

Events Strategy – Report of the Overview and Scrutiny Board

Report to Cabinet on 26 November 2024

Background

1. The Overview and Scrutiny Board met on 2 October 2024 to consider the submitted report on the annual review of the Events Strategy as aligned with the Destination Management Plan which also picked up the actions from the Overview and Scrutiny Review of Events, Culture and Tourism.
2. The Board asked questions in relation to if the Council was trying to encourage more cruise ships into Tor Bay; had the Council explored putting events on in schools that have large open spaces; should stand up padel (SUP) boarding be included in the headline events on page 83; if the increase in funding for the Events Team had been realised; if the 20 recommendations were deliverable due to capacity within the Events Team; what was being done to help Community Partnerships and other community members put on events and make the process simpler; how was the Council engaging with Sport Torbay on events; why the equality impact assessment only referred to key events when supporting those with a disability etc.; the thanks to the volunteers of the English Riviera Airshow was very welcomed, could this be widened out to other events to show appreciation to volunteers; would the focus on bigger events mean it would be harder for smaller events to be held in the community; and what plans were there to get more people on the ground to help support the Events Team.
3. In response to questions, Members were advised that additional money had been put into the 2025/2026 budget for Events which would help to bring money into Torbay for shops, restaurants and attractions. The Cruise Ships Co-ordinator goes to events to sell Torbay as a destination and promote our local events and encourage people to sign up to excursions. There was a glossy brochure that was available from the Tourist Information Centres. The sailings were booked two to three years in advance so it would take a while to see some of the impact. Representatives from the Council and English Riviera Business Improvement District (BID) Board (who was also responsible for promoting Torbay and invest £100,000 per year in key events) and Cockington welcome visitors when they come ashore and provide them with information and support to try to encourage those without pre-booked trips to go to our local attractions. The land train was also on hand to take them to attractions. Feedback was also sought, once back on the ship, on their

experience. Part of the discussions at the Attractions Forum was around packages and experiences particularly at Torbay which were often pre-sold.

4. Members were advised that the additional funding had gone into the Culture and Events Team as it was a wider Team who were all involved in delivering key events which was in line with the budget proposals. There had been deficiencies in staff for a number of reasons which was why the Chief Executive was looking to provide wider support across the Council for key events e.g. English Riviera Airshow to help provide capacity within the Team as well as trying to expand the number of volunteers. The main focus for the Team was the key events but through reviewing and simplifying processes community events could still be delivered with less input required from the Team. The English Riviera Events Collective had come together with representatives from local events and the community and would be helping the Council to bring in as many people as possible to help with key events.
5. Members were informed that it was a Civic Mayor decision to thank the volunteers from the English Riviera Airshow which was a Council event. Future volunteer appreciation would need to be raised with the Civic Mayor and would also have to take account of available resources at the time.
6. Members welcomed the updated Events Strategy and supported the partnership working and seed funding opportunities to help launch new events that would become self-funding in the future as the way forward to help Torbay to be widely recognised as an events destination.

7. Conclusion

- 7.1 The Board reflected and debated the information provided to them, both verbal and written and formed the following recommendations to the Cabinet. On being put to the vote, the motion was declared carried unanimously.

8. Recommendations

- 8.1 That the Cabinet be recommended:
 - a. to request the Director of Pride in Place to reference engaging Sport Torbay to encourage more land and maritime based sporting events across Torbay in the Events Strategy; and
 - b. to provide assurance that the Events Team has sufficient capacity to deliver the recommendations included in the submitted report and what action they will take to ensure that the actions are delivered within the proposed timescales.

Background Papers

[Agenda for Overview and Scrutiny Board on Wednesday, 2 October 2024, 5.30 pm \(torbay.gov.uk\)](https://www.torbay.gov.uk/agenda-for-overview-and-scrutiny-board-on-wednesday-2-october-2024-5.30-pm)