

AGENDA ITEM 6

RURAL, ECONOMIC & ENVIRONMENTAL AFFAIRS

4 JUNE 2014

REPORT OF HEAD OF COMMUNITIES & NEIGHBOURHOODS

MELTON MOWBRAY EVENTS REVIEW 2014

1.0 PURPOSE OF REPORT

- 1.1 To update members on the outcomes of the Melton Event Feasibility study, commissioned by LeicesterShire Promotions, and to agree actions to take forward.

2.0 RECOMMENDATIONS

- 2.1 **Members note, comment and approve the proposals contained in the action plan for officers to take forward and explore the opportunity to develop the post of an Events Organiser with partners.**

3.0 KEY ISSUES / BACKGROUND

- 3.1 Events form an essential part of the visitor offer to Melton Mowbray and contribute to delivering the brand of 'Rural Capital of Food'. In 2012 the value of tourism to the Melton Borough economy was £70.71m which is mainly as a result of day visits rather than overnight stays.

It is important to note that various events can bring in differing economic benefits. There are some events that have a positive impact on local businesses solely due to the event being held in the Town/Borough. Some events, however, have longer term benefits, the event beings by raising the profile as the borough as the Rural capital of Food & Drink, as they draw in tourists in over the year. In some cases the event i.e. pie wards results in positive benefits to businesses participating in the event, which has links to employment and business growth.

- 3.2 Events form a significant part of the tourism appeal of the Borough and due to a significant reliance on key individual's good will, Melton's events have become key to its tourism success and the development of the food and drink brand. The reliance on the good will of individuals is strength but creates vulnerability from a sustainability perspective and needs to be addressed.
- 3.3 Over the past few years, Melton Borough Council has seen a significant increase in funding applications from event organisers and the need to develop a strategic approach to funding events has become evident, rather than the current application process.
- 3.4 Melton Borough Council commissioned LeicesterShire Promotions to undertake an evaluation of the key events in the Borough and analyse their economic benefit (and potential benefit) to the area and also to assess their importance in enhancing the Rural Capital of Food branding. (Appendix 1 – Melton Mowbray Events Review)
- 3.5 The objectives of the report are to:
- Place events within an economic and tourism context
 - Understand how event organisers feel improvements might be made

- Draw conclusions as to how the local authority and other partnerships can best support the sustainability and resilience of events going forward.
- Suggest ways in which economies of scale and efficiencies may be achieved.

3.6 The events were categorised into two categories:

1. Those that were an integral part of the economic development, branding and tourism strategies for the Borough

- Artisan Cheese Fair
- British Pie Awards
- Pie Fest
- Melton Mowbray Food Festival
- Victorian Christmas Fayre

2. Those that are primarily for the benefit and enjoyment of local residents

- Melton Country Fair
- Melton Days
- Frost Fair
- Melton by the Sea
- Christmas Lights Switch On
- Rare Breeds Show
- Graze the Vale

Next Steps

3.7 To prepare an Events Strategy this needs to:

- Place the events into an economic and tourism development framework
- Provide a mechanism by which events can be evaluated
- Encourage a more commercial approach to ensure long term sustainability
- Ensure that any public sector investment gives maximum return on investment
- Provide a mechanism to determine which events have the potential to meet the criteria and determine what level financial support is appropriate

One of the key aims of the Strategy will be to attract external funding by ensuring that the outcomes identified are aligned to sub-regional, regional and nation priorities around economic Development and Tourism.

3.8 To recommend that members approve the five main actions identified in the Action Plan as follows:

- Introduce a new Events Management Partnership (a draft Terms of Reference is attached as Appendix 2)
- Agree a series of 'Tests' to ensure any approved funding is used effectively and for a long term benefit (e.g. Strategic fit, Cost per head, Match funding and Pump-priming)
- Review existing events against the new strategy to determine suitability for support.
- Explore the employment of a permanent Events Organiser to co-ordinate the Events Management Partnership, funding applications, criteria assessments and oversee the

Events Strategy and Action Plan. This post to be funded in partnership with key stakeholders.

- Smarter working approach to reduce individual event costs through partnership working and economies of scale.

3.9 Other areas of consideration including the development of the overnight stay market in conjunction with the events as this is seen as a major priority for the economic development of the area.

4.0 POLICY AND CORPORATE IMPLICATIONS

4.1 There are clear links to priorities within the corporate plan:

- Support people and businesses through the economic downturn
- Meet the Economic needs of Borough
- Maximise the potential of Melton Mowbray Town centre

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

5.1 No direct Financial Implications have arisen from this report, however, as the actions are progressed further reports will be brought back to this committee and outline any direct financial implications.

6.0 LEGAL IMPLICATIONS/POWERS

6.1 No direct legal implications have been identified.

7.0 COMMUNITY SAFETY

7.1 There are no direct community safety implications arising from this report.

8.0 EQUALITIES

8.1 No equality impact assessment implications at this stage, should the next steps result in further actions then where applicable they will

9.0 RISKS

Very High A				
High B				
Significant C		1.		

Risk No.	Description
1.	The key events are not sustainable

Low D				
Very Low E				
Almost Impossible F				
	IV Neg-ligible	III Marg-inal	II Critical	I Catast- rophic

Impact →

10.0 **CLIMATE CHANGE**

10.1 There are no climate change implications arising from this report.

11.0 **CONSULTATION**

11.1 LeicesterShire Promotions conducted interviews with all the major stakeholders identified within the report.

12.0 **WARDS AFFECTED**

12.1 All the wards directly affected.

Contact Officer: Lisa Brown/Shelagh Core- Town Centre Managers

Appendices Appendix 1- Melton Mowbray Events Review
Appendix 2- Draft Terms of Reference

Date: 14 May 2014