

## **Record of Decisions**

### **Draft English Riviera Events Strategy for consultation**

#### **Decision Taker**

Cabinet on 15 December 2020.

#### **Decision**

That the Draft English Riviera Events Strategy be released for a four week consultation period launching in January 2021.

#### **Reason for the Decision**

As an area, Torbay is 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.

#### **Implementation**

This decision will come into force immediately in order to commence the formal consultation process.

#### **Information**

Currently Torbay Council does not have an Events Strategy, there are elements of strategy that relate to events e.g. in the cultural strategy. 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.

Councillor Morey proposed and Councillor Law seconded a motion that was agreed unanimously by the Cabinet, as set out above.

#### **Alternative Options considered and rejected at the time of the decision**

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

#### **Is this a Key Decision?**

No

**Does the call-in procedure apply?**

No

**Declarations of interest** (including details of any relevant dispensations issued by the Standards Committee)

None.

**Published**

18 December 2020

Signed: \_\_\_\_\_ Date: \_\_\_\_\_  
Leader of Torbay Council on behalf of the Cabinet