

Meeting: SLT

Date: 19 November 2020

Wards Affected: All

Report Title: Draft English Riviera Events Strategy for consultation

When does the decision need to be implemented? N/A

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1. Purpose of Report

- 1.1 There is a clear need to review and reposition the events offer in the area. To do nothing is not an option. Although we need to proceed with some caution due to the on-going pandemic, we need to plan to do things differently, to think more strategically and to enhance the tourism offer of the English Riviera.
- 1.2 We are currently struggling to fund and produce even a minimal level of good quality Headline and Feature events as has been the case for some time. We will look to attract significant commercial organisers of quality Headline and Feature events to work in the area and evolve the offer into a very attractive year-round proposition for visitors and our community, as well as refocusing on good quality home-grown events; thereby meeting our vision of being the premier resort in the country.
- 1.3 The strategy will enable us to reposition in this way – a summary as follows:
 - Shift the strategic focus so we're proactive and not reactive – achieving more with limited resources, supported by a strong but adaptable team. Focussing on *Headline* and *Feature* events – a year-round offer with strong marketing promotions (linking in with ERBID, DMG etc)
 - enable slicker system that support event producers
 - build capacity in the events sector – including employment and volunteering opportunities especially for young people, as well as skills development
 - seek to improve event spaces to attract high quality events
 - provide our local community with activities and events that enrich their lives and supports their development and well-being
 - positively adjust the environmental impact of events as much as possible
 - be competitive with other coastal resorts, many of whose events offers are extremely well developed, offering a year-round approach, and as a result are also well resourced
 - develop an events charter with event providers to help achieve all of the above
 - seek to set up a Steering Group of officers and stakeholders to support the development and implementation of a delivery action plan, make key decisions

- about events as well as managing the apportionment of any seed funding or grant funding
- use revenue, from commercial events to support events classified as *Area* or *Community* events, where possible.

2. Reason for Proposal and its benefits

We want Torbay and its residents to thrive.

We want Torbay to be a place where we have turned the tide on poverty and tackled inequalities; where our children and older people will have high aspirations and where there are quality jobs, good pay and affordable housing for our residents.

We want Torbay to be the premier resort in the UK, with a vibrant arts and cultural offer for our residents and visitors to enjoy; where our built and natural environment is celebrated and where we play our part in addressing the climate change emergency.

2.1 The proposals in this report help us to deliver this ambition by providing a year-round events programme of attractive and inspiring events.

2.2 The reasons for the proposal is that we, as an area, are lagging behind other seaside destinations, our competitors, we are losing significant value to the local economy and the enrichment of our residents. We need to improve the Events offer and reposition to fully enhance the economic benefits for the area. The strategy document provides a clear approach to how our events sector will be repositioned.

The strategy primarily does this by refocusing the use of existing resources to enable a more proactive approach. However, it is suggested that some seed funding would enable a swifter and more rounded approach from the outset, and would be necessary for a limited period until at least levels of income from events have grown sufficiently (a five year period is suggested – the duration of the strategy) to cover the cost of on-going support for the sector and establish.

2.3 There are a number of actions and recommendations in the Strategic Action Plan appended to the main document as Appendix 1. Further information can be found in appendix 2. English Riviera Events Strategy – Evidence base document. These actions will support the development of a thriving and high quality events programme for the area. As such, the strategy is a tool that will enable and involve key partners and stakeholders, it will develop a year-round focus for events that will attract visitors and supports our economy as well as enriching the lives of local residents. An operational action plan will be developed once the strategy is adopted.

2.4 In terms of financial implications. In addition to the request for seed funding outlined above, opportunities for use of grant funding and S106 funding will also need to be explored to make necessary upgrades to key event spaces.

2.5 The proposal will support the development of a thriving community, offering opportunities for events professionals as well as enriching the lives and support the

development and well-being of local residents, as well as support the development of a year-round events offer that will benefit the local economy.

- 2.6 The proposal will support economic development of Torbay through increasing tourism and local and visitor spend associated with Events held in the area.
 - 2.7 The strategy will support the events team in working with events organisers to mitigate against climate change issues.
 - 2.8 Council Fit for the Future. The Strategy realigns the way the Events Team will work with events organisers and develop the systems required to achieve high quality events.
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3. Recommendation(s) / Proposed Decision

- (i) that Cabinet approve the Events Strategy for a formal four-week consultation launch in December or January.

Appendices

Appendix 1: Draft English Riviera Events Strategy 2022-2027

Background Documents

Appendix 2: Draft English Riviera Events Strategy Evidence base and supporting information.

Supporting Information

1. Introduction

- 1.1 There is current no Events Strategy. There are elements of strategy that relate to events i.e. in the cultural strategy and there has been some good work that has come out of this. There are a number of good local events but in essence there is limited development of events that will give the area a year-round appeal and events are developed in a piece-meal way. Without a coherent strategy it will be difficult to develop the events offer in the Bay and therefore we will lose a huge opportunity to support the local economy, develop the events infrastructure and opportunities for employment and volunteering, and enrich the lives and support the development and well-being of local residents.

2. Options under consideration

- 2.1 A new strategy is required to reflect the current situation. The alternative is no strategy and limited scope to enact change.

3. Financial Opportunities and Implications

- 3.1 Whilst the proposal contained in this report focus on re-shaping current resources the development of interest from commercial events would be accelerated with the provision of seed funding provision for Headline and Feature level events for a period of up to five years; until such a time when direct income received by the events team can be used to fund future event development such as drawing in further commercial events with a nation-wide appeal and home-grown events in order to create a year-round portfolio of quality activity.
- 3.2 Seed funding to help establish good quality events has been proposed and it would be helpful to have such a pot of funding from the outset, but this could be funded from use of land usage fees in due course. Grant applications, where applicable, will also be submitted to help support the development of event spaces and to promote the area as a good quality venue for events.
- 3.3 Funding from S106 and CIL will also be sought to raise our key event spaces to a level that will be inviting to commercial and local event organisers of high quality Headline and Feature events.

4. Legal Implications

- 4.1 There are no legal implications

5. Engagement and Consultation

- 5.1 An open consultation will invite the public to comment on the Events Strategy. We will also seek the opinions of partners and stakeholders that are directly or indirectly impacted by the Events Strategy.
- 5.2 Consultation has already taken place with ERBID, Torbay Culture, TDA, Destination Management Group and English Riviera Geopark Organisation.

6. Purchasing or Hiring of Goods and/or Services

- 6.1 there are no direct Public Services Value (Social Value) Act implications however there may be future implications as the potential for events and development of event spaces unfolds.

7. Tackling Climate Change

- 7.1 The strategy will support the events team in working with events organisers to mitigate against climate change issues.

8. Associated Risks

- 8.1 The risk of not adopting the Events Strategy is that the potential of developing a year-round events offer in the area will not be realised and the related economic impact will be lost.

Equality Impacts

9.	Identify the potential positive and negative impacts on specific groups			
		Positive Impact	Negative Impact & Mitigating Actions	Neutral Impact
	Older or younger people			There is no differential impact
	People with caring Responsibilities			There is no differential impact
	People with a disability			There is no differential impact
	Women or men			There is no differential impact
	People who are black or from a minority ethnic background (BME) <i>(Please note Gypsies / Roma are within this community)</i>			There is no differential impact
	Religion or belief (including lack of belief)			There is no differential impact
	People who are lesbian, gay or bisexual			There is no differential impact
	People who are transgendered			There is no differential impact
	People who are in a marriage or civil partnership			There is no differential impact
	Women who are pregnant / on maternity leave			There is no differential impact

	Socio-economic impacts (Including impact on child poverty issues and deprivation)		There is no differential impact
	Public Health impacts (How will your proposal impact on the general health of the population of Torbay)		There is no differential impact
10..	Cumulative Council Impact (proposed changes elsewhere which might worsen the impacts identified above)	None	
11.	Cumulative Community Impacts (proposed changes within the wider community (inc the public sector) which might worsen the impacts identified above)	None	