

Informal events review – 10th July 2018



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Developing a policy on events

Corporate Plan 2016-20

One of five themes: 'A great place to visit'

Priority: 'Deliver and support quality events throughout the Fylde'

Action: 'Develop a policy on events including Club Days, festivals and concerts'

Events policy presented to T&L committee 3rd November 2016



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Types of events

Ceremony – civic events, Remembrance Sunday

Festival – music, kites, 1940's

Cultural event – Music and arts festivals

Sporting event – Ricoh Golf / World record Attempt

Media event – outside broadcasts



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Non event uses of council land/property

Private use

- Wedding photos
- Religious services (Christmas/Easter)

Concessions

- Filming requests

Traders

- St Annes Square domes (flower seller/glass engravings)
- Lytham Square (Sky TV, Car dealers)
- Other uses, e.g. buskers, collections, etc.



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Role of the council in events

1. Licensing / Regulatory role
2. Land owner
3. Event support – resources or funds
4. Tourism / Promotion



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Application/Determination process

[Event notification form](#)

[Event consultation](#)

[Application for event funding](#)

Role of the Safety Advisory Group



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Resources to manage events

1. Application / administration / paperwork
2. Licencing requirements
3. Promotion and publicity
4. Co-ordination of resources to support?
5. Who 'owns' the event and takes responsibility?



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Event support

1. General help and assistance
2. Grants – innovative events support budget (£8K)
3. Free use of land / car parks
4. Forgoing loss of income
5. Waste management
6. Loan / rental of equipment: Bunting / Staging / Chairs



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Innovative events support budget

1. Budget allocation of £8K per annum to support new, up and coming events to help become established (support on a sliding scale)
2. Link via website to access funds. Allocations agreed in consultation with Chair / Vice Chair of Tourism & Leisure committee
3. Kites (£8.75K), Kirkfest (£1.75K), Fylde Rural Show (£3.5K), Fairhaven Big Picnic (£1.6K)



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Lytham Festival

15 year agreement from 2014 to 2028
Income in 2017 of £39k
FBC revenue generated through a % of ticket sales
Operators pay for reinstatement of the Green
Five night event (Weds to Sun), originally three days
– extended from 2014 for a minimum of 3 nights



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Lytham 1940s Wartime Weekend

1. Two day event on Lytham Green – Est 40K visitors
2. Direct costs £26k - income £14.8k = **£11.2K** (2017)
3. £5k officer time to organise / admin / run.
4. Issues re available resource to administer and run
5. Lack of commercial income to support
6. Growing in reputation and popularity = increasing costs (fencing, marquees, traffic management etc)
7. Latest est for 2018 = £30K, inc £15K = **£15K cost**



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William Rainford Golf tournament

1. Four day tournament over 4 courses – 82 couples
2. Operated for 20+ years (Wm Armstrong Holdings)
3. Costs £22.5k minus income £22.5k = £0k
4. £2K officer time to organise / admin / run
5. Use of third party to manage the event
6. Committed to 2021



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St George's Day Charity Festival

1. Week long programme of events in late April on Lytham Green
2. Free use of Green given
3. £0.6k officer time to support
4. Contributes £100K+ to various charities



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Kite Festival

1. Weekend in Sept (tide dependant)
2. Free use of beach / promenade given
3. Free use of grassed promenade opposite Chadwick
4. Increasing in popularity, 20-30k visitors
5. £1.6k officer time to support
6. £8.75k total grant given over 3 years
7. Issues re funding, resource, sponsorship etc.



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Questions

Do members:

1. Feel the current balance of events is right?
2. Feel there should be more events / less events / different events?
3. Feel that resources for events should be increased or decreased?
4. Wish to review the innovative events budget?
5. Have any other comments re events?



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