

| Action+A1 | Task | Progress April to June 2025 | Progress July to September 2025 | Actions for October to December 2025 | Actions for January to March 2026 |
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| 1 | Strategic Focus | | | | |
| 1.1 | ERBID Work more closely with ERBID to ensure that the Events Strategy and Destination Management Plan are aligned. Review progress of jointly funded projects at monthly meetings, with a focus on the shoulder season and out of season activities. | Continue previous. Including joined up Aiurshow comms and marketing approach . | Prep for 2025 Bay of Lights Trail. Joined up marketing group commenced with ERBID and ERBID funded specialists as well as Events Team. | Continue Bay of Lights joined up marketing and discussions about SUP World Cup staging /investment and marcomms. | Agree jointly funded and/or coordinated schedule of events and marcomms approach for 2026/27 for Agatha Christie Festival, SUP World Cup, English Riviera Walking Festival, Seafood Feast, Bay of Lights Illumination Trail and English Riviera Airshow Planning for 2026/27. |
| 1.2 | EREC Work with the English Riviera Events Collective to ensure that the group develops in a way that it represents the wider community of event and all are aligned strategically. | Meet regularly with EREC when the chair calls a meeting (usually monthly) to resolve any issues that are apparent. | Attend regular meetings and support with help and advice on any issues | Attend regular meetings and support with help and advice on any issues | Attend regular meetings and support with help and advice on any issues. Begin introductions of new and upcoming events organisers in the area using the Apply4 application as an initial source for potential interest. |
| 1.3 | Seed funding events To use seed funding from the Council specifically towards starting up and sustaining Headline and Feature events, this sum to be made available each year, where budgets permit, from 2022 to 2027. | No further progress due to limited resource and questions over key sites relating to sea defence works and Torre Abbey New Beginnings. | As previous | No available further resource | No available further resource until at least additional income and sponsorship for existing key events is realised. |
| 1.4 | Existing events A firm commitment should also be given to supporting existing Area and Community events with help and advice. A one-off funding pot that events can apply to, to support their development, if necessary, where budget permits, as well as infrastructure development on key sites. | No available funding. Progress made relating to upgrading infrastructure in discussions about sea defence works and Torre Abbey New Beginnings. | No available funding for further grant funding of events other than already agreed. Land use to remain as free of charge for community events. Potential of additional resources on Paignton Green as a result of sea defence works Late 2025 and through 2026. Options for drainage as part of Torre Abbey New Beginnings discussed. However lower meadows works are in chapter two which will not happen until 2028/29 | No available funding available for one-off funding of events. Continue to progress discussions about upgrading of key events facilities. Sea defence works funding is limited at Paignton and is unlikely to be able to invest in the land as an events/show site. Torre Abbey New Beginning is still a hopeful prospect for th elower meadows but this is in phase 2 which is some way off. | Continue to work with relevant colleagues and explore funding options to see whether there is an opportunity to fund upgrade of key events spaces. |
| 1.5 | National Event organisers To go out to the market of national commercial events organisers using existing resources to ascertain what Headline and Feature events might work in the area, who is interested and what leverage may be required to bring appropriate events to the area. | | Continued dialogue with national event organisers who we have contacted and who have shown an interest in Torbay as a venue. | | Progress relationship with commercial event organisers who we have recently made contact with to potentially progress events for 2027 onwards. |
| 2 | Events Charter | | | | |
| 2.1 | Single point of contact That the Council commits to a single point of contact for all event enquiries drawing upon extensive experience gained in managing and regulating events and help to facilitate end-to-end multi-agency support in the planning and delivery of events including support across the different departments and responsibilities of the Council such as waste provision through Swisco. | | | Team work in relationship with other departments | Additional updates of web pages due. Delayed due to Senior Event Officer leaving. Process now in review with replacement of this role. |
| 2.2 | Application process That the Council will simplify the events application process by upgrading the digital process in order to reduce paperwork and increase efficiency using a system such as the Council's new CRM system or similar. | | System is working well but needs an annual review. Further work to upgrade system. | | Adjustments to the Apply4 system to be undertaken and tested with event organisers. These weren't carried out prior to the Senior Events Officer leaving. Process and paperwork now in review with plans to be adjusted in Spring 2026. |

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| 2.3 | Event space infrastructure The Council will embed infrastructure in key events locations as a priority, as part of new development levies and payments (S106 and CIL), which will help provide environmentally sustainable event spaces in the future. Other spaces should be developed and brought on-line as funding permits after the key spaces are at the required level. | Further discussions in relation to opportunity afforded by Sea defence works and Torre Abbey New Beginnings | Detailed discussions about how sea defence works can support upgrading of event site at Paignton Green potentially with power, water and connectivity. Discussions about upper meadows at Torre Abbey as an events space and confirmation of Torre Abbey lower meadows with be considered as part of New Beginnings Chapter two. | Support upgrades to Paignton Green as part of sea defence works, where possible. This will not include the surface - too expensive to put down a more robust surface until funding is found. | Work with engineers during implementation. Continue to work with Abbey Team regarding Chapter 2 of New Beginnings and the Lower Meadows |
| 2.4 | Events charter All event organisers above a certain threshold (999+ attendees) will be required to sign up to the Charter. | No further action required at present | | | Charter to be reviewed as part of annual review |
| 3 | Capacity Building | | | | |
| 3.1 | Online application process Explore digital tools that can help with event applications to improve efficiency. Enhance the existing online process which is clunky and not at all user friendly for event applicants or end users (officers). Linking in with the Council's new CRM system or similar. | | System is working well but needs an annual review. Further work to upgrade system. | As 2.2 | As 2.2 |
| 3.2 | Digital platforms Use existing digital platforms (e.g. social media groups) to connect the various organisers to support each other and use best practice from the English Riviera Events Collective and other similar groups in other localities. | No further action required at present | No further action required at present | | Review with EREC whether the same position still stands |
| 3.3 | Local events sector Explore the capacity and capabilities of the local sector and engaging them in the area's challenges. Support local event managers and promoters with opportunities for training and skills development including volunteer event coordinators. | | | | Further discussion about training with EREC |
| 3.4 | Support from across the council Retain support from other operational teams at the Council to deliver this strategy and maintain the reputation as an attractive destination to deliver events, and where necessary support these teams' resources where there is a significant increase in work. | More support from across the council for signature event English Riviera Airshow as a result of Chief Exec and Senior Leadership team's support. A significant number of volunteers were involved. | | | Revisit discussions with Senior Leadership team for joined up support for English Riviera Airshow and potential support for Bay of Lights. 40 days of an event was hard going for a team of 4 especially when there was sickness in the team. And one person down. |
| 3.5 | Year-round events offer Event development needs to be geared more towards the shoulder seasons. This should be a consideration for any new applications for support (financial or officer time) and use of land. | Continued co-development with ERBID | Planning for and procurement of further development of Bay of lights illumination trail with a development of the Christmas market and the trial of an ice rink Support for SUP event and Agatha Christie Festival | Finalise and implement plans for Bay of Lights (PB, Eos) | Co-development of events in 2026 with ERBID |
| 3.6 | Staff resource The Council will maintain a stable and sufficiently resourced and funded Events Team to support events, especially those on council land | Recruitment for additional Events Officer | New Events Officer started beginning September | Senior Events Officer left. New Events Officer started and now Acting up to Senior Events Officer role. Doing an excellent job. Still one Events Officer down. To recruit in January | Recruit Events Officer. Informal review of how team is operating and adjustments to tasks distribution post Bay of Lights which is a huge undertaking. |
| 3.7 | Charging The above will necessitate a charge for the use of event spaces and bonds in place for land reconstitution to some extent (mainly commercial, Headline and Feature events in due course). | | Good levels of income achieved from Electric Bay, Big Wheel, fairs, circuses. | Re-invigorate the potential of up-side-down house in Torquay and related income. Work with production team to support pre-Planning. Follow up on enquiry for potential largescale event as an income stream | Follow up on Up side down house Planning and other event planning to realise income. Follow up on other options. Electric Bay will have a year out so that will be significant income lost. |
| 4 | Events infrastructure | | | | |
| 4.1 | Funding options Seek out funding options to upgrade existing event spaces including reviewing S106 and CIL funding. | No relevant S106 or CIL available at the present time. Further discussions in relation to opportunity afforded by Sea defence works and Torre Abbey New Beginnings | As 2.3 | As 2.3 | As 2.3 |
| 4.2 | Support within the council Work with the Estates Management Team to develop event space opportunities | As 4.1 | As 4.1 | As 4.1 | As 4.1 |
| 4.3 | ERBID support Engage with ERBID to develop marketing opportunities and support for new and evolving events, and to act as a critical friend | As 1.1 and discussed any new opportunities that arose at monthly meetings | | | As 1.1 and discuss any new opportunities that arise at monthly meetings |
| 5 | Event skills development | | | | |

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| 5.1 | New opportunities The events team supports the development of new opportunities and seek out funding opportunities to support the development of events organisers, producers and promoters. | As 1.5. Also, developed opportunities with Continental Drifts NPO to offer opportunities for young person who are part of Sound Communities - to visit Glastonbury, and to work on future events. | Using Global Local funding towards staging Torquay Tropical event at the Banjo which gave opportunities for several Sound Communities young people to be involved in and understand what it takes to stage an event. The same young people also worked at Electric Bay. | | Review opportunities for future join up. |
| 5.2 | Volunteering programmes will be developed with stakeholders and event organisers and producers will be encouraged to offer opportunities. | Linked into Geopark Terra firma project to learn about process for volunteer opportunities. Council internal volunteers for airshow was a success | Review of volunteering opportunities starting with Bay of lights and Airshow linking in with Torbay Communities | | Plan for season with event producers and follow up on opportunities |
| 6 | Events marketing | | | | |
| 6.1 | Joined up marketing Support opportunities for joined up marketing promotions to promote all events. Including smaller events that do not have the national appeal that ERBID focusses on. Look at opportunities for joined up promotions. | As 1.1 and discussed any new opportunities that arose at monthly meetings | as 1.1 | As 1.1 | As 1.1 |
| 6.2 | Channels Focus on Social Media amongst other media but also to investigate Influencer Marketing; Influencers, Bloggers, Travel Brands and Partners | | Opportunities explored with ERBID team in dedicated Airshow and Bay of lights marketing meetings | Continue actions of joined up marketing plans | Continue actions of joined up marketing plans |
| 6.3 | Destination Management Plan Link to Destination Management Plan and link in with ERBID and the Destination Management Group for specific feedback on events that are staged. | | Robust review of Airshow. Discussions with ERBID in monthly meetings and monthly dedicated marketing meetings | Discuss opportunities with Economic Development Team. Continue relationship with ERBID and collaborative marketing groups. Discuss new DMP. | Continue working with ERBID at monthly meeting and and dedicated marketing meetings for Airshow and Bay of lights |
| 7 | Additional Events Strategy actions from Overview and Scrutiny Board | | | | |
| 7.1 | That the Director of Pride in Place be requested to review the resource and capacity of the Events and Culture Team, including administrative support, and to explore how the independent, voluntary, community and business sectors could contribute to ensure that there is sufficient capacity and resources to deliver: future ambitions of the Council and its key partners, including the continuation of the £100,000 match funding from the Council to mirror the funding that the English Riviera Business Improvement District Company (ERBID) puts towards the delivery of the Events Strategy and Destination Management Plan. | Continue joined up marketing group for Airshow and new group for Bay of Lights with ERBID. New Events Officer role agreed as part of Events funding. | New relationship developed with internal admin team. New Events Officer started beginning September. This will make team more robust and more able to focus on delivering all key tasks, key events and the Events Strategy. Continued joined up working with ERBID especially in terms of joined up marketing group. | Keep a close eye on how team is running. Senior Events Officer resigned, recruitment of Acting Senior Officer | Recruit Events Officer. Refocus on distribution of work within the team to increase capacity and ensure smoother day to day delivery. |

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| 7.2 | That the Director of Pride in Place and Chief Executive of the English Riviera Business Improvement District be requested to review the communication around how to advertise events taking place in Torbay through https://www.englishriviera.co.uk/whats-on , including signposting approved event's organisers to the website, to ensure greater take up especially of smaller events. | ERBID already promote headline/ signature and feature events through its tourism website. It is up to ERBID to determine the type of events that they will promote on the site, However ERBID are including as much as is appropriate. The Culture and Events team promote events the team are directly responsible for (including those at Torre Abbey and Geopark events), mainly through social media and other channels where appropriate. They will also signpost the ERBID website on the event application site in future. There is not sufficient capacity within the Events team to run an additional events "what's on" website for all events large and small. | | | Look at options around the Torbay Council website to help support event promotion |
| 7.3 | That the Director of Pride in Place be requested to ask the Destination Management Group (DMP) to explore options for working more collaboratively with attractions across Torbay to establish how they can work together to encourage and incentivise visitors to multiple attractions to help increase footfall. | The English Riviera Attractions Forum is already in place and is working on collaborative working with various attractions including Torbay Council events and owned attractions. Sam Swann from the wider Culture and Events team is now deputy chair and focusses on joined uop working relationships with the various attractions. | Discussions between museums and other attractions about more collaborative working and joined up approach as part of the Heritage Places planning | | Continue discussions. Linked to updated DMP |
| 7.4 | That Members support the proposed revisions set out in the Events Strategy Suggested Updates document which ensures that it is in line with the Destination Management Plan and consider that the Events Strategy remains relevant. | Complete | | | Review strategy and actions |
| 7.5 | That a report on implementation against the Events Strategy and Destination Management Plan is submitted to the Overview and Scrutiny Board to review and monitor performance on an annual basis or earlier if budgetary or capacity concerns are identified, to ensure that delivery of the Strategy and Plan remain achievable. | | Actions reviewed on a quarterly basis and submitted in September for October O&S review | Report drafted | Report complete. Put back to January O&S |
| 7.6 | That the Director of Pride in Place be requested to develop and implement a criteria and application form for Headline and Feature events based on the Events Strategy and Destination Management Plan to enable the Council to assess applications against that criteria, particularly during the shoulder seasons to ensure that the events taking place on Council land are compliant with the Events Strategy. | This is part of the application process which is the Apply4 system via the council website. The website is reviewed on an annual basis - usually in September. | | | Application system being updated. |

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| 7.7 | That the Director of Pride in Place and the Events Team be requested to assess the effectiveness of the Torbay Events Advisory Panel (TEAP) and whether working with the ERBID and English Riviera Events Collective as an alternative would release capacity within the Team. | Complete. No further action required. TEAP no longer operating. Regular meetings with English Riviera Event Collective ERBID scheduled. | | | |
| 7.8 | That the Director of Pride in Place be requested to explore the costs of a feasibility study to assess whether Torbay's meadows and green spaces could be utilised as show grounds. | This recommendation was also included in the Revenue and Capital Budget 2024/2025 – Report of the Overview and Scrutiny Board submitted as part of the Budget consultation process. However, the final budget proposal does not include an amount for this feasibility study. | Detailed discussions about how sea defence works can support upgrading of event site at Paignton Green potentially with power, water and connectivity. Discussions about upper meadows at Torre Abbey as an events space and confirmation of Torre Abbey lower meadows with be considered as part of New Beginnings Chapter two. | Support upgrades to Paignton Green as part of sea defence works, where possible. | Work with engineers during implementation of Sea defence works, No additional funding available to adjust event surfaces. Continue to work with Abbey Team regarding Chapter 2 of New Beginnings and the Lower Meadows |
| 7.9 | That the Director of Pride in Place be requested to review the information on the Council's website and documents relating to events such as the 'Events in Torbay A Guide for Organisers' and 'Apply to Hold an Event' to make them more accessible. | | Website routinely reviewed | | Website to be updated. |
| Other | | | | | |
| To put together a table of sport tourism activity | | | | | |
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| Action | Task | Progress to March 2024 | Progress April to June 2024 | Progress July to September 2024 | Progress October to December 2024 | Progress January to March 2025 |
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| 1 | Strategic Focus | | | | | |
| 1.1 | ERBID Work more closely with ERBID to ensure that the Events Strategy and Destination Management Plan are aligned. Review progress of jointly funded projects at monthly meetings, with a focus on the shoulder season and out of season activities. | Regular progress and planning meetings set up between Torbay Council service lead and ERBID some time ago to discuss progress against key jointly funded and/or coordinated events. | Regular meetings between Torbay Council and ERBID continued. Agreed jointly funded and/or coordinated schedule of events for 2024/25, 2025/26 and 2026/27 for Agatha Christie Festival, English Riviera Walking Festival, Seafood Feast, Bay of Lights Illumination Trail and English Riviera Airshow | As previously. Also included Directors of International Agatha Christie Festival and Seafood Feast in the meetings when required | Agreed jointly funded and/or coordinated schedule of events for 2025/26 for Agatha Christie Festival, English Riviera Walking Festival, Seafood Feast, Bay of Lights Illumination Trail and English Riviera Airshow Planning for 2025/26. New joined up Marketing Group formed for the Airshow of Events Team, ERBID and marketing specialists paid for by ERBID. | Prep for 2025/26 season. Mainly focussed around English Riviera Airshow joined up marketing. Joint support agreed for SUP World Cup event in June 2026 |
| 1.2 | EREC Work with the English Riviera Events Collective to ensure that the group develops in a way that it represents the wider community of event and all are aligned strategically. | Regular meetings to discuss member group issues in relation to events on council land. Significant funding provided by the council for joined up sharing of equipment at events. | Regular meetings attended and issues worked through. More collaborative approach to events adopted | As previously. Some issues with events land that were resolved through discussion. | Continue to meet with EREC group when independent chair calls meetings. Hopefully every month, and plan for next season | As previous Also continued to encourage group to formalise its constitution. |
| 1.3 | Seed funding events To use seed funding from the Council specifically towards starting up and sustaining Headline and Feature events, this sum to be made available each year, where budgets permit, from 2022 to 2027. | Limited available funding for this element. One-off funding provided to the Brixham Pirate Festival from alternative budget to support growth as second biggest attended event in the area. | Funding provided for Agatha Christie Festival, Paddleboard Championships from 2024. Other events considered but didn't come to fruition. | As previously, plus discussions about potential future events. | Reviewed budgets ahead of 2025/26. Links to marketing piece as per 1.5 | Funding allocated for SUP World Cup event 2026. Available funding now fully allocated so no available funding for further seed funding. Unless funding freed up by reducing costs of existing events through spending less or additional income. |
| 1.4 | Existing events A firm commitment should also be given to supporting existing Area and Community events with help and advice. A one-off funding pot that events can apply to, to support their development, if necessary, where budget permits, as well as infrastructure development on key sites. | Support provided mainly through the English Riviera Events Collective Group. No available budget for event funding. Although a significant grant was previously given to English Riviera Events Collective towards shared events equipment to the benefit of all events. Significant staff resource provided in liaising with and supporting events through the application process and PSAG, as well as attendance at events where necessary. Land provided for free to all all existing community events which may not be sustainable moving forwards. | Ongoing liaison with EREC. | Support at and attendance at events where necessary. Infrastructure feasibility study requested. | Worked with EREC to review issues and needs ahead of 2025 season. | Continue to work with all community event organisers and EREC to support events in the area. No fee for land usage - maintained. Cost of reinstatement bond reduced. |
| 1.5 | National Event organisers To go out to the market of national commercial events organisers using existing resources to ascertain what Headline and Feature events might work in the area, who is interested and what leverage may be required to bring appropriate events to the area. | Limited progress made due to limited staff resources. Some good conversations with event organisers, producers and promoters. Previous success with Electric Bay. | Limited progress made whilst we recruited and new Senior Events Officer brought up to speed. Discussions with some potential event providers. | Some discussion and planning. Various event organisers, producers and promoters have questioned the lack of event infrastructure. | Discussion with some event producers. Awareness of event infrastructure required is in line with current thinking. Water points, mains power, better surfaces and drainage and potentially decent wifi for traders and customers | |
| 2 | Events Charter | | | | | |
| 2.1 | Single point of contact That the Council commits to a single point of contact for all event enquiries drawing upon extensive experience gained in managing and regulating events and help to facilitate end-to-end multi-agency support in the planning and delivery of events including support across the different departments and responsibilities of the Council such as waste provision through the newly established Swisco. | Better working between departments and more joined up approach but no single point of contact established as yet. Link to 2.2 and development of system. | Limited progress made whilst we recruited and Senior Events Officer brought up to speed. | Discussions and agreement with Swisco about waste provision and waste plans for all required events | Implementation of adjustments | Some issue from feedback |
| 2.2 | Application process That the Council will simplify the events application process by upgrading the digital process in order to reduce paperwork and increase efficiency using a system such as the Council's new CRM system or similar. | New events application system implemented. | Acknowledgement that system still could work better and make it easier for applicants and officers. | Investigation into what could change to make system better. Process of reviewing Apply4 system and relaunching to be a more intelligent system and reduce duplication commenced. | Start of upgrade to Apply4 system in it's second version. | |

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| 2.3 | Event space infrastructure The Council will embed infrastructure in key events locations as a priority, as part of new development levies and payments (S106 and CIL), which will help provide environmentally sustainable event spaces in the future. Other spaces should be developed and brought on-line as funding permits after the key spaces are at the required level. | Advised that there is currently no available funding from S106 for any infrastructure investment. Requested event infrastructure at new develop on the Strand (power and water). | Requested infrastructure as part of new sea defence works (power). Requested feasibility study from Estates management for existing event sites. | Discussions about an infrastructure feasibility study with Estates Team, awaiting further information. | Further discussions in relating to opportunity afforded by Sea defence works and Torre Abbey New Beginnings | Carry on discussions in relating to opportunity afforded by Sea defence works and Torre Abbey New Beginnings |
| 2.4 | Events charter All event organisers above a certain threshold (999+ attendees) will be required to sign up to the Charter. | Charter developed and consulted on widely. Requested the charter is embedded into application process | Charter embedded in application process | No further action required for now | | |
| 3 | Capacity Building | | | | | |
| 3.1 | Online application process Explore digital tools that can help with event applications to improve efficiency. Enhance the existing online process which is clunky and not at all user friendly for event applicants or end users (officers). Linking in with the Council's new CRM system or similar. | As 2.2 | As 2.2 | As 2.2 | As 2.2 | As 2.2 |
| 3.2 | Digital platforms Use existing digital platforms (e.g. social media groups) to connect the various organisers to support each other and use best practice from the English Riviera Events Collective and other similar groups in other localities. | Limited progress due to limited staff resource. | As previous. | As previous. | Senior Events Officer explored options. Discussed with EREC to develop further than their existing use of everyday social media. But if it already works it works. No appetite to progress further. | No further action at present |
| 3.3 | Local events sector Explore the capacity and capabilities of the local sector and engaging them in the area's challenges. Support local event managers and promoters with opportunities for training and skills development including volunteer event coordinators. | Mainly through EREC. Various training given including Chapter 8 training | Some good support through EREC with Airshow. More joined up approach. | | Picked up with EREC. No further training required at this point | |
| 3.4 | Support from across the council Retain support from other operational teams at the Council to deliver this strategy and maintain the reputation as an attractive destination to deliver events, and where necessary support these teams' resources where there is a significant increase in work. | Good relations with some teams such as Estates, Parking Services, Highways, Harbours. Relations have improved with Swisco. More to be achieved across the wider council. | | Discussions about need for more support from across the council for events such as the Airshow. Pitched up the line to divisional director. | | Discussions about support for key event - English Riviera Airshow |
| 3.5 | Year-round events offer Event development needs to be geared more towards the shoulder seasons. This should be a consideration for any new applications for support (financial or officer time) and use of land. | Ethos of all interreaction for past three years has been to focus on the shoulder seasons and christmas with Bay of lights initiative. | As 1.1. Plan developed and ongoing conversation with ERBID | As previous | As 1.1. Plan developed and ongoing conversation with ERBID and event producers we are in contact with. Significant evolution/development of Bay of lights Illumination trail with a video mapping feature on Torre Abbey, the trail of a christmas market and live acts and music activity on the new strand area. | |
| 3.6 | Staff resource The Council will maintain a stable and sufficiently resourced and funded Events Team to support events, especially those on council land. | Team was a very limited resource. It was down to just two FTEs for the majority of 2023/24 | Team evolved from two FTEs to 3.6 FTE as of May 2024 but still light on required resource. | Discussions about using part of the underspend from Airshow to support additional seasonal support. Not progressed. | Plan put in place for necessary staff for 2025 using existing budgets. | |
| 3.7 | Charging The above will necessitate a charge for the use of event spaces and bonds in place for land reconstitution to some extent (mainly commercial), Headline and Feature events in due course). | No change for community events. Evolve commercial/paying events such as Electric Bay worth circa. £16k for one weekend. | A focus on ensuring bonds were in place for the season | | | Discussions with Leader and EREC about level of bonds and adjustments. |
| 4 | Events infrastructure | | | | | |
| 4.1 | Funding options Seek out funding options to upgrade existing event spaces including reviewing S106 and CIL funding. | As 2.2. The team tried really hard with this and found out there is no available funding from s106 at the present time. | Discuss funding options further once feasibility study has been produced. | As previous | As 2.3 | As 2.3 |

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| 4.2 | Support within the council Work with the Estates Management Team to develop event space opportunities | As 2.3 | As 2.3 | As 2.3 | As 2.3 | As 2.3 |
| 4.3 | ERBID support Engage with ERBID to develop marketing opportunities and support for new and evolving events, and to act as a critical friend | As 1.1 | As 1.1 | As 1.1 | As 1.1 | As 1.1 |
| 5 | Event skills development | | | | | |
| 5.1 | New opportunities The events team supports the development of new opportunities and seek out funding opportunities to support the development of events organisers, producers and promoters. | Various discussions with potential event organisers, producers and promoters. | | | As 1.5 | As 1.5 |
| 5.2 | Volunteering programmes will be developed with stakeholders and event organisers and producers will be encouraged to offer opportunities. | Limited progress due to limited staff resource. | | | | |
| 6 | Events marketing | | | | | |
| 6.1 | Joined up marketing Support opportunities for joined up marketing promotions to promote all events. Including smaller events that do not have the national appeal that ERBID focusses on. Look at opportunities for joined up promotions. | Marketing offer and collaborative working with ERBID strengthened. Discussions with EREC about joined up promotion. Some limited success with this. | As previous | As previous | Discussions with EREC. Continued work with ERBID | |
| 6.2 | Channels Focus on Social Media amongst other media but also to investigate Influencer Marketing; Influencers, Bloggers, Travel Brands and Partners | Limited progress due to limited staff resource. | As previous | As previous | In work programme with ERBID | In work programme with ERBID |
| 6.3 | Destination Management Plan Link to Destination Management Plan and link in with ERBID and the Destination Management Group for specific feedback on events that are staged. | Feedback received for previous key events. Events Strategy linked through to DMP | Officer who has DMP oversight on Airshow steering group | Requested feedback for airshow. | | |
| 7 | Additional Events Strategy actions from Overview and Scrutiny Board | | | | | |
| 7.1 | That the Director of Pride in Place be requested to review the resource and capacity of the Events and Culture Team, including administrative support, and to explore how the independent, voluntary, community and business sectors could contribute to ensure that there is sufficient capacity and resources to deliver: future ambitions of the Council and its key partners, including the continuation of the £100,000 match funding from the Council to mirror the funding that the English Riviera Business Improvement District Company (ERBID) puts towards the delivery of the Events Strategy and Destination Management Plan. | This recommendation was also included in the Revenue and Capital Budget 2024/2025 – Report of the Overview and Scrutiny Board submitted as part of the Budget consultation process. This recommendation was subsequently put forward in budget proposals for 2024/25. There is an amount of £1m over four years and an additional £100,000 towards the staffing budget in the proposed 2024/25 working budget. | Maintaining minimum level of staff required. Budget doesn't allow for any more although some additional support would be helpful in achieving everything required. Agreed dual support with ERBID put in place. | Reassessment of Apply4 system could potentially free up some limited time. Redistribution of tasks amongst the team. | Development of event specific joined up marketing group with ERBID for airshow and Bay of lights | |
| 7.2 | That the Director of Pride in Place and Chief Executive of the English Riviera Business Improvement District be requested to review the communication around how to advertise events taking place in Torbay through https://www.englishriviera.co.uk/whats-on , including signposting approved event's organisers to the website, to ensure greater take up especially of smaller events. | ERBID already promote headline/ signature and feature events through its tourism website. It is up to ERBID to determine the type of events that they will promote on the site. The Culture and Events team promote events the team are directly responsible for (including those at Torre Abbey and Geopark events), mainly through social media and other channels where appropriate. They will also signpost the ERBID website on the event application site in future. There is not sufficient capacity within the Events team to run an additional events "what's on" website for all events large and small. | | | | |

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| 7.3 | That the Director of Pride in Place be requested to ask the Destination Management Group (DMP) to explore options for working more collaboratively with attractions across Torbay to establish how they can work together to encourage and incentivise visitors to multiple attractions to help increase footfall. | The English Riviera Attractions Forum is already in place and is working on collaborative working with various attractions including Torbay Council events and owned attractions. | | | | |
| 7.4 | That Members support the proposed revisions set out in the Events Strategy Suggested Updates document which ensures that it is in line with the Destination Management Plan and consider that the Events Strategy remains relevant. | The Events Strategy was reviewed with suggested updates in March 2024. | The Events Strategy was updated in May 2024 | | | |
| 7.5 | That a report on implementation against the Events Strategy and Destination Management Plan is submitted to the Overview and Scrutiny Board to review and monitor performance on an annual basis or earlier if budgetary or capacity concerns are identified, to ensure that delivery of the Strategy and Plan remain achievable. | This has been added to the list of items for the 2024/2025 Overview and Scrutiny Board Work Programme. These documents (especially the DMP) are delivered in partnership and will need agreement of partners to do this. | | Report submitted | Review progress quarterly | Review progress quarterly |
| 7.6 | That the Director of Pride in Place be requested to develop and implement a criteria and application form for Headline and Feature events based on the Events Strategy and Destination Management Plan to enable the Council to assess applications against that criteria, particularly during the shoulder seasons to ensure that the events taking place on Council land are compliant with the Events Strategy. | This is part of the application process which is the Apply4 system via the council website. The website is reviewed on an annual basis - usually in September. | | Apply4 system reviewed. | | |
| 7.7 | That the Director of Pride in Place and the Events Team be requested to assess the effectiveness of the Torbay Events Advisory Panel (TEAP) and whether working with the ERBID and English Riviera Events Collective as an alternative would release capacity within the Team. | TEAP has now ceased as the need for it has been superseded by the English Riviera Events Collective (EREC) and regular Events Meetings between officers and the ERBID which will be maintained going forward. | Regular meetings between Torbay Council and ERBID continued. Also with EREC | Regular meetings between Torbay Council and ERBID continued. Also with EREC | | |
| 7.8 | That the Director of Pride in Place be requested to explore the costs of a feasibility study to assess whether Torbay's meadows and green spaces could be utilised as show grounds. | This recommendation was also included in the Revenue and Capital Budget 2024/2025 – Report of the Overview and Scrutiny Board submitted as part of the Budget consultation process. However, the final budget proposal does not include an amount for this feasibility study. | As 2.3 | As 2.3 | Working with Project Officer in Estates team to look at alternative solutions and options. | |
| 7.9 | That the Director of Pride in Place be requested to review the information on the Council's website and documents relating to events such as the 'Events in Torbay A Guide for Organisers' and 'Apply to Hold an Event' to make them more accessible. | A full review and update of Events information and event application information on the council website will be completed before the end of the financial year. Delayed due to limited staff. | As 2.2 | As 2.2 | Review occurred in line with review of Apply 4 system and website to be updated. | |