

Review of Events, Culture and Tourism Task and Finish Group

Members

Councillors Twelves (Chairwoman), Brook, Carter, Mandy Darling, Fellows, Nicolaou and Jacqueline Thomas

(Contact on t: 01803 207087 or e: governance.support@torbay.gov.uk)

A meeting of **Review of Events, Culture and Tourism Task and Finish Group** will be held on **Wednesday, 6 December 2023** commencing at **2.00 pm**

The meeting will be held remotely via Zoom (the links to the meeting are set out below)

Join Zoom Meeting

<https://us02web.zoom.us/j/83604424492?pwd=ZHFIUVVMVU9mck4reVIOeWIZMkhTUT09>

Meeting ID: 836 0442 4492

Passcode: 990497

One tap mobile

+443300885830,,83604424492#,,,,*990497# United Kingdom

Agenda

1. Apologies

To receive apologies for absence, including notifications of any changes to the membership of the Review Panel.

2. Declarations of Interest

a) To receive declarations of non pecuniary interests in respect of items on this agenda.

For reference: Having declared their non pecuniary interest members may remain in the meeting and speak and, vote on the matter in question. A completed disclosure of interests form should be returned to the Clerk before the conclusion of the meeting.

b) To receive declarations of disclosable pecuniary interests in respect of items on this agenda.

For reference: Where a Member has a disclosable pecuniary interest he/she must leave the meeting during consideration of the item. However, the Member may remain in the meeting to make representations, answer questions or give evidence if the public have a right to do so, but having done so the Member must then immediately leave the meeting, may not vote and must not improperly seek to influence the outcome of the matter. A completed disclosure of interests form should be returned to the Clerk before the conclusion of the meeting.

(Please Note: If Members and Officers wish to seek advice on any potential interests they may have, they should contact Governance Support or Legal Services prior to the meeting.)

3. Cultural Assets and Strategy

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1. To consider how we use our cultural assets (e.g. English Riviera Global UNESCO Geopark, Agatha Christie and Torre Abbey etc.) to help them become self-sustaining in the future and ensure they are being maximised for our tourism and culture offer.
2. To consider how the Council uses data to inform decision in relation to use of cultural assets.

Information Required:

- Cultural Strategy - Enjoy, talk, be, do, a Cultural Strategy for Torbay and its communities 2014-2024 - [Cultural Strategy-document.pdf \(torbay.gov.uk\)](https://www.torbay.gov.uk/cultural-strategy-document.pdf)
- List of cultural assets.
- Details of any promotion of our cultural assets.
- Details of the data used to inform decision making in relation to cultural assets.

Key Lines of Enquiry:

- What is the direction of travel for the revised Cultural Strategy – Note: Martin Thomas, Executive Director for Torbay Culture gave a presentation on this at the meeting held on 20 November 2023.
- What are our cultural assets?
- Which ones are promoted and which ones are not?
- What is the Council currently doing to support the financial sustainability of our cultural assets?
- How do we prioritise our resources to ensure that the assets with the greatest strategic importance which contribute most towards the identity, reputation and brand of Torbay.
- How and what data is used to inform decision making in relation to cultural assets?

Note: An updated document: Responses to Key Lines of Enquiry Cultural Assets has been provided with the following Appendices

(Due to the sensitive commercial and financial data contained within the appendices they are exempt from publication in the public domain (except Appendices 1, 13 and 14)).

- Appendix 1 - Cultural assets currently within the remit of the Culture and Events team
- Appendix 2 - Torre Abbey 2021-2025 business plan reviewed Jan 2022 (Exempt)
- Appendix 3 - Torre Abbey 3 year budgets - for 2021/22 2022/23 2023/24 (Exempt)
- Appendix 4 - Torre Abbey restoration budget (Exempt)
- Appendix 5 - Monthly KPi report Torre Abbey (Exempt)
- Appendix 6 -Marketing spend Torre Abbey 23-24 (Exempt)
- Appendix 7 - Geopark marketing strategy 23-24 (Exempt)
- Appendix 8 - Geopark 3 year budgets - for 2021/22 2022/23 2023/24 (Exempt)
- Appendix 9 - ERUGGp_27.11.23_ReviewEventsCultureTourism. Responds to the point “Detail on how critical funding is for UNESCO Geopark, why it is critical and what is the gap.” (Exempt)
- Appendix 10 - Overview marketing plan 2023-24 – a plan of all marketing activity within the department (Exempt)
- Appendix 11 - Social media data – data from various social media campaigns across the department including Geopark and Torre Abbey (Exempt)
- Appendix 12 - Marketing activity 2023 (Exempt)
- Appendix 13 - MThomas presentation for committee 20 Nov 2023 – Martin’s presentation from last Task and Finish Group meeting
- Appendix 14 – Geopark Annual Report 2022

Other background documents:

- Torbay Heritage Strategy 2021-2026 - [Torbay Heritage Strategy - Torbay Council](#)
- Heritage Places Fund - [£200million funding for Heritage Places will boost local economies and pride in place | The National Lottery Heritage Fund](#) and [Torbay to be included in £200m commitment launched by The National Lottery Heritage Fund to help areas across the UK thrive - Torbay Council](#)
- Torbay Story – [Torbay Story - Home](#)
- English Riviera Naturally Inspiring - https://www.englishriviera.co.uk/?utm_source=Torbay%20Council&utm_medium=web
- English Riviera Global UNESCO Geopark webpages - [English Riviera Global Geopark - Homepage \(englishrivierageopark.org.uk\)](#)
- Torre Abbey webpages - [Torre Abbey \(torre-abbey.org.uk\)](#)

(Note: The Cabinet Member for for Pride in Place, Culture & Events and Parking, Councillor Billings, The Divisional Director Economy, Environment and Infrastructure, Lisa Tuck, the Executive Director Torbay Culture, and the Service Manager for Culture and Events, Phil Black have been invited to the

meeting for this item.)

4. Events

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1. To review the Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027 (Events Strategy) to determine if the objectives are still relevant and make recommendations.
2. To consider if the events that the Council supports are contributing towards the delivery of the English Riviera Destination Management Plan (DMP) 2022 – 2030.

Information Required:

- Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027
- Delivery and Action Plan plus Key Performance Indicators and review of actions over the past two years
- English Riviera Destination Management Plan 2022 – 2030
- Structure chart for Culture and Events.
- Details of the budget for Culture and Events for the last 5 years and what % of the overall Council budget this is.
- High level details on how the Culture and Events budget has been spent over the past two years, what this has been spent on and how has this delivered the Events Strategy.

Key Lines of Enquiry:

- Are the objectives of the Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027 still relevant?
- How much of the Events Strategy has been delivered to date?
- Are there any elements of the Events Strategy that could benefit from change?
- Does the Events Strategy compliment the English Riviera Destination Management Plan 2022 – 2030?
- Do the events that the Council supports contribute towards the delivery of the English Riviera Destination Management Plan (DMP) 2022 – 2030?

Note: A document: Responses to Key Lines of Enquiry Events has been provided with the following Appendices

- Appendix 1 - Budget Digest Culture and Events 19-20
- Appendix 2 - Budget Digest Culture and Events 20-21
- Appendix 3 - Budget Digest Culture and Events 21-22
- Appendix 4 - Budget Digest Culture and Events 22-23
- Appendix 5 - Budget Digest Culture and Events 23-24
- Appendix 6 - Budget Digest overall council budget 23-24
- Appendix 7 - Culture and Events Structure May 2023 (Exempt)
- Appendix 8 - ECH Budget PB271123 – events, culture and heritage fund budget for the past 3 years inclusive (Exempt)
- Appendix 9 - Events Strategy suggested updates

- Appendix 10 - Events strategy part 2 Evidence base and supporting information
- Appendix 11 - Events strategy action plan (Exempt)

(Due to the sensitive commercial and financial data contained within Appendices 7, 8 and 11 they are exempt from publication in the public domain).

Other background documents:

- Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027
<https://www.torbay.gov.uk/DemocraticServices/documents/s112183/Events%20Strategy%20Appendix.pdf#:~:text=This%20strategy%20has%20a%20focus%20on%20outdoor%20events,Council%20and%20by%20the%20Torbay%20Council%20Events%20Team.>
- English Riviera Destination Management Plan 2022 – 2030
<https://www.torbay.gov.uk/council/policies/economic-regeneration/dmp/>

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