



INFORMATION ITEM

| REPORT OF | MEETING | DATE | ITEM NO |
|----------------------------------|-------------------------------|---------------|---------|
| DEVELOPMENT SERVICES DIRECTORATE | TOURISM AND LEISURE COMMITTEE | 12 MARCH 2020 | 8 |
| EVENTS SUPPORT FUNDING | | | |

PUBLIC ITEM

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

SUMMARY OF INFORMATION

An annual revenue budget of £8,000 is in place to provide support for third party events around Fylde.

At the Tourism and Leisure Committee on 8th Nov 2018 it was recommended that the current budget of £8,000 per annum to support third party events was to remain unchanged, but should be reviewed again in 2020 / 2021

Applications from event organisers must meet a set of desirable criteria for the allocation of these funds described below. Upon receipt of an application form for event funding via the [website](#), the event funding application is assessed and discussed with the Chair of the Tourism and Leisure Committee and relevant Officers. The criteria for accessing this budget are whether the event is innovative and / or 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).

The events support budget is also used for a small number of one-off allocations – e.g. World War One Hundredth Anniversary event.

Examples of events that this budget has recently supported include:

1. Mini sand yachting event 2019 – St Anne’s. Assisting with a regatta weekend April 2019 and providing banners and toilets for North Beach Car park, St Anne’s for participants in the event.
2. The Fylde Rural and Farming Show – Treales. Assisting with signage and logistical support to the event.
3. Out of the Woods – Park View, Lytham – May 2019 – promoting a sustainable and environmentally friendly approach to living, with partner organisations and how to interact with public space from an environmental angle.
4. Kirkfest – a start-up music festival in Kirkham in 2017 and 2018 by locally based event organisers. Unfortunately, the event didn’t take place in 2019.
5. The Big Picnic – Fairhaven Lake – a one day family event of activities and entertainment. Assisting with signage and materials. The event will take place again in 2020 (year 3).

Event organisers are asked to ensure that the support received from Fylde Council is clearly highlighted in any publicity and communication pre, during and post event. Funding is available for up to three years if required, on

a depreciating model to support an event which may be in its infancy and the funding would support self-sustainability of the event in the long term

Policy link – [Fylde Council Events Policy](#)

SOURCE OF INFORMATION

Tim Dixon, Tourism and Cultural Services Manager, Fylde Council.

WHY IS THIS INFORMATION BEING GIVEN TO THE COMMITTEE?

To update the Tourism and Leisure Committee on the events funding support that Fylde Council operates

FURTHER INFORMATION

Contact Tim Dixon, Tourism and Cultural services Manager 01253 658 436 tim.dixon@fylde.gov.uk