

Events strategy part 2 ...

Evidence base and supporting information

Contents

Setting the scene - Alignment with Torbay/English Riviera Strategies	3
1. Alignment with Torbay/English Riviera Strategies and good practice	3
English Riviera events – how things stand	8
1. Background – current position	8
2. Events on Council land in numbers	10
3. English Riviera as <i>the venue</i>	11
4. Capabilities and Professionalism	11
5. Economy and Reputation.....	12
6. Community	12
7. Event Classification.....	13
8. Events calendar	14
9. Events fee income (and issues resulting from Covid-19).....	15
10. Event venues	16
11. SWOT analysis	20
12. Comparator analysis	23
13. Comparator Conclusions	24
Events in Torbay (based on what was scheduled for 2020)	25
1) Headline Events (Economic/Regeneration Priority)	25
2) Feature Events (Potential income generation)	25
3) Area Events (local priority)	26
4) Community Events (cost recovery) including charity events	26

Sports Events that were scheduled for 2020 onwards (prior to Covid-19)..... 29

Event development 32

- 1. Headline Events – Potential Developments 32**
- 2. Feature Events - Potential Development 33**

English Riviera Events Charter draft 34

Managing Applications 36

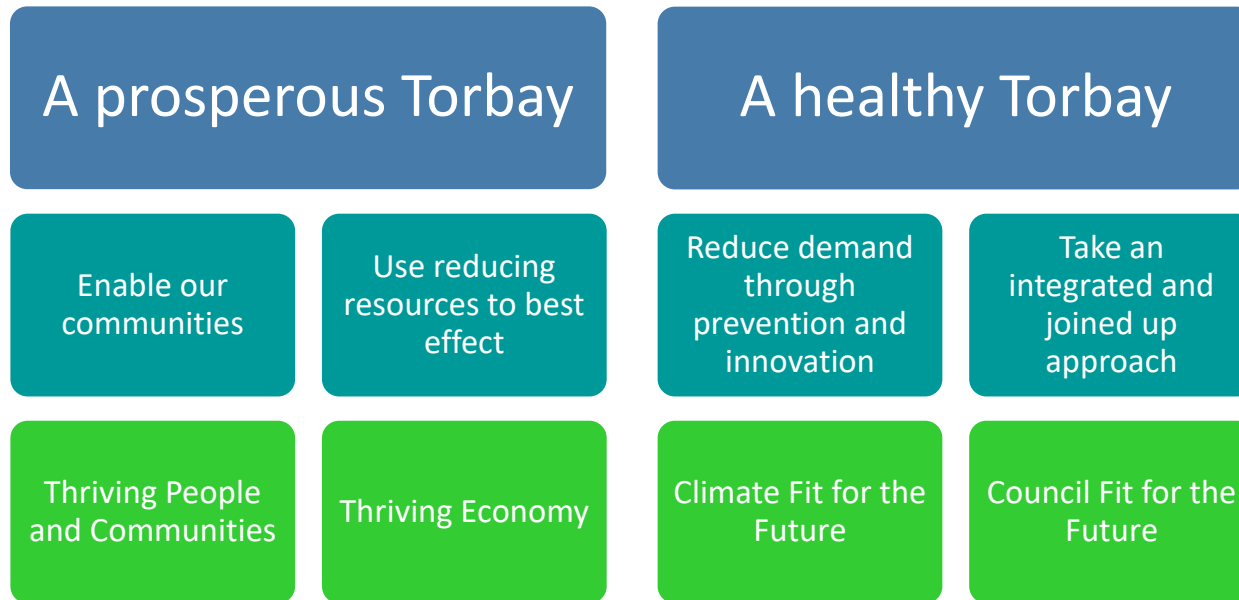
Setting the scene - Alignment with Torbay/English Riviera Strategies

1. Alignment with Torbay/English Riviera Strategies and good practice

The scale of event delivery on the English Riviera is set out in this section and where and how this strategy fits into the current policy environment for the area. The English Riviera Events Strategy supports and aligns with other key area strategies:

- Torbay Council's Corporate and Community Plan 2019 - 2023
 - Enjoy, talk, do, be – a cultural strategy for Torbay and its communities 2014 - 2024
 - English Riviera Destination Management Plan 2017 – 2021
 - English Riviera UNESCO Global Geopark Management Plan 2019 – 2024
 - Thriving Lives - Joint Health & Wellbeing Strategy 2018 – 2022
 - 5 ways to wellbeing (linking in with mental health awareness)
 - Torbay Economic Strategy 2017 - 2022
 - Local Plan 2012-2030
 - Brixham Peninsular Neighbourhood Plan – Adopted June 2019
 - Paignton Neighbourhood Plan – Adopted June 2019
 - Torquay Neighbourhood Plan – Adopted June 2019
 - Arts Council England - Let's Create 2020-2030
 - Sport England – Uniting the Movement 2021-2031
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- The English Riviera is one of the country's top ten visitor destinations, welcoming 4.5m visitors per annum with an annual visitor spend of more than £435m.
 - Torbay Council's cabinet states their ambition as follows, "*We want Torbay to be the premier resort in the UK, with a vibrant arts and cultural offer for our residents and visitors to enjoy; where our built and natural environment is celebrated and where we play our part in addressing the climate change emergency.*"

2. **Torbay Council's corporate plan priorities** are as follows:



A thriving events economy would meet these priorities in various ways:

Thriving People and communities:

- By providing the community with creative and interesting opportunities to participate
- By developing skills (knowledge and abilities), employment and volunteering opportunities
- Through involvement in either of the above, to achieve better health (mental and physical) and wellbeing

Thriving Economy:

- Events (of the right quality and stature) contribute directly to the economy and to the quality of life in the area which in turn indirectly supports business and the well-being of the employees of all businesses.

Climate:

- Events can and should be developed in a sustainable way. Event organisers can be encouraged to be more environmentally aware, with quick wins such as single use plastics being non-permissible and other steps taken to safeguard the environment.
- Ensuring a blanket approach to sustainability within Events will visibly demonstrate Torbay Council's commitment to tackling the climate emergency
- Visitors will be encouraged to use sustainable transport when visiting the area / attending events (when Covid-19 precautions allow).

Council Fit for the future:

- Growth in the local economy and wellbeing of residents as a result of this strategy will support the ambitions of the Council's administration and support the Council as an enabler.
- Direct income generated by events can be reinvested within the Council to provide long term security and sustainability.

3. **Torbay's Cultural Strategy** for the area (Enjoy, talk, do, be – a Cultural Strategy for Torbay and its communities 2014 – 2024) has a stated aim of “developing a year-round season-based rhythm of cultural events”. It contextualises this as follows: *The concept of the ‘Eventful’ city or place – as opposed to a place ‘with events’ – encourages a strategic and holistic approach to generating events rather than just being ‘a container’ for them. It’s about focusing on place making, not just place marketing. This brings benefits to residents and visitors alike. Regularly organised events are an effective way to build longer-term cultural experiences and deliver economic impact and investment over time. They can have a positive association with a place, attracting return visitors at other times. Successful place-based festivals often incorporate international and local, opportunities to participate as well as watch, and organise longer term community activities or practitioner training opportunities. International research about creative cities – applicable to places – shows that successful locations focus on cultural distinctiveness; understand the need for different organisations to collaborate in a context of mutual respect; and address the rich/poor divide that can blight prospects and cause instability. Torbay can also put these approaches into action. Positively, Torbay has a recent history of work appearing in unusual places across the Bay. This could be developed further, learning from examples of site-responsive work that transforms less known as well as familiar places. Developing Eventful Torbay will require a concerted focus on advance planning. While there are key successes to build on (such as the Agatha Christie Festival with its high satisfaction rates and economic impact),*

upcoming major cultural events can be useful 'test beds' for new approaches to visitor packages and better co-ordinated marketing. New events can often 'seal the deal' in terms of return visits.

4. **The English Riviera Destination Management Plan** states: *Events...scored just 37% in what they did when then were here, which indicates these aren't necessarily the reason why visitors are coming to the English Riviera, but more of an additional add-on activity to their holiday plans.* It also details Events and Festivals as one of the top emerging trends from a tourism business perspective. This indicates that events have significant potential and could be an aspect of development that needs strengthening to add to the complex offer that makes the area attractive to visitors.
5. **The Joint Health and Wellbeing Strategy** states how Torbay *offers a great quality of life for individuals and families. With its natural environment, clean air, climate, location, excellent schools, growing arts and cultural sector, and wide range of outdoor activities, Torbay provides everyone the opportunity to live a healthy and fulfilled life.* One of the stated aims is to *enable isolated older people to feel (re)connected with friends, their communities and where they live with an increased sense of 'neighbourliness' and engagement in a broader range of accessible and affordable activities.*
6. **The Torbay Economic Strategy 2017-2022** states its vision as... *an unrivalled quality of life in one of the UK's most beautiful destinations; where connectivity, culture, and ambition are growing fast, creating opportunities for everyone who lives, works and enjoys being here.* It does not currently cite events as part of the economic ambition, which clearly makes it an opportunity for future iterations.
7. **The Local Plan 2012 – 2030** includes the following:
 - Talk to younger people in the Bay, for example those at South Devon College, about what they see as the future of the Bay and they will tell you about... **The need for more events and sport, in which young people are more involved**; (p24. 2.1.14). In addition, modelling the more democratic process and ground up approach, means using the opportunity to reflect on the evaluation of long term programmes such as the Great Place Scheme (evaluation due December 2020)
 - **Aspiration 1: Secure economic recovery and success.** To achieve economic growth and deliver new jobs and housing, in order to promote equality, reduce disadvantage and poverty and increase Torbay's competitiveness. This will be achieved by meeting the following objectives: *...including...*
To provide a range of goods, services, **events** and facilities that make Torbay a leading destination of choice for people with money to spend, particularly new and improved provision in the town centres. (p35.)
 - **Policy TC1.** *Extract...* The Local Plan supports the following: ii) Mixed use regeneration of key sites in town centres as identified in the relevant

'place' Policies (SDT2, SDP2 and SDB2), including the provision of major retail, leisure, cultural, recreational **and event space**, and the comprehensive redevelopment of parts of the town centres; p.136. 6.1.1) and vii) The use of heritage assets, public art and public space, **events, exhibitions and festivals** to provide a more enjoyable, creative environment in town centres; p.137. 6.1.1)

- **Aspiration 4: Create more sustainable communities and better places** To meet the needs of Torbay's residents, including disadvantaged and minority groups, and to provide everyone with a full range of opportunities in life. This will be achieved through meeting the following objectives: ...including... To create a more enjoyable, creative built and natural environment using heritage assets, public art and **revitalisation of the public spaces to attract events, exhibitions and festivals that celebrate and enhance the culture of Torbay**. p.37). In addition, other examples include the development of the Torbay Care Charter and other similar work. This approach needs investing in, for the longer term, because it will ultimately achieve the Council's Corporate plan and vision for the area.
- **Policy TO1 Tourism, events and culture** The ambition for Torbay is to develop tourism in a sustainable and competitive manner, to regain and enhance Torbay's role as a premier tourism destination and to become the events capital of the South West. (6.1.2.2. p.146)
- **Policy SC1 Healthy Bay** Social interaction arising from the staging of events, activities and meetings clearly enhances community cohesion. (6.4.3.6 p.203)

English Riviera events – how things stand

1 Background – current position

The English Riviera was historically a popular place for events; an added draw for tourists to the area that provided knock-on benefits for the local community. There was significant activity from the 1970s through to the 1990s, using a few key outdoor spaces (Torre Abbey Meadows, Princess Gardens, Paignton Green and Brixham Harbour area) and indoor spaces such as Torbay Leisure Centre hall, Princess Theatre and the Riviera International Conference Centre. The area hosted events such as the Radio One Road show, gigs and fun activities on an almost annual basis but such events have dropped off as consumer wants and needs have evolved and quality events have become bigger, more costly and more complicated to produce, along with the development of more appropriate health and safety legislation and risk management protocol over the past 20 years being a key factor.

The area currently hosts approximately 100 events a year attracting more than a quarter of a million attendees. Of these, most are community activities and important to the local people that they serve. A handful can be classified as significant (but not major) events, such as the Bike Festival (BMAD has ceased), Children's Week, Paignton Regatta and Paignton Festival each with a small team of very capable and dedicated volunteer organisers, who are increasingly working together as the English Riviera Green Spaces Green. The English Riviera Airshow is the most significant (and only major) annual event. There is also an annual (or longer) cycle of sailing and sea-based events, for instance, since 2016 the Royal Torbay Yacht Club a total of 45 events with 6 of those boasting 100 boats, each of those events would have brought an average of at least 300 people all contributing to the local economy. There are also a number of car meets, either as part of the likes of Paignton Festival or as stand-alone events. These are usually hosted in unique and beautiful settings such as Torre Abbey grounds, Luscombe House grounds or on Babbacombe Downs. In addition, there are a number of events that support the sport and physical activity and well-being agendas including charity walks, cycling events (on the road and at the velopark) and a half-marathon.

More recently, as a result of Torbay's Great Place Scheme funding from the National Lottery Heritage Fund and Arts Council England managed by Torbay Culture, there has been a year of innovative arts events and activities testing out how we can highlight the unique heritage of the local area in creative ways; how we can build high quality cultural experiences from the 'bottom up' by working with partners and local talent to engage both residents and visitors; and how we can extend the traditional tourism season into the 'shoulder' months. The Eyeview cultural programme included **(extra)ordinary** (June 2019) and **Wavelength** (November 2019) which demonstrated the very different types of event that could work on an ongoing basis. (Extra)ordinary picked up on key sites across the UNESCO Global Geopark and Wavelength was situated around Torre Abbey, one of the area's most significant heritage assets and another of the UNESCO Global Geopark's key sites. (Extra)ordinary was featured in The Times, and Wavelength attracted significant regional media attention including TV and radio, and between them attracted tens of thousands of attendees. There is a lot of learning to be captured from these 'pilot' events and the Great Place Scheme evaluation (due December 2020) will be useful for informing future events.

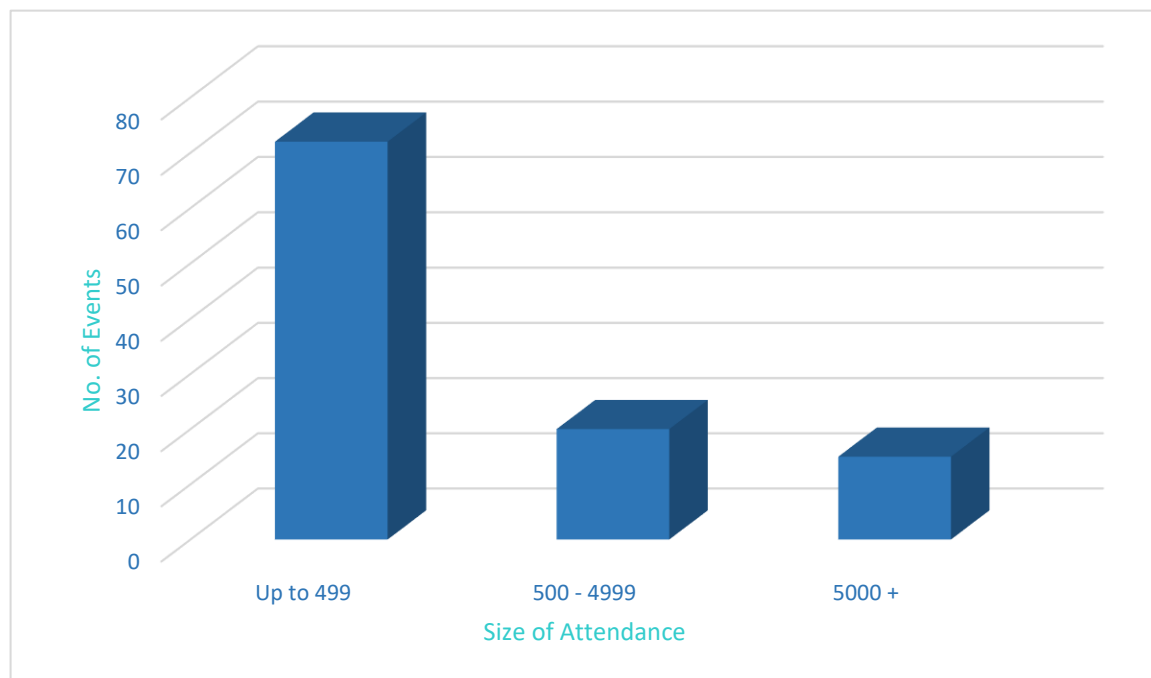
The English Riviera Bid Company has also developed a **Seafood FEAST** event as part of its Seafood Coast initiative. The very successful Feast is currently run in a multitude of indoor spaces (restaurants) each year at the end of September and the beginning of November but there could be scope for a related outdoor event or additional related food events in the future.

Due to the mainly temperate climate, especially from April through to October there are a number of cycling, running and triathlete events as well as touring circuses and fairs. There is certainly scope for more creative/performing arts, participation, leisure, music, and food and drink events.

Of the 100+ events held on Council land each year most are community or local charity events mostly attracting fewer than 500 attendees. Several events attract more than 5,000, and three exceed 20,000 attendees. Full details of events on Council land can be found as **Appendix 4** and full details of regular sporting events can be found as **Appendix 5**. It is acknowledged that Events have an extremely positive impact on the health and wellbeing of local residents year round. In addition events can be used to support the education opportunities of children and young people, particularly those who are looked after by the local authority who could benefit from specific access opportunities created by organisers.

The Covid-19 Global Pandemic has shown the Council's Events Team to be adaptable and reactive as necessary to ensure support to event organisers at a time of national and global uncertainty. It is likely that legislation will continue to develop and change and restrict Events in a way previously unimaginable. It is important therefore that the team will continue to plan and understand the bigger picture of events whilst ensuring that current legislation and guidance is adhered to and up to date information is provided to organisers.

2. Events on Council land in numbers



Size of Attendance	No. of Events
5000 +	15
500 – 4999	20
Up to 499	72
TOTAL:	107

The events programme has historically developed as a *receiver* of events (apart from recent Great Places Scheme – National Lottery Heritage Fund/Arts Council England - funded activity) rather than shaping the annual programme as a proactive originator or facilitator. This receptive approach without appropriate industry research, marketing and infrastructure support has led to a large number of similar charity and community event being staged. Whilst positive for the participants, such events do not have a huge impact as a hook for visitors to the area or in showing the area’s attractiveness as an investment destination. **Such events also restrict the area’s ability to use the prime spaces for developing and nurturing new events. The balance isn’t right and it is a risk to try to amend it.** There is potential to upset a significant number of dedicated (and sometimes influential) volunteers who have been running their events in a certain way for a number of years, if they are not on the same journey with you. However, following the Covid-19 crisis there may be scope to relook at the offer, as some smaller events will undoubtedly (and unfortunately) struggle to continue their momentum.

3. [English Riviera as the venue](#)

The backdrop of the Bay is hard to beat; the core spaces for events are close to the waterfront and are fairly adaptable. There are a handful of reasonably sized spaces for events. There is potential for one or two more urban (town centre) spaces for events in the future that are already in the townscape plans for the area. There is a potential audience for creative work as demonstrated by the Torbay Great Place Scheme (National Lottery Heritage Fund/Arts Council England) funded Eyeview project and to some extent the recent Grinagog Festival (which was deemed to be unsustainable but showed significant potential), as demonstrated in the recently published [Torbay Great Place Audience Evaluation Report commissioned by Torbay Culture](#). The only real dis-benefits of the existing events spaces being size/capacity, potential disruption from strong wind and potential flooding especially on Torre Abbey Meadows.

The supporting infrastructure for existing events spaces is limited but this is not a huge problem nowadays. Event managers prefer to bring in their own up-to-date infrastructure rather than be required to use existing, potentially dated, equipment. It all adds to the cost of an event but safely storing and maintaining events equipment is also expensive. However, the space on Paignton Green could be improved as a venue site. This would be focused on access, providing water points in appropriate places, having good up-to-date plans of where underground utilities run, robust drive-on and drive-off points (ground works to prevent muddy areas and dust bowls) and keeping the area in a relatively good condition. This isn't the case at the moment due to budget savings over a number of years. Upgrading power to clean energy sources (there is currently no on-site power available on-site at Paignton Green and provision of high speed comms would be beneficial.. Providing the likes of PED barrier or Heras Fencing on-site is not being advocated but may be considered with the advisory Events Steering Group as a future consideration. This is often and could continue to be brought in on site, which is the most economical solution when considering maintenance and storage issues, but could be reviewed if other solutions were found. Equally, spaces like Torre Abbey Meadows need considerable investment to bring them up to scratch. The space is prone to flooding which would make even the most optimistic of event organisers nervous. Some of the investment could be linked to the Torre Abbey National Lottery Heritage Fund investment opportunity or S106 match funded investment. It certainly needs more thought and planning in collaboration with Torbay Council's Green Spaces officers and strategic planners.

The ability and experience to handle reasonably large volumes of people (rail, hotels, restaurants etc.) can be demonstrated with consideration to the recent iterations of the English Riviera Airshow and the usual level of visitors who come to the area throughout the summer and shoulder seasons. The Culture and Events Team have good (and further developing) connections with regional public transport providers, as do Torbay Council's Highways team.

Recent government discussions about making events spaces more resilient in response to terrorist attacks, is yet to be developed into policy and looked at in any detail, but should also be taken into consideration.

4. [Capabilities and Professionalism](#)

Although the area has hosted the English Riviera Airshow (previously Torbay Airshow) for the past four years and has experience of hosting a number of events ranging from the Radio One Roadshow to open air gigs on Paignton Green in the past, it's been a number of years since several

high profile regular events were habitually hosted and the area needs to work hard to develop a national reputation for delivering complex and highly regarded events.

This is reasonably surprising considering that there are a number of very experienced, nationally recognised technical suppliers and volunteers in the locality. **The lack of investment in the event sites coupled with a distinct lack of promotion to the industry has resulted in very limited interest.** Where interest in recent years has been forthcoming, site visits or subsequent concerns (often unfounded) about the Council's funding requirements have led potential event organisers to look elsewhere. **Event organisers are often looking for strong support, both in terms of strategic help and financial investment to help them get events to a point where an event can stand-alone.** Up until 2019 grant funding was available from the Council to support the establishment and development of new events but this was cut as part of the spending review that year.

More needs to be done to highlight the fact that the Bay is open for business, with support included. Events spaces also need to be marketed accordingly. If this strategy is adopted, more needs to be done to signpost the services available at the local authority where a very capable and willing Events Team can help organisers connect with different departments, services and partner agencies. Across the wider council and associated organisations there is a wealth of experience in a range of services which in addition to events includes cleansing and waste, events and roads management, technical infrastructure and venues.

5. Economy and Reputation

This strategy aims to support the perception of the area and the facilitators of events here as being lively and vibrant with a *can-do* attitude, this way the industry will want to trial Torbay. This will eventually lead to key events being programmed into the shoulder season and drive up income for the Council and tourism infrastructure. This will have a direct economic impact locally and support further opportunities for employment and skills training.

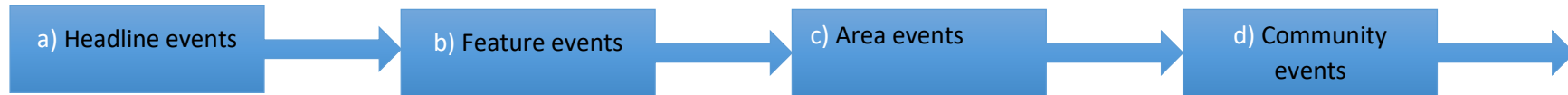
6. Community

A vibrant area with lots of cultural, touring, commercial, free and spectacular events and activities will help further define the character of the area and bring communities together. There will be diverse programmes of events and activity for different communities, as well as charitable opportunities for fund-raising.

There will also be opportunities for volunteering, with a strong volunteer workforce available to support events, linking in with Torbay Culture and the Community Development Trust. Skills training for volunteers could be a huge benefit for young people (including looked after young people) and could lead to further opportunities as more event activity comes on-line.

7. Event Classification

English Riviera's events are classified below under four distinct categories and which are used to bring focus to the actions proposed later in this strategy as part of the proposed action plan. **Appendix 3, Action 1:**



Further details as follows:

a) Headline Events (Economic/ Regeneration Priority)

These are high profile events that draw in significant numbers from the region or nationally or significant visitors and are events of strategic significance in terms of the wider economic or regeneration benefits delivered.

Examples include: English Riviera Airshow. Agatha Christie International Festival. BMAD (as was)/ ERBF.

- ▶ Significant Reach and media coverage
- ▶ High resource and partnership requirements
- ▶ Largest economic impact
- ▶ Distinctly English Riviera
- ▶ May take place on multiple days

The wider benefits outweigh the associated costs and therefore full cost recovery is not required.

A commercial partner is identified to deliver these events with the Council acting as commissioner to make events happen that wouldn't otherwise happen.

Some events may start in this category in the first few years whilst being established, and then move to *Feature events (income generating)* once the event is well established.

b) Feature Events (potentially Income generating)

These are events with a regional catchment or have a niche national profile that attracts visitors and participants to the area either from the sub-region or as specialism enthusiasts. **Seafood Feast** is a Feature Event although not an outdoor event.

- ▶ Niche and special interest events that reach audiences from outside the local area

- ▶ Recurring and one-off
- ▶ May need seed funding to get these events established

Some of these events will generate income and therefore a surplus should be made on the costs associated with the event.

A commercial partner is identified to deliver these events with the Council acting as commissioner. May require significant support and liaison from the Council to attract event organisers in the first place and subsequently to establish the events as they evolve and become significant. Cost recovery should be at commercial rates.

c) Area Events (Local Priority)

These events are of local significance and support the delivery of improved local outcomes. They are also cultural and sports activity events delivered at area level that are predominantly aimed at Torbay residents with limited impact or attraction to visiting audiences beyond the area e.g. Half Marathon

- ▶ Supported by a large number of locals across the area
- ▶ Animate the area for visitors

The Council acts as a broker/match funder (if funding is available) for these events as they offer area wide local benefits, local charity events that align to local priority e.g. fostering service. E.g. Children's week or the Christmas lantern parade.

d) Community Events

These are the bulk of events and there is a potential for **Cost Recovery**. Events delivered by local/community groups that require Council resources to be delivered and are not of strategic significance. These are small to medium community or community interest events. Often hosted in parks, they are primarily neighbourhood focused, aimed at local residents as audiences and participants e.g. Babbacombe Fayre, Hookhills Cherry Pie Fayre or the community events at Ellacombe Park.

- ▶ Local interest and visits
- ▶ Meet a local need

The Council is commissioned to provide the advice/support the event organiser in a contracted arrangement.

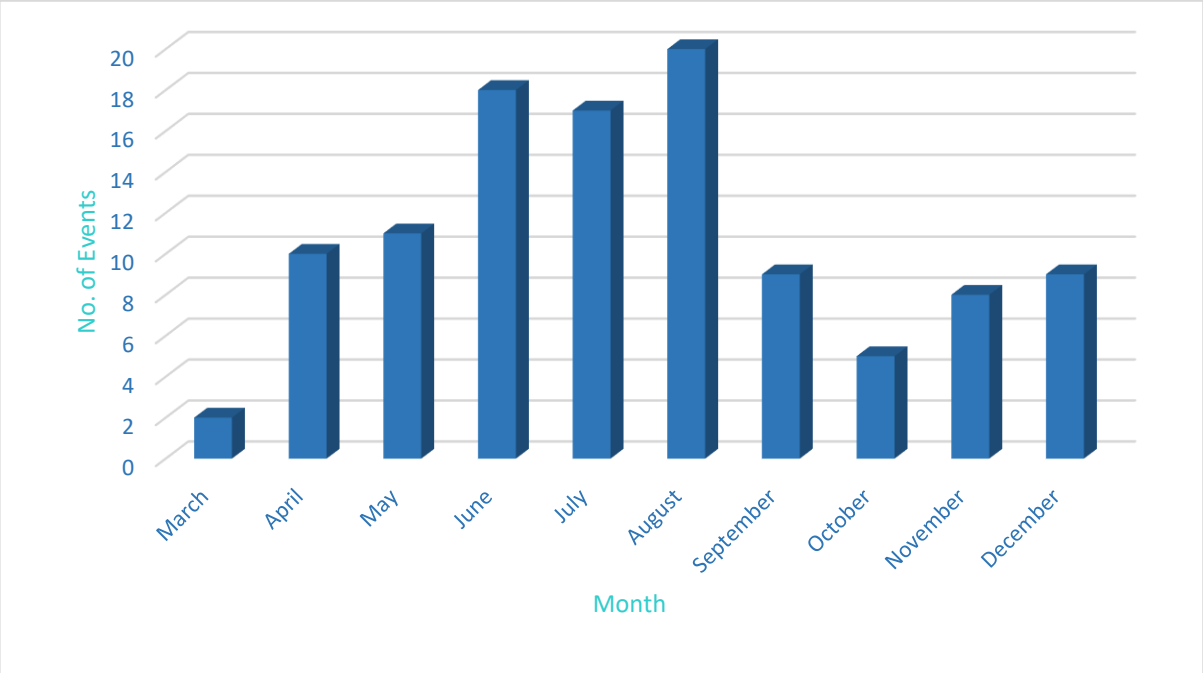
The costs associated with Council resources required are to be recovered in full.

8. Events calendar

The area's calendar of events is predominantly weighted to the summer months, with 70% of events taking place between May and September.

Only 18% take place between November and March. The calendar is very much driven by event organisers who in order to ensure the viability plan their events when there is the expectation of better weather conditions and a seasonal rise in visitors to draw upon as audiences and participants.

When events take place



March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
02	10	11	18	17	20	09	05	08	09

9. Events fee income (and issues resulting from Covid-19)

The income from hire charges currently generated from events across the area is insignificant compared to other similar areas or areas that the English Riviera aspires to rival. Most events are charity or community led and struggle to make enough to cover their costs and leave sufficient to provide basic core funding for the following year. As such, there has been no fee in the past for land usage, as most other towns and certainly most destinations do. This funding would support the core work of the Events Team and support the delivery of a more vibrant and sustainable events

programme, by making the team secure against annual rounds of budget cuts so that it can continue to develop income streams and raise the calibre of events and help the community and charity events to continue to do the fabulous work they do for the local community. It is suggested that an events fee is necessary to sustain and develop events in the English Riviera. This is discussed further below.

In 2019/20, whilst there was no direct income from events, £88,808 of income was received from fun fairs (£44,754), circus (£22,800), town centre promotional pitches and markets (£20,854) and other (£400). This is reasonably good in comparison to the likes of Brighton, Bournemouth and Liverpool who are in a different league when it comes to events but draw in an income of about £180,000 p.a.

However, Covid-19 will have had a significant effect on the fair and it remains to be seen whether they will be in a position to pay their usual level of fee in the future. The fair also directly funds or contributes to a number of key events such as English Riviera Airshow, Paignton Festival, Paignton Regatta and Children's Week. It remains to be seen whether the fair will be able to continue to fund these events and, if not, whether these events will be able to continue without this level of funding.

10. Event venues

Some of the area's parks, open spaces and the seafront spaces are suitable for events, however many are not anywhere near suitable for optimum usage, potential mainly due to under-investment as a result of many years of government cuts to core budgets. As such, most of the core events spaces need some attention, including the prime events spaces of Paignton Green and Torre Abbey Meadows.

None of the spaces have good up-to-date events services and utilities, and some funding would be needed to undertake some basic upgrades to Paignton Green and Torre Abbey Meadows. Some event organisers have suggested that it would be their preference to bring in equipment that is bang up-to-date rather than use older and less up-to-date equipment. Water points are the agreed most necessary element to upgrade for both key sites.

The following chart shows all of the sites used along with comments about their suitability and need for an upgrade.

Location (2019/20)	No. of Events	Suitability as an event venue, if not, why not and what needs attention to make it suitable.	Needs upgrading
Torre Abbey Meadows	06	Large Open Space capable of holding medium\large event. Ground compaction and ground reinstatement require on-going annual resource. There is a conflict between green space and event space – an agreed grounds maintenance regime or ground reinforcements may make it more sustainable. Prone to flooding.	Yes – flooding is a key issue 3 seasons of year.
Paignton Green inc. South	22	Large Open Space capable of holding medium\large event. Ground compaction and ground reinstatement require on-going annual resource. Conflict between greenspace and event space – an agreed grounds maintenance regime or ground reinforcements may make it more sustainable. Paignton Green will also benefit from access and egress controls and some limited additional resources. Additional water supply. Treatment to entrances onto green to stop surface break-up.	Yes – some basics upgrade of infrastructure would go a long way. Water point upgrade as a minimum.
Babbacombe Downs	06	Medium sized open space popular with visitors and residents. Site capable of holding medium size events. Babbacombe Downs has flowerbeds displays and high number of benches as the principle pastime is to relax and enjoy the view. Community\small to medium events are more suitable. There are some sensitivities with this site and a need to be selective about what events take place.	No event infrastructure.
Princess Gardens	04	Listed Gardens with Fountain, Bedding displays and benches. Intricate pathways with weight restrictions in places. The observation wheel and outlet has been successful in previous years. Given the layout and nature of the park, as well as weight restrictions and site sensitivities, the site suits small events or events where there is transition (small high end market, popup stalls etc.)	No event infrastructure and the site isn't really suitable for permanent infrastructure
Victoria Park	02	Victoria Park Paignton – Large community park near town centre. Capable of holding a wide range of medium-scale (mainly community) events and under-utilised.	No events infrastructure. But any would usually be brought in.
Daddyhole Plain	06	Medium sized open space. The site is popular with walkers and has important wildlife restrictions, observation tower and also a helicopter landing area. Limited space, access and parking. The site suits small community events. Often used as trailer parking for boating events.	No events infrastructure. But any would usually be brought in.
Youngs Park	02	Good access, popular with tourist and locals alike. Suits small sized events. There is a protected grave on site.	No events infrastructure. But any would usually be brought in.
Hookhills	01	Community Space next to Community centre and play area. Suits small community events	

Location (2019/20)	No. of Events	Suitability as an event venue, if not, why not and what needs attention to make it suitable.	Needs upgrading
Oddicombe Beach	02	Limited use as a site for events	
Oldway Mansion	02	Site maintained by volunteer group. Further discussion required as there is on-going discussion re long term use of site	Potential future use. No infrastructure.
Brixham	10	Primarily events on Brixham Harbour land. Other events take place at St. Mary's Park and the town square (lanterns, lights & 'illuminations), breakwater beach and marina walkway.	No real events infrastructure.
Palace Ave Gardens	03	Located in Paignton town centre. Space would suit small events and could attract heavy footfall due to location.	No events infrastructure other than an electricity point. But any would usually be brought in.
Preston Green	01	Large Green Space and good access. Site could be extension of Paignton Green and hold community events. Preston users are often local beach hut owners. Sensitivities around use of space alongside beach huts and local residents (views)	No events infrastructure. But any would usually be brought in.
Torwood Gardens	01	Medium Size Park – Short walk from the harbour and more suitable for Community Events	No events infrastructure. But any would usually be brought in.
Torre Abbey / Spanish Barn	02	Good facilities in a contained area – suitable for small to medium events	Reasonable infrastructure for small events
Ellacombe Park	03	Playground and Ball Courts with small green space close to the town. Area suits small community events	No events infrastructure.
Furzeham Green	02	Good open space capable of medium – large community events. Football pitch to be considered when booking events	No events infrastructure.
Torbay Road	01	Could be used as extension of Paignton Green or solo event. Close to town and seafront so could attract heavy footfall	No events infrastructure.
Paignton Seafront	01	See Paignton Green	
Goodrington Sands	02	See Young's Park	
Victoria Square	01	Town Centre space (Hard surface).	
Sherwell Valley Park	01	Community Park. Suits community events fetes, local community groups etc.	
Elberry Cove	01	Not an events space	

Location (2019/20)	No. of Events	Suitability as an event venue, if not, why not and what needs attention to make it suitable.	Needs upgrading
Corbyn Head	03	The headland is a small green space. Its unique features can be tailored for certain events, usually firework displays and coastguard activities. Very small space.	No events infrastructure.
Torre	01	High Street. No an events space. Used for Christmas parade.	
Churston/Galmpton	01	Galmpton Common is technically not owned by the Council. Legal considerations as its status is common land. Any event should be led by Community.	No events infrastructure.
Cockington	01	TCCT land. Suitable for large events but with parking restrictions and a number of site sensitivities due to nearby residential and wildlife disturbance.	No events infrastructure?
Broadsands	02	Good green space, beach access and parking. Potential for medium events, opportunity for sports\water events. Require wider departmental agreement.	Potential site
Hollicombe	01	Medium green space with good beach access. Potential for events.	Potential event site
Clennon Valley	01	Sports space capable of holding large events. Consideration for the wildlife and sports required. The drainage is a risk as Clennon Valley is often waterlogged.	Site drainage works due to be carried out.
Clocktower area	01	Not an events space as yet. TDA working up a plan for the adjacent space. Currently only used for New Year's Eve.	Future potential events space
Torquay Harbour	01	Limited events space. Used for water based events	
St Mary's Park	00	Small community events space	No event infrastructure
Paignton Harbour Berry Head	01 00	Limited events space. TCCT land. Suitable for small events but with parking restrictions and a number of site sensitivities due to access and wildlife disturbance.	No events infrastructure?

In 2019, thirty five different event spaces were utilised for events that were managed through the Events Team. Of these, only a couple of sites host more than ten events.

Paignton Green clearly hosts more events than any other area, and Torquay could do with a similar space for key events. If Torre Abbey Meadows was up-graded, perhaps in unison with the National Lottery Heritage Fund grant bid for Torre Abbey it would provide such a space for key events to take place in Torquay which would be of value to accommodation providers and other hospitality sector operatives in the area.

11. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • A positive impact on the local economy especially for those businesses within the hospitality sector • Most of the existing key events are well attended • The Events Team staff are knowledgeable and have a can-do attitude • A dedicated Events Team at Torbay Council • Some events have proven to bring communities together and offer a varied programme • Events positively engage people with our local environment • A small group of knowledgeable and dedicated local volunteer event organisers • Good local event knowledge and support i.e. strong teams of RYA qualified Race Officials and volunteers with knowledge and experience in all three of the three yacht/sailing clubs in the bay • Proactive marketing by ERBID and also by individual events such as sailing events by clubs 	<ul style="list-style-type: none"> • Event sites need investment and the infrastructure is limited and outdated. • The online events application system is not fit for purpose. It is clunky and can easily put people off. • No proactive marketing of the English Riviera as a commercial events space. • Events programming results in quantity not quality and does not necessarily align to area's needs, especially from October through to March. • There is some negative event impact such as noise, waste, access, disruption. • Perception that events should be self-financing and can be seen as a source of income for the Council despite delivery costs and organiser risk. Events should always be seen as a benefit to the local economy (or not) because it's unlikely they will all make a direct profit for the Council. • Organisational capacity is restricted by hundreds of small events that limit capacity to be more strategic. • Infrastructure is not embedded in the main event spaces (e.g. water, potentially power although there are two school of thought as to whether power brought in is better than static (aging) power systems). • Negative (but currently manageable) impact on public transport provision during major events • No real reputation for delivering complex events as yet • With a handful of exceptions, there's no real strength and depth to the local

	supplier network as yet
Opportunities	Threats
<ul style="list-style-type: none"> • Direct economic impact and employment benefits • Potential for growth of attendance at some events, and development growth of additional significant events, year-round • The success of Eye-view • Following four years of ER Airshow, there is a growing catchment area of visitors. People are becoming more aware of the ease at which you can access the English Riviera via public transport and the South Devon Highway (mainly from Exeter up to Bristol, and Plymouth) or as a destination for people from London and the Midlands, or a stop-off point for people visiting other parts of the south west. • Again, following the Airshow, we are getting used to handling growing numbers of event visitors • Increasing the impact from the visits that events generate, getting visitors to stay longer and spend more and supporting local business. • Building a stronger community and delivering events to achieve this • Improving the health and wellbeing of our communities • Organisational/financial – maximising income and developing the capabilities of communities to take greater responsibility for events • Responsibility - minimising the negative impacts of events while maximising the potential benefits • Demonstrate best practice in environmental sustainability including 	<ul style="list-style-type: none"> • The impact of Covid-19 on visitors, investors (sponsors), professional event organisers and traders. • The Council's financial position continues to be extremely challenging • The Events Team is perennially under threat from budget savings • Events under threat due to cuts and grant funding pressure • Investment in festivals and events in competitor destinations • Potential lack of distinctiveness and duplication with events that take place elsewhere • Local residents' attitude to events when daily life is disrupted • Negative environmental impact of events particularly those along the seafront especially when litter and particularly single-use plastics can end up in the sea. • Inability to charge for events on Council land due to community concerns, when this is standard practice in all other areas meaning the team is limited in income generation

<p>applying alternative solutions for single-use plastics</p> <ul style="list-style-type: none"> • Reputation – raising the positive profile of the English Riviera  • Potential for re-growth in the commercial event market • The bay and the Geology are naturally inspiring • A good and varied array of event spaces that with some investment could be better utilised • Potential for the international UNESCO Geopark International designation to be used more effectively in relation to events to attract an audience and promote these events on a global scale • Torbay Great Place Audience evaluation provided excellent audience research which shows a desire and need for high quality events. This was underpinned by further base line research. The 99 report (further audience development research) shows the barriers to access and is of relevance particularly for locals. This research can be used to shape the future offer. • Opportunities for online and other screening and virtual participative elements to events 	
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A summary of these strengths, weaknesses, opportunities and threats for events in the area gives some insight into what needs to happen. It highlights the importance of events and the role they play in supporting broader economic, health, cultural and tourism agendas and also the challenges that need to be overcome if events are to reach their full potential.

12. Comparator analysis

For comparator analysis, a range of types of destinations, from city to sea-side coastal destinations were reviewed. The destinations were selected based on their geographical location and their stature as event destinations. All destinations sit at different stages of the destination life cycle with destinations such as Bournemouth, Brighton and Liverpool having gone through a strategic destination rejuvenation process.

The rejuvenation of these destinations is evident in their events portfolios with all destinations offering a wide range of varied events that attract domestic and international visitors of all ages and backgrounds. When looking at our regional competitors, it is clear that they both (Plymouth and Weston Super Mare) have a smaller event portfolio, therefore holding less appeal, set against some of the national competitor destinations. This could be due to a number of factors, for example, Weston Super Mare's challenging road access to key event spaces and more probably availability of funding. Liverpool has benefitted significantly from regional growth funding over the past few years but has also invested in gaining significant commercial investment.

The lack of events offered by our regional competitors could be seen as an opportunity for the English Riviera. The current events portfolio could be viewed as more desirable to regional domestic visitors, especially the family market in the summer holidays and those with particular interests in niche events and particular headline events (Agatha Christie, air displays, motorcycles) and if developed further could capitalise on other areas lack of ambition.

In order for the English Riviera to compete nationally against some of the top UK destinations and to contribute in achieving the ambitions set out in the Council's corporate plan including *becoming the premier resort in the UK*, it needs to attract specialist and larger corporate event companies to the area. Whilst the English Riviera currently delivers a larger number of charitable, community and family events, some of which are very successful and widely regarded, in order for the destination to develop further, a more diverse events portfolio must be established and this can only be achieved by investing in our event spaces which in turn will attract more income generating events and visitor attracting events.

When reviewing the charging policy of both Brighton and Hove City Council, a national competitor and Weston Super Mare (North Somerset Council), a regional competitor, it is clear that both areas charging structures are very different. Brighton and Hove's ability to charge higher rates for their event locations supports the suggestion that the destination is seen as a more prestigious, sought after destination for large-scale key events. Weston Super Mare holds a good structure for their event charges, including charging for ancillary services such as power use, road closures

and also charges are made for set up and break down days. Both councils offer subsidy rates to some community and charity events and these are reviewed on an individual basis. Reviewing the different charging structures will allow Torbay to remain competitive in their proposed event charges whilst generating additional income for the culture and Events Team. Torbay does not currently charge for use of such spaces when most other local authorities do.

13. [Comparator Conclusions](#)

Comparator areas present a number of consistent themes and the English Riviera can benefit from their experience:

- The local populace (the community) of areas with quality sustainable events programmes recognise that local audiences sustain many of the events and are therefore supportive of public sector funding decisions. They have core funding for events.
- They invest in their spaces and infrastructure. Most have a dedicated and stable team.
- Such areas have also successfully challenged and changed external perceptions, and increased pride and self-confidence of residents in their area.
- These areas have also exploited the authenticity and distinctiveness of their area.
- They also provide a crucial stimulus to tourism.
- They programme a core of major headline events supported by a year-round programme of smaller events.

Events in Torbay (based on what was scheduled for 2020)

1) Headline Events (Economic/Regeneration Priority)

These are high profile events that draw in significant numbers from the region or nationally or significant visitors and are events of strategic significance in terms of the wider economic or regeneration benefits delivered. The wider benefits outweigh the associated costs and therefore full cost recovery is not required.

Event	Duration of Event	Recurrence of Event
English Riviera Airshow	2 days	Annual
Agatha Christie Festival	3 days +	Annual
English Riviera Bike Festival/ formerly BMAD	3 days	Annual

2) Feature Events (Potential income generation)

These are events with a regional catchment or have a niche national profile that attracts visitors and participants to the area either from the sub-region or as specialism enthusiasts. Some of these events will generate income and therefore a surplus should be made on the costs associated with the event.

Brixham Pirate Festival	3 days	Annual
Sailing/sporting events		
J70 National and World Championships		Annual
Supernova Class National Championships		Annual
SQUIB National Championships		Annual
Dingy National Championships		?
Liberty Tall Ships Regatta		Annual
THHN City to Sea Marathon	1 day	Annual
English Riviera Triathlon		Annual
Total Coastal		New event

3) Area Events (local priority)

These events are of local significance and support the delivery of improved local outcomes. They are also cultural and sports activity events delivered at area level that are predominantly aimed at Torbay residents with limited impact or attraction to visiting audiences beyond the area. Some of these events will generate income and therefore a surplus should be made on the costs associated with the event.

The Council could act as a broker / match funder for these events as they offer area wide local benefits.

Remembrance Sunday	1 day	Annual
Markets	As per contract	As per contract
Armed Forces Day	1 day	Annual
Oldway Open Days & Garden Events		New event 4 times a year
New Year's Eve Celebrations / Road Closure	1 day	Annual
Paignton Festival	9 days	Annual
Paignton Regatta	9 days	Annual
Torbay Half Marathon	1 day	Annual
Children's Week	7 days	Annual
Rowcroft Male Trail	1 day	Annual
Rowcroft Sleepwalk	1 day	Annual
Rowcroft D2D	1 day	New event
Torbay 10K		Annual
Steel Band Performance – income generating	1 day – Torquay	New event
/ town diary charge (Town Diary)	1 day – Paignton	
Geopark Festival	5 day - various	Annual

4) Community Events (cost recovery) including charity events

Events delivered by local/ community groups that require Council resources to be delivered and are not of strategic significance. These are small to medium community or community interest events, many charity events. Often hosted in parks, they are primarily neighbourhood focused, aimed at local residents as audiences and participants e.g. Children's week, Christmas lantern parades. These are the bulk of events and there's a potential for some Cost Recovery.

Torquay Christmas Carnival	1 day	Annual
Ellacombe Got Talent	1 day	New event
Ellacombe Easter Egg Hunt	1 day	New event
Ellacombe Park Family Day	1 day	New event
Furzeham PTA School Fayre	1 day	Annual
Good Friday Walk of Witness (Torquay & Paignton)	1 day	Annual
MGs of Torbay – on the Downs		New event
Bay Brass Band (Princess Gardens)		Annual
Pirate Day		New event / Weekly
Bowel Cancer West Tour	1 day	New event
TBAG Big Train Wave and Singing events		New event
Street Parties	Normally 1 day	-
Into the Mix (Torre Abbey Event Overseen by Senior event officer)		???
Boys Brigade End of Season BBQ	1 day	Annual
Torbay Ladies Rounder's Tournament	1 day	New event
Brixham Lanterns Lights Luminations (Harbour Led)	1 day	Annual
Marina Day		One time event
Eyeview Programmes		New event
Torwood Gardens Family Fun Day		Annual
Paignton Festival of Light Parade	1 day	New event
Lark in the Park		Annual
Chelston Dog Show	1 day	Annual
BrixFest (Harbour Led)		Annual
Charity Events		
Bike Nights	Every Wednesday Evening	Annual

Pedal Car Grand Prix	1 day	Annual
Hookhills Village Cherry Pie Fayre		Annual
Boxing Day Walk into the Sea (Paignton / Torquay)	1 day	Annual
Babbacombe Fayre	1 day	Annual
Lions on the Downs inc Firewalk		Annual
Step out for stroke	1 day	Annual
National Coastwatch Open Day	2 days	Annual
Oddicombe Dog Days	1 day – April	Annual
	1 day – October	Twice a year
Torre Christmas Sparkle	1 day	Annual
Santa Fun Run	1 day	Annual

Sports Events that were scheduled for 2020 onwards (prior to Covid-19)

Event	When	Where	Frequency
SW Cyclocross League Series Final	06/01/20	Velopark	Annually but moves venue
Donut Duathlon	22/03/2020 - postponed 15/11/2020	TLC & Velopark	Annual
Devon School Games	22/03/20	TLC, PCSA & Velopark	Annual
Torbay Triathlon Spring	26/04/20	TLC & Velopark	Annual
Torbay Easter Hockey Festival	10/04/20-13/04/20	Torquay & Paignton	Annual
SB20 Southern Area Championship	23/05/2020 - 25/05/2020	Torquay	Annually but moves venue
Dragonboat Challenge	24/05/20	Brixham	Annual
Trust 5k and 10k trail run - Coleton Fishacre	24/05/20	Coleton Fishacre	Annual
Brixham Triathlon	31/05/20	Brixham	Annual
BLDSA Long Distance Swimming Championships	04/06/20	Torquay	Annual
Drascombe Rally	05/06/2020 - 07/06/2020	Brixham Yacht Club	Annual
Torbay Half Marathon	21/06/20	Paignton Green	Annual
P1 AquaX National Championships	13/06/2020 - 14/06/2020	Torquay	Annually but moves venue
English Riviera Bowls Tournament	14/06/2020 - 20/06/20	Torquay Bowls Clubs	Annual
Torquay Regatta	19/06/20 - 21/06/20	Royal Torbay Yacht Club	Annual
UDO South West Street Dance Championships	21/06/20	Paignton	Annually but moves venue
Yachting Monthly Triangle Race	07/06/2020 - 19/06/2020	Torquay	Annual
National 12 Dinghy Championships	11/06/2020 - 16/06/2020	Brixham	Annual
RS National Championships	19/06/2020 - 21/06/2020	Torquay	Annual
RS Summer Regatta	20/06/2020 - 21/06/2020	Torquay	Annual
Police Regatta	27/06/20	Brixham Yacht Club	Annual

BLDSA Torbay	04/07/20	Torquay - Brixham	Annual
English Riviera Triathlon	05/07/20	Goodrington	Annual
RTYC Offshore Week	03/07/2020 - 11/07/2020	Torquay	Annual
Finn National Championships	09/06/2020 - 11/07/2020	Torquay	Annual
BYC - Dinghy Regatta	11/06/2020 - 12/07/2020	Brixham Yacht Club	Annual
Yachting World Day Boats - National Championships	25/07/20	Brixham	Annual - cancelled but rescheduled for Brixham in 2021
Torbay Triathlon Summer	26/07/10	TLC & Velopark	Annual
Fireball National Championship	01/08/2020 - 07/08/2020	Torquay	Annually but moves venue
Torbay Open Tennis Tournament	02/08/20 - 08/08/20	Torquay Tennis Club, Torre Abbey Sand, Cary Park Tennis Club	Annual
2000s National Championship	15/08/2020 - 20/08/2020	Brixham	Annually but moves venue
Torbay Royal Regatta	21/08/2020-24/08/20	Royal Torbay Yacht Club	Annual
Torquay Rowing Regatta	22/08/20	Torquay	Annual
IRC SW Regional Championships	22/08/2020 - 23/08/2020	Torquay	
Cowes Torquay Powerboat Race	28/08/20-30/08/20	Torquay Harbour/ Tor bay	Annual
420 National Championship	26/08/2020 - 31/08/2020	Paignton	Annual
Brixham Regatta	31/08/20-01/09/20	Brixham	Annual
Musto Skiffs - National Championships	03/08/2020 - 06/08/2020	Brixham	
OCRDA Aqua Adrenaline	03/09/2020 - 06/09/2020	Torquay	Annual
Torbay Sea Angling Festival	04/09/20	Tor Bay	Annual
K6 National Championships	10/09/2020 - 13/09/2020	Torquay	
Hadron H2 National Championship	11/10/2020 - 13/10/2020	Torquay	Annual
Topper Travellers Open Weekend	12/09/2020-13/09/20	Brixham	Annual
Torbay Five Bays Challenge 10 KM Multi-Terrain	13/09/20	Paignton	Annual
The City to Sea Marathon	05/10/20	Babbacombe Downs	Annual
Torbay Triathlon Autumn	13/09/20	Goodrington	Annual

420 Winter Championship	19/09/2020 - 20/09/2020	Brixham	Annual
Brixham Heritage Rally	19/09/20	Brixham	Annual
Pier to Pier Rowing	26/09/20	Torquay	Annual
Total Coastal	10/10/20	Preston Green	Annual
National Baton Twirling Championships	01/10/20	TLC	Annual
29er Grand Prix	03/10/2020 - 04/10/2020	Torquay	Annual

Event development

1. Headline Events – Potential Developments

The English Riviera events (Covid-19 permitting) will continue to evolve and develop as funding and staff resource permits. Seed funding will support the evolution of new Headline and Feature events based on a number of suggested themes, such as:

Light – building on the Eye-view Wavelength activity – potentially each November and potentially starting 2021. Potentially centred in Torquay around the Rock Walk Accelerated Funding initiative, linking local creatives and other national renowned creators of installations.

Food – potentially a regional food fair with guest chefs and well produced shows/performance activities but focussing on and associated with the Seafood Coast initiative.

Outdoor adventure – majoring on sea based adventure sport but featuring everything we have in this locality. Potentially a largescale exhibition event on Paignton Green.

Walking – Majoring on a Walking Festival – celebrating our relationship with the South West Coastal Path and the unique qualities of the area as a walking holiday destination.

The Agatha Christie Festival has again suffered from sustainability issues but with new management this looks hopeful. BMAD had expressed ambitious plans in the past but struggled with ensuring the existing activity was managed in the best possible way and making the transition to the next step due to the conflict of being a charity fundraising event rather than an event that gives to charity. BMAD expressed a desire to stage an event in 2021 having previous announced their cessation in 2019 and then have subsequently appeared to have disbanded. A new entity ERBF took up the reigns but was stopped in its tracks by Covid-19. The existing headline events and any new event should demonstrate an ambition to extend reach by developing additional activities and “days” which will increase longer stays and encourage more overnight stays. Depending on what happens with BMAD or ERBF this event could be encouraged to evolve.

The recurring events calendar could be supported by new home grown or one-off national or international sporting events acquired under a competitive bidding process such as Cycling - Sweetspot Tour Series – Tour of Britain, International/National BMX Series (Parkfield), Cyclocross – National Cyclo-cross Championships (Velopark when developed), Mountain biking – Downhill series (possibly down to Babbacombe Beach?), Beach Soccer – Euro Cup or World Cup (Male and Female), Red Bull Events – Freestyle Football, MTB Rampage, BC One (break dancing event), Neptunes

Steps (open water swimming race), Golf events – aim big - Women’s British Open. Water- based events – the area has perfect waters for international/national sailing events, windsurfing, jet skiing, power boats, gig rowing etc. Alternatively, a quick (but not cheap) way to achieve something of scale is to commission or buy in ‘spectaculars’ such as Liverpool’s Spider or Hull’s Place des Anges. Working with Torbay Culture and Eye-view and the local cultural community whilst using established international companies could deliver high profile, impactful events in a relatively short time-frame.

2. Feature Events - Potential Development

The Winter Riviera programme will be essentially framed around high-profile events, (e.g. [Fireworks, lightshows and creative festival – Eyeview Wavelength legacy, or similar](#)) but also integrate the area’s wider cultural offer promoting theatre shows, seasonal concerts, and distinctive exhibitions. Ideas should be developed in consultation and co-operation with the ERBID and town centre partnerships to ensure emerging ideas have the support of other business sectors such as hospitality, accommodation and retail. The area’s creative event expertise could be used to develop high profile events during the Christmas season to enhance the area’s reputation as a festive retail destination and to attract visitors, possibly including but not limited a high quality festive market. This packaging and enhancing of the existing offer is a way to support the English Riviera Destination Management Plan through improved packaging.

English Riviera Events Charter draft

This is a draft indicative version of the events charter and will be evolved and reviewed with the Events Strategy Steering Group.

The English Riviera is an area that values events as a way to bring together and value our diverse communities. Also, to support the economic wellbeing of those communities through the creation of jobs. We want to host the best possible events and will work in partnership with organisers to mitigate against negative impacts and maximise the positive values of the event.

We are asking all organisers of events to sign up to this events charter and to publicise their commitment through their own marketing and communications. By signing up to this charter, we agree to:

1. Plan accessible, high quality events that attract increasingly diverse audiences and meet their changing needs
2. Communicate our plans to residents and businesses that may be impacted and to deal with any concern to the best of our ability
3. Design an event that maximises the economic benefits to the area, attracting visitors and getting them to stay and spend in the local economy
4. Consult and share plans with the Council's Events Team and any other organisations they recommend to ensure an event is well thought through
5. Deliver a safe and secure event in line with the safety guidance for event organisers developed by the Torbay Public Safety Advisory Group and the Council's Events Team
6. Deliver an event that supports the priorities of [the English Riviera UNESCO Global Geopark](#) and has a positive impact on our environment
7. Use the Council's guidance for sustainable events and to deliver an event as sustainably as possible
8. Provide a dedicated (published) contact and phone number to deal with any immediate issues occurring during an event and to enable a quick resolution to any problems arising
9. Aim to measure the economic impact of an event and provide the Events team with the results using an evaluation tool such as

www.eventimpacts.com

10. Promote our commitment to this charter on our website
11. Endeavour to make healthy food and drink choices available at any family events in the area
12. Promote travel by Public Transport at every available opportunity
13. Minimise any disruption to local health and social care services
14. Where appropriate, support Looked After Children in Torbay to improve their, health, wellbeing and educational opportunities
15. Offer live broadcasts, recordings and other material via online platforms and social media in parallel with live events where possible.

Managing Applications

All event organisers currently submit an on-line stage 1 event application Form. The application form is assessed by the Events Team if it is classed as a Stage 1 (small scale) or Stage 2 (medium – large scale) event. The team puts together an events decision sheet, to be signed off by the Service Manager (Culture & Events). The event organiser is then sent an email of consent for them to proceed to stage 2.

All stage 2 events need to submit their paperwork 12 weeks ahead of the event, this is so the Events Team can liaise with other departments and there is leeway to obtain further information from the event organiser, if required.

Event organisers are not currently required to complete a Sustainable Events Commitment form but this is something that may be worth looking at. Event organisers must also ensure that all required permissions and licenses are acquired.

The Events Team currently uses an email and a very weak on-line application system that does not meet the needs of applicants. For instance it does not allow applicants to save their progress and complete the form in more than one sitting, and does not allow applicants to update previous applications. It is quite painful for event organisers to complete. Exploring the options for a digital system could provide advantages for facilitating a speedier application process, reducing the workload of the Events Team, providing online guidance; and facilitating more efficiently the sharing of information with stakeholders such as PSAG and consultation group representatives as well as providing easy access to repeat applications in subsequent years.

A better online event application and management platform such as [apply4 EventApp](#), will not only make the application process easier for new and existing event organisers but it will also help to reduce extensive phone calls and meetings with applicants and reduces the workload for the event team. For each booking, all supporting documents will be uploaded and stored in the one place. Trusted stakeholders such as police and PSAG can view event calendars, event information and supporting documents.

Conscious of the limited resource at the area Council it would be unrealistic to suggest new options such as monthly advice sessions for community event organisers who would have the opportunity to meet an officer to talk through their event in a surgery style meeting. So instead we recommend helping the organisers work more closely with each other and relying on the network of organisers to assist and answer questions. Social media groups for English Riviera event organisers that the team could set up and monitor might be one way to help organisers without adding to the burden on the Events Team.

Programme Development

The Council's Events Team will act as an enabler, facilitator (and occasional commissioner) rather than a direct deliverer of events. The programme would be developed and advanced through a process of stakeholder engagement and collaborative working to create and shape a high-quality annual calendar of activity. Opportunities should be taken to enable communication among event organisers, encourage use of public spaces and manage any diary clashes for the area. The Events Team will provide supervision for the area's events programme. They will be responsible for advising, supporting and in some instances investing in the area's Headline, Feature, Area and Community portfolio of events.

Using clear criteria, the Events Team would engage with local, national and international external organisations and agencies to identify and bid for one-off Headline sporting and cultural events. An essential criteria would be that an external local lead or co-partner(s) is secured. The criteria are a guideline and not all potential Headline Events will meet every element.

Criteria for headline events

It is recommend that to ensure the objectives of the events strategy are achieved the Events Team apply a robust, consistent set of criteria to deliver clarity for all event organisers on the type of events the area Council wants to host. Organisers should demonstrate how their event supports the following criteria:

- Time of Year – does it help build business outside of peak times?
- Does it promote the English Riviera as a vibrant, contemporary area?
- Does it demonstrate distinctiveness and high quality?
- Will it generate an economic benefit for the area?
- Will it attract wide and broadly-based audiences/participants?
- Will it have the potential to attract visitors and generate spend from key target visitor markets (see English Riviera Destination Management Plan for more information)?
- Will it involve the area's communities?
- Can it provide capacity building opportunities for sector development?
- Will the event sign up to the Sustainable Event commitments?
- Will the event commit to providing event feedback to demonstrate how it meets key criteria?

Developing the English Riviera's events sector

This strategy recognises the importance of a vibrant, flourishing independent events sector within the area. We will embark on closer collaboration with the sector, engaging with a broader range of independent organisers, promoters, producers and venues in a similar way to that which occurs in the cultural sector led by Torbay Culture.

If there is sufficient demand from the network of English Riviera event organisers we may consider the delivery of an annual events conference of area-wide event stakeholders to share and exchange ideas, potentially creating new projects and complementary work streams. This will facilitate dialogue about what the area wants from events and those attending could include professional independent promoters, creative/festival producers and leisure/sports event promoters across the spectrum of events in the area. This would need to be self-funding or at limited resource cost to the Council.

Operational roles

The Events Team's role is to:

- Provide leadership to the sector working across the area with event organisers and producers. Their focus will be on managing partnerships, attracting and retaining quality events that meet the area's needs and ambition that will optimise related benefits to the area.
- Provide a single point of contact for event enquiries and signpost across the different departments within the Council and PSAG membership.
- Maintain networks & building relationships crucial in identifying and securing events.
- Engage with, and act as enablers and facilitators for, independent event promoters
- Collaborate effectively with area's tourism and hospitality businesses, through ERBID, to maximise the opportunity that events offer.
- Facilitate opportunities for residents' engagement through working with event producers and other Council departments and other organisations.

It is beneficial for the Council to have nominated and named individuals in other key departments and related agencies that work on events. This would include but is not limited to key staff in Highways, Natural Environment, Parking Services, Licensing, Environmental Health (food hygiene), Waste (Swisco), Torbay Culture and occasionally the Harbour Office and Tourism office (ERBID).

ERBID will support and market Headline events and Feature events that reinforce the English Riviera brand, appeal to target markets and have the capability of attracting visitors now or the potential to do so in the future.

Site hire charges

In 2019, the 107 events hosted on Council land generated zero income for the Council (although £90k+ was generated from fairs, circuses and markets) whereas destinations like Brighton hosted 250 events and generated £180,000 towards their events budget. It is proposed that most commercial events will pay a fee as detailed below, although most community events will continue to pay no fees for holding an event on Council land. This income will form part of the expenditure profile for the department and is used to support the wide work of the Events Team and through them, local events.

An ongoing review of the event fees is recommended as part of the annual cycle of reviewing fee and charges and suggest that future reviews take greater account of event classification/organiser status and event capacities. Future reviews should also consider:

- Continued waiving of site fees for small community events where no road closures/ licenses are required
- Explore the potential for a non-refundable administration fee, to cover the cost of administration and compliance time that the officer takes to assess applications.
- In the longer term and for larger commercial events, the costs of the compliance and support service may need to be recharged in a format agreed upfront with the organiser. It is recognised that moving from the current to a future position can take time and helping organisers to understand future commitments and how these may up-scale over a 3 year period is something that needs to start sooner rather than later.

Reinstatement Bond

A reinstatement bond is currently required from event organisers where there is the potential for damage to be caused to parks and open spaces during an event, although it has not exactly been rigorously enforced. The bond required ranges from £500 to £5000 depending upon the scale, location and nature of the event. Inspections take place before and after events to assess whether any damage has occurred as a result of the event. The bond is then used to fund any repairs. The intention is to continue with the bond and enforce it to ensure that such works take place as required. However, where the ground is poor on key sites such as Paignton Green with a succession of multiple users using the same space it has been very difficult to enforce and will continue to be so until sites are invested in and made good.

It is anticipated that Headline and Feature events would not be charges in their development years (years one, two or three depending on their progress). Accordingly, Area events would be exempt of hire charges as long as they sign up to the events charter and make significant progress in evolving their offer. Consideration will be given to Community events, but generally these will be exempt from land usage fees.

Summary of indicative charges for commercial events 2021/22

Hiring Land Charges		
Expected Attendance (footfall)	Small Space Usage (daily rate)	Large Space Usage (daily rate)
Up to 500	£250.00	£500.00
501-1000	£500.00	£1000.00
1000+	£750.00	£1500.00

Set up and take down days are charged at £100 per day.
 Note: Daily rates of £1500 are negotiable depending on the length of hire.

Re-instatement bonds (in addition)		
Expected Attendance	Low Risk	High Risk
Up to 500	£500.00	£500.00
501-1000	£500.00	£1000.00
1000+	£2000.00	£5000.00