

Title of Report:	Terms of Reference for the External Review of Council's Tourism Events Remit
Committee Report Submitted To:	The Leisure and Development Committee
Date of Meeting:	18th March 2020
For Decision or For Information	For Decision

Linkage to Council Strategy (2019-23)	
Strategic Theme	Promote our tourist offer locally and internationally
Outcome	Improve prosperity To provide a balanced portfolio for major events across the Borough and facilitate partnership with other event promoters.
Lead Officer	Head of Tourism and Recreation

Budgetary Considerations	
Cost of Proposal	£10,000 to £15,000
Included in Current Year Estimates	YES
Capital/Revenue	Revenue
Code	
Staffing Costs	n/a

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	n/a	Date:
	EQIA Required and Completed:	n/a	Date:
Rural Needs Assessment (RNA)	Screening Completed	n/a	Date:
	RNA Required and Completed:	n/a	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	n/a	Date:
	DPIA Required and Completed:	n/a	Date:

1.0 Purpose of Report

The purpose of this report is to present a Terms of Reference to allow the creation of a framework for the development and future management of the Tourism Events remit.

2.0 Background

At the October 2019 Leisure and Development Committee meeting, Members requested that a review takes place of Council events and the external support provided by Council to other events. Subsequent to this a workshop for Elected Members was held on 4 December 2019 and from this it was agreed to carry out a review of the Event service in line with Council's strategic approach for events.

Areas for review include the existing provision of events in the area, how they are resourced, managed and evaluated with a view to develop a framework for the strategic approach of tourism events for the next ten years.

Key Outputs of the Terms of Reference will include:

- Analysis and review of the Council's event remit.
- Clear identification of 'best fit' future trends and market requirements.
- Strategic direction for future development.
- Actions and timelines for delivery.
- Resources identified, including partnership arrangements (internal and external), including financial and funding opportunities.
- Model for future delivery including proposed staffing structure, governance and delivery and monitoring and evaluation.

3.0 Terms of Reference

The proposed Terms of Reference for the 10 year plan is included at **Annex A**.

4.0 Recommendation

The Leisure and Development Committee is asked to approve the procurement of suitably qualified individuals/companies to assist the Tourism and Recreation team to deliver on the review and achieve the key outputs and actions as detailed in the Terms of Reference detailed in Annex A.

ANNEX A

Terms of Reference Outline an Approach to Understand the Purpose of Events for the next 10 years

Introduction:

Causeway Coast and Glens Borough Council has identified the need to develop a strategic approach for its Tourism and Recreation event remit. This is required to cover the period from the period 2021 to 2031 and will create a framework for the development of tourism events within the Council area.

Background

Causeway Coast and Glens Borough Council has within its Tourism and Recreation remit, a policy on the delivery and support for others to deliver quality events across the area, inspiring visitors to stay and spend within the economy.

It is recognised that many of the Council-led events bring significant return on investment. (An example is the direct economic Impact of £2.3 million from Lamma Fair).

Objectives for the event remit include:

- To provide high profile, one-off and recurring events which complement the current portfolio.
- To develop a core number of events which are unique and embedded in the character of the area.
- Act as a significant contributor to our economy and provide a strong evidential base for this.
- Work in collaborative partnership with public/private and voluntary sectors to achieve successful event delivery, with clearly identified and understood roles.
- Create successful high-quality events throughout the calendar year.
- The Council area will be recognised as a place to host major events for the benefit of the citizens of the area and visitors, ensuring that impact and legacy are delivered on an ongoing basis.

Causeway Coast and Glens Borough Council currently supports events through three strands:

- Council Events** - Events which are managed and delivered by Council.
- TEFP Events (Tourism Events Funding Programme)** - Events which are financially supported by Council. This fund supports a range of large and small event providers, and is administrated jointly by the Tourism Events Team and the Funding Unit.
- External Assisted Events** - Events which benefit the Borough and are assisted by Council in a range of ways, such as the use of land, infrastructure, human resources.

Key Components of the Approach:

- A review of the current portfolio and its strategic fit
- Consultation with stakeholders and event organisers
- Benchmarking of how events are funded and delivered elsewhere

ANNEX A

- Consideration of options / models to support delivery
- Consideration of future structures for delivery
- Making recommendations for the identification of funding for the delivery of Events in CCGBC

Key Outputs:

- Analysis and review of the Council's event remit
- Clear identification of 'best fit' future trends and market requirements
- A document detailing strategic direction for future development
- Actions and timelines for delivery
- Resources identified, including partnership arrangements (internal and external), including financial and funding opportunities
- Model for future delivery including proposed staffing structure, governance, delivery and monitoring and evaluation.
- The presentation of a bound documented strategic Events Approach with supporting documentation.

Requirements:

Council is seeking submissions from suitably qualified and experienced individuals/companies to:

- Review the current portfolio of Council Events within wider tourism and economic context.
- Review the current portfolio of Council Events and their capacity to deliver against the following:
 - a) Enhance the visitor experience
 - b) Increase visitor numbers and spend
 - c) Ensure year round motivators
 - d) Develop a positive profile
 - e) Create a legacy
- Review the parameters of the Tourism Events Funding Programme within wider tourism and economic context.
- Identify issues, challenges and approach for Causeway Coast and Glens Borough Council in the delivery of tourism events.
- Any approach must include and assessment of third sector, community, cultural and business events organised by other parties and partner organisations, and Council's involvement with these should be set against the wider tourism and economic context of both the Northern Ireland market and beyond
- Address how Council can grow existing events, identify new areas for growth with targets and explore partnership opportunities.
- Review the resource and structural requirements - both human and financial required to support the delivery of the ten year Events Approach

ANNEX A

Detailed Requirements:

The successful contractor must carry out the following:

- Ensure that the new ten year Events Approach 2021 -2030 draws upon recent research and key findings from both the events and tourism sector, including policies, reviews and learnings.
- Ensure that the Events Approach 2021 - 2030 undertakes stakeholder engagement during the developmental process.
- Consider the Events Approach 2021 - 2030 in the context of the relevant Causeway Coast and Glens Borough Council (CCGBC) strategies and policies, with a particular focus on the Causeway Coast and Glens Borough Council Tourism and Destination Visitor Strategy 2015 -2020.
- Facilitate engagement with Officials, the industry and key stakeholders across the Causeway Coast and Glens Borough.
- Research the context and best way forward for the development of events and support for events across Causeway Coast and Glens Borough Council, to deliver on the targets outlined within these key policies and strategies.
- Consider benchmarking already undertaken on regions of similar size and scale.
- Develop an Vision Events Approach 2021 -2030 and present to Council Officials / Councillors.
- Work with Council Officials to further facilitate targeted engagement with key stakeholders to scope out an Action Plan to deliver the Events Approach 2021 - 2030.
- Vision Events Approach 2021 - 2030 paper should include:
 - a) Future Strategic Direction for Tourism Events in Causeway Coast and Glens Borough Council to support increased return on investment, increased visitation from key external markets, increased bed nights and animation of the Visit Causeway Coast and Glens Experience Brand.
 - b) Identification of key types of events to support delivery and scoping of a future selection to support the outlined targets.
 - c) Identification of options / models to support delivery.
 - d) Recommendations on critical aspects of implementation such as a model to evaluation impact, skills and capability requirements of the sector to support delivery, marketing support and identification of partnering organisations
 - e) Development of a costed, time - bound Action Plan.
 - f) Clear articulation of Causeway Coast and Glen's Borough Council role in supporting implementation of the Action Plan, including human and financial resources and consideration for future support schemes.

Additional to the key requirements outlined above, the successful Contractor will be required to hold frequent meetings, and have at least weekly contact with the Council Events Team to provide updates on progress and details of work undertaken.

Project Delivery:

The Project should be delivered by 1 November 2020.

Contract Management and Review:

Causeway Coast and Glens Borough Council will work with the successful applicant to agree:

ANNEX A

- A breakdown of a working timeline.
- Outputs at each stage of the strategy developmental process.
- That timetable is met and that the outputs are of an acceptable quality. This shall include, as appropriate, interim progress reporting and discussion.

Responsibility for the day-to-day management of the assignment will rest with the Council Events Team, who will work with the appointed Contractor, to ensure that the timetable is met and the outputs required, as mentioned above, are delivered.