other Councillors	No	
Warwick District Council recognised Trades Unions	No	
Other Warwick District Council Service Areas	Yes	Economic Development (Dennis Stanley)
Project partners	Yes	South Warwickshire Tourism
Parish/Town Council	No	
Highways Authority	No	
Residents	No	
Citizens Panel	No	
Other consultees	Yes	Bowls England
<b>Officer Approval</b>		
With regard to officer approval all reports must be approved by the report authors relevant director, Finance Services and Legal Services.		
<b>Officer Approval</b>	<b>Date</b>	<b>Name</b>
Relevant Director(s)	04.03.08	Karen Pearce
Chief Executive	04.03.08	Chris Elliott
CMT		Yes
Section 151 Officer	n/a	
Legal	04.03.08	Simon Best
Finance	04.03.08	Mike Snow
<b>Final Decision?</b>	Yes	
<b>Suggested next steps (if not final decision please set out below)</b>		

## **1. RECOMMENDATIONS**

- 1.1 The report be submitted to the Executive in June 2008 with 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 That discussions take place with Planning officers to ensure that consideration be given in the in the Local Development Framework 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.

## **2. REASONS FOR THE RECOMMENDATIONS**

- 2.1 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.
- 2.2 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.

- 2.3 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.
- 2.4 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.
- 2.5 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.
- 2.6 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.

### **3. ALTERNATIVE OPTION(S) CONSIDERED**

- 3.1 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.

### **4. BUDGETARY FRAMEWORK**

- 4.1 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.

- 4.2 A bid for financial resources to cover recommendation B will be included in the service planning process for 2009/10. However, it should be noted, that in the current financial climate facing the Council, with the need for significant budget reductions, minimal future growth items are likely to be agreed by Council. 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.
- 4.3 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. POLICY FRAMEWORK**

- 5.1 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.”
- 5.2 The Warwick District Plan 1996 – 2011 refers to accommodation in the district in UAP8, and recognizes the impact of this provision on tourism and leisure and the local economy.
- 5.3 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.

**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:	

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



