

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	8 NOVEMBER 2018	6
EVENTS SUPPORT FUNDING			

PUBLIC ITEM

This item is for consideration in the public part of the meeting.

SUMMARY

The last meeting of the Tourism and Leisure Committee asked for an updated report to the next meeting of the committee on the effectiveness and impact of the events support budget. This report presents an overview of the events support budget, when it has previously been reviewed, the sums granted in the last three years, reviews its effectiveness and makes a recommendation.

RECOMMENDATIONS

1. That the current budget of £8,000 per annum to support events remains unchanged and is reviewed again in 2020 / 2021.
2. That the current criteria and process for deciding upon events support is updated to emphasise the need to focus on events that are innovative and that are self-sufficient within a reasonable period of time.

SUMMARY OF PREVIOUS DECISIONS

Tourism and Leisure Committee 6 September 2018

5. Events Review

1. To support the preparation of a revenue growth bid for an additional resource to support the existing events programme and attract new events that generate income, and that this be considered as part of the 2019/20 budget proposals.
2. To present an updated report to the next meeting of the committee on the effectiveness and impact of the events support budget.

Tourism and Leisure Committee 12 January 2017

4. Developing a Policy on Events Including Club Days, Festivals and Concerts (relevant minutes only quoted)

1. To approve the proposed policy on events including club days, festivals and concerts as set out in Appendix 1 of the report subject to the word "usually" being inserted (prior to the words set out in last column) in Category D of the Events Categorisation.
2. To request that an Information Report be presented annually to the committee on those uses that have generated a fee and including the scale of fees for events.
3. To agree proposals as outlined in the report for the council's ongoing approach to deliver/support the following events/uses of council land:
 - a) Wartime Weekend (subject to it being self-funding within a ten year period).
 - b) William Rainford Golf Competition (subject to there being minimal officer time in the future organisation of

the event)

c) St George's Day Charity Festival (to continue to provide the current level of support as outlined in the report).

d) St Annes Kite Festival (to provide a grant of £2.5K in 2017 which is 50% of the grant awarded in 2016 in line with the policy).

[...]

Cabinet 27 November 2013

Cabinet approved the recommendations made by the Community Focus Scrutiny Committee held on 12 September 2013

Report of the Supported Events Task and Finish Group

1. To recommend the findings of the Task and Finish Group to Cabinet as follows:

A review/ improvement of the appropriate section of the Council's website relating to tourism related events with a view to making the information more accessible/ transparent and detailing the support and help on offer.

To seek the support of the Council's Press Officer in publicising such information every 12 months.

CORPORATE PRIORITIES

Spending your money in the most efficient way to achieve excellent services (Value for Money)	✓
Delivering the services that customers expect of an excellent council (Clean and Green)	✓
Working with all partners (Vibrant Economy)	✓
To make sure Fylde continues to be one of the most desirable places to live (A Great Place to Live)	✓
Promoting Fylde as a great destination to visit (A Great Place to Visit)	✓

REPORT

1. An annual revenue budget of £8,000 is in place to provide support for events around Fylde. A robust set of criteria for the allocation of these funds has been in place for a number of years. In 2013 a scrutiny task and finish group conducted a review of such event support and considered that the arrangements for awarding grants for tourism related events /attractions to be robust, consistent and transparent. In 2017 the Tourism and Leisure Committee again reviewed this as part of the development of an overall events policy.
2. Information on the process to make an application for a grant from the fund is available [online on the council's website](#). Once an application is submitted, this is initially assessed by the Tourism and Cultural Services Manager and then considered by the Director of Development Services in consultation with the Chairman / Vice Chairman of the Tourism and Leisure Committee, at the next available opportunity. These briefings occur usually every three to four weeks. The application is discussed and then an allocation may be made.
3. The policy agreed in 2017 states that any grant would normally be one off in nature. If further requests are received they should normally be reduced by 50% for year 2 and reduced by a further 50% for year 3 – e.g. £1,000 / £500 / £250 for maximum 3 years support.
4. The criteria for accessing this budget are whether the event is innovative and provides tourism related benefits to the borough. Factors to be considered are: The number of participants anticipated at the event, the number of spectators anticipated, the approximate percentage of these who would be Fylde residents as opposed to Visitors to the Borough, the level and type of media coverage planned (local/ regional/ national/ international), the number of participant "bed nights" anticipated, the overall estimated "value to the Borough" of holding the event/attraction (whether this be financial or otherwise), and the self-sustainability of the event
5. Over the past three years (including 2018 / 2019 to date*), the funding allocation has been as follows:

Event	2016 / 2017	2017 / 2018	2018 /2019 *	Total
St Annes Kite International Festival	£5,000	£2,500	£1,250	£8,750
Talking Birds – Whale Theatre (kite event)	£0	£0	£600	£600
Fylde Rural Show	£0	£2,000	£1,000	£3,000
St Annes Music and arts Festival	£0	£283	£400	£683
Kirkfest	£0	£1,000	£500	£1,500
Ground tracking for car parking at events	£1,666	£0	£0	£1,666
Events car parking signage	£440	£0	£0	£440
Goldcoast BMX event – Park View	£0	£0	£200	£200
Lytham Youth Music	£0	£400	£200	£600
Fairhaven Beacon Lighting	£806	£0	£0	£806
Big Picnic – Friends of Fairhaven (FOFL)	£0	£0	£950	£950
Other / miscellaneous	£77	£0	£0	£77
TOTAL	£7,989	£6,183	£5,100	£19,272

6. Feedback from recipients of event funding has been very positive and acknowledgement of the difference that the funding has enabled has led officers to conclude the funding is worthwhile and the event support budget should continue.
7. The above table shows that the St Anne's International Kite Festival received the largest single allocation during this time. If proposals elsewhere on the agenda for specific support to the Kite Festival are recommended for approval and subsequently approved by budget council it is felt that the current allocation of £8,000 per annum is sufficient for demand in the short term to support other events and activities
8. It is recommended that the current budget of £8,000 per annum to support events remains unchanged and is reviewed again in 2020 / 2021. It is also recommended that the current criteria and process for deciding upon events support is updated to emphasise the need to focus on events that are innovative and that are self-sufficient within a reasonable period of time.

IMPLICATIONS	
Finance	None arising from this report
Legal	None arising from this report
Community Safety	None arising from this report
Human Rights and Equalities	None arising from this report
Sustainability and Environmental Impact	None arising from this report
Health & Safety and Risk Management	None arising from this report

LEAD AUTHOR	CONTACT DETAILS	DATE
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BACKGROUND PAPERS		
Name of document	Date	Where available for inspection