

Title of meeting: Culture, Leisure & Sport Decision Meeting

Date of meeting: 18 March 2016

Subject: Events Strategy

Report by: Director of Culture and City Development

Wards affected: All

Key decision: No

Full Council decision: No

1. Purpose of report

- 1.1 The purpose of this report is to inform and update the Cabinet Member on the development of a draft Events Strategy and to seek authorisation to circulate this document for wider discussion and comment.

2. Recommendations

- 2.1 **That the draft Events Strategy (Appendix 1) be circulated for feedback to a broad range of public and stakeholders for discussion and comment.**
- 2.2 **That the feedback is collated and that a final report and strategy is taken to a Culture, Leisure & Sport meeting in the autumn for formal adoption.**

3. Background

- 3.1 Over the past decade, Portsmouth has built a strong reputation for delivery high quality and high profile events - from local community events to hosting major international events.
- 3.2 This strategy aims to capitalise and build on previous successes to deliver economic, social, sporting and cultural legacies for the city going forward. It recognises that across the sector, it is the major events that generate the most significant outcomes for the city's economy however there is a strength to the local community programme and a need to skill communities to be able to support and deliver their own events.

4. Reasons for recommendations

- 4.1 Events are crucial to the fabric of the city in delivering and developing a range of economic and socio-economic benefits. We know they attract visitors to both the

city and the region and positively influence perception of place through the quality experiences they deliver.

- 4.2 We believe that events add significant value to local communities both through participating in events but also from enhancing skills and knowledge in the planning stages to delivering community cohesion in the actual event delivery.
- 4.3 It should also be noted that attracting major sporting events to Portsmouth is fully in line with the Seafront Strategy, with Shaping the Future and with consultation with Portsmouth residents on budget savings which specifically asked a question to residents of whether they would be supportive of having more pay to view events on the Seafront.
- 4.4 We wish to circulate this draft strategy in order to provide an opportunity to a broad range of public and stakeholders for discussion and comment. After revision, if adopted, we hope it will provide a framework for the rationale of event development in the city going forwards and to ensure that we are strategically using events to the best advantage we can to benefit the city of Portsmouth.
- 4.5 The adoption of an events strategy will provide an opportunity to fundamentally change the city's position on events to strive to put it on a truly international platform and to maximise one of the specific benefits which both the successful delivery of the Victorious Festival and the securing of the Americas Cup World Series race programme in the city provide.

5. Equality impact assessment

- 5.1 An EIA is not required to support the recommendation within this report as there is no change of policy.

6. Legal implications

- 6.1 The strategy will need to be underpinned by robust agreements with promoters and organisers of events. Where the Council is promoting any of the events directly then agreements, disclaimers and other documents will be needed to ensure a proper allocation of any risk associated with the event.

7. Director of Finance's comments

- 7.1 The implementation of the recommendations contained in this report will be managed from existing budget resources.

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Signed by:
Stephen Baily
Director of Culture and City Development

Appendices: Appendix A: Portsmouth City Council Draft Events Strategy

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
Southsea Seafront Strategy	https://www.portsmouth.gov.uk/ext/development-and-planning/regeneration/southsea-seafront-strategy.aspx
Budget Consultation Report	https://www.portsmouth.gov.uk/ext/the-council/transparency/budget-proposals-and-survey-results.aspx

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Culture, Leisure and Sport on 18 March 2016.

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 Signed by:
Cabinet Member for Culture, Leisure and Sport