



To: Business, Economy and Enterprise Scrutiny Board (3)

Date: 19 March 2014

Subject: Events Budget

1 Purpose of the Note

On 15 January 2014, the Business, Economy and Enterprise Scrutiny Board (3) requested a briefing note providing a breakdown of the City Council's events budget for 2013/14 and details of the projects and programmes funded, including the measured outputs and outcomes for each area of expenditure

This Briefing Note provides the background to a presentation and discussion on the Events Budget at a meeting of the Business, Economy and Enterprise Scrutiny Board (3) of 19 March 2014.

2 Recommendations

It is recommended that the Business, Economy and Enterprise Scrutiny Board (3) review the budget allocations, outputs and outcomes for the City Council's Events Budget 2013/14 and recommend to Cabinet Member (Business Enterprise and Economy) priorities and outcome measures for the City Council's investment in events for 2014/15.

3 Information/Background

The City Council Events Team, comprising four members of staff, manages an overall net budget of circa £691,000 per annum and has responsibilities for the direct delivery of specific mass participation events (e.g. the Coventry Godiva Festival) and the coordination of a varied programme of both funded and unfunded partner events across the city.

The following table provides an overview of the City Council's events budget allocation for 2013-14, with a brief commentary on the output and outcome measures for key events:

Event	CCC Events Net Contribution	Output and Outcome Measures
Festival of Motoring	£20,000	The event is delivered by Culture Coventry and is currently held annually in August at Stoneleigh Park. The Festival includes a 'parade' drive through the city of Coventry and highlights the Coventry Transport Museum as a premier visitor destination to the circa 25,000 visitors in attendance.

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Heritage Open Days	£4,057	Heritage Open Days is a national, annual event that takes place in September, supported in Coventry by a range of partners and heritage venues. Around 8,450 people attended the event in Coventry in 2013, with attendance at St. Mary's Guildhall alone up 69.3% on the previous year. Sample information was collected from 91 visitors, relating to 37 venues. 95.5% of the visitors sampled rated the event as excellent or good. 70.3% of visitors sampled were from the city. 45.1% had not attended the event before.
Imagineer Productions	£75,000	<p>In 2013, the Imagineer Productions event supported by the City Council was 'Godiva Awakes – The Homecoming'. The event was aligned to the city's new cycling programme and the Coventry on the Move campaign, with cycling events taking place on one side of the Ring Road which was closed to traffic. The Ride the Ring Road Event had 211 cyclists in the Advanced Wave, 463 in the Leisure Wave and 347 cyclists (and 150 walkers) in the Cavalcade. The 'Man vs Bike' invitational event had 24 cyclists and 29 runners. Circa 3,000 people attended 'Coventry on the Move' aspects of the programme with circa 1,000 people participating in the Broadgate events. 300 people took part in the cultural programme.</p> <p>Footfall in Broadgate between 12pm and 4pm was 15% up on the previous year. The advertising value was evaluated at £61,058 and PR value (with three national and five regional sources of coverage) was evaluated at £288,650.</p>
Coventry Peace Festival	£19,997	Coventry Peace Festival 2013 took place between the 1 st and 14 th November 2013. The Festival comprised a diverse programme of events and activities focused around the themes of peace and reconciliation in venues across the city including Foleshill Women's Centre, Coventry Cathedral, Artspace, Theatre Absolute, Herbert Art Gallery and Museum and the Priory Visitor Centre.
General Events	£166,159	<p>Client funded activity (small grants and payments) accounts for circa 24% of the net General Events budget. This includes support for events such as St. George's Day, Armistice Day and Lifestyle (food and fashion). Circa 67% is committed to core staffing costs and the remainder relates to core operational costs of equipment, materials, licensing and power.</p> <p>Coventry Live Site - the 'big screen' at Millennium Place initially installed as part of London 2012 - broadcasts news headlines, details of upcoming events, films by local film-makers, and public campaigns and information 16 hours every day. Additionally, selected TV broadcasts, sporting</p>

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		events and live streamed cultural performances are screened, and live events taking place at Millennium Place (e.g. the Coventry Half Marathon) are enhanced by use of the screen.
Coventry Godiva Festival	£295,705	<p>The Coventry Godiva Festival is currently the UK's biggest free family festival and has been running for 16 years. The festival showcases three days of live music, comedy, family entertainment, international food and drink, craft villages and performance.</p> <p>The 2013 Festival attracted a record attendance of 125,000 visits, with a diverse audience, of which 15% were aged 16-24; 21% were 25-34; 27% were 35-44 and 22% were aged 45-54. Nearly 30% of attendees in 2013 were from outside the city. 92% of respondents rated the event excellent or good. 77% of event attendees were more inclined to visit Coventry and surrounding area more often as a result of attending the event. 78% of attendees rated the area as a good place for arts and culture. 88% of attendees rated Coventry as a good place for events and festivals.</p> <p>The total estimated economic impact of the 2013 festival was £973,473, with the total economic activity figure generated as a result of the festival being £4,522,592.</p>
Christmas Lights	£111,021	<p>The Coventry Christmas programme of events commenced with the Christmas lights switch-on in Broadgate on 24th November 2013. Attended by an estimated 8,000 people at its peak, the event culminated with a performance by Kingsland Road from the X-Factor.</p> <p>A month of city centre performances then followed the lights switch-on, focused around a temporary stage at the Precinct Cross and activities in the key surrounding retail areas. Impact is measured in partnership with the Business Improvement District, based around footfall and commercial performance.</p>

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