

## Melton Mowbray Events Review

### Appendix 2

#### Draft Terms of Reference

Melton Events Coordination Group

Key Objectives:

- 1 To oversee the effective delivery of an events programme widely recognised to be a significant component of the wider tourism and economic development strategy for the borough
- 2 To engage with and co-ordinate all events identified to deliver benefits including;
  - co-ordination of marketing budgets/ activities
  - improved communication, understanding and mutual respect between event organisers and other key stakeholders (including local authorities)
  - improved resource efficiency including collective purchasing and minimised duplication of activities
  - co-ordination of market intelligence, monitoring and research
- 3 Develop collective and strategic funding agreements with key partners and consider economies of scale in areas such as event organisation and management

The partnership will be:

Formed of a representative of each included event, plus the council, Town estate, BID and Destination Organisation

Influenced by an area-wide annual Tourism Blueprint

Relevant to attractions, accommodation providers, key businesses, town centre management, night time economy and heritage providers

Focused on wealth and job creation through the growth of events focussed on out-of-area catchments

Committed to ensuring high quality tourism experiences to all, including those with access and other needs.

Sensitive to the potential environmental and other costs associated with volume driven tourism