

PART A

Report to: Overview and Scrutiny Committee
Date of meeting: 21st January 2016
Report of: Section Head – Culture and Play
Title: BIG Events series

1.0 **SUMMARY**

1.1 The attached report and appendices provide information as requested by the Overview and Scrutiny committee. Specifically on the Big Events series, lessons learnt from the previous year and how these have influenced the development of year 2.

In addition it provides information about what type of involvement there has been with local businesses and future plans for the Big events.

1.2 In addition, to help provide members of the Overview and Scrutiny committee with a more rounded picture the report covers marketing information and analysis, footfall data and some detail on users.

1.3 As illustrated cultural events of this nature have played and continue to play a key role in the overall quality cultural offer the town provides. Making people feel proud and satisfied to live and travel to Watford to enjoy the activities and aids the overall regeneration of the town.

2.0 **RECOMMENDATIONS**

2.1 To note the reports attached

2.2 To provide any comments that might help positively support the ongoing development of the BIG events series

Contact Officer:

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Report approved by: *Alan Gough – Head of Customer and Community Services*

3.0 DETAILED PROPOSAL

See the report 25th November 2015 and appendices attached

4.0 IMPLICATIONS

4.1 Financial

4.1.1 The Shared Director of Finance comments that any resources agreed for Big events will be part of the council's standard budget setting process.

4.2 Legal Issues (Monitoring Officer)

4.2.1 The Head of Democracy and Governance comments that where procurement applies the council will follow the standard procurement rules and regulations

4.3 Equalities

4.3.1 The events are accessible and open to all sections of the community.

Potential Risk	Likelihood	Impact	Overall score
<i>Funding not being allocated</i>	2	4	8
<i>Low numbers attending</i>	1	4	4
<i>Poor developed marketing activities</i>	1	4	4
<i>Lack of partnership working and support</i>	1	4	4
<i>Safety and security issues</i>	1	4	8
<i>Those risks scoring 9 or above are considered significant and will need specific attention in project management. They will also be added to the service's Risk Register.</i>			

4.5 Staffing

4.5.1 No additional resources are required; the events team cover this in their work plans.

4.6 Accommodation

4.6.1 Not applicable

4.7 Community Safety

4.7.1 All event plans go to the Community Safety Group who will advise on any risks to community safety – as appropriate plans are put in place to mitigate against serious risks.

4.8 Sustainability

4.8.1 By applying our procurement policy sustainability issues are considered and included the evaluation.

Appendices - See attached

Background Papers- See attached

File Reference – none