

HAVANT BOROUGH COUNCIL

SCRUTINY BOARD

EVENTS SCRUTINY REVIEW

Report of the Economy and Community Scrutiny Panel

Cabinet Lead: Economy and Community - Cllr Mrs Weeks

Key Decision: No

1.0 Purpose of Report

1.1 To present the recommendations being made in connection with the events scrutiny review .

2.0 Recommendation

2.1 The Events Scrutiny Panel recommends to the Cabinet that:

2.2 The Council moves to become a supporter or enabler of events, except for the few large scale events which have a significant role in drawing visitors into the borough;

2.3 Events that are run or supported by HBC should be evaluated for their impact and reported to the relevant Portfolio Holder with an annual report presented to Cabinet and Scrutiny;

2.4 The Economic Development service continues to allocate the current level of officer resource to the management of events that take place on HBC land;

2.5 The Mayors Secretary role in events management is recognised and that forms part of the overall events function, ensuring that sufficient resource is available to support, enable and run events;

2.6 The Economic Development team actively promotes business engagement in the various business networks encouraging businesses to become part of a network; and

2.7 The Community service works with Economic Development to host workshops with businesses to develop events ideas and planning, and promote the benefits of business networks

3.0 Summary

3.1 Residents, visitors and businesses in the borough benefit from a variety of events held throughout the year. Some of these events are run by the council, others by community groups, businesses or voluntary sector organisations. Some years

will see significant national events taking place and as such there may be additional demand to support, enable or deliver events locally.

- 3.2 A number of services across the council are involved in either directly running events or supporting other organisations to deliver safe and well attended events.
- 3.3 The purpose of this scrutiny was to
 - a) Understand and evaluate the Council's involvement in events, and recommend which events should continue to be supported by the Council
 - b) Review the role of officers in delivering events and determine the most effective and efficient way for that to take place
- 3.4 Service specific events, such as consultation events, are outside the scope of this scrutiny.
- 3.5 Having defined the scope of the review, the Panel then outlined the key objectives of the scrutiny:
 - Evaluating the cost to the Council of supporting events
 - Reviewing the way events are managed across the Council
- 3.6 In order to answer the key objectives, the panel undertook a series of interviews with partner organisations, and visited a number of clubs and activities. Reports from those visits have helped inform the conclusions of this review.

4.0 Subject of Report

- 4.1 The Council is involved in a wide variety of events across the borough, some that are run directly by the Council, others that are supported either financially or by officer time. The volume of events is often determined by external factors, for example the recent Olympics meant that the borough saw a significant rise in events during 2012. This report provides a snapshot of the type and number of events supported or run by the council, using events that took place in 2013/14.
- 4.2 This report refers to the Council "supporting" and/or "enabling" events. The term "supporting" refers to the activities the Council undertakes directly to ensure the event will take place; for example, additional cleaning or grounds maintenance, providing barriers, undertaking risk assessments. The term "enabling" refers to the work the Council undertakes to ensure the community is able to deliver an event; for example, providing officer support at event meetings, assisting groups to bid for funding.

Plaza events

- 4.3 The Council encourages use of the new suite of rooms at the Plaza in order to obtain income for the Council and to promote the use of this modern facility. A number of community events have taken place, along with a number of business conferences. The facility is licensed for weddings and several have already taken place at the site.

Service events

- 4.4 A number of services run events. Some of these are consultation events aimed at getting community input into Council policy, for example the development of the Core Strategy. Other services, primarily Community, Economic Development and Neighbourhood Quality services, run or support events for businesses or the community. Few events are directly delivered by the Council, most are run by either business or community groups with support from the Council. With community events, it is the intention that the Council provides initial support to help establish an event, withdrawing their support when the community is confident to take over.

Mayoral events

- 4.5 The Mayor has a significant role in attending and running events across the borough and is supported in this by the Mayor's Secretary who is responsible for arranging attendance at external events, and managing the delivery of specific Mayoral events.

Events Management

- 4.6 The Council has had an Events Management function, originally hosted within the Open Spaces team and more recently based within the Economic Development service; this function dealt specifically with events held on HBC land. The purpose of the events management function is to:
1. Support voluntary sector organisations to host community events by providing information and guidance on the safe running of their event
 2. Deliver large scale council run events for the benefit of the community
 3. Act as the main contact point for all departments within the council regarding event management
 4. Play an active role on the council Safety Advisory Group advising other departments on the legal and safety requirements of running an event
 5. Ensuring that events have a positive impact upon Tourism and Economic Development outcomes
- 4.7 The Safety Advisory Group (SAG) comprises representatives of a number of agencies, such as the Police and Fire Service, who consider applications by organisations to run large scale events. They will set out criteria which the event organisers must adhere to and will offer advice and guidance to applicants.
- 4.8 Following the recent Economic Development Service Review (May 2013), which aimed to reinvest staff resource in driving the economic prosperity of the borough, resource will still be allocated to supporting events that take place on Havant Borough Council land. Appendix B details the work required to facilitate these events which take place on council land.

Running events

- 4.9 An analysis has been undertaken on the events run or supported by the Council in 2013 in order to understand the investment by HBC in terms of finance and officer time (Appendix C). Events that are deemed to be run by the Council are

those that would not have taken place had the Council not had a lead role in the event co-ordination and delivery.

- 4.10 There is a need to ensure co-ordination between those services running events and the Council's front-line teams, particularly the street cleansing teams, who ensure that the venue is provided in a clean and orderly manner.

Resources

- 4.11 The Council allocates revenue budget and officer resource to the running and support of events. The revenue cost of running and supporting events in 2012/13 totalled approximately £52,000. Details of expenditure on events can be found in Appendix C. Other services are involved in events on an individual basis so these costs in Appendix C are a conservative estimate of the overall cost of delivering events.
- 4.12 A significant amount of officer time is spent on running and supporting events, approximated at a minimum of 1,700 hours in 2013. Without that investment of officer time, many of these events would not be delivered. The Panel felt that what the Council would save on officer time would have big impact on an events viability
- 4.13 Direct and indirect economic and social benefits of event activity can be measured if surveys are undertaken at events, and this might be something the Council would wish to consider if it continues to invest time and money in supporting events.

Interviews

- 4.14 The Panel members reviewed the following events:
- Havant Literary Festival
 - Emsworth Horticultural Show
 - Leigh Park Festival
 - Waterlooville Classic Car Show
- 4.15 Panel members also visited Waterlooville Business Association and a member of the Havant Business Association
- 4.16 Reports from those visits can be found at Appendix A and a summary of conclusions reached by the Panel are found at section 5 below.

5.0 Conclusions

- 5.1 The Council has a key role to play in delivering and enabling events within the borough.
- 5.2 Where events are organised by the Council, this should be done on a project management approach, with staff resources called in from across the council to support the delivery of the event, with the overall project management sitting with a relevant senior officer. There is a need to ensure that Operational Services, specifically street cleansing teams, are aware of planned events so they can schedule their work accordingly.

- 5.3 If the Council is to continue to hold events on HBC land, there is still a need for an officer resource to ensure these events are managed with public safety in mind.
- 5.4 Events are important for the economic prosperity of our towns and centres, therefore businesses should be encouraged and supported to be active members of the various business networks that operate across the borough. Strengthening the business networks will result in them being able to contribute, financially and in time, to planning and promoting events in the town centres.

6.0 Recommendations

6.1 The Events Scrutiny Panel recommends to Cabinet that:

- (1) The Council moves to become a supporter or enabler of events, except for the few large scale events which have a significant role in drawing visitors into the borough
- (2) Events that are run or supported by HBC should be evaluated for their impact and reported to the relevant Portfolio Holder with an annual report presented to Cabinet and Scrutiny
- (3) The Economic Development service continues to allocate the current level of officer resource to the management of events that take place on HBC land
- (4) The Mayors Secretary role in events management is recognised and that forms part of the overall events function, ensuring that sufficient resource is available to support, enable and run events
- (5) The Economic Development team actively promotes business engagement in the various business networks encouraging businesses to become part of a network
- (6) The Community service works with Economic Development to host workshops with businesses to develop events ideas and planning, and promote the benefits of business networks

7.0 Implications

Resources:

7.1 The recommendations in this report offer the opportunity to make better use of existing resources.

Legal:

7.2 None arising directly from this report

Strategy:

7.3 Revising the support and delivery of events will contribute towards the Council's objective of providing excellent public services

Risks: (Environmental, Health & Safety, Customer Access Impact Assessment)

7.4 None arising directly from this report

Communications:

7.5 The recommendations of this scrutiny will be communicated to local businesses through the relevant business association or partnership

For the Community:

7.6 Improved management of events, and engagement of the business community, will result in an enhanced offer to the community

Integrated impact assessment

7.7 The Integrated Impact Assessment (IIA) has been completed and concluded the following:

- The delivery of events has a positive impact on the health and wellbeing of all aspects of the community
- The provision of free events provides opportunities for those in the most deprived areas of the borough
- Supporting the community to deliver events themselves provides opportunities for individuals to gain additional skills and experience, thereby improving their opportunities for employment.

8.0 Consultation

8.1 The Scrutiny Panel undertook a number of interviews with individuals and organisations that deliver events in the borough.

Appendices:

Appendix A – Scrutiny Panel visit reports

Appendix B – Events Management

Appendix C – Financial and Staffing Analysis of events

Background Papers: Nil

Agreed and signed off by:

Relevant Executive Head: 2/4/14

Portfolio Holder: 24/4/14

Contact Officer: Claire Hughes
Job Title: Service Manager (Community)
Telephone: 023 9244 6633
E-Mail: Claire.hughes@havant.gov.uk