
REPORT TO:	HOUSING & COMMUNITY SERVICES COMMITTEE	AGENDA ITEM: 9
DATE OF MEETING:	26th November 2009	CATEGORY: DELEGATED
REPORT FROM:	DIRECTOR OF COMMUNITY SERVICES	OPEN
MEMBERS' CONTACT POINT:	Rachel White Ext: 5878	DOC:
SUBJECT:	Service Review for Public Events	REF:
WARD(S) AFFECTED:	South Derbyshire and beyond	TERMS OF REFERENCE: HCS 07

1.0 Recommendations

1.1 To consider and approve the list of recommendations arising from the Review.

2.0 Purpose of Report

2.1 The report details the review of the five large public events organised by the Council and its principle partners. This includes a strategic review of the Council's role in public events and the production of a list of recommendations which will improve the events to further meet the needs of the Council's Corporate Plan and the residents of South Derbyshire.

3.0 Executive Summary

3.1 The report outlines the current provision of the Council's main public events, including traditional events that have not changed for many years and a number of new partnership events that are well resourced. The events under review were Liberation Day, Festival of Leisure, The National Forest and Beyond Walking Festival, Housing Open Day and the Christmas Lights Switch on.

3.2 Consultation with staff, stakeholders, Councillors and other local authorities and organisations also highlighted a number of key issues and recommendations to take into account.

3.3 From this consultation and further research, a number of recommendations have been made by the group, which will ultimately help each event to strengthen its aims, understand its audience, use the budget efficiently and find some consistency in the event planning, organisation and running by sharing knowledge across this council and other local authorities.

4.0 Detail

Background and evidence of need

- 4.1 This review began in January 2009, where a small group of event organisers from around the council were asked to begin the task of looking at the 5 large public events that the council run according to the scope set by the review.
- 4.2 The current programme of public events includes traditional events, which have not changed for many years and have restricted resources for their delivery and development, plus a number of new partnership events that are well resourced. The review enabled a strategic look to be taken on the Councils role in public events and on the programme of current events and their resourcing.
- 4.3 The aim of the review was to agree a sustainable programme of Council promoted and supported events that is 'owned' by the Council and stakeholders. The review will enable a position statement to be drawn up that looks at current provision and how that is resourced, what is considered appropriate in the district by the Council and stakeholders, and consequently an agreed programme which is costed both financially and in officer time
- 4.4 The scope of the review was to consider the appropriateness of large public events promoted by the Council or in partnership, e.g. Festival of Leisure, Liberation Day, Swadlincote Xmas Lights, Walking Festival, plus the role/need of/for community led events such as Swadfest. The review did not look at small-scale events that are service specific and have more limited resource implications, e.g. Apple Day, Play Day, Sports Awards
- 4.5 Each of the events were analysed in terms of their aim, how it linked to the current Corporate Plan, key stakeholders for the event, list of staff involved and their approximate hours spent on the organisation and running of events and the budget currently allocated. Annexe No. 1 provides a breakdown of each event. The results showed that there are issues and opportunities for each event to investigate further. There is also little consistency in the way all events are organised throughout the Council and that there may be better ways to plan an event by working more consistently.
- 4.6 In terms of consultation considerable time was spent on researching the events, consulting with staff, elected members and stakeholders, as well as contacting other local authorities and event organisations to find out about how similar events run and whether we can learn or share best practice.
- 4.7 The summary of the consultation is as follows:

Staff Consultation: (Annexe No. 2) An online questionnaire was sent out to all staff by email to find out whether they were aware of the larger events that we run as a Council, whether they attended them, what they thought of them and any suggestions for improvement. Out of the 78 staff that responded, there was a 60% awareness of all the events. The most well known event is the Christmas Lights Switch On. This event and the Festival of Leisure are also the most attended by staff. There were lots of positive responses regarding what staff most enjoyed about each event and also many suggestions for improvement.

Stakeholder consultation: (Annexe No. 3) Another online questionnaire was sent out to all stakeholders for the events to find out how much involvement they had with the event, whether it met their own organisation objectives and asked for suggestions for improvement and comments. Out of the 18 who responded, the majority were linked to Liberation Day and the Walking Festival and their main reason for being involved with the event was due to their work, partnering and promoting the work that their organisation does. 83% agreed that the events are currently meeting their objectives. Improvements suggested for these events include changing of venues, more partner input and marketing. There were a lot of positive comments regarding the Authority's staff and their organisation of events.

Other Authorities and organisations: (Annexe No. 4) Another online questionnaire was sent out to a number of established contacts within local authorities and event organisers to find out about the types of events they run, whether there are any links between events, how many attend, how they meet objectives, how events are organised, etc. The responses concluded that the rationale behind all of the events is to raise the profile of services and create greater awareness and opportunity to access the theme around the event. They were particularly aimed at local residents and visitors to the area of the event. Visitor numbers varied from between 1,000 and 5,000. The longer duration events (up to two weeks) attracted over 15,000. The majority of the events were run independently from each other, with 5 or more staff spending 50-250 hours to organise and run the events. Less than half of those organising the events had had any official event management training.

Member's consultation: (Annexe No. 5) A briefing and consultation event was held for Member's to explain how each event links to the Corporate Plan, the attendances and who attends them, what consultation suggests, current issues that the events face, and then provide the chance to make comments and suggestions on how these events meet the needs of the district, what should be the Authority be providing and what future opportunities there are to make South Derbyshire District Council events even better. A map was also produced to show free community events in and around South Derbyshire.

The feedback from Members indicated that all of the events met the vision of the Corporate Plan, whether specifically or implicitly, but also agreed that it would be uneconomical to provide all the cultural needs of the district when neighbouring authorities have more suitable venues for many art based activities. Programming was an important point picked up by Members, by making the most of what each event has and making the message more focused. Along with other suggestions for improvement, another important issue raised was the importance of liaising with Parish Councils to establish what events they are running and help them to publicise their events and also help to publicise our own events on a more local level.

Attendee's consultation: Each event has carried out surveys and feedback with their attendee's over the last year or so, in a variety of ways, including written questionnaires, touch screen comments and face to face interviews. Each event organiser has analysed the results from the feedback and added those comments to the discussions taking place where appropriate.

Recommendations:

4.8 The main recommendations for each event are:

Event	Action	Evidence/Reason	Responsible Officer	Budget implication/ Time allocation
Liberation Day	Look at other alternative venues	Venue – always at capacity and fully booked within 2 days of tickets being available.	Safer Neighbourhoods Officer	Officer time
	Look at raising age group to 65 yrs plus and/or distinguishing who have attended before and offer places to first time attendee's at registration process.	Audience – feedback shows that many of those who attend Liberation Day have attended in previous years. Current age group from 55 yrs.	Safer Neighbourhoods Officer	Officer time
	Look at alternative/more funding sponsorship.	Cost – Rising costs of entertainment, venue, catering, etc may lead to reduced quality.	Safer Communities Manager/ Safer Neighbourhoods Officer	Officer time
Housing Open Day	Explore links and themes with other events.	Link into other events – could the Housing Open Day be part of the Festival of Leisure where there are over 12,000 local people attending over two days? Could the Garden Presentation be part of this to attract more people? Focus the Open Day around a theme to give it more focus.	Performance and Business Manager	Officer time
	Explore new ways of reaching new tenants.	Marketing – feedback shows that only a small percentage of tenants attend the event.	Performance and Business Manager	Officer time

	Look at transport for residents across the district or consider the option of having one urban event and several smaller events to cater for all areas.	Transport – with council tenants living in a variety of areas across the district, not all can or want to attend an event taking place with travelling to consider. Transport to the event is already offered to tenants via the Housing News and on marketing material. This year a coach company on standby but no requests were received.	Performance and Business Manager	Officer time Budget for transport is required.
	Explore the possibilities of taking the Open Day around the district each year to reach different tenant groups	Venue – currently hosted in the urban core, however there are other tenants outside of this main area that would benefit from the event.	Performance and Business Manager	Officer time
The National Forest Walking Festival	Look at other types of walks to be included in the festival.	Specialised walks – feedback suggests that more diverse walks could be incorporated (for e.g. beer mat, hostel, overnight stays, pushchair, wheelchair, charity, one walk to encompass all, etc).	Economic Development Officer	Officer time
	Explore funding opportunities through the Peak District, EMDA, and contacting Chief Executives from neighbouring councils and ask for support.	Funding – additional funding required as currently costs lie with SDDC and Groundwork SLA.	Economic Development Officer	Officer time
	Look at sponsorship of the starting walk/festival.	Sponsorship – could sponsorship be found to start the festival or sponsor individual walks?	Economic Development Officer	Officer time
	Revisit Groundwork support.	Service Level Agreement – Healthy Lifestyle Officer could replace Groundwork hours.	Head of Leisure and Economic Development Manager	Officer time
	Find out about events and see whether any are suitable.	Link into other events – could one of the walks lead to another event that the council is holding or link into another event taking place locally?	Economic Development Officer	Officer time

The Christmas Lights Switch On	Explore issue of 'brand' for Light Switch on and link other events to this.	Theme – feedback and request ask for a theme to tie the whole event together. Look at the possibility of using a theme for the event. Sense of occasion – do the lights signify any special occasion, such as the start of Christmas?	Nomonated Lead Officer	Officer time
	Forge partnerships with local businesses through links with Economic Development and Safer South Derbyshire Partnership.	Local businesses – currently the local business in Swadlincote do not have a positive attitude towards this event and often close during this time.	Economic Develoment Officer and Manager/ Safer Communities Manager	Officer time
	Address security issues with Safer South Derbyshire Partnership and Police.	Security – there are isolated incidents involving youths.	Safer Communities Manager	Officer time
	Look at other suggestions for person to officially switch on the lights.	Programme of event – is there a better way to manage the people who attend or better ways to attract them? Consider extending/altering programme to fit around the Switch On and encourage families to stay in the area longer.	Nominated Lead Officer	Officer time
	Continue to explore options of sponsorship.	Sponsorship – continue to seek a business sponsor for the event?	Economic Development Manager / Chief Executive	Officer time
	Consult with people attending.	Consultation – the last consultation was in 2005, so updated info is needed to find out what people would like to see, what would make them stay, suggest recommendations and ask for comments.	Performance and Marketing Officer	Officer time

Festival of Leisure	Explore options of sponsorship.	Sponsorship – could further companies/business (other than The Burton Mail) be found to sponsor the event?	Nominated Lead Officer	Officer time
	Look at alternative/more funding.	Cost – Rising costs of entertainment, staffing, marquees, etc may lead to reduced quality of event.	Head of Leisure and Community Development	Officer time
	Improve partnership working both internally and externally.	Partnership working – more variety of stalls and partners needed for event.	Nominated Lead Officer	Officer time

4.9 From the specific event recommendations, it was recognised that there were also a number of actions that could be put in place that would help ALL events across the council as well as help other event organisers across the district to provide safe, responsible and well planned events, such as:

Strategic Action	Lead Officer	Budget Implication/ Time Allocation
Is there an opportunity to rebrand the main events? Involve the Communications Team and decide whether names should change to be more focused on the message of the event, whether dates of events can be amended to link to others across the district and avoid duplication, etc.	Head of Leisure and Community Development/ Communications Team	Officer time
An Event Coordinator – who would deal with the co-ordination and proactive work for all of the events and head an internal ‘events group’ linking events to others taking part across the district and bring a more lateral thinking where events evolve and are not just ‘more of the same’?	Head of Leisure and Community Development	Day a week responsibility to be found within existing resources
Training opportunities – at least half of those who responded back to the council/other organisation online questionnaire stated that they had received events management training of some description. Is this something SDDC staff could benefit from? Are there other staff from other councils/organisations who would also benefit it so there may be an incentive to run it locally and reduce the charges?	Head of Leisure and Community Development / Training and Development Officer	Officer time Training budget (approx £345 per person)
Can we link better to other large venues in the area, such as The Glade, Catton Hall, Repton School, Calke Abbey, etc?	Nominated Lead Officer	Additional day a week to existing post required

Range of entertainment – expand range of entertainment to embrace a greater culture perspective. Involve choirs, bands, local groups, schools, etc?	Arts Development Officer	Officer Time
Cost benefit analysis of each event - consider charging at events.	Head of Leisure and Community Development	Officer time
Directory of resources – setting up an events forum where resources and best practice are shared. This forum could come out of the Service Review, where we could host the event and the results could be distributed.	Head of Leisure and Community Development / Nominated Lead Officer	Officer time
Events Toolkit – this requires expansion, updating and relaunching.	Club Development Officer	Officer time Budget for marketing
Training local event organisers - look at a half day training session for the voluntary sector exploring how to organise events effectively and safely, explaining what they need to do and why. Also providing an advice service for community events on money, training, marketing, etc?	Head of Leisure and Community Development/ Partnerships and Development Manager	Officer time Budget for hire of venue and training facilitator (approx £500) from existing budgets
Community service groups – are there groups in the community who are willing to help/volunteer with running events?	Partnerships and Development Manager	Officer time
Each event to have a Partnership/Planning group, leading into a Management Group, revisiting objectives.	Nominated Lead Officer	Officer time
Access and communication - using Parish Councillors and Clerks more to find out what is happening in the district and open a two-way communication for events.	Nominated Lead Officer	Officer time

5.0 Financial Implications

5.1 There are no new financial implications arising from the report. The issues of reviewing staff responsibilities and increasing specific budget areas would be made from existing resources and identified in subsequent Committee reports. The Review Group considered that the current events programme can be maintained and in fact improved without any increase in Council support. The development of partnership involvement with the traditional events will bring in external support and resources resulting in improved customer experience. Increased partnership funding from Health and Tourism sources will be energetically pursued. The identification of a lead officer for all events would also support the process of examining existing events more closely to identify efficiency savings in terms of procurement, marketing etc.

6.0 Corporate Implications

6.1 The review recommendations are in line with the Council's priorities of Safe and Secure, Lifestyle Choice, particularly the objective of 'Supporting Cultural Events' and activities' and Value for money, in terms of 'Meeting Community Needs'.

7.0 Community Implications

7.1 By using more local methods of communication and publicity, large events will access more people across the district and attract them in to attending the events. Through supporting district and local events together, the audiences for both should increase substantially, raising awareness of these events and bring in additional tourism to each area, also impacting on the Vibrant Communities section of the Sustainable Community Strategy, in particular the priority for increasing numbers of people taking part in cultural activities.

8.0 Conclusions

8.1 Improvements and efficiencies made in the way we plan, organise and run the Authority's large events will have a positive benefit on staff involvement by having a more coordinated and consistent approach and awareness of resources from across departments; on the residents of South Derbyshire by establishing better links to raise awareness of our own events as well as support local community events, sharing ideas and training where possible; on the Authority by building on its current reputation with better quality and community engaging events.

9.0 Background Papers

- 9.1 Annexe No 1 – Breakdown of current events
- 9.2 Annexe No 2 – Results of the staff consultation
- 9.3 Annexe No 3 – Results of the stakeholder consultation
- 9.4 Annexe No 4 – Results of the local authority and organisation consultation
- 9.5 Annexe No 5 – Results of the Member's consultation.

Annexe No 1

Event	Aim	Approx no of staff hours	Allocated budget	No of attendees at event	Approx cost per head	Issues of concern	Opportunities
Liberation Day	<p>Safer South Derbyshire Partnership (SSDP) Partnership Plan for 2008 - 2001 relating to Fear of Crime and Public Perceptions of Crime, Impacts on SDDC Community Strategy 2005-2010 - Reducing Fear of Crime, and impacts on National Indicator NI 16 - Serious Acquisitive Crime</p>	182 hours	<p>£16,100 (2008) £12,000 (2009) £7,500 (2010 from SDDC)</p> <p>Additional funding from partners.</p>	750	<p>2008 £21.47</p> <p>2009 £16.00</p> <p>2010 £10.00</p>	<ul style="list-style-type: none"> - Venue and increasing cost of catering and transport - Popularity of event - high percentage of repeat visitors 	<ul style="list-style-type: none"> - To link in with other Liberation Days around Derbyshire - To use Liberation Day as banner for other events - To further promote Council services - For showcasing partnership working
Housing Open Day	<p>Housing Service Plan to promote tenant involvement</p> <ul style="list-style-type: none"> - Corporate Plan themes: Safer & Healthier Communities - Activities for young people, promote activities. You at the Centre - Community Consultation and promotion of leisure and sport. Prosperity for all - Allowing those sections of society that are potentially excluded access to services.C17 	130 hours	<p>£4,000 (2008)</p> <p>£2,500 (2009)</p>	<p>300</p> <p>190 - 250</p>	<p>£13.30</p> <p>£13.16 - £10.00</p>	<ul style="list-style-type: none"> - Reaching all tenants district wide 	<ul style="list-style-type: none"> - Greater resident attendance - Increase consultation - Joint organisation with the Tenants' Forum

Event	Aim	Approx no of staff hours	Allocated budget	No of attendees at event	Approx cost per head	Issues of concern	Opportunities
The National Forest Walking Festival	Safer and healthier communities , Eg. Providing more things to do for young people. You at the centre E.g. Developing the capacity of the voluntary and community sector; Supporting cultural activities. Prosperity for all , e.g. Developing and expanding the local economy. Rural South Derbyshire : E.g. Supporting local services.	100 hours	£14,000	2008 – 631 2009 – 923 (plus Walking for Health figures)	£22.19 £15.17 (plus extras – awaiting final figures)	<ul style="list-style-type: none"> - Funding was provided by SDDC in 2008 to pilot a walking festival within the District. Again in 2009 the majority of the funding for the walking festival is provided by SDDC. Therefore a greater financial input from other local authorities will be sought for the 2010 festival. 	<ul style="list-style-type: none"> - Due to the successful growth of the festival, attendance figures are close to the Peak District Walking Festival which has been established for 5 years. - Discussions are being held with Visit Peak District and Derbyshire concerning countywide sponsorship of all walking festivals.
Christmas Lights Switch On	Winter celebration	300 hours	2009- £28,393 (£23, 785 on lights, £4,610 on event)	5,000	£5.68 or 92p	<ul style="list-style-type: none"> - There is currently a year-on-year shortfall of £9,000 from the Christmas Lights budget. - Health & safety and security of attendees once event has officially finished. 	<ul style="list-style-type: none"> - Increase the feel of ownership of the Christmas -Lights and switch-on event by proprietors in the Town Centre. - Extended programme of entertainment throughout the day. - Increased partnership working with organisations such as Sharpe's Pottery.
Festival of Leisure	Allows local organisations to showcase their activities to others. Fundraising opportunity for charities & local groups. Summer entertainment event that replaced local carnival	600 hours	£24, 409 (including staff costs) £7,420 (without)	10,000	£2.40 74p	<ul style="list-style-type: none"> - The increasing pressure on staff both in the organisation and staffing of the event - Rising costs of the main acts are narrowing the choice available - Limited sponsorship - Continued success of the event could lead to traffic issues 	<ul style="list-style-type: none"> - Possible link in with other events i.e. Swadfest and Housing Open Day - Additional SDDC depts to promote their areas of service - Better links with schools and businesses - Working with neighbouring authorities.

Annexe No 2

Staff Consultation Summary

Staff awareness of all events

Out of the 78 staff who responded, there was a 60% awareness of all the events. 95% of staff were aware of the Christmas Lights Switch On, making this the most well-known event amongst staff followed by the Festival of Leisure which had an awareness rate of 84% amongst staff.

Events most attended and reason for attending / not attending

50 members of staff had attended the Christmas Lights Switch On, making this the most attended event, closely followed by the Festival of Leisure with 49 staff having attended.

The most common reasons given for attending the events were:

Festival of Leisure	<i>'Fun event'</i>
Christmas Lights Switch On	<i>'Fun event'</i>
Liberation Day	<i>'Good entertainment'</i>
National Forest walking Festival	<i>'Fun and free'</i>
Housing Open Day	<i>'Informative'</i>

Conversely, reasons for not attending were most commonly given as:

Festival of Leisure	<i>'Unaware of it' / 'Live out of area'</i>
Christmas Lights Switch On	<i>'Other things to do'</i>
Liberation Day	<i>'During works time' / 'Not relevant to me'</i>
National Forest Walking Festival	<i>'Prefer to walk individually' / 'Live out of area'</i>
Housing Open Day	<i>'Not relevant to me'</i>

What staff most enjoyed about the events :-

Festival of Leisure	<i>'Seeing and chatting to people from work – outside of work' 'Fantastic community event – lots to see and do, good mix of community groups' 'Enjoying a day out with the family' 'Nice to see lots of local people' 'Local to home and unusual as not many events like this in area'</i>
Christmas Lights Switch On	<i>'Always a good atmosphere' 'Seeing Swad centre vibrant' 'Good community atmosphere' 'Atmosphere and build up to Christmas'</i>
Liberation Day	<i>'Children and young people engaging' 'Good mix of people with an informative purpose but fun and enjoyable' 'Excellent event, wide range of organizations in attendance' 'Goes to show we care about the elderly within SDDC area'</i>
National Forest walking Festival	<i>'Some excellent walks included' 'Engages many local groups and organisations' 'Health based activity' 'Great to be outdoors in lovely South Derbyshire'</i>
Housing Open Day	<i>'Tenants complimenting the service' 'Variety of things to do / attractions' 'Lots of useful information' 'Putting names to faces – meeting public'</i>

What staff disliked about the events :-

Festival of Leisure

*'Old fashioned'
'Two day event a lot for organization to commit to'
'DJ disco music appalling'
'Overbearing music sound system'*

Christmas Lights Switch On

*'Fun fair should not be part of event – inappropriate for Xmas, cheap and tacky, brings down image of town'
'Shops not open'
'Switch-on should be at 7pm'
'Fireworks need to be in place where all can see'*

Liberation Day

*'Lunches are terrible!'
'Acoustics'
'Lots of disappointed older people unable to book place'
'Supposed to be for over 50's - mostly older people'*

National Forest walking Festival

*'Poor attendance'
'Poor launch event'*

Housing Open Day

*'Pity more did not attend'
'Poor location / small venue'*

What staff suggested to improve the events :-

Festival of Leisure

*'Consider 1 day event to take pressure off visiting organisations'
'Prevent DJ's intruding on event – ban them'
'More country craft displays'
'More free interactive events rather than commercial stalls'
'Get schools / groups, e.g. scouts, involved with promoting their activities'*

Christmas Lights Switch On

*'Make effort to find 'special South Derbyshire people' to attend and unsung heroes of area'
'Persuade shops to stay open'
'Increase Police numbers'
'Christmas theme – fair and fireworks detract from this'
'Stop fun fair and associated food stalls, promote Victorian theme evening'*

Liberation Day

*'Extend numbers – more people'
'Use Glade as venue – more people'*

National Forest walking Festival

'Increase publicity'

Housing Open Day

*'Free transport to location'
'Move to town hall'
'Scrap it – waste of rent payers money'*

Annexe No. 3

Stakeholder Consultation Summary
18 responses from 40 surveys sent out
Q1

Please state the name of the event you have been involved with:

From 18 responses

Liberation Day	6
Walking Festival	8
Housing tenants Open day	2
Festival of Leisure	4
Christmas Lights	2

Q2

Why are you interested/involved in the event?

From 18 responses

Networking	2
Promotion	5
Relevant to work area	12
Business	4
Partnership working	5

Q3

Is the event currently meeting your objectives?

From 18 responses

Yes 83.3%

Significant comment re Festival of Leisure

Doesn't serve all of the District, doesn't fit with Corporate Priorities, very staff intensive

Q4

What improvements would you like to see made to this event?

From 14 responses

Venue/Priority working	3 – Liberation Day
Local Support Group Input	1 – Liberation Day
More activities	1 – Festival of Leisure
Partner input	2 – Walking Festival
Publicity/Marketing	3 – Walking Festival
Communication	1 – Walking Festival
Family based rides	1 – Christmas Lights
Increased funding (Partners)	1 – Walking Festival
Equality Issue (Access)	1 – Liberation Day
Themed Festival	1 – Festival of Leisure

Q5

If you have any additional comments about the event please write them in the box below:

7 Comments

Very positive re staff and organisation

Significant comments

When providing specific activities as opposed to just having a stall it would be helpful if there were funds available to cover staff costs as otherwise it can work out as a very expensive marketing tool (Festival of Leisure)

As my organisation registers all attendees and coordinates transport we are able to accurately record who attends and from which areas. The results of this show that there is a high percentage of repeat attendees and the majority are from the urban area around Swadlincote. This suggests that in terms of accessing the most vulnerable people, particularly in relation to distraction burglary, the event is not achieving its main aim and other means of accessing people in more rural areas might be considered. (Liberation Day).

N.B. Some comments need to be fed back to organisers as they are detailed and event specific though not suitable for a summary or strategic consideration.

Annexe No. 4

Council & Other Events Questionnaire

Summary of Results

The questionnaires received detailed events which are all longstanding and Local Authority organised with an emphasis on Leisure and Cultural Activities.

The rationale behind all of the events is to raise the profile of services and create greater awareness and opportunities to access the theme around the event. All respondents considered that the events meet the organisation rationale but didn't say how they came to that conclusion.

There was a mix in duration of between half and whole days. Four lasted over two weeks. They were particularly aimed at local residents and visitors to the area of the event. Visitor numbers varied from between 1k and 5K. The longer duration events attracted over 15K

81.8% of events were run independently of any other event and co-ordinated in house. The majority were run in partnership with other organisations but only half with the voluntary sector.

Only 45.5% of every organisers had event training but 81.8% of events had a set Planning Procedure.

81.8% of events stated they use document templates but only 45% use standard booking forms. All have Liability Insurance and the majority adhere to safety and emergency planning.

Exhibitors are mainly sourced through an existing contact database.

The majority of events were run by 5 or more staff. For every organisation 51-100 hours are spent on organising and planning whilst other staff, partners and volunteers spend up to 50 hours each. For the larger events upwards of 250 hours are spent on the event.

Feedback is in line with our current practice although only 50% of events had templates which made year on year comparisons difficult. Most organisations have a debriefing session to evaluate the feedback and success of the event.

Annexe No. 5

Summary of consultation with Member's

Question 1 – How do the existing events fit in with the Corporate Vision?

- Good promotion by Council
- Feel good factor
- Value for money
- Might not be a specific Corporate Plan action, but still beneficial for the Council.
- Promotes safety, security and well being
- Showcase area and authority
- Each event fits within the Corporate Plan
- Why do we provide 'free' events?
- Tourism angle, using The National Forest brand which brings people in
- Added value in terms of health benefits, service area awareness, etc

Question 2 – Are the cultural needs of the whole district being met?

- Limitations of venues. Need to look at the Arts as well as leisure. Have we got the venues available?
- Not ALL the needs are met – they don't and can't. Uneconomical to achieve fully.
- Wider cultural context needed
- Look to get promoters to come into the area to run events (which can be chargeable) to take some of the pressure from Council staff
- Need to promote the larger events at a more local level and use Parish Councils more to act as leads for passing on information
- Not meeting musical needs of the community.

Question 3 – Ideas for the future changes/improvements for events and how we can support events across the district?

- Improve the programming, for e.g. during the Festival of Leisure there was an instance where the radio and a local band were competing over each other. Need to make the most of what is going on at each event.
- Consider the night time entertainment at the Christmas Lights Switch on as there is a tendency for youths to take over the area. Perhaps different programming could help keep families and adults around the area for longer. However, is this wanted?
- Liberation Day
 - increased funding is required from other partners
 - different venue
- Christmas Lights Switch On
 - Maintain and build relationships with shops/proprietors
 - Maintain spectacle/ overshadow Burton
 - Feasibility on fireworks
- Housing Open Day
 - More private sector involvement
 - Venue suitability
 - Running more than one event, for e.g. rural and urban
 - Getting non SDDC tenants to attend
 - Transport networks poor to get to location
- Festival of Leisure
 - Needs more sponsorship
 - More school involvement
- The National Forest Walking Festival
 - Alternative funding sourced
- Cost benefit analysis required
- Need to help smaller events across the district
- Not head of the Community Event toolkit
- Need to help with the publicity of events in rural areas. Use Parish Councils to tell council what events they are running.