

Report To: Cabinet

Date of Meeting: 29.04.2014

Lead Member / Officer: Cllr Hugh Irving – Lead Member for Customers and Communities

Report Author: Sian Owen – Lead Officer, Destination, Marketing and Communication

Title: Denbighshire’s Event Strategy 2014- 2020

1. What is the report about?

The production of an events strategy was identified as a key action (3.1A:e) in the Economic and Community Ambition Strategy 2013 -2023.

The attached Events Strategy has been written to develop and support the existing programme of events, and to create a framework within which new events can be encouraged and flourish whilst ensuring that they make a meaningful contribution to the local economy.

The document ensures that the Council has a strategic decision making process for selecting and supporting events and identifies the key outcomes that are expected from the delivery and support of existing and new events.

The strategy will ensure that we sell Denbighshire as a location for hosting events, and will help us to draw down funding to host events from partners and sponsors.

2. What is the reason for making this report?

A decision is required from cabinet to endorse the events strategy as the key document which will inform our approach and strategic decision making around event management and support.

3. What are the Recommendations?

- It is recommended that Cabinet adopts the Events Strategy
- It is recommended that Member Area Groups are involved in validating and contributing to the events programme.
- It is recommended that all corporate events are evaluated in accordance with the strategy
- It is recommended that the outcomes of the strategy are monitored through the Economic and Community Ambition Board

4. Report details.

The strategy has been produced to address the need for change in the way Denbighshire supports and manages events in the county, and maximises the opportunities to achieve an improved economic impact.

The key focus of the document is aimed at ensuring that events make a meaningful contribution to the economy of the County and that this is measured effectively. It is also of primary concern that the visitor experience at events is of the highest quality. This in turn will ensure that Denbighshire's reputation for hosting events is recognised and new events are attracted to the county as a result.

The strategy aims to pull together a robust and sustainable approach to event management to ensure that the County gets best value from investment in events which bring with them cultural, economic and social value.

The vision outlined in the event strategy is that "By 2020 Denbighshire will have a vibrant programme of well managed events spread across the seasons and locations in Denbighshire, which contribute to the local economy, creating additional visitor spend and additional opportunities for employment in the supporting sectors"

The aspirations set out in the strategy are to:

1. Increase the quality and quantity of events held in the County
2. To raise the profile of Denbighshire as a destination that welcomes and supports events with professionalism
3. To increase the economic impact of events that are supported by Denbighshire

The main purpose of the strategy document is to act as a driver to attract more major events in order to deliver a better economic impact for the authority.

The strategy will provide Denbighshire with direction and confidence in its decision making about which events to support, attract or encourage.

The draft Events Strategy is attached as an appendix to the report

5. How does the decision contribute to the Corporate Priorities?

One of the seven priorities in Denbighshire's Corporate Plan 2012 -2017 is "developing the local economy". The link between an increase in the number of successfully managed events and the positive impact on the local economy is identified as an outcome of the corporate plan. This is identified in the events strategy and is included in the strategy context

6. What will it cost and how will it affect other services?

The costs of producing the strategy and the supporting documents include staff time in writing and consulting on the strategy. The design and print of the strategy and supporting documents will cost a maximum of £2000.

The impact on other services will include the requirement for them to provide an appropriate level of economic impact assessment data for their major events and to supply information about their events for the events programme.

The costs of events in the supporting programme will be assessed in light of the specific economic impact predicted and a business case produced for those that require significant investment from the major events budget.

7. What are the main conclusions of the Equality Impact Assessment (EqIA) undertaken on the decision? The completed EqIA template should be attached as an appendix to the report.

The equality impact assessment identifies the need to incorporate equality and access for all explicitly as an underpinning principle of the strategy.

The selection criteria for supporting events include the requirement for organisers to consider and implement the best options to ensure access is maximised for all. The toolkit supporting this strategy document will include specific guidance around producing an equality impact assessment for each event. This toolkit will be used not only for Denbighshire supported events but also for events organised by local event organisers.

8. What consultations have been carried out with Scrutiny and others?

The requirement to produce an events strategy was identified through consultation with businesses, officers and councillors in the development of the Economic and Community Ambition Strategy. This resulted in the action to produce an events strategy being included in the ECA strategy.

Consultation on the development of the strategy has taken place with officers involved in event management in the County.

The strategy has been endorsed by the Senior Leadership Team on the 3.4.2014.

Detailed consultations have taken place with the two lead members Cllr Hugh Irving, Lead Member for Customers and Communities and Cllr Huw Jones, Lead Member for Leisure, Youth, Tourism and Rural Development

9. Chief Finance Officer Statement

"Costs associated with the production of the Strategy will be contained within existing revenue budgets of the Destination, Marketing and Communication service. Costs associated with delivering the individual events will be subject to assessment through the event selection criteria and a business case"

10. What risks are there and is there anything we can do to reduce them?

The successful delivery of the strategy requires co-operation from all parts of the Council involved in delivering and supporting events. The risk of poor co-ordination

of this effort has been identified and requires that all stakeholders are kept engaged in the roll-out of the action plan.

11. Power to make the Decision

Section 111 of the Local Government Act 1972 – subsidiary powers of local authorities.