

Report on	Corporate Events 2019
Date of Meeting	3 April 2019
Reporting Officer	Michael Browne
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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 corporate events programme in 2019.
2.0	Background
2.1	<p>Events can have both direct and indirect impacts on our local community. The social benefits are less visible, but they are just as important. Events raise community pride, teach people new experiences, strengthen relationships and bring communities together.</p> <p>Events can also attract visitors to Mid Ulster; the economic benefits of events are easier to measure and most often attract visitors, which stimulates the growth of tourism and other businesses in our town centres and villages.</p>

	<p>Understanding the thematic nature of our events programme is important, as it enables us to identify the objectives of the events we deliver. Objectives include:</p> <ul style="list-style-type: none"> - Increasing visitor length of stay in district - Increasing the visitor expenditure in the district boosting the local economy - Profiling the Mid Ulster Area - Increasing the civic pride - Bringing communities together
3.0	Main Report
<p>3.1</p> <p>3.2</p> <p>3.3</p> <p>3.4</p>	<p>Although events may vary, the planning process, considerations and management issues are similar. We aspire to be at the heart of our community, our aim is to:</p> <ul style="list-style-type: none"> • Consistently strive to exceed the expectation of our customers by knowing what to do, how to do it, when to do and why we do it. • Delivering quality driven events, making the best use of the resources we have. • Working together to achieve the best results possible with a team focussed approached. • Design and deliver customer focussed events, in response to and around the needs of our customers within our resources. <p>Throughout 2018 the Council's events team have been involved in the planning and delivery of the corporate events programme, either directly or in a supporting role to other departments. Without the instrumental support of other departments it would have been impossible to provide the high standard of events delivered. It was evident that the various interdepartmental teams take pride when involved with corporate events.</p> <p>Each year our aim is to develop and enhance our processes to make the events planning and delivery more efficient. Last year saw the following enhancements:</p> <ol style="list-style-type: none"> 1. Coordination within the interdepartmental working teams. 2. Coordinated approach with our Marketing and Communication delivery. 3. Coordinated approach with our Health & Safety. 4. Development of timelines which enhanced Efficiency. <p>Some changes occurred last year due to the implementation of new legislation. These included:</p> <p><u>Road Closures</u> New legislation relating to the holding of events on public roads, namely <i>The Roads (Miscellaneous Provisions) Act (Northern Ireland) 2010</i> which amended the <i>Road Traffic Regulation (Northern Ireland) Order 1997</i> was implemented last year.</p> <p>Three Special Events on the Road Closure orders were obtained last year, two in Cookstown and one in Magherafelt. Initially we were unsure how this would impact our corporate events. However, feedback from last year's events suggests the Road Closure, in particular employing the traffic management company has improved the efficiency of the event set-up.</p> <p><u>GDPR</u> The Cookstown Continental Market was our first strategic event to take place under the</p>

3.5	<p>new GDPR Regulation which was introduced on the 25 May 2018. This initially caused some concern, however, while the new regulations meant we had to be more vigilant about what we put on social media – staff ensured consent forms were signed which worked really well and didn't disrupt the social coverage of the event at all.</p> <p>Our event programme exceeded the 5% increase of attendance figures over the last two years. It is worth noting due to our Fire Risk Assessments, most of our events are at capacity. Our aim going forward is to retain our current audience figures to ensure full capacity.</p>
4.0	Other Considerations
4.1	<p>Financial, Human Resources & Risk Implications</p> <p>Financial: Delivered within departmental budget allocation.</p> <p>Human: Delivered within Council</p> <p>Risk Management:</p>
4.2	<p>Screening & Impact Assessments</p> <p>Equality & Good Relations Implications:</p> <p>Rural Needs Implications:</p>
5.0	Recommendation(s)
5.1	For information.
6.0	Documents Attached & References
6.1	Appendix one - Corporate Events List 2019