

<b>Report on</b>	Corporate Events 2023
<b>Date of Meeting</b>	5 <sup>th</sup> April 2023
<b>Reporting Officer</b>	Kieran Gordon, Assistant Director Health, Leisure & Wellbeing
<b>Contact Officer</b>	Sharon Arbuthnot, Events Officer

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To provide information on the proposed Mid Ulster District Council Corporate Events Programme for April 2023 – March 2024.
<b>2.0</b>	<b>Background</b>
2.1	Previously in February 2022, Members at the Development committee resolved to approve the return on the Mid Ulster District Council's Corporate Events calendar following a gap in delivery from late 2019 as the Covid-19 pandemic affected the delivery of the events calendar during this period. Approval was also given to procure and engage specialist support to conduct a review on the current portfolio of corporate events and make recommendations for future consideration by Members (minute reference: D027/22).
2.2	Anecdotally, it is believed that the events delivered during 2022 attracted larger audience figures than pre-covid attendance figures.
2.3	The schedule of corporate events are managed by via the Council's Events Team however as Members will be aware, these events are not solely delivered by one Department or team within council. Without the instrumental support of other departments and services it would be impossible to provide the high standard of events delivered. It was evident that the various interdepartmental teams take pride when involved with corporate events.
2.4	In addition to the direct impacts, increased footfall and visitor numbers to our Town Centres which is viewed can help to stimulate growth within our Town Centres. Events can also have indirect impacts on our local community. The social benefits are less visible, but they are just important. Events can raise community pride, provide people with new experiences, strengthen relationships and bring communities together and this was extremely evident during 2022 following a two year gap in event provision.
<b>3.0</b>	<b>Main Report</b>

<p>3.1</p> <p>3.2</p> <p>3.3</p> <p>3.4</p> <p>3.5</p>	<p>Officers have been advised by Marketplace Europe on their availability for the summer tour and unfortunately their proposed dates clash with the dates of the local government elections – it has been identified that a large amount of council staff who are intrinsic to the event delivery also have a role in the elections. Therefore, Officers liaised with Marketplace Europe to seek alternate dates. Unfortunately this was not possible therefore the Continental Market will be postponed for 2023 and is anticipated to return in 2024.</p> <p>Event budgets will continue to be under pressure for operational, health and safety and event programming expenditures. Costs have increased significantly post-covid; shortages in specialist equipment/services along with increases costs to insurance, fuel and staffing have all been contributing factors. The Events Team in partnership with the various Council event leads will assess budgets with the aim of reaching the maximum outputs for both safety precautions and visitors to the 2023 events across the district.</p> <p>Online booking systems will be explored with the aim of ensuring attendance numbers are accurately and consistently recorded at events which take place at enclosed sites. This data will also have many additional benefits to include:</p> <ul style="list-style-type: none"> <li>• Data on where the people who attend our corporate events travel from</li> <li>• Data to facilitate post event evaluations to be carried out. Feedback from our events is important to ensure to meet the expectations of our customers.</li> <li>• Data can provide evidence to support funding applications on event numbers/visitors to the area etc for future events.</li> </ul> <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 currently proceed “at risk” and should any of the events need to be scaled back or cancelled with consideration of any future 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>Enclosed within Appendix A is the proposed corporate events schedule for 2023. As Members will be aware, previously in February 2022, approval was given to procure and engage specialist support to conduct a review on the current portfolio of council corporate events within the wider tourism and economic context along with their capacity to deliver against key corporate objectives and make recommendations for future consideration by Members. This process is nearing its conclusion and a future report will be brought to Development committee.</p>
	<p><b>Other Considerations</b></p>
<p>4.1</p>	<p><b>Financial, Human Resources &amp; Risk Implications</b></p> <p>Financial: Delivered within departmental budget allocation as per the 2023/24 rates estimates process. Elements of the event planning is proposed to currently proceed “at risk” with expenditure to be incurred and should any of the events need to be scaled back or cancelled with consideration of the covid restrictions (if any) at any given time, then Council may not have any recourse over any expenditure that has been incurred.</p> <p>Human:</p>

	Delivered with staff from various departments/services.
	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.
	<b>Screening &amp; Impact Assessments</b>
4.2	Equality & Good Relations Implications: None anticipated at this juncture.
	Rural Needs Implications: None anticipated at this juncture.
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	To note the contents of this report.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	Appendix A Proposed Corporate Events Schedule for 2023.