

Events Co-ordinator Post

Report by the Director for the Economy

1.0 Summary

- 1.1 This report informs Members on the current organisation and co-ordination of events and recommends that a new Events Co-Ordinator Post is created. The new post will assist in extending the events programme in the area, with the direct impact of increasing the number of visitors and thereby a positive impact on the local economy.

2.0 Background

- 2.1 A key priority for both Councils is to promote and support the local economy. A varied events programme within the area plays a key part in not only attracting visitors but in also improving its image and branding. In 2012 a specific budget was established to promote new events across Worthing and Adur. This is administered by the Regeneration Team, who also offers assistance to the organisers on event planning and publicity. Over the past few years this has resulted in the support for a wide range of events. In 2013 six events were supported in Adur, with nine across Worthing: this included the Flock to Worthing event, Lancing's Sea of Lights and the Military History Day at Shoreham Fort. In 2014 five events were supported in Adur with eight events in Worthing; this included the Tide of Lights, Worthing Community Play, Shoreham Riverfest and World Oceans Day.
- 2.2 Although the current resources have resulted in an expanded events programme, there is not a single point of contact for organisers within the Councils. Where organisers are not seeking funding, they can be sign posted to several different Council departments – primarily Parks and Foreshore where the event is to be held on Council property. For organisers of smaller scale events, this can be a difficult process.
- 2.3 The importance of a varied and quality events programme to the local economy should not be underestimated. For the Councils to further increase this programme requires dedicated resources to enable a clear point of contact for event's organisers and ensure there is a co-ordinated approach within the Councils.
- 2.4 At its meeting on the 7th January 2014 the Committee agreed in principle to create a budget for a new Co-ordinator post. However, a further report was requested to understand the precise nature of the role and the likely salary.

3.0 Proposals

- 3.1 It is proposed that a new full time Events Co-ordinator post be created. The post would be the main point of contact for external and internal organisers of events. This would enable an overview of the events being planned, both those on council land and elsewhere in the area. The post would then have the responsibility of ensuring that the relevant sections were informed of the proposed events and be in a position to advise the organisers of the necessary consents and permissions needed. The Events Co-ordinator would also be able to provide advice and guidance on putting on the event, taking the organiser through the process. This is of particular importance to those groups and individuals who are putting on an event for the first time and for whom the application process can prove daunting. The Events Co-ordinator would also ensure that the organisers were supported in the marketing and publicity of the event through using existing resources within the Regeneration team.
- 3.2 The post would also be a corporate resource for other sections within the Councils looking to put on events and would ensure that there is a more co-ordinated approach. This would enable a more proactive approach, taking opportunities for the promotion of the area e.g. the Rugby World Cup is being held in England next year, with several matches taking place at the Amex Stadium. There are clear opportunities to work with the local rugby clubs in promoting activities and events in the lead up to the competition.
- 3.3 The new post would also be in a position to further publicise the availability of funding to support events. This would also allow for a more proactive approach in stimulating ideas for new events. The post would be able to liaise with the external funding officer to ensure that groups and individuals were aware of the range of funding available and how they can make the events more sustainable.
- 3.3 It is proposed that the post would be a full time position with a salary range of £27,323 to £34,894. This would be subject to the necessary job evaluation if not completed prior to any appointment. If approved, further consideration would be given to where the new post was positioned in the new structure.

4.0 Legal

- 4.1 Section 1 of the Localism Act 2011 empowers the Council to do anything an individual can do apart from that which is specifically prohibited by other legislation.
- 4.2 The Council has powers under section 112 of the Local Government Act 1972 to appoint Officers as they think necessary for the proper discharge of its functions or another authorities function as fall to be discharged by the Council and to appoint on such reasonable terms and conditions as the Council thinks fit.

5.0 Financial Implications

- 5.1 Members approved a budget for this post of at a cost of £43,400 as part of the 2014/15 budget round. The funding for the post was to be released once the JSC

had received a report outlining the remit of the role and confirming the salary level. The report fulfils that requirement.

6.0 Recommendation

- 6.1 It is recommended that Members approve the release of funding to enable the recruitment of an Event Co-Ordinator.

Local Government Act 1972

Background Papers:

None.

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Schedule of Other Matters

1.0 Council Priority

1.1 Supporting and Improving the Local Economy

2.0 Specific Action Plans

2.1 None

3.0 Sustainability Issues

3.1 Matter considered and no issues identified

4.0 Equality Issues

4.1 Matter considered and no issues identified

5.0 Community Safety Issues (Section 17)

5.1 Matter considered and no issues identified

6.0 Human Rights Issues

6.1 Matter considered and no issues identified

7.0 Reputation

7.1 Matter considered and no issues identified

8.0 Consultations

8.1 None

9.0 Risk Assessment

9.1 Matter considered and no issues identified

10.0 Health & Safety Issues

10.1 Matter considered and no issues identified

11.0 Procurement Strategy

11.1 Not applicable

12.0 Partnership Working

12.1 Working in partnership across the Borough and District.