

Scrutiny Review – Service Appraisal

Service Area	EVENTS DEVELOPMENT
Purpose of Service	Boost the local economy, Showcase the borough, Strengthen community pride, Generate revenue, Provide volunteering opportunities, Strengthen relationships in the community, Enjoyment for all and an increased quality of life.
Contribution to National/Corporate Objectives	<p>The events programme seeks to use the Council’s Open Spaces for a balance of community and commercial events with a strong focus on income generation. This supports the economic vibrancy of our towns and villages.</p> <p>Social cohesion from events and activities across the Borough are also a key part of crime reduction, counter terrorism and the Prevent Strategy.</p> <p>A focus on income generation aims to deliver an events programme which is financially sustainable whilst still enabling the community to benefit from the opportunities available and the infrastructure in place.</p> <p>The Tonbridge Town Team Business Plan for 2018 – 2020 highlight one of their key aims as: To promote the cultural, social and commercial wellbeing of Tonbridge through encouraging public engagement with the town centre through events, promotions and other activities. The Town Team also have three main themes one of which is Arts, Culture, Sport and Leisure. They have an action of helping to build a yearly event schedule and coordinate with TMBC indicating the importance they see in events within Tonbridge by the Council.</p>
Description of current delivery arrangements	The Council enabled 73 events to take place on its open spaces in 2017. Every event organiser is required to complete an application form which is carefully assessed to ensure that the event will run safely in accordance with statutory requirement. This requires the approval of adequate risk assessments and public liability insurance all of which have to be checked by the appropriate Officers to maintain the Council’s duty of care to the public.

Larger scale events are also considered by the Safety Advisory Group (SAG) and advice is given to organisers for such events and activities taking place within the borough that have an effect on the local infrastructure.

Support is given to a number of Community groups including marketing, funding, logistics and safety planning to enable their events to run smoothly and benefit residents. Example events include:-

Tonbridge Town Team – Food Festival, Dragon Boat Race, Civil War Re-enactment (new in 2018)

Tonbridge Lions – Tonbridge Carnival, St Georges Day Parade, Tonbridge Triathlon and Tonbridge Half Marathon

Music at Malling – Annual festival

Tonbridge Rotary Club – Christmas Festival, Tonbridge Half Marathon

The Malling Society – Heritage Open Day events and Blue Plaque scheme

Tonbridge Civic Society – Blue Plaque scheme

Tonbridge Calling – Music and community events

Hartley Morris Men – Cultural performances

Sussex Road School – Enrichment activities

Hillview School – End of year showcase

Judd School – Twinning exchange

Charlton Athletic – National Citizenship Service Scheme for Young People

South East Open Studios – Art displays and exhibitions

Heritage Open Days – Free access to properties throughout the borough, including houses and churches. There were 23 properties included in 2017.

Royal British Legion – WW1 Event, Poppy sculptures and historic walks

Jane Austin Society – Historic walks, displays and talks

Hospice in the Weald – DJ set

Action Medical Research – Castle Cycle Ride

The Council works in partnership with a number of Commercial operators to facilitate income generation, with the majority taking place on the Tonbridge Castle Lawn and includes:-

Luna Cinema – Tonbridge Castle

	<p>Illyria Theatre Company – Shakespeare, Arthur Conan Doyle, Gilbert & Sullivan Changeling Theatre Company – Shakespeare, Noel Coward Summer Band Concerts – Big bands, Wind bands, Jazz bands etc. Theme Events – Home and Garden show (<i>new for 2018</i>) Tonbridge Food Festival – Local and exotic food and drink. Tonbridge Music Festival – Soul and pop music</p> <p>The Council directly runs the following events:-</p> <p>Remembrance and Armistice Services - Tonbridge Medieval Fair – Re-enactments and stalls in grounds of Tonbridge Castle linked to Heritage Open Weekend and Dragon boat event.</p> <p>Corporate events are also undertaken as and when required, such as:-</p> <p>Tour de France – Through a number of villages/ towns across the Borough Queens Commonwealth Baton – Tonbridge Castle Olympic Torch – Through Borough Green Twinning events – Across the Borough Queen’s Beacons – Tonbridge Castle and across Borough</p> <p>Performing Rights Society and premises licence submissions and authorisation.</p>
Outcomes/Achievements	<p>Tonbridge and Malling has grown its number of community events and activities over recent years and has earned a reputation as a vibrant and progressive Borough with strong community cohesion and spirit.</p> <p>This is highlighted through regular positive feedback provided at events and through social media with events tweets regularly within the most popular sent from the Council reaching on average 4,500 accounts.</p> <p>There has been an increase in the number of events taking place on the Council’s open spaces with</p>

	<p>73 events taking place in 2017, providing a breadth of activities to suit everyone. A number of these are free events to attend provided by and supported by numerous volunteers and catering for the whole community. Income generated is often for local charities as well as secondary spend in local facilities/businesses.</p> <p>It was estimated that over 40,000 people attended events on public open spaces authorised by the Council in 2017 not including those that attended Tonbridge Carnival, the Christmas Festival , Remembrance service and parade which often amount to several thousand alone.</p> <p>Events provide a platform for local community groups and businesses to promote their services and engage with residents and also for the Council to promote our messages including crime reduction and community safety, housing support services, health and wellbeing, recycling and refuse, online services available and when at Tonbridge Castle also directly showcasing the opportunities for weddings and the visitor attraction.</p> <p>An example of partnership working is Music@Malling which promotes outstanding artists in concerts, workshops and participatory events in historic venues in and around the Malling area. Outreach activities engage hundreds of young people in creative activities throughout the year. The programming inspires audiences from the local area, region and beyond - bringing new people into an area with a rich heritage and outstanding natural environment. In 2017 Music@Malling held 22 concerts and a range of outreach projects designed for different age groups.</p> <p>In the last 5 years the revenue budgets for the Events programme have reduced from approximately £80,000 to £64,000 and income generation has now exceeded the budget allocation of £5,000 with events such as the Music Festival and the Summer Band Concerts now attracting income for the Council when previously running at a loss.</p>
Staffing Allocation	<p>Direct operational provision of one part-time member of staff, equal to 0.6 FTE (Full Time Equivalent)</p> <p>The three services areas contained within this Scrutiny Report are also supported by 1 full-time Member of staff, therefore, a proportion of their time is allocated to Events Development.</p>

Budget Allocation	<p>The 2018/19 operational revenue budget shows the following:-</p> <p>Expenditure - £26,800 Income - £5,000.00 Net Cost - £21,800</p> <p>It is worthy of note that of the entire budget of £63,650 (including Staffing and Central, Departmental & Technical Support Services), £46,404 is allocated through Special Expenses.</p>
Income Generation	<p>Direct Income is currently sought from the following events with an anticipated total income for 2018/19 of £12,600:-</p> <p>Tonbridge Music Festival - £3,000.00 (new income for 2018) Luna Cinema – Tonbridge Castle - £5,000.00 Food Festival - £1,500.00 Summer Band Concerts from the concessions on site - £1,000.00 Medieval Fair from the stall holders and concessions on site - £1,000.00 Illyria Open Air Theatre – £700.00 Changeling Theatre – £400.00</p> <p>(Additional income is secured for Tonbridge Fun Fair (£3,500.00) though is coded to parking and not shown within these budgets)</p> <p>Further income is also being explored through the following:</p> <p>Luna Cinema – Haysden CP Home and Garden Show</p> <p>In addition to the direct income generated from the events there is also significant indirect income generated from parking, economic investment and promotion of our own facilities and to the businesses in the local area.</p>

	Funds raised indirectly for local charities each year, is estimated to be over £12,000.00
Partners	<p>Numerous community and commercial partners are involved and supported including:</p> <ul style="list-style-type: none"> Tonbridge Town Team Tonbridge Lions Music at Malling Tonbridge Rotary Club Malling Society Tonbridge Civic Society Tonbridge History Society Farmers Markets Luna Cinema Changeling Theatre Illyria Theatre Royal British Legion Tonbridge Music Festival
Value for Money	<p>Significant savings have been made over recent years due to the reduction of direct provision and the introduction of partnership working and income generation.</p> <p>The reduction in the post of Leisure Services officer in 2015 already realised a saving on direct costs, this saw a reduction in the number of days available but an increase in the programme of events offered, as well as an increase in the income generated.</p> <p>The money spent in authorising and assisting events and activities supports the local economy, community pride and cohesion, crime reduction and increased quality of life as well as generating direct income for parking and in secondary spend.</p>
Risks	Failure to provide events support and activities would result in a reduction in the vibrancy of the Borough as events would not be able to take place on Council owned Public Open Spaces.

	<p>Without events at Tonbridge Castle the venue would not be showcased to assist with Wedding promotion and the visitor attraction. Parking income could also be negatively affected by the reduction in activity planned within the Borough.</p> <p>Negative perception of the Council assets not being utilised for the benefit of the community and local charities.</p> <p>Key towns seen as less vibrant and less attractive places to visit and invest in as well as move to compared to alternative locations.</p>
<p>Future Delivery/Associated Savings</p>	<p>A continued emphasis will be on income generation and following a reduction in the direct provision of events the savings on revenue budgets below are proposed:-</p> <p>Arts Support – reduce by £2,040.00 Event Support – reduce by £2,400.00 Publicity & Promotion – reduce by £400.00</p> <p>Total Expenditure Saving - £4,840.00</p> <p>It is proposed that the income budget is increased from £5,000.00 to £12,600 based on the events highlighted previously above.</p> <p>Taking into consideration both the increased income and reduction in revenue expenditure there would be a net saving to the Council of £12,440.</p>