

4) Task and Finish Group 19 December 2023 – 3pm to 5pm

- **Business benefits from tourism and culture and how they can help promote it.**
- **To consider how the Council engages and works with community and voluntary organisations on events;**
- **To consider what opportunities there are to facilitate benefits to our care experienced young people and foster families in respect of events**

Information required

- Details of how the Council and ERBID communicate and engage with local businesses.
We mainly make contact with local businesses in relation to events via ERBID. I believe ERBID issue update information to their funding stakeholder organisations.

For council-run events such as the airshow we have produced updates that ERBID can share with its funding stakeholder organisations. For the airshow, we also try to make contact with the local businesses to inform them what's going on during the planning stage and also a few weeks ahead of the event, to inform about road closures etc. We have also attended meetings run by the licencing team for licensed businesses in the area to inform these of plans. This year's airshow is being looked at in a different way, where we are looking to the community for more involvement and support for the event, so we have attended a business breakfast (as we have in the past) to discuss financial support and inform businesses of our plans.

We also issue regular press/media releases with details about how individuals and organisations/businesses can get involved. We maintain a website of the same information.

For the Bay of Lights Illumination Trail, we do similar to the airshow – we visited all the businesses enroute and discussed our plans and also issues media releases and worked with ERBID to promote the event to businesses.

- Details of how other local authorities engage with local businesses, community and voluntary sector organisations.
I have asked Eastbourne and Bournemouth for this information. Please see below.

Key issues arising

- How are businesses made aware of what is happening in Torbay from a tourism and culture perspective. As above. Press/media releases. Direct engagement where relevant. Via ERBID. Via procurement process.
- How are businesses able to engage with and influence tourism and culture activities.
Via ERBID. We meet with ERBID on a monthly basis to discuss events in relation to their funding organisations. Businesses are able to feed back to us via ERBID directly, or have an a key influencing by investing in the council's and others events..
- How do other Councils engage with local businesses, community and voluntary sector organisations and what can be learned from this.

Eastbourne response

We (visit Eastbourne marketing team and the events team) work closely with the local BID, Hospitality Association, Friends Groups, private promoters and venues. We have also engaged with voluntary sector organisations that help facilitate and host smaller community events (generally grant funded national celebrations).

Bournemouth response

We liaise with BID Companies, Destination Management Board, Bournemouth Area Hospitality Association as well as cultural and community organisations particularly for the Arts by the Sea Festival. We consult with local ward councillors and residents in areas where events are being organised

- How can our local businesses and business leaders help promote tourism and culture. Through their websites and through event and Geopark engagement – use of logo and newsletters to businesses through ERBID and related interaction.

- How can we maximise opportunities to benefit our care experienced young people and foster families in respect of events.

We already do this in a variety of ways, given the resources we have, especially for events that we own or directly commission. But we rely on the Childrens Services to support with funding or direct support. i.e. for the King's coronation celebrations and Queen's Jubilee we supported children's services with activities for children. We also support with enabling an annual event with the fair, we provided free tickets for the circus, we provided vouchers for the international market during the summer, we have enabled the big wheel operator to offer free and discounted entry. Recently we provided tickets for Childrens Services at Torre Abbey, and Father Christmas at Torre Abbey. For the Jubilee tried to have young person's voice on organising committee but were unable to get anyone to commit time. We have supported with a hospitality table at the airshow. We are investigating the possibility of a STEM event at this year's airshow.