

2) Task and Finish Group 6 December 2023 2pm to 4pm –

Responses to Key Lines of Enquiry - Events

- 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.
- To consider if the events that the Council supports are contributing towards the delivery of the English Riviera Destination Management Plan (DMP) 2022 – 2030.

Information required

- Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027
Please see attached Events strategy suggested updates document and Events strategy part 2 Evidence base and supporting information document. The first document outlines suggested updates to the document. The second document is a moment in time as supporting information and elements of it will be updated with working documents.
- Delivery and Action Plan plus Key Performance Indicators and review of actions over the past two years Attached as Strategic Action Plan document
- English Riviera Destination Management Plan 2022 – 2030 This can be found here: <https://www.torbay.gov.uk/council/policies/economic-regeneration/dmp/>
- Structure chart for Culture and Events. Attached as Culture and Events Structure May 2023
- Details of the budget for Culture and Events for the last 5 years and what % of the overall Council budget this is. Attached as Budget Digest Culture and Events 19-20, 20-21, 21-22, 22-23. By my calculation this is currently less than 0.5% of the overall council budget. Overall net costs being £130,950,000 total and Culture and Events net cost being £652,000
- 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. Events Culture and Heritage Budget attached as ECH Budget PB271123

Key issues arising

- Are the objectives of the Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027 still relevant? More or less. Updated as attached following a partner strategy review meeting with ER BID.
- How much of the Events Strategy has been delivered to date? Quite a significant amount.

In terms of headline events, we now have Bay of Lights Illumination trail, we suffered a set back regarding the foods festival but we are exploring ways to develop this organically rather than going out to tender again, we have a walking festival and a music event, we also have the start of a Pride event. We have a cycling event now but no new sailing event. There is no outdoor adventure festival. The airshow will be delivered in a different way.

In terms of Feature events – Seafood Feast is growing in stature each year. A Christmas market linking into the illumination trail is being considered for 2024. Only limited other development has been delivered due to staff resource.

In terms of area and community events – these have suffered since the pandemic and need support moving forward.

Sports events have also suffered since the pandemic and need more support and focussed input.

An events charter has been drawn up and is being used.

Capacity of the team has been hampered by long term sickness and maternity leave, but the team processed some 150 applications last year.

A new events application system Apply4 has been introduced and is starting to prove to be beneficial.

Charging for events spaces needs to be looked at in a more focused way. The council has benefitted from income from the Electric Bay event roughly £1 per head per attendee which is in line with events in other similar coastal towns (Eastbourne and Bournemouth) but there remains no charge for area and community events which would diminish if a charge was imposed.

There has not been any change in event infrastructure investment. The £150,000 that was set aside was subsequently withdrawn due to other financial priorities of the council. This remains a significant area of concern. If events spaces are not upgraded and invested in, then we will lose significant events and will not attract others. As the economy recovers from the pandemic and the economic crisis there is potential for new and varied event opportunities.

Using clean power remains a key aim in line with climate change concerns.

New spaces at The Strand that can be used for events are being developed over the next year but it remains to be seen whether an operational budget will be available.

There has been some significant progress in supporting local (mainly area and community events) event organisers with training in aspects of operation that they have requested.

There is greater strength in working with ERBID collaboratively in event promotion which is a key pillar of the DMP.

- Are there any elements of the Events Strategy that could benefit from change? The Events Strategy is generally fine and still very valid. There are areas that can be tightened up as per the attached suggested updates document. This includes tightening up the objectives, and a few over-wordy areas of content.
- Does the Events Strategy compliment the English Riviera Destination Management Plan 2022 – 2030? The events strategy was written ahead of the Destination Management Plan and there may be minor items that would have been written slightly differently if it were the other way around, but these are not hugely significant. I believe that the two documents complement each other.
- Do the events that the Council supports contribute towards the delivery of the English Riviera Destination Management Plan (DMP) 2022 – 2030? Yes I believe they are, there has been significant tie-in between Events Strategy work and ER BID work as part of the DMP delivery to ensure that there is synergy and the events strategy is in line with the DMP to the benefit of the local economy, but also of social benefit linked to health and wellbeing of the local population, mainly in terms of opportunities to take part in or experience new and exciting seasonal opportunities..

Documents provided

Appendix 1 - Budget Digest Culture and Events 19-20

Appendix 2 - Budget Digest Culture and Events 20-21

Appendix 3 - Budget Digest Culture and Events 21-22

Appendix 4 - Budget Digest Culture and Events 22-23

Appendix 5 - Budget Digest Culture and Events 23-24

Appendix 6 - Budget Digest overall council budget 23-24

Appendix 7 - Culture and Events Structure May 2023 (Exempt)

Appendix 8 - ECH Budget PB271123 – events, culture and heritage fund budget for the past 3 years inclusive (Exempt)

Appendix 9 - Events Strategy suggested updates

Appendix 10 - Events strategy part 2 Evidence base and supporting information

Appendix 11 - Events strategy action plan (Exempt)

Note: Due to the sensitive commercial and financial data contained within Appendices 7, 8 and 11 they are exempt from publication in the public domain.