

High Level Action	Detailed Actions	KPIs	Lead Partner	Supporting Partners	Narrative for activity between (Jan-Mar 2023)	Narrative for activity between (Apr-Jun 2023)	Narrative for activity between (Jul-Sept 2023)	Narrative for activity between (Oct-Dec 2023)	Narrative for activity between (Jan-Mar 2024)	Narrative for activity between (Apr-Jun 2024)	Narrative for activity between (Jul-Sept 2024)
10. Thematic Interventions	Undertake a critical appraisal of current programming against the aims of this DMP and the thematic framework to identify signature events across the three towns to strengthen the cultural offer to attract new visitors.	1 Critical appraisal completed	Torbay Council	ERBIDCo, Torbay Culture	2023 events programme is in place. The new Torbay Local Heritage Grant Scheme looks to open this summer and continue through 2024/25 and will enable greater engagement and participation. A review of the current programme between partners may be a challenge and will depend on capacity for supporting partners.	This is an outcome of the planned Overview and Scrutiny Task and Finish Review of Events and event delivery across Torbay. A critical analysis of the Council, ERBID and partner delivery of events is due to take place before the end of the 2023 calendar year in order to prepare for 2024/25 events programme. As referenced, the ERBID Focus Groups have highlighted the importance of events especially the Bay of lights (which is returning for 2023 and potentially beyond).	This is an outcome of the planned Torbay Council Overview and Scrutiny Task and Finish Review of events and event delivery across Torbay.	The Councils Overview and Scrutiny Board have started a review into the Council's delivery of Culture and Events. Signature events have been identified as the: *ER Airshow, Bay of Lights (to be directly delivered by the Council), *Electric Bay/or an alternative (enabled by the Council) *Seafood FEAST (facilitated by the ERBID) *International Agatha Christie Festival (enabled by the Council). 2023 Bay of Lights (1st December-2nd January) was well received by businesses and visitors. Economic Impact currently being evaluated, and initial feedback has been positive. ERBID digital marketing campaign very successful. 2024 Bay of Lights has been confirmed as Torquay Town Deal funding in place for Year 3. As part of the Torbay's Cultural Development Fund project for Paignton Picture House a Creative & Cultural Programme 2023-2025 was created with events such as 'Wide Open' offering free experiences and creative activities across two weekends (22-24 September and 20-22 October 2023).	Torbay Council & ERBID funding reconfirmed for 2024 Agatha Christie Festival, which is a signature event. Advance ticket sales for the event are looking very encouraging. Economic impact for the 2023 Bay of Lights took place with positive feedback received. 2024 Bay of Lights event has been confirmed. Criteria are being developed in line with the DMP, Events Strategy and other Community and Economic Development Strategies to ensure the Council approves use of Council land for events in line with these strategies. Economic Impact is currently being evaluated for the 2023 Bay of Lights, but initial feedback has been positive, and the Digital Marketing Campaign was very successful. 2024 Bay of Lights has been confirmed, funded through the Torquay Town Deal. First phase evidence added to evidence folder. Will inform events programming in Paignton through 2024. Framework being reviewed and enhanced in Jan/Feb 24.	A revised Events Strategy is in place. Events - ER Airshow has been delivered largely by in-house team for the first time with significant costs saved and much learning. Feedback has been largely positive with some issues (inc. car parking) and available staff resources up to and during the airshow, which needs to be addressed, as well as options for hospitality and keeping key partners and sponsors onboard. Event spaces more generally need investment, the heavy rain has led to spaces being unusable and certainly not for additional event growth. Planning is progressing for Electric Bay and Bay of Lights trail. Culture - The new Strategic Lead for Culture and Heritage has started which will allow for a greater focus on key cultural strategy areas such as Paignton Picture House, Heritage Places and developing the new Cultural Strategy with a focus on the Geopark.	Events - Electric Bay in July and Agatha Christie in September. There is also a discussion about how the sea defence work will affect Paignton Green events for the next three years which will involve significant planning. Other Updates - Lots of other work including Paignton Picture House, Playing Pitch Strategy, Heritage Places that we're working on, but also it seems Assembly Rooms and Resident Discount Scheme are coming our way.