

**Draft**

## **Flintshire County Council Events Strategy 2014 - 2017**

### **1 Introduction**

Events and festivals can be positive economic and social drivers encouraging financial and social investment by a wide range of organisations and communities attracting sponsorship from private and public investors.

This Strategy is a response to the priority identified in the Council's Improvement Plan 2013/14 which is to develop a new business model for the County's Community Events programme, including marketing and promotion. It is intended to improve co-ordination of the Council's investment in, and support of, events and thereby generate increased levels of activity in our communities improving their viability and contributing to their regeneration.

Flintshire plays host to a wealth of festivals and events of varying scales which range from agricultural and county shows, village fetes and farmer's markets, outdoor concerts and music festivals, street theatre and performances. These events and festivals generate an array of social and economic impacts including:

- Attracting visitors to the county
- Enhancing a positive regional image
- Showcasing the cultural diversity and heritage of Flintshire
- Developing community cohesion and aspirations
- Showing Flintshire as a great place to live, work and visit
- Promoting increased business such as tourism and hospitality
- Providing learning and skills development opportunities
- Increasing personal well-being, cultural participation and audience development

The vision, objectives and actions within this strategy will give partners an opportunity to create an environment where events and festivals can flourish. Partners will be encouraged to highlight where public and private sector intervention can maximise economic and social impact.

### **2 Objectives:**

1. To improve Flintshire County Council's ability to deliver and support high quality festivals and events of all sizes
2. To nurture festivals and events to maximise sustainability and economic growth
3. To attract and host high profile, high quality events of major significance

4. To work with partners, including Town and Community Councils and Town Centre Managers, to develop festivals and events which have a significant social and cultural impact, are inclusive and raise the profile of the Council

### **3 Objective 1**

#### **To improve Flintshire County Council's ability to deliver and support high quality festivals and events of all sizes**

##### Training

Access available training, best practice and mentoring opportunities for managers, promoters and organisers by working with local partners such as Arts and Business Wales, Arts Council of Wales and Cadwyn Clwyd.

##### Infrastructure

Improve coordination, cooperation, marketing and management of events and festivals within Flintshire by providing a central list of contacts required to put on an event.

##### Innovation

Support and encourage calculated risk taking leading to exciting and inspiring events and the sharing of best practice by developing a network of event managers, organisers and promoters.

### **4 Objective 2**

#### **To nurture festivals and events to maximise sustainability and economic growth**

##### Investment

Work with events and festival organisers to attract funding from public and private sectors by assisting with the development of event business and sustainability plans in partnership with external funding bodies.

##### Economic and Social Impact

In partnership with local businesses, regeneration and tourism officers, assist event and festival organisers in audience development and marketing strategies within Flintshire and further afield, to extend the visitor season and bring additional income to the host town or village.

### **5 Objective 3**

#### **To attract and host high profile, high quality events of major significance**

##### National Events

Major festivals and events such as the Urdd Eisteddfod, the National Eisteddfod, the Tour of Britain and Wales Rally GB have the potential to make a big impact, increasing profile and bringing prosperity by attracting national and international visitors and generating media recognition. Bidding for national events can be

costly and requires coordinated thinking and planning. A coordinated county wide approach will reduce duplication, generate new partnerships and lead to greater success. This can be achieved by developing a multi-disciplinary 'Events Management Team' of council officers which can work with other stakeholders, including Town and Community Councils, community groups and businesses as appropriate.

#### **6 Objective 4**

**To work with partners including Town and Community Councils and Town Centre Managers to develop festivals and events which have a significant social and cultural impact, are inclusive and raise the profile of the Council**

##### Town and Community Councils

Work with Town & Community Councils and Town Centre Managers to support community events across the County

##### Building Audiences

By advising event organisers in the development of business plans, marketing strategies and networking opportunities thus ensuring that audiences are targeted effectively.

##### Participation

Embed an ethos of local pride and enthusiasm, cultural diversity and heritage amongst events organisers to increase active cultural participation and audience development by bringing high quality performance or art to the county.

Work with events organisers to ensure that events and festivals are fully inclusive and accessible to all, raise the profile of the county and provide a positive experience.

##### Training

Take advantage of available marketing and promotion training for events organisers in partnership with Arts and Business and other training providers.

##### Volunteering

Work with local organisations such as Cadets Core and FLVC to develop a bank of volunteers willing to assist with events and festivals. Also work with Arts and Business to elect board members with specific skills to ensure strength in event planning committees.

#### **7 How the strategy will be delivered:**

Through the creation of an Events Management Team of council officers which can work with other stakeholders, including Town and Community Councils, community groups and businesses as appropriate.

The Team will deliver the following:

Events Section on FCC Website promoting and encouraging community events with examples

Events Organiser's Pack for external partners and for use internally on FCC website

'Who to Contact' signposting list for FCC officers who receive enquiries from events organisers

Calendar of Events on the FCC website, networked wherever possible with other visitor attraction websites, with links to separate websites, where they exist, for larger festivals and events within the county e.g. Helfa Gelf, Mold Food and Drink Festival, Well Inn Festival Holywell etc

Develop a central resource of corporate branding for use at events, banners etc

Negotiate partnerships with neighbouring Authorities to attract and deliver National Events e.g. Tour of Britain, Wales Rally GB, Helfa Gelf

A 'Launch Event' for the new strategy and events pack with delegates including community events organisers from across the county, funding partners, training providers and local businesses

A series of training opportunities for events organisers in partnership with Arts and Business or another training provider

Communicate the Strategy effectively across the authority to ensure a coordinated approach

## **8 Resourcing**

Many events take place independently of the Council. In other cases the Council provides event organisers with facilitation and advice on a range of issues such as street closure, waste disposal, health and safety, licensing and artistic programming. The Council has limited capacity to contribute financially to such events but can offer advice about sources of funding and business planning.

Council run events, usually small scale, are funded from service budgets or from external grant funding. There is corporate support for and ownership of high profile, high quality events of major significance which are opportunities to achieve a big impact but which require funding beyond what is available from service budgets to fully realise their potential.

## **Business Plan for 2013/14**

Create web presence, including organiser's pack

Create a virtual network of FCC staff and other stakeholders for sharing information and skills and stimulating activity

Audit activity across the County to identify potential for further activity, engage relevant stakeholders and promote new resources identified above to support events activity

Representative of the Events Management Team to attend the North Wales Events Officer group meetings to ensure Flintshire has a strong presence in regional and national events.

Organise a 'Launch Event'

Provide a series of training opportunities for events organisers

Communicate the Strategy effectively across the authority to ensure a coordinated approach

Develop a central resource of corporate branding for use at events, banners etc

Support/ facilitate/ deliver events, including the following high profile activities:

Mold Food and Drink Festival

Tour of Britain

Wales Rally GB

Flint and Denbigh Show

Well Inn Music Festival

Flintshire Artsfest

Daniel Owen Festival

Helpa Gelf

Urdd National Eisteddfod