

BARNSELY METROPOLITAN BOROUGH COUNCIL

This matter is a Key Decision within the Council's definition and has been included in the relevant Forward Plan

REPORT OF THE EXECUTIVE DIRECTOR PLACE TO CABINET ON 1 DECEMBER 2021

Public or private: Public

Town Centre Events Programme

1. Purpose of Report

- 1.1 This report sets out a refreshed town centre events offer with a forward-looking approach deliverable on the basis that there is a financially effective model in place. It identifies the need to invest in events that are aimed at animating the town and those which generate significant economic value and profile for the town. Through a co-ordinated delivery approach, the events programme will be widened to engage with town centre businesses both in delivery and also investment opportunities.

2. Recommendations

It is recommended that:

- 2.1 The long-term approach to events delivery is approved
- 2.2 That all stakeholders are invited to participate in delivery of the town centre events programme
- 2.3 The financial recommendations highlighted in section 7 of this report are progressed

3. Introduction

- 3.1 Events have wide cultural and social benefits for Barnsley, they strengthen identity and pride, impact positively on health and wellbeing, and enhance educational outcomes and economic opportunities, playing a key role in the area's wider economic development and social agenda.
- 3.2 Evidence shows that a properly resourced and mature events programme, with a distinctive creative vision can generate significant profile, attract new visitors and deliver substantial economic benefit. To gain maximum benefit, we need to do things differently, to plan our events offer with a more long-term focus and develop a strong vision for Barnsley's future events programme.

- 3.3 The approach set out in this report seeks to do that, recognising the Council's leadership role and the importance of supporting partners and stakeholders, public sector organisations, businesses, and the voluntary sector.
- 3.4 We need to develop a long-term resourcing plan to help identify strategic event opportunities, target new funding sources, drive more efficiencies, and tap into available skills particularly around sponsorship and business development to further enhance co-investment and collaboration with partners and stakeholders.
- 3.5 Below is the proposed core event offer for the town centre. This is a sample programme, but a final programme would be developed capturing input from all stakeholders.

Month	Theme	Activity
All year	Super Sundays	Street animation and targeted marketing
All year	Late night Wednesdays	Street animation and targeted marketing
February	Love Barnsley	Celebrating all that's great about Barnsley
March	Spring in your Step	Great outdoors festival, walking and green spaces. Also - St Patricks Day celebrations
April	Fashion & Lifestyle	Fashion shows, workshops, and associated promotions
May	Food & Drink	Food festival, picnics in the square, themed menus, and associated promotions
June	Nature and environment	Fantastical Beasts Trail (Twisted), natural art workshops, shopfront floral displays, Barnsley in Bloom Also – Queens Jubilee & Barnsley Live
July	Music and Sport	Barnsley Big Weekend, Twisted Brass Festival, PRIDE Barnsley Crit races, Barnsley 5k and 10k runs
August	Dance and movement	Dancing Town festival and associated activities and promotions
September	Heritage and the Arts	Heritage Week with access to heritage venues to share town centre heritage
October	Children & families	Festival of Joy (Children's Festival) Halloween trails and Pumpkin patches
November and December	Christmas and winter	Barnsley Bright Nights and Lights Switch-On

- 3.6 The council will lead on the development of the town centre events programme and engage with a broad range of business, retail, cultural and leisure stakeholders to ensure the programme is inclusive and reaches our key target audiences.
- 3.7 By fully aligning all the stakeholders to a single events programme and developing a partnership working culture we can work more effectively. The goal is to provide a collaborative delivery framework for a range of activity, ensuring co-ordinated and effective resource.

4. Evaluation and Impact

4.1 We will ensure there are systems in place which will be constantly analysed to indicate how the programme is performing. This will be done by setting a number of key performance indicators, which we can then use to make changes based on this analysis in relation to these controls. These will include:

- Footfall (measured through footfall counters)
- Website and social statistics
- Advisor /satisfaction ratings
- % turnover income
- Increased visitor numbers to attractions and hotels
- Increased media profile
- Improved image and perception surveys

4.2 We need to attract further groups who do not currently use the town centre and continue to develop an inclusive town centre that all our residents and visitors can enjoy.

The town centre offer will be positioned regionally, and we will target a broader demographic which currently use other retail and leisure destinations. This will expand the audience and increase the numbers of people we can draw in the Glass Works and the wider town centre.

While our marketing campaigns will be key, events will play a crucial role in attracting new visitors from these new market segments to our town centre in the coming months as set out below:

Group	Description	Opportunity	Target with
EXISTING Post-Family	Higher proportions compared to national benchmark, reflective of the mature demographic profile of catchment residents.	Barnsley as a destination including TGW.	Dining, Events Markets, Theatre, sporting events
EXISTING Urban Adversity	Main segment of shoppers in the town centre (young hardship, struggling estates and difficult circumstances).	Tenant offers and discounts and special offers	Sports Direct JD Sports Next, TK Maxx

Group	Description	Opportunity	Target with
NEW Comfortable Communities	Affluent groups; all <i>currently underrepresented</i> and are more likely being enticed by the retail offer elsewhere within the region	New retail and leisure brands provide an opportunity to win over these groups.	Flannels
NEW Successful Suburbs	Affluent groups; all <i>currently underrepresented</i> and are more likely being enticed by the retail offer elsewhere within the region	These groups may not find the whole offer enough of an attraction and will be looking for additionality to make them choose Barnsley	Vibrant events programme and strong cultural offer

5. Consideration of Alternative Approaches

- 5.1 Without an effective events strategy the benefits of the significant regeneration investments made by the council may not be fully realised if the target audiences cannot be attracted into the town centre.

6. Implications for Local People/Service Users

- 6.1 There are significant positive implications for residents

7. Financial Implications

- 7.1 Consultations have taken place with representatives of the Service Director – Finance (S151 Officer).
- 7.2 Following the cancellation of the Tour de Yorkshire, the resources currently allocated in 2022/23 for this purpose (£200K) will be redeployed to support enhanced delivery of the annual events programme 2022/23.
- 7.3 There is currently no further funding allocated beyond 2022/23. An exercise is to be undertaken over the next 12 months to review all resources currently allocated for town centre events and marketing which includes those resources currently allocated for the Glassworks Development.
- 7.4 This exercise will seek to pool all resources under one single event delivery budget. This will ensure the most effective use of resources by targeting at those areas that generate the greatest benefits and achieve value for money. It is also recommended that opportunities for joint commissioning of events activity with partner organisations be explored.
- 7.5 Financial Implications are detailed in Appendix A.

8. Employee Implications

- 8.1 The two temporary events posts of Arts & Events Officer and Arts & Events Assistant be retained until 31st March 2023.

9. Legal Implications

9.1 There are no immediate legal implications arising directly from this report.

10 Communications Implications

10.1 The establishment of the longer-term events programme will improve our town centre communications and marketing planning.

11 Consultations

11.1 The events programme will be shaped and developed in conjunction with the town centre businesses and stakeholders.

12. Equality Impact

12.1 By providing a free of charge events programme we are ensuring we remove barriers to engagement.

12.2 An Equalities Impact Assessment (EIA) for the final events programme will be required.

13. The Corporate Plan and The Council's Performance Management Framework

13.1 The proposals in this report are consistent with Council's Corporate Plan as the Events Programme will align to Future Council ambitions of:

- Healthy Barnsley
- Learning Barnsley
- Growing Barnsley
- Sustainable Barnsley
- Enabling Barnsley

14. Tackling the Impact of Poverty

14.1 Impact of poverty has been highlighted as challenges in the relevant Investment Plans on an area basis. Where evidence base for individual areas highlights issues opportunities and projects will be developed.

15 Tackling Health Inequalities

15.1 Opportunities to tackle health inequalities will be considered in the design of each event.

15.2 Many of the events will include trails and routes through the town centre encouraging people to walk, cycle and run through the town.

16. Reduction of Crime and Disorder

- 16.1 The events programme will contribute to the development of a safe and welcoming town centre, and events will be designed to minimise opportunities for crime and disorder.
- 16.2 There is evidence that engagement with cultural activity builds civic pride and reduces crime and antisocial behaviour

17. Risk Management Issues

- 17.1 A risk register will be completed and maintained for the programme

18. Health, Safety and Emergency Resilience Issues

- 18.1 Health and Safety issues will be identified during the preparation of individual event safety management plans

19. Compatibility with The European Convention on Human Rights

- 19.1 The proposal is fully compliant with the European Convention on Human Rights.

20. Conservation of Biodiversity

- 20.1 The proposals do not affect the conservation of biodiversity

21. Appendices

Appendix A: Financial Implications

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