

<b>Title of meeting:</b>	Culture, Leisure & Sport Decision Meeting
<b>Date of meeting:</b>	11 December 2015
<b>Subject:</b>	Outline Events Programme 2016-17
<b>Report by:</b>	Director of Culture and City Development
<b>Wards affected:</b>	All
<b>Key decision:</b>	No
<b>Full Council decision:</b>	No

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### **Purpose of report**

- 1.1 This report sets out to inform and update the Cabinet Member on the outline events programme for 2016-17 and an outline proposal for an Events Strategy to deliver and develop a stronger events programme going forward.

### **Recommendations**

- 2.1 To welcome the early notification of the outline events plan for 2016-17.
- 2.2 To request permission to develop an events strategy.
- 2.3 To continue to work with event organisers to attract events to the city which build on the existing reputation for delivery of a high quality events programme and to request, where practical, an independent economic impact report for larger events.
- 2.4 To work with local business and residents to ensure that they are fully aware of events in their area as early as possible to enable them to maximise the opportunity they present and to adapt their own arrangements in a timely manner.

### **Background**

- 3.1 The events programme which has occurred to date through 2015/16 has been of a larger scale and could be considered more varied than in previous years. This has been especially noticeable as regards large scale events where the Council were approached with an increased number of offers.
- 3.2 The events programme specifically sought to broaden the geographical spread of activities so as to give the core land time to recover between events. However the poor weather conditions and high levels of rain, especially during August, meant that the programmed events had to put in place additional measures to deliver their

events successfully and that a land reinstatement programme had to be requested of event deliverers.

- 3.3 As well as the increase in larger scale events the council has also had an increased number of community event applications where there has been an unexpected 25% increase from 228 event applications in 2014/15 to 286 already for 2015/16. The nature and variety of the community organised events continues to be very broad.

- 3.4 During 2015/16 the main large scale events have been as follows:

<b>Date</b>	<b>Event</b>	<b>Venue</b>
Sat 27 <sup>th</sup> June	Portsmouth Family Show	King George V Field
Thurs 23 - Sun 26 July	Americas Cup Series	Southsea Common
Sat 29 - Sun 30 August	Victorious Festival	Southsea Common
Sat 24 - Sun 25 October	Great South Run Events	Southsea Common
Fri 11 - Sun 13 December	Christmas at the Castle	Castle Field & Surrounds

- 3.5 We have recently received an Economic Impact report from the America's Cup World Series Event (see Appendix 1) and are expecting similar economic impact reports for both Victorious Festival and Great South Run. We believe that provision of such information should be a key component of agreeing to any larger scale event in the city in order to enable Members to be fully informed of the value and added benefits of the events being held in the city.

- 3.6 Currently we are in negotiation with a number of large scale event organisers for an events programme for 2016/17 as outlined below:

<b>Provisional Date</b>	<b>Event</b>	<b>Venue</b>
Sat 30 April - Sun 1 May	Portsmouth Family Show	King George V Field
Sat 28 - Sun 29 May	Mutiny Festival	King George V Field
Tues 31 May	Jutland Commemorations	Southsea Common
Thurs 21 - Sun 24 July	Americas Cup Series	Southsea Common
Sat 27 - Sun 28 August	Victorious Festival	Southsea Common
Sat 22 - Sun 23 October	Great South Run Events	Southsea Common
TBC October	Scare Event	West Battery Gardens
TBC December	Christmas at the Castle	Castle Field & Surrounds

- 3.7 It is anticipated that a number of these events will require a road closure in order for them to be delivered safely and the council will work with the event organisers in order to ensure a high level of advance communications with both local residents and businesses as early as possible.
- 3.8 All large scale event organisers will be required to present their outline plans to the Portsmouth Event Safety Advisory Group at an early draft stage to ensure that all current health & safety legislation has been considered within their documentation. Once consideration has been given to the draft documents by the PESAG specialists it is anticipated that a final version will be submitted to a future meeting.

- 3.9 It is anticipated that the growth in the number of community event applications will continue and the events team will work to further support groups and encourage early submission of application forms in order for all elements to be considered in a timely manner.
- 3.10 In order to provide the strategic rationale for the continuation of an events programme a new council Events Strategy is required. It is anticipated that this should encompass an outline of the potential growth areas of this work in a more strategic way so as the city can continue to build on its reputation for successful event delivery focusing on target activities which work well with our environment, infrastructure and capacity.
- 3.11 The strategy will consider areas such as:
- Strategic framework for events delivery and development including evaluation of the potential for an event assessment framework for larger events
  - Levels of support for commercial event organisers
  - Support and advice for council run events
  - Support and advice to community and voluntary group event organisers
  - Methodology for the analysis of any economic benefit reports from large scale events
  - Assessment of the appropriateness of the Events Team's role in co-ordinating Portsmouth Event Safety Advisory Group

#### **4. Reasons for recommendations**

- 4.1 It is important to acknowledge the significant impact the large scale events have in the city. The recently published Americas Cup World Series Economic Impact report demonstrated clearly the direct financial value of the event to Portsmouth of £1.3 million GVA through 248,505 spectators through the 4 days of the event.
- 4.2 Officers need to ensure that the events programme is balanced across the city and also allows the land time to recover effectively to support the volume of activity.
- 4.3 The provision of a new Events Strategy will enable the development and delivery of events to happen within a supported framework which enable development on target events working within our environment, infrastructure and capacity.

#### **5. Equality impact assessment (EIA)**

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

#### **6. Legal comments**

- 6.1 All legal issues are addressed within the body of the report.

## **7. Director of Finance comments**

- 7.1 The work associated with the production of outline events plan and the development of the events strategy will be carried out within the existing budget resources of the service.
- 7.2 Large events involve many different PCC services with both cost and revenue implications. A financial appraisal is carried out on each event to ensure that all of the financial risks have been considered before approval is given for the event to proceed.
- 7.3 The development of an Events Strategy will support the introduction of a standardised fees and charges schedule covering all sites in the City.

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Signed by:  
**Stephen Baily**  
**Director of Culture and City Development**

## **Appendices:**

**Appendix 1: America's Cup World Series Portsmouth 2015**  
Summary analysis of Economic Impacts associated with the hosting of the event

## **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:

<b>Title of document</b>	<b>Location</b>
NII	

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by ..... on .....

.....  
Signed by:  
**Cabinet Member for Culture, Leisure and Sport**

**Appendix 1: America's Cup World Series Portsmouth 2015**

Summary analysis of Economic Impacts associated with the hosting of the event

The Economic impact study of 'Land Rover BAR, the British America's Cup World Series Portsmouth 2015' was prepared by KPMG LLP in accordance with specific terms of reference by the key parties. The report was publically launched at an event on 10<sup>th</sup> November 2015.

For the purpose of this appendix we have focused on summarising the key event results from the activities which took place in Portsmouth from 23 - 26<sup>th</sup> July 2015.

- A total of 248,505 spectators and attendees attended from ACWSP 2015 over the four days from 23<sup>rd</sup> to the 26<sup>th</sup> July
- Total number of spectator boats 2,700
- That the event generated £1.3 million GVA into the Portsmouth economy which contributed to an overall contribution to the UK economy of £4.3 million
- The event generated 27 live reports on BBC and made over 17 hours of UK TV news coverage
- Over 3 million were reached on Facebook
- Events were supported by 250 Wavemaker Volunteers

The positive economic impacts are reflected in the experiences of many local businesses in Portsmouth.

- Of those surveyed following the event 43% experienced an increase in sales during the event and 17% following the event
- 20% of business survey respondents indicated that they took on additional temporary staff during the events.

The report also anticipated a number of longer term positive economic benefits stemming from the ACWSP 2015 particularly in relation to potential increases in future visitor numbers in Portsmouth:

- Almost two-thirds of non-resident ACWSP 2015 spectators surveyed said they were likely to return to Portsmouth or the local area for a reason other than attending a future ACWS event. An additional 20% said they were fairly likely to return.
- Over a quarter of those who said they would return expected that they would return for a weekend or longer.