

Corporate Policy and Strategy Committee

10.00am, Tuesday, 5 August 2014

Update on the Events Governance Review

Item number	7.4
Report number	
Executive	
Wards	All

Executive summary

This report provides the first six-month update on the Action Plan which was approved by this Committee on 25 February 2014.

The report gives details of progress made against each action and the expected timescales for completion.

Links

Coalition pledges	P24
Council outcomes	CO20
Single Outcome Agreement	SO1

Update on the Events Governance Review

Recommendations

- 1.1 Note the progress made against the action plan to date.

Background

- 2.1 The findings of the Events Governance Review were presented to Committee on 5 November 2013. On 25 February 2014, the Committee approved recommendations for implementing this review (including a revised application and approval process and the establishment of relevant roles and responsibilities) and approved an action plan to implement the remaining improvements. The Committee noted that the action plan would be taken forward by the Events Management Group, and that six-monthly progress reports would be submitted. This is the first of those progress reports.

Main report

Events Management Group

- 3.1 The Events Management Group was highlighted within the original report as being the key conduit through which the event approval process would be managed. Key roles and responsibilities were approved for this group and it has met regularly since February 2014.

Red Flags

- 3.2 One of the key recommendations of the Events Governance Review was the implementation of a stakeholder engagement, communication and consultation protocol. A red flag system has been introduced that highlights when an event would have wider implications for the city.
- 3.3 It is the responsibility of every member of the Events Management Group to raise any items that they think may meet the red flag criteria. If these criteria are met then the Events Team can ensure that the relevant stakeholders are kept informed, through the completion and circulation of the red flag form to relevant officers and elected members. (The red flag form which is issued to officers and members and the previously approved criteria are appended.)

- 3.4 Feedback from elected members and senior officers on the system has been positive to date; it is recognised that this is a significant improvement and provides effective communication to key stakeholders.
- 3.5 While the red flag system is not used to seek the approval of elected members for an event to proceed, nor to act as a permission form, it will highlight any implications for the city and ensure stakeholder awareness.
- 3.6 The red flag form also highlights the permissions required of and from the Council for the event, for example, licensing, Temporary Traffic Regulation Orders, and so on. A recent addition to the red flag system is the indication of a likely timeline for decision-making and/or approvals.

Remaining Improvements in the Action Plan

- 3.7 Much progress has been made in the six months since the original report; many of the actions in the report are complete or in train. An update against each of the remaining seven actions is given below.

Action 1 – Revise the Events Strategy. Revised completion date: December 2014

- 3.8 A procurement exercise to appoint a consultant to produce a refreshed Events Strategy for Edinburgh has been completed and appointment of the successful bidder is in progress at the time of writing. It is expected that the refreshed Strategy will be complete by the end of 2014. The scope of the refreshed Strategy will review Edinburgh's current position within the international events marketplace; provide an updated Events Strategy for the city; and make recommendations on the types of events that Edinburgh should be bidding to attract or initiate in future.

Action 2 – Establish a Stakeholder Engagement Protocol. Completed: February 2014

- 3.9 The red flag system has been created to provide a process for notifying stakeholders of events that may have a wider impact or implications for the city. The red flags are managed through the Events Team and the Events Management Group, as described above.

Action 3 – Produce a manifesto for high profile and city centre public spaces. Completion date: December 2014

- 3.10 Work on this action is ongoing.

Action 4 – Revise application form. Revised completion date: December 2014

- 3.11 This action is ongoing to incorporate the outcomes of a review of the Licensing application process and a review of the Parks Manifesto.

Action 5 – Improvements to website and central database. Revised completion date: September 2014

- 3.12 Improvements to the Events Edinburgh web site and the event planning and co-ordination sections of the site have been commissioned and will be completed over summer 2014.

Action 6 – Establish a comprehensive charging policy. Target date: April 2015

- 3.13 Work on this action is ongoing and dependent on the outcome of the reviews of Licensing and the Parks Manifesto. The overall charging policy will be co-ordinated through the Events Management Group.

Action 7 – Workforce planning: appointment of an Events Officer; and training, staff cover and succession planning. Target date: April and May 2014

- 3.14 An Events Officer has now been appointed to fulfil the co-ordination role sought in the original review; workforce planning to ensure the continued availability of suitably skilled staff is ongoing and part of the Performance Review and Development process.

Measures of success

- 4.1 The Action Plan update will be reported every six months to this Committee until every action has been completed. This will result in a more streamlined approach to events governance.

Financial impact

- 5.1 The review and the implementation of its recommendations have involved contributions from staff mainly in Corporate Governance and Services for Communities at no additional cost to the Council. The costs of appointing an Events Officer, as recommended by the Review, are contained within the existing Culture and Sport revenue budget.

Risk, policy, compliance and governance impact

- 6.1 A comprehensive review of Events Governance was previously approved by this Committee. There has been no change to the risk profile or any impact on policy, compliance or governance since then.

Equalities impact

- 7.1 It is expected that the improvements arising from the implementation of the Key Principles of Events Governance and the Events Governance Review Action Plan will have a positive equalities impact.

Sustainability impact

- 8.1 None.

Consultation and engagement

- 9.1 The review has included consultation and engagement with officers, elected members, and external event organisers.

Background reading / external references

[Review of Events Governance](#) – Corporate Policy & Strategy Committee 25 February 2014

[Review of Events Governance](#) – Corporate Policy & Strategy Committee 5 November 2013

[Review of Events Governance](#) – Corporate Policy & Strategy Committee 6 August 2013

[Festivals and Events Core Programme for 2013/14, Proposed Investment](#) – Culture and Sport Committee 12 March 2013

[Festivals and Events Champion](#) – City of Edinburgh Council 28 June 2012

Inspiring Events Strategy – www.eventsedinburgh.org.uk

Inspiring Events Guide – www.eventsedinburgh.org.uk

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Links

Coalition pledges	P24 - Maintain and embrace support for our world-famous festivals and events
Council outcomes	CO20 - Culture, sport and major events – Edinburgh continues to be a leading cultural city where culture and sport play a central part in the lives and futures of citizens
Single Outcome Agreement	SO1 – Edinburgh’s economy delivers increased investment, jobs and opportunities for all.
Appendices	Appendix 1 – Red Flag form Appendix 2 - Red Flag criteria



CULTURE AND SPORT

EVENT MANAGEMENT GROUP

RED FLAG

Ref No	
For Information	
For Consultation	
RED FLAG	
Affected Wards:	
Decision-making Process & Timeline:	
Deadline:	
Venue:	
Circulation List:	
Lead CEC Officer Contact:	

Event Management Group Membership:

Lindsay Robertson, Arts & Events Manager (Chair)
 David Waddell, Events Team
 Susan Lanham, Events Team
 Lucy Emslie, Events Team
 Stephanie-Anne Harris, Sports
 Stuart Mullen, Finance
 Scott Findlay, Roads Services
 Alan Simpson, Roads
 Iain MacPhail, City Centre Project Manager

Sarah Murphy, Parks
 John McNeill, Public Safety
 Lindsey Sibbald, Econ Dev
 Andrew Mitchell, Licensing
 Catherine Scanlin, Licensing
 Chris Wilson, Comms
 John Donnelly, Marketing Edinburgh

Appendix 2 – RED FLAG CRITERIA

Reputational

- Reputation or integrity of the Council is at risk

Political

- May be political implications related to the event

City Wide / Location

- Takes place in more than one ward or crosses city boundaries

Scale

- The scale attracts media or other attention

Impact

- Size, duration and location etc. has an affect on the normal running of the City, eg. transport

Timescale

- Considerations and permissions require long lead in times

Date / event conflicts

- Events occur simultaneously resulting in one or more of the aforementioned headings

Policy

- Conflicts with established Council policy

Legislation

- Legislation requires specific considerations