

REPORT TO:		Cabinet	
DATE:		07 December 2022	
REPORT OF:		Cllr Susan Hayes, Vice-Chair of the Special Scrutiny Committee	
REPORT AUTHOR:		Ben Caulfield, Policy and Scrutiny Officer	
TITLE OF REPORT:		Matters arising from Overview and Scrutiny – Town Centre Events	
EXEMPT REPORT (Local Government Act 1972, Schedule 12A)	No	Not applicable	
KEY DECISION:	No	If yes, date of publication:	

1. Purpose of Report

1.1 To inform Cabinet of the outcome of a recent Scrutiny review of town centre events.

2. Recommendations

- 2.1 Cabinet considers providing additional resources to the Events Team to increase their capacity and ability to support events further.
- 2.2 Cabinet requests that the Portfolio Holder work with the Events Team to come up with ways to improve data collection and the evaluation of events funded by the Council
- 2.3 Cabinet requests that the Portfolio Holder make contact with local colleges/education providers to support the above recommendation

3. Reasons for Recommendations and Background

- 3.1 At its meeting on 27th September 2027, the Special Scrutiny Committee carried out an in meeting review of Town Centre Events.
- 3.2 The Portfolio Holder, Cllr Marlene Haworth and Victoria Tindall, Business and Marketing Co-ordinator provided a report to the Committee.

- 3.3 The report, available here <https://democracy.hyndburnbc.gov.uk/documents/s16442/Special%20Scrutiny%20Committee%20Report%20Event%20Expenditure.pdf> provided detailed information about the application process for events and for council funding. A breakdown of events funded by the Council was provided for the last few years including some brief evaluation information.
- 3.4 The Council has established a budget which provides funding for external organisations to organise events via an application process. In order to be considered for funding, event applications are assessed against four primary objectives:
- Increase visitors to the town centre (increase footfall)
 - Engage with people who live in and around Hyndburn
 - Create an event which can engage with the widest possible audience
 - Demonstrate value for money and maximise the event outcomes
- 3.5 The Portfolio Holder reported on capacity issues. Some Councils have Town Teams which support the organisation of events, with others having a larger team of officers. The Council's current team is Victoria plus an Events Coordinator, who supported over 100 event applications right through the ESAG process, which is resource intensive. The Committee agreed and suggested that Cabinet should review the current resources available to the team with a view to providing additional resources to increase their ability to support events further.
- 3.6 The Committee discussed the potential levelling up investment, and the potential that large scale events could have in attracting people back into the town centre. The Committee viewed that ensuring a well-resourced events programme was vital to this.
- 3.7 Committee members highlighted a need to better evaluate events funded by the Council. More robust evaluations would give the Council a clearer picture of which events work and which do not. It was suggested that local education providers may have resource to support event evaluation, and the Portfolio Holder/Officer could make enquiries.

4. Alternative Options considered and Reasons for Rejection

- 4.1 **Cabinet may choose to accept or reject any of the recommendations made by Scrutiny Committees.**

5. Consultations

- 5.1 Not applicable

6. Implications

Financial implications (including any future financial commitments for the Council)	Additional financial commitment will be required if the recommendation is accepted. For the scope of the in meeting scrutiny review, the Scrutiny committee did not have sufficient information available to recommend how much additional resource is required or where the additional budget should come from.
Legal and human rights implications	Not applicable
Assessment of risk	Not applicable
Equality and diversity implications <i>A Customer First Analysis should be completed in relation to policy decisions and should be attached as an appendix to the report.</i>	No equality issues identified.

**7. Local Government (Access to Information) Act 1985:
List of Background Papers**

- 7.1 *Agenda, reports and minutes of the Special Scrutiny Committee on 27th September 2022*
<https://democracy.hyndburnbc.gov.uk/ieListDocuments.aspx?CId=323&MId=2740&Ver=4>

8. Freedom of Information

- 8.1 The report does not contain exempt information under the Local Government Act 1972, Schedule 12A and all information can be disclosed under the Freedom of Information Act 2000.