

Meeting: Overview and Scrutiny Board

Date: 2 October 2024

Wards affected: All wards

Report Title: Annual Review of the Events Strategy as aligned with Destination Management Plan

When does the decision need to be implemented? November 2024

Cabinet Member Contact Details: Jackie Thomas, Cabinet Member for Tourism, Culture & Events and Corporate Services, Jackie.Thomas@torbay.gov.uk

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1. Purpose of Report

- 1.1 To review of the delivery of the Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027 and English Riviera Destination Management Plan 2022 – 2030 to ensure that delivery of the Strategy and Plan remain achievable, following last year’s Events, Culture and Tourism Review.

2. Reason for Proposal and its benefits

- 2.1 The proposals in this report help us to deliver our vision of a healthy, happy and prosperous Torbay by the Events Team providing and supporting a range of events year-round for the benefit and wellbeing of residents in accordance with the updated Events Strategy and supporting the Destination Management Plan in attracting visitors to the area.
- 2.2 The reasons for the proposal and need for the decision are to ensure that the Events Team is fulfilling the requirements set out in the Events Strategy and the requirements set out by the Overview and Scrutiny Board Task and Finish Group at the end of 2024, and that this is in line with the Destination Management Plan.

3. Recommendation(s) / Proposed Decision

1. That Overview and Scrutiny Board review the detail of this report and considers any recommendations it wishes to make.

Appendices

Appendix 1: English Riviera (outdoor) Events Strategy 2021 – 2027 updated May 2024

Appendix 2: Progress matrix for English Riviera (outdoor) Events Strategy 2021 – 2027 updated May 2024

Appendix 3: Destination Management Plan Matrix Growth Theme 4 Culture and Events.

Background Documents

The Event application portal is linked here. [Apply4 - EventApp - Torbay](#) this is being updated to over the next few months to work better for applicants and free up team resources.

The Destination Management Plan can be found here: [English Riviera Destination Management Plan - Torbay Council](#)

1. Introduction

- 1.1 The English Riviera (outdoor) Events Strategy has been in place since 2021 and runs until 2027 however it was updated in May 2024 as a result of recommendations to Cabinet and the Overview and Scrutiny Board following a Task and Finish Group enquiry at the end of 2024.
- 1.2 The team had previously been depleted in numbers due to budgetary issues but has been restored to a minimum level as of May 2024 following the 2024/25 budget setting process.
- 1.3 The team has made some good progress in delivering the Events Strategy and also the recommendations set out by the Overview and Scrutiny Board, however due to the English Riviera Airshow 2024 being delivered inhouse, even with some support from the local community, and a busy summer season, a number of the actions from the recommendations are still in progress and will be undertaken by the team over the autumn and winter months.
- 1.4 The Events Strategy sets out six key actions as follows:
 - **Strategic Focus** - Shift the strategic focus to achieving more with the limited resources available.
 - **Events Charter** - Develop an Events Charter to set clear expectations from organisers and to cement the actions that are important to local communities in event planning.
 - **Capacity Building** - Build capacity in the sector to make the English Riviera a centre of events excellence across the spectrum of event types and sizes.
 - **Events Infrastructure** - Review investment into events infrastructure in order to develop key sites and promote them so that the English Riviera is welcoming and able to meet the needs of regionally and nationally significant events, with an ambition to support UK renowned and world class events.
 - **Event skills development** - Support the development of local event organisers, producers and promoters to create high-impact events and enable job skills and job creation.
 - **Events Marketing** - Ensure the events offer of the English Riviera is promoted far and wide as a welcoming and vibrant destination that has a diverse range of appeal.
- 1.5 Details of progress against these actions can be found as Appendix 2. Progress matrix for English Riviera (outdoor) Events Strategy 2021 – 2027 updated May 2024.
- 1.6 The English Riviera Destination Management Plan Matrix Growth Theme 4 Culture and Events can be found as Appendix 3.

2. Options under consideration

- 2.1 In addition to the key actions in the revised Events Strategy, further actions set out by the Overview and Scrutiny Board Task and Finish Group at the end of 2024 have been included in the matrix – Appendix2. Progress matrix for English Riviera (outdoor) Events Strategy 2021 – 2027 updated May 2024.

3. Financial Opportunities and Implications

- 3.1 The Events Team, in line with the Events Strategy uses the resources currently available in the team and externally in order reduce the cost to the council and increase income.

4. Legal Implications

- 4.1 All events must meet a minimum standard of competence in the management and delivery thereof. Events should be in compliance with health and safety legislation (where reasonably practicable). The council is liable for all activity on council land. Events should also be in align with Purple Book Guidance. Most events will be assessed by the area's Public Safety Advisory Group who will apply legal principles to any event management plans received.

5. Engagement and Consultation

- 5.1 Stakeholders were consulted in the development of the Events Strategy and subsequently with the update.

6. Procurement Implications

- 6.1 All events that are tendered by the council are done so in line with Procurement legislation and with guidance and support from the Council's Procurement Team.

7. Protecting our naturally inspiring Bay and tackling Climate Change

- 7.1 Reducing the carbon footprint of events is one of the key considerations in the development and delivery of events run by the Council's Events Team. Equally this is a significant factor when considering Event Management Plans submitted to the Council by event organisers.

8. Associated Risks

- 8.1 The Events Strategy plays a key part in the development of strong cultural experiences for our community and in attracting visitors to the area. Events are also significant in supporting local businesses within the area, such as equipment suppliers, hospitality and accommodation sector. Any curtailment to the events strategy puts all of the above at risk.

9. Equality Impact Assessment

Protected characteristics under the Equality Act and groups with increased vulnerability	Data and insight	Equality considerations (including any adverse impacts)	Mitigation activities	Responsible department and timeframe for implementing mitigation activities
Age	<p>18 per cent of Torbay residents are under 18 years old.</p> <p>55 per cent of Torbay residents are aged between 18 to 64 years old.</p> <p>27 per cent of Torbay residents are aged 65 and older.</p>	<p>The teams works to ensure that there is a broad spread of events in a year-round programme that appeals to a wide range of ages.</p>	<p>An analysis of events and their appeal.</p>	<p>Events Team April 2025</p>
Carers	<p>At the time of the 2021 census there were 14,900 unpaid carers in Torbay. 5,185 of these provided 50 hours or more of care.</p>	<p>A good number of events in the area are free of charge and therefore accessible to all. The team also encourages event and activity promoters to allow reduced price or free access for carers.</p>		
Disability	<p>In the 2021 Census, 23.8% of Torbay residents answered that their day-to-day activities were limited a little or a lot by a physical or mental health condition or illness.</p>	<p>Key events will have an element of support for those with Disabilities. i.e. Airshow has disabled viewing areas with appropriate seating, Electric Bay has a disability viewing area, Bay of lights is designed to be as accessible as possible with flat pathways between features.</p>		

Gender reassignment	In the 2021 Census, 0.4% of Torbay's community answered that their gender identity was not the same as their sex registered at birth. This proportion is similar to the Southwest and is lower than England.	Key events are welcoming to all regardless of gender.		
Marriage and civil partnership	Of those Torbay residents aged 16 and over at the time of 2021 Census, 44.2% of people were married or in a registered civil partnership.	Key events are welcoming to all		
Pregnancy and maternity	Over the period 2010 to 2021, the rate of live births (as a proportion of females aged 15 to 44) has been slightly but significantly higher in Torbay (average of 63.7 per 1,000) than England (60.2) and the South West (58.4). There has been a notable fall in the numbers of live births since the middle of the last decade across all geographical areas.	Private spaces for breast feeding are available on request at key events – airshow and Electric Bay		
Race	In the 2021 Census, 96.1% of Torbay residents described their ethnicity as white. This is a higher proportion than the South West and England. Black, Asian and minority ethnic individuals are more likely to live in areas of Torbay classified as being amongst	Key events are welcoming to all regardless of race.		

	the 20% most deprived areas in England.			
Religion and belief	64.8% of Torbay residents who stated that they have a religion in the 2021 census.	Key events are welcoming to all regardless of religion or beliefs.		
Sex	51.3% of Torbay's population are female and 48.7% are male	Key events are welcoming to all regardless of their sex. The events team is 50% female. Events activities are programmed with a mixed sex audience in mind.		
Sexual orientation	In the 2021 Census, 3.4% of those in Torbay aged over 16 identified their sexuality as either Lesbian, Gay, Bisexual or, used another term to describe their sexual orientation.	Key events are welcoming to all regardless of their sexual orientation. The events team supports the annual Pride event.		
Armed Forces Community	In 2021, 3.8% of residents in England reported that they had previously served in the UK armed forces. In Torbay, 5.9 per cent of the population have previously served in the UK armed forces.	The team works with the armed forces community to private Remembrance Sunday events as well as other activities such as the recent opening of Rifles Garden and affirmation of the freedom of the borough event		
Additional considerations				
Socio-economic impacts (Including impacts on child	The team acknowledges that significant numbers of local residents are in the 10% most deprived in the UK (according	The team ensures there is a good mix of free entry events in the area and also encourages promoters of paid for events		

poverty and deprivation)	to the 2019 indices of multiple deprivation	to provide discounted or free access to certain sectors of the community.		
Public Health impacts (Including impacts on the general health of the population of Torbay)	The team work closely with public health due to events pulling large crowds together	The team worked with Public Health following the pandemic to ensure safeguards against the covid virus were in place at events. Also at the recent airshow significant additional measures were put in place to safeguard against secondary spread of the covid virus by visitors to the event from Brixham.	Regular communication with the public health team	
Human Rights impacts				
Child Friendly	Torbay Council is a Child Friendly Council and all staff and Councillors are Corporate Parents and have a responsibility towards cared for and care experienced children and young people.	The events team works with the CYP teams to support looked after children at key events, and offers some form of unique opportunity.		

10. Cumulative Council Impact

10.1 None

11. Cumulative Community Impacts

11.1 None