

Report on	Corporate Events 2024
Date of Meeting	14 th March 2024
Reporting Officer	Kieran Gordon, Assistant Director Health, Leisure & Wellbeing
Contact Officer	Sharon Arbuthnot, Events & Promotions Manager

Is this report restricted for confidential business? If 'Yes', confirm below the exempt information category relied upon	Yes	
	No	✓

1.0	Purpose of Report
1.1	To provide information on the proposed Mid Ulster District Council Corporate Events Programme for April 2024 – March 2025.
2.0	Background
2.1	The schedule of corporate events are coordinated by officers within the Health, Leisure & Wellbeing service area however as Members will be aware, these events are not solely delivered by one Department or one team within council. It is essential to recognise that the successful execution of these events relies heavily on the collaborative efforts of various departments and services within the Council. The involvement and support of these interdepartmental teams are crucial for ensuring the delivery of high-quality events that resonate with the community.
2.2	The coordination between different departments highlights the collective commitment towards event management. Each departmental team within Council each bring unique expertise and resources to the table, contributing to the overall success of the events. It is evident that there is a sense of pride among the teams involved when participating in corporate events, underscoring their dedication to serving the community
2.3	Furthermore, beyond the direct impacts such as increased footfall and visitor numbers in town centres, corporate events have broader implications for the local community. While these social benefits may be less visible, they are equally significant. Events play a vital role in fostering community pride, offering people new experiences, and strengthening relationships among residents.
2.4	Recognising the multifaceted impact of events, both tangible and intangible, underscores the importance of continued collaboration among departments and services within the Council. By working together, the Council can maximize the positive outcomes of corporate events, contributing to the growth and well-being of the community as a whole.
3.0	Main Report
3.1	Event budgets will continue to be under pressure for operational, health and safety and event programming expenditures. Costs have increased significantly, shortages in specialist equipment/services along with increases costs to insurance, fuel and staffing

	<p>have all been contributing factors. The Events Team in partnership with the various Council event leads continually assess budgets with the aim of reaching the maximum outputs for both safety precautions and visitor satisfaction.</p>
3.2	<p>The proposed schedule of corporate events for the 2024 year is enclosed within the appendix. It should be noted that this proposed schedule is similar in nature to those approved by members in 2023, reflecting our ongoing commitment to delivering high-quality events that contribute positively to the vibrancy and well-being of our district. After a postponement in 2023, the Cookstown Continental Market is due to return on 11th and 12th May 2024.</p>
3.3	<p>In planning our events, we prioritise engagement with relevant stakeholders to ensure that our programming is inclusive and aligns with the needs of our community. As part of this approach, we aim to incorporate relevant actions from the Council Disability Action Plan 2021-2026 into our event planning processes, thereby fostering accessibility and inclusivity for all attendees.</p>
3.4	<p>Due to the nature of many of the events, planning needs to commence as soon as possible and in many cases, procurement exercises need to be conducted along with application for any statutory approvals, ie. road closures. It should be noted to Members that in order to proceed with the planning and execution of these events, elements of the event planning will need to proceed “at risk” and should any of the events need to be scaled back or cancelled with consideration of any future weather warnings, public health impacts or budget constraints at any given time, then Council may not have any recourse over any expenditure that has been incurred. Officers plan to take all reasonable steps to ensure financial risks are mitigated so far as reasonably practicable and will engage the support and advice of Councils procurement and insurance team.</p>
	<p>Other Considerations</p>
	<p>Financial, Human Resources & Risk Implications</p>
4.1	<p>Financial: Delivered within departmental budget allocation as per the 2024/25 rates estimates process. Elements of the event planning is currently proceeding “at risk” with expenditure to be incurred and should any of the events need to be scaled back or cancelled with future weather warnings, public health impacts or budget constraints (if any) at any given time, then Council may not have any recourse over any expenditure that has been incurred.</p>
	<p>Human: Delivered with staff from various departments/services.</p>
	<p>Risk Management: Risk Assessments to be continually reviewed with assistance from Council Corporate Health & Safety team. Assessing each event will need to be considered on its individual merits - Events plans are also presented to the Safety Advisory Group (SAG) at relevant times in the year.</p>
	<p>Screening & Impact Assessments</p>
4.2	<p>Equality & Good Relations Implications: None anticipated at this juncture.</p>
	<p>Rural Needs Implications: None anticipated at this juncture.</p>

5.0	Recommendation(s)
5.1	To note the contents of this report.
6.0	Documents Attached & References
6.1	Appendix A Proposed Corporate Events Schedule for 2024.