

**FLINTSHIRE COUNTY COUNCIL**

**REPORT TO:**           **LIFELONG LEARNING OVERVIEW AND SCRUTINY COMMITTEE**

**DATE:**               **THURSDAY 19<sup>TH</sup> DECEMBER 2013**

**REPORT BY:**       **DIRECTOR OF LIFELONG LEARNING**

**SUBJECT:**           **COMMUNITY EVENTS STRATEGY 2014 -2017**

**1.00   PURPOSE OF REPORT**

1.01   To seek the endorsement of the Lifelong Learning Overview and Scrutiny Committee of the Community Events Strategy 2014-2017.

**2.00   BACKGROUND**

2.01   This Strategy is a response to the priority identified in the Council's Improvement Plan 2013/14 which is to develop a new business model for the County's Community Events programme. It is intended to improve co-ordination of the Council's investment in, and support of, events and thereby generate increased levels of activity in our communities improving their viability and contributing to their regeneration.

**3.00   CONSIDERATIONS**

3.01   Many parts of the Council are involved in delivering or supporting events, some of which are organised by the Council others are organised by community and voluntary groups. Council support given to community events can range from attending event meetings to give advice and guidance, assisting with delivering specific activities or workshops at events, organising a performance as part of an event or festival, advising on health and safety, highways and signage, recycling and waste disposal and support about sources of grant funding. The Strategy will be delivered by a multi-disciplinary group of officers who have the skills and expertise to provide this range of support and advice.

3.02   The Strategy has four objectives:

1. To improve Flintshire County Council's ability to deliver and support high quality festivals and events of all sizes.
2. To nurture festivals and events to maximise sustainability and economic growth.
3. To attract and host high profile, high quality events of major significance.
4. To work with partners to develop festivals and events which have a significant social and cultural impact, are inclusive and raise the profile of the Council.

3.03 The Strategy includes a section which describes how it will be delivered, which will be supported by an annual business plan.

#### **4.00 RECOMMENDATIONS**

4.01 Lifelong Learning Overview and Scrutiny is requested to endorse the Strategy and its four key objectives as a blueprint for the delivery and support of community events during the next three years.

#### **5.00 FINANCIAL IMPLICATIONS**

5.01 None arising directly as a result of this report. Any financial implications relating to proposed actions will be reported to Members through the budget setting process.

#### **6.00 ANTI POVERTY IMPACT**

6.01 The objectives contained in the Strategy make reference to embedding anti poverty principles and seek to address issues of access and affordability as follows:

- To work with partners to develop festivals and events which have a significant social and cultural impact, are inclusive and raise the profile of the Council
- Work with Town & Community Councils and Town Centre Managers to support community events across the County

#### **7.00 ENVIRONMENTAL IMPACT**

7.01 None.

#### **8.00 EQUALITIES IMPACT**

8.01 The objectives contained in the Strategy make reference to embedding equality principles as follows:

- Embed an ethos of local pride and enthusiasm, cultural diversity and heritage amongst events organisers to increase active cultural participation and audience development by bringing high quality performance or art to the county.
- Work with events organisers to ensure that events and festivals are fully inclusive and accessible to all, raise the profile of the county and provide a positive experience.

#### **9.00 PERSONNEL IMPLICATIONS**

9.01 None arising directly from this report.

**10.00 CONSULTATION REQUIRED**

10.01 No further consultation required, though stakeholders' views on the way in which the strategy is delivered will continue to be sought and acted upon where appropriate during the lifetime of the strategy.

**11.00 CONSULTATION UNDERTAKEN**

11.01 None

**12.00 APPENDICES**

12.01 Appendix 1 – Events Strategy 2014-17

**LOCAL GOVERNMENT (ACCESS TO INFORMATION ACT) 1985  
BACKGROUND DOCUMENTS**

None.

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