

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	6 SEPTEMBER 2018	4
EVENTS REVIEW			

PUBLIC ITEM

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

SUMMARY

Members of the Tourism and Leisure Committee have met on three occasions in July/October/December 2016 to review the Events Policy agreed by the committee in January 2017. Members of the committee have reviewed the current number and range of events in the context of the new policy and discussed opportunities to attract additional events that can bring an income to the council.

The number of events within Fylde has grown contributing to the annual tourism economy, which in 2016 was reported at £242M according to the official STEAM¹ figures (see appendix 1). Both 'in house' events and third party events have an impact on resources through officer time in administration, licencing, health and safety and general support.

The report provides an update on the events and the current challenges the council is dealing with in terms of events provision, administration and support.

RECOMMENDATIONS

1. That committee considers the report and decides whether it wishes to support the preparation of a revenue growth bid for additional resource to support the existing events programme and attract new events that generate income, to be considered as part of the 2019/20 budget proposals.
2. That the committee agree to an item at the next ordinary meeting on the effectiveness and impact of the events support budget.

SUMMARY OF PREVIOUS DECISIONS (Most recent relevant decision only)

Tourism and Leisure 12 January 2017 – Developing a Policy on Events Including Club Days, Festivals and Concerts

Following detailed consideration of this matter it was RESOLVED:

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

¹ The Scarborough Tourism Economic Activity Monitor (STEAM) is derived from a model developed by David James and Frank Hart in the process of developing a ten-year tourism policy for the province of Saskatchewan, Canada, in 1981.

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)
 - e) Markets in St Annes and Lytham (dependent on 5 below).
4. To invite representatives of the St George's Day festival to attend a future meeting of the committee to brief members on its arrangements.
5. To agree to a consultation exercise being undertaken with the relevant market holders, users and stakeholders in Lytham and St Annes, about a proposed review of the current arrangements with a view to reporting back to committee at a future meeting.

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

BACKGROUND

1. In 2016, members of the Tourism and Leisure Committee met over three workshops to help review the management, support and delivery of events within the Borough.
2. Members were provided with information (see appendix 2) about the range and types of events and how they are delivered which has been used to inform policy development and review. Officers presented background information including:
 - Number and type of events
 - Fylde events and third party events
 - Events on Fylde land and on third party land
 - Event classification
 - Role of the Council
 - Event application process
 - Event support
 - Detail around significant events
 - Opportunities and challenges
3. This led to a report being formally presented to the Tourism and Leisure Committee at its meeting on 12 January 2017 which led to the committee agreeing a policy on events including club days, festivals and concerts.

CURRENT POSITION

4. In July 2018, members of the Tourism and Leisure Committee attended a workshop to review events and the new policy, they also explored the impact of attracting additional events taking into consideration:
 - Balance and number of current events

- General performance and challenges
 - Opportunities for more commercial events
 - Detailed information on the significant events
 - Resource implications of current events
 - Resource implications of new events
 - Innovative events support
5. Members supported the current events programme, but welcomed the opportunity for new events that could bring in additional income to the council, events that attract a fee. However, additional events would have an impact on already stretched resources especially if held on council land, there is increasing requirement for risk, security and safety assessments.
 6. The Environmental Health Team have the regulatory responsibility for public protection in terms of food hygiene, alcohol, noise nuisance and license issues for all events. Events that are operated by third party organisations still require on site checks but the liability lies with the event organiser, if the event is operated by the council, and there are currently only two, the liability is with the council.
 7. Members were informed that the current level of resource to support events is stretched across a number of service areas, there is a requirement to co-ordinate waste, licences, health and safety, parks services etc. depending on the event. The appointment of a dedicated person responsible for co-ordination of any internal resources and liaison with event organisers would be a benefit.
 8. Currently the licencing team tend to co-ordinate all event enquiries and facilitate the Safety Advisory Group (SAG) where one is necessary. There is a good level of support to third party organisers but no resource that is specifically qualified and experienced in event management, risk and security representing the Council. This was viewed as an area for improvement in the current event management procedures by the elected members.
 9. There are still two events that are operated directly by the council, the 1940's Wartime Weekend and the William Rainford Golf. These events place greater demand on officer time, particularly the Tourism & Cultural Services Manager whose role is managerial and strategic, and liability for all security, risk, health etc. remains with the council. The approach with both of these events is to transfer more of the delivery to partner organisations with the council taking a facilitation and support role however, this has proved challenging and will take some time to achieve.
 10. The continuation of the 1940's event is supported by members subject to it being self-funding within a ten year period which can only be delivered by the council taking more of a facilitation role and engaging third party partners to take responsibility for delivery. The continuation of the William Rainford Golf event is also supported by members subject to there being minimal officer time in the future organisation of the event and administration transferring to a third party, which is already in place.
 11. Members expressed a desire to explore the opportunity to attract more events which could bring an income to Fylde i.e. fee paying for the use of council land, as well as further boost the tourism economy. If additional events were attracted to the area that realise income for the council there would be an impact on resources in several teams across the council. Any additional events would not be operated directly by the council, there is not the resource to deliver this.

EVENTS SUPPORT

12. To ensure safe, sustainable and diverse events and have the resource available to look at new events that generate income as well as boost the tourism economy, members of the committee expressed support for additional resources funded through a revenue growth bid to be considered. The role and responsibility of any additional resource would need careful consideration because demand cuts across several different service areas.
13. Any additional resource would need to support and provide advice to third party event organisers and would need knowledge and experience of risk, security, safety and legislation of events management. A lead role on the Safety Advisory Group that liaises with relevant teams across the council and updates stakeholders would be required. In addition, the role would attract income generation from events and review procedures to reduce time and resource required from other teams.

14. A facilitation role for the 1940's Wartime weekend and the Rainford Golf would reduce the reliance on volunteers whilst opportunities are explored for third parties to operate more of the delivery of these events. A full description of the resource required would be drafted to include these responsibilities if approved.
15. The council currently holds a budget to support new and innovative events of £8,000 per annum which is used to provide financial support to third party organisations (for up to three years on a decreasing scale), that introduce new and innovative events. The aim is to help the event 'get off the ground' and become sustainable after year three. This budget is limited and a review of its impact will be provided to members at a future meeting of the committee.
16. When the events policy was agreed by committee there was also a resolution 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. The following table lists those uses which have generated a fee in the last 12 months. The fee relating to the Lytham Festival is for the use in 2018, whilst the figure in the PowerPoint presentation (dated 18/6/18) at Appendix 2 relates to 2017.

Income from use of land	Fee
Event licence fee (negotiated)	
Lytham Festival	£47,651
Lytham Fairground	£2,500
Estates administration fees (as set by council)	
Lytham Classic Car Rally, Lytham	£50
St George's Day Festival, Lytham	£50
Iconic Beach Cinema, St Annes	£350

IMPLICATIONS	
Finance	This report requests that the committee indicates its support for the preparation of a revenue growth bid to be considered as part of the development of the 2019/20 budget in respect of the council's resource for supporting and delivering events.
Legal	Ensure compliance with all health and safety requirements in relation to 'in house' and third party events on council land
Community Safety	Improved safety in relation to all events
Human Rights and Equalities	None
Sustainability and Environmental Impact	None
Health & Safety and Risk Management	Ensure compliance with all health and safety requirements in relation to 'in house' and third party events on council land

LEAD AUTHOR	CONTACT DETAILS	DATE
Tim Dixon	Tim.dixon@fylde.gov.uk & Tel 01253 658436	September 6 th 2018

BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
Events Policy	January 2017	http://www.fylde.gov.uk/business/events-notify-council-about-proposed-event/

Attached documents

Appendix 1 STEAM summary

Appendix 2 PowerPoint presentation at events workshop 18/6/18