

Meeting: Cabinet

Date: Cabinet 18 May

Wards Affected: All wards

Report Title: English Riviera Events Strategy

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1. Purpose of Report

In December 2020 the draft Events Strategy was presented to Cabinet and subsequently moved on to the consultation phase. It demonstrated that there is a clear need to review and reposition the events offer in the area to achieve a multi-layered, year-round, area-wide events offer in line with corporate priorities.

The consultation process took place in February and was shared widely, linking in with the local events community, nationally recognised events organisations and was shared with and by a number of groups and organisations including ERBID, Torbay Culture and What Next Torbay. There was significant interest with 35 often extremely detailed responses that have subsequently been worked through and incorporated into the final document, where appropriate. The end result is a much improved and more relevant document.

As a result, there has been a number of shifts in emphasis within the report and re-wording of various sections to take on board specific comments. One example is that there is more recognition of the work and needs of smaller event groups and volunteers. Some of the consultees agree with the report that less of a Council events team focus is needed on small community events but have suggested that the size limit is raised from 499 to 999 attendance.

There was a focus from a few consultees on past issues encountered with the Events Team. There were a number of positive comments about how helpful and flexible the Council's events team were, but also, there were one or two comments about inflexibility and the speed of the process. Whilst not directly reflected in the strategy (although learning from providing a more versatile service during the covid pandemic is mentioned) these issues will be reviewed (they already have to some extent) and will

benefit from a new booking system and appropriate resources within the events team.

There was considerable comment about existing home grown events, supporting them and helping them to evolve. This was already reflected in the strategy but has been strengthened. It is also reflected in the proposed funding support.

There was comment about the environmental considerations of events, decarbonisation and the long-term sustainability of events such as the English Riviera Airshow (the airshow's 490t of CO2 equates to about 0.1% of Torbay's CO2 emissions). This has been reflected in the strategy and will be supported by the proposed Events Charter that events on Council land will need to sign up to, and the topic will be looked at with the support of the Climate Emergency Officer. We will continue to improve, review and evolve the environmental criteria that organisers are expected to meet and this will be reflected on the forthcoming Events Charter that event organisers will be required to sign up to.

Overall, the core focus of the strategy will remain largely the same. The area that attracted the most comment was the inadequacy of the events booking system, especially from event organisers who expressed concern about its limitations and it being non-user friendly. This must be a priority for the action plan, and addressed as soon as possible.

2. Reason for Proposal and its benefits

Amongst other elements, the strategy will enable us to reposition to achieve the following:

- Shift the strategic focus of events management (the Council's Events Team) so we're proactive and not reactive – achieving more with limited resources. Focussing on Headline and Feature events – a year-round offer with strong marketing promotions (linking in with ERBID, DMG etc) whilst supporting existing community events
- 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
- Increase the positive impact of environmental impact as much as possible by continuing to improve, review and evolve the environmental criteria that organisers are expected to meet
- 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
- set up an advisory Events Steering Group of stakeholders who with officers will support the development and implementation of a delivery action plan, advise on

decisions about events as well as help make reasoned judgement about the apportionment of any seed funding or grant funding.

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 ...

Thriving People and communities:

- By providing the community with creative and interesting opportunities to participate
- By developing skills (knowledge and abilities), employment and volunteering opportunities
- Through involvement in either of the above, to achieve better health (mental and physical) and wellbeing

Thriving Economy:

- Events (of the right quality and stature) contribute directly to the economy and to the quality of life in the area which in turn indirectly supports business and the well-being of the employees of all businesses.

Climate:

- Events can and should be developed in a sustainable way. Event organisers can be encouraged to be more environmentally aware, with quick wins such as single use plastics being non-permissible and other steps taken to safeguard the environment.
- Ensuring a blanket approach to sustainability within Events will visibly demonstrate Torbay Council's commitment to tackling the climate emergency
- Visitors will be encouraged to use sustainable transport when visiting the area / attending events (when Covid-19 precautions allow).

Council Fit for the future:

- Growth in the local economy and wellbeing of residents as a result of this strategy will support the ambitions of the Council's administration and support the Council as an enabler.
- Direct income generated by events can be reinvested within the Council to provide long term security and sustainability.

2.2 The reasons for the decision are as follows:

The delivery of the strategy will have a far-reaching positive effect on many areas of the council from car parking revenue through to opportunities for young people in

the Bay. A positive impact on the tourism sector ERBID and Destination Management Group partners. As well as our community and cultural partners.

If adopted, the strategy will commence and an operational action plan developed in the next three months.

3. Recommendation(s) / Proposed Decision

- (i) That the Events Strategy as set out in Appendix 1 to the submitted report be approved.
- (ii) That the implementation of the Events Strategy be progressed by officers with an advisory Events Steering Group of independent stakeholders.
- (iii) That the Service Manager for Events and Culture in consultation with the advisory Events Steering Group develop and progress an operational action plan that supports the strategic actions contained within the strategy.

Appendices

Appendix 1: English Riviera Events Strategy to 2027

Background documents

English Riviera Events Strategy – Evidence base.

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 | | | <i>there is no differential impact</i> |
| | People with caring Responsibilities | | | <i>there is no differential impact</i> |
| | People with a disability | | | <i>there is no differential impact</i> |
| | Women or men | | | <i>there is no differential impact</i> |
| | People who are black or from a minority ethnic background (BME) <i>(Please note Gypsies / Roma are within this community)</i> | | | <i>there is no differential impact</i> |
| | Religion or belief (including lack of belief) | | | <i>there is no differential impact</i> |
| | People who are lesbian, gay or bisexual | | | <i>there is no differential impact</i> |
| | People who are transgendered | | | <i>there is no differential impact</i> |
| | People who are in a marriage or civil partnership | | | <i>there is no differential impact</i> |

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|------|---|-----|--|--|
| | Women who are pregnant / on maternity leave | | | <i>there is no differential impact</i> |
| | Socio-economic impacts (Including impact on child poverty issues and deprivation) | | | <i>there is no differential impact</i> |
| | Public Health impacts (How will your proposal impact on the general health of the population of Torbay) | | | <i>there is no differential impact</i> |
| 10.. | Cumulative Council Impact (proposed changes elsewhere which might worsen the impacts identified above) | N/A | | |
| 11. | Cumulative Community Impacts (proposed changes within the wider community (inc the public sector) which might worsen the impacts identified above) | N/A | | |