

# FBC – Revenue Growth Bid 2019/20

Prepared by/Bid Originator – Tim Dixon



## **Scheme Title: Events Support**

### **Description of Scheme:**

At the Tourism and Leisure Committee meeting on 6<sup>th</sup> September 2018, members resolved

- 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*

Further to the Committee meeting, a workshop of members of the committee took place on Monday 15<sup>th</sup> October to discuss the events resources currently available and to seek member views on resourcing events in the future. The outcomes of the workshop (that were discussed and the majority of members supported) were:

- The Kite Festival would be retained and run sustainably
- Weekend seasonal services would better coordinated and run more effectively
- Third party events would be better 'policed' and potentially run more safely
- Some of the Tourism and Cultural Services Manager's time would be freed up to be able to encourage new events and seek external funding support

### **Proposal**

The revenue growth bid to achieve is made up of two elements:

- A permanent post of Events Coordinator for providing;
  - event organisation and delivery for key council events including the Kite Festival,
  - a team coordination role for seasonal out of hour coastal tourism services,
  - out of hours event attendance support to ensure third party events are run properly/safely.
- increased financial support to enable the international Kite Festival to be suitably managed by Fylde Council.

### **St. Annes International Kite Festival**

The Kite Festival is currently organised and managed by a third party organisation in partnership with Fylde Council and St. Annes Town Council. The event has proven to be successful and is growing in size but potentially unsustainable due to the demand on volunteers and professional expertise to deliver a safe and efficient event.

It is proposed that Fylde Council become the responsible organisation for the Kite Festival and organise, manage and finance the event once per year. The residue cost of running the St. Annes International Kite Festival is currently estimated at £10,000 after the income allowance. Therefore, it is proposed to meet the funding shortfall for the Kite Festival which is estimated at £10,000 per annum.

### Other events

If this growth bid is supported some of the Tourism and Cultural Manager's time would be freed up to be able to encourage new events

### Summary of revenue costs

Events Coordinator post (salary costs plus employer's on costs – subject to annual pay award adjustments)*	£36,000
Financial support towards the cost of the Kite Festival	£10,000
<b>Total cost per annum*</b>	<b>£46,000</b>

\* salary costs will be subject to future increases in line with nationally agreed pay award levels.