

Overview and Scrutiny - Review of Events, Culture and Tourism Scope and Timeline Final Draft

Purpose and Scope

To undertake a review of the current events, culture and tourism offer to include:

1. how do we use our cultural assets (e.g. English Riviera Global UNESCO Geopark, Agatha Christie and Torre Abbey etc.) to help them become self-sustaining in the future and ensure they being maximised for our tourism and culture offer;
2. how does the Council use data to inform decision in relation to use of cultural assets;
3. a review of the Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027 (Events Strategy), incorporating delivery to date, and to determine if the objectives have been delivered and are still relevant and make recommendations;
4. consideration if the events that the Council supports are contributing towards the delivery of the English Riviera Destination Management Plan (DMP) 2022 – 2030;
5. what is the criteria for, enabling, delivering and funding events on Council owned land;
6. how is the success of events measured and evaluated;
7. does the Council and Destination Management Group have sufficient resources and capacity to deliver the Events Strategy and DMP and what opportunities are there to utilise resources from outside the Council;
8. what data does the Council use and how do we use data to inform decision making in relation to events; and
9. how does the Council engage and work with community and voluntary organisations on events;
10. what opportunities are there to facilitate benefits to our care experienced young people and foster families in respect of events;
11. how do we ensure that local business benefit from tourism and culture and help us to promote it.

Timescales

See further details below.

Methodology

- Review Panel established at Overview and Scrutiny Board 5 July 2023.
- Agreement of Key Lines of Enquiry and subsequent issue of Call for Evidence 7 September 2023.
- Task-and-finish group to be established to receive briefing notes and information arising from Call for Evidence (various dates).
- Overview and Scrutiny Board in (date to be confirmed) for final agreement of recommendations for presentation to Cabinet and/or Council.

Communications and Engagement

- Response to questions and posts by O&S Co-ordinator/Leads/Members
- Invites to meetings (see timetable below)
- Publication of final report (to be confirmed)

Information required

- Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027 <https://www.torbay.gov.uk/DemocraticServices/documents/s112183/Events%20Strategy%20Appendix.pdf#:~:text=This%20strategy%20has%20a%20focus%20on%20outdoor%20events,Council%20land%20by%20the%20Torbay%20Council%20Events%20Team.>
- English Riviera Destination Management Plan 2022 – 2030 <https://www.torbay.gov.uk/council/policies/economic-regeneration/dmp/>
- Torbay Heritage Strategy 2021-2026 - [Torbay Heritage Strategy - Torbay Council](#)
- Enjoy, talk, be, do, a Cultural Strategy for Torbay and its communities 2014-2024 - [Cultural Strategy-document.pdf \(torbay.gov.uk\)](#)
- Heritage Places Fund - [£200million funding for Heritage Places will boost local economies and pride in place | The National Lottery Heritage Fund](#) and [Torbay to be included in £200m commitment launched by The National Lottery Heritage Fund to help areas across the UK thrive - Torbay Council](#)
- Torbay Story – [Torbay Story - Home](#)

- English Riviera Naturally Inspiring - https://www.englishriviera.co.uk/?utm_source=Torbay%20Council&utm_medium=web
- Torbay Council webpages - <https://www.torbay.gov.uk/leisure-sports-and-community/>
- English Riviera Global UNESCO Geopark webpages - [English Riviera Global Geopark - Homepage \(englishrivierageopark.org.uk\)](http://EnglishRivieraGlobalGeopark.org.uk)
- Torre Abbey webpages - [Torre Abbey \(torre-abbey.org.uk\)](http://TorreAbbey.org.uk)

Further Background Documents:

The Value of Arts and Culture in Place-shaping (2019) - [The Value of Arts and Culture in Place-shaping Evidence Review to the Value of Arts and Culture in Place-shaping \(2020\) - Evidence Review to the above report](#)
 Cultural Cities Enquiry, that led to Cultural Compacts (2020) - [Cultural Cities Enquiry, that led to Cultural Compacts Review of Cultural Compacts Initiative \(2020\) - Review of the Cultural Compacts Initiative](#)
 Torbay Culture Impact Report - [Torbay Culture Impact Report](#)
 Example case – The Impact of Hull UK City of Culture (2018) - [Example case - The Impact of Hull UK City of Culture GreatPlace Programme Evaluation](#) (2021)

Membership of Task-and-Finish Group

Councillor Twelves (Chairwoman)
 Councillor Brook
 Councillor Carter
 Councillor Mandy Darling
 Councillor Fellows
 Councillor Nicolaou
 Councillor Jackie Thomas

External Advisor: Carolyn Custerson, Chief Executive Officer, English Riviera BID Company Ltd

Support Officer: Teresa Buckley, Democratic Services Team Leader

Lead Officer: Lisa Tuck, Divisional Director of Economy, Environment and Infrastructure

Meeting/Milestone	Action	Information Required	Key Issues Arising
Overview and Scrutiny Board – 5 July 2023	Establish review		<p>Initial draft scope was:</p> <p>To undertake a review of the current tourism and leisure offer to include:</p> <ul style="list-style-type: none"> • learning from the music festival (this topic was discussed at the Overview and Scrutiny Board on 5 July 2023 and will be covered by a separate review); • criteria for holding and funding events; • how success of events is measured and evaluated; • are Torbay’s assets (e.g. Geopark and Torre Abbey) being maximised for our tourism and leisure offer.
Task and Finish Group - 7 September 2023 (private)	Agreement of scope of the review and call-for-evidence.	<ul style="list-style-type: none"> • Draft Scope and Timeline 	<ol style="list-style-type: none"> 1. To agree the Draft Scope
Task and Finish Group – 20 November 2023	<ol style="list-style-type: none"> 1. To consider how we use our cultural assets (e.g. English Riviera Global UNESCO Geopark, Agatha Christie and Torre Abbey etc.) to help them become self-sustaining in the future and ensure 	<ul style="list-style-type: none"> • Cultural Strategy • List of cultural assets. • Details of any promotion of our cultural assets. • Details of the data used to inform decision making in relation to cultural assets. 	<ul style="list-style-type: none"> • What is the direction of travel for the revised Cultural Strategy – Martin Thomas, Executive Director for Torbay Culture to be invited to give a presentation on this. • What are our cultural assets?

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	<p>they being maximised for our tourism and culture offer.</p> <p>2. To consider how the Council uses data to inform decision in relation to use of cultural assets.</p>		<ul style="list-style-type: none"> • Which ones are promoted and which ones are not? • What is the Council currently doing to support the financial sustainability of our cultural assets? • How do we priorities our resources to ensure that the assets with the greatest strategic importance which contribution most towards the identity, reputation and brand of Torbay. • How and what data is used to inform decision making in relation to cultural assets?
<p>Task and Finish Group By (enter date)</p>	<p>1. To review the Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027 (Events Strategy) to determine if the objectives are still relevant and make recommendations.</p> <p>2. To consider if the events that the Council supports are contributing towards the delivery of the English Riviera Destination Management Plan (DMP) 2022 – 2030.</p>	<ul style="list-style-type: none"> • Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027 • Delivery and Action Plan plus Key Performance Indicators and review of actions over the past two years • English Riviera Destination Management Plan 2022 – 2030 • Structure chart for Culture and Events. • Details of the budget for Culture and Events for the last 5 years and what % of the overall Council budget this is. 	<ul style="list-style-type: none"> • Are the objectives of the Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027 still relevant? • How much of the Events Strategy has been delivered to date? • Are there any elements of the Events Strategy that could benefit from change? • Does the Events Strategy compliment the English Riviera Destination Management Plan 2022 – 2030? • Do the events that the Council supports contribute towards the delivery of the English Riviera

Meeting/Milestone	Action	Information Required	Key Issues Arising
		<ul style="list-style-type: none"> High level details on how the Culture and Events budget has been spent over the past two years, what this has been spent on and how has this delivered the Events Strategy. 	<p>Destination Management Plan (DMP) 2022 – 2030?</p>
<p>Task and Finish Group By (enter date)</p>	<ol style="list-style-type: none"> To consider the criteria for, enabling, delivering and funding events on Council owned land. To consider how the success of events is measured and evaluated. To consider if the Council and Destination Management Group has sufficient resources and capacity to deliver the Events Strategy and DMP and what opportunities there are to utilise resources from outside the Council. To consider how the Council uses data to inform decision making in relation to events. 	<ul style="list-style-type: none"> The criteria for, enabling, delivering and funding events on Council owned land and evidence of how this has been used Details of how the success of events is measured and evaluated. The resources of the Events Team and what other resources could help deliver the Events Strategy and DMP. Details of the data used to inform decision making in relation to events. 	<ul style="list-style-type: none"> What are the criteria for, enabling, delivering and funding events on Council owned land and does this prohibit events that the Council may wish to support taking place and how has this been used to determine which events should go ahead? How is the success of events measured and evaluated and does this make a difference to future events? Does the Council and Destination Management Group have sufficient capacity to deliver the Events Strategy and DMP and who else could help deliver this? How and what data is used to inform decision making in relation to events? Are there other data sources which would provide greater benefits? What data sources do other local authorities use?

Meeting/Milestone	Action	Information Required	Key Issues Arising
Task and Finish Group By (enter date)	<ol style="list-style-type: none"> 1. Business benefits from tourism and culture and how they can help promote it. 2. To consider how the Council engages and works with community and voluntary organisations on events; 3. To consider what opportunities there are to facilitate benefits to our care experienced young people and foster families in respect of events 	<ul style="list-style-type: none"> • Details of how the Council and ERBID communicate and engage with local businesses. • Details of how other local authorities engage with local businesses, community and voluntary sector organisations. 	<ul style="list-style-type: none"> • How are businesses made aware of what is happening in Torbay from a tourism and culture perspective. • How are businesses able to engage with and influence tourism and culture activities. • How do other Councils engage with local businesses, community and voluntary sector organisations and what can be learned from this. • How can our local businesses and business leaders help promote tourism and culture. • How can we maximise opportunities to benefit our care experienced young people and foster families in respect of events.
Additional meetings/milestones to be confirmed	To consider if any further information is required and/or further meetings.		
Overview and Scrutiny Board – (enter date)	Agreement of final report to Cabinet/Council		