

COMMITTEE:	Cabinet
DATE:	5th September 2002
SUBJECT:	EVENTS 2003
REPORT OF:	Director of Tourism & Leisure
Ward(s):	All
Purpose:	To put forward proposals for the 2003 events programme.
Contact:	Keith Morrison, Head of Tourism Development Telephone 01323 415430 or internally on extension 5430
Recommendations:	That the events programme as set out in this report be approved subject to funding from partners.

1.0	<u>Introduction</u>
1.1	The function of the Events Development team is to co-ordinate and manage the Council's events programme and to assist others with the safe and professional staging of events.
1.2	The range and diversity of events is a key marketing tool for attracting new visitors and encouraging repeat business with a view to maximising visitor spend within the borough. The events programme is also recognised as offering a high standard of entertainment to local people, with the Council's events team being recognised nationally as exceptional.

1.3	The current event strategy is to develop events of regional and national status, which have the potential to attract staying visitors to Eastbourne.
1.4	The current events programme attracts over 600,000 visitors annually and generates daily visitor and accommodation spend of approximately £4 million.
2.0	<u>Planning</u>
2.1	Major events require preliminary work at least 12 months in advance. The lead time has increased in recent years to cope with higher standards of public safety involving complex risk assessments, event safety plans, licence and insurance requirements together with consultations and meetings with the emergency services and highways authority.
2.2	Large-scale amateur events are no longer possible independent of the council and the organising body must have the professional expertise and the necessary funding to manage and promote the event. If events are proposed on any council facility the events team require a full risk assessment, insurance and other legislative information as appropriate in order to protect the Council's interests and avoid any potential liability.
2.3	For the above reasons it is necessary to present the proposed events programme in advance of the 2003 Council budget.
3.0	<u>2003 Programme</u>
3.1	The list of established events is attached as Appendix "A" together with the provisional dates for 2003. These are events, which actively involve the Events Development Team.

3.2	There are other events organised independently by different groups in Eastbourne. The provisional list of all events for 2003 is attached as Appendix "B".
4.0	<u>New Developments</u>
4.1	A number of new initiatives have been investigated for 2003. These have been filtered to match the limited resources, the current event dates and the likely public interest. These also build on the work undertaken in 2002 in managing and re - branding of established events.
4.2	<p>Beachy Head Marathon – 25th October 2003</p> <p>The Council took over the management and delivery of this event in February 2002. The event will take place in 2002 on 26th October and will attract around 1300 participants. Discussions are taking place with a number of major charities with a view to them co-ordinating and benefiting from this event in 2003</p> <p>No budgetary implications self financing through entry fees and sponsorship</p>
4.3	<p>Eastbourne Buses 100 years Bus Rally -13th July 2003</p> <p>Next year marks the 100th anniversary of Eastbourne Buses as the "oldest municipal bus service in the world". The events development team is working with Eastbourne Buses and the Eastbourne Omnibus Society on the plans for an event that will mark this occasion this will include a bus rally and associated displays. The event will take place on the seafront. A similar event in 1993 for the 90th anniversary attracted 15,000 visitors.</p> <p>Costs to be met via private/public partnership and will be self-financing.</p>

4.4	<p>999 Emergency Services Display - 2nd & 3rd August 2003</p> <p>After a break of one year this popular event will return to the Western Lawns in 2003. The event features displays, exhibits and arena attractions from Sussex Police, East Sussex Fire Brigade, Sussex Ambulance Service, RNLI and HM Coastguard. The 2 day event attracts 30,000 visitors to the seafront.</p> <p>To be met from within 2003 events budget. This event will have significant joint agency support.</p>
4.5	<p>Town Centre Management Initiative - various events throughout the year</p> <p>Upon the appointment of a new Town Centre Manager this role will be more focussed on the promotion of events that will attract visitors to the Town Centre. The new TCM will work with the Events Development team to stage events building on some of the existing town centre events programme such as French Markets and Christmas Cracker and will develop contacts for street theatre and music performance to produce events that will enhance the town centre shopping experience for residents and visitors.</p> <p>No budgetary implications - self-financing through sponsorship from local business and TCM partnership.</p>

4.6	<p>International Tennis Championships</p> <p>Following the confirmation from Britannic Asset Management of a 3 year sponsorship agreement until 2005 the Events Development team will be working with the Lawn Tennis Association and the sponsor on ideas and initiatives that will improve the content of this well established event and further improve value for money of the ticket to the visitors to the event.</p> <p>Any additional costs to be offset by increased ticket sales.</p>
4.7	<p>Airbourne - Eastbourne's International Airshow</p> <p>In 2002 the event celebrated its 10th anniversary and number of major changes took place to the key personnel on the event. These included the appointment of a new flying display director from the Royal Air Force Benevolent Fund. In 2003 the events team will need to continue to establish this partnership and working relationship. In addition work will continue to maintain the event as one of the premier airshows in the country working with the event's principal sponsor csma and attracting secondary sponsors and income streams to the event.</p> <p>This event will be self-financing beyond the initial council resources.</p>
4.8	<p>Picnic in the Park Concert</p> <p>The area of Devonshire Park affords itself as a natural amphitheatre with ready accessibility to the infrastructure necessary to hold a two-day concert event. This proposal is in the very early stages of development, however, it is envisaged that one evening would be classical in orientation with the second evening being based around popular music.</p> <p>This event will only take place if it is self-financing.</p>
5.0	<p><u>Financial Implications</u></p>

5.1	The rationale for staging events is that they attract more income to the town than the net cost. This is the case for all the existing events (as an example the net cost of Airbourne is £30,550 for a total visitor spend income of more than £3million). However, it is accepted that in the early stages of development some pump priming is often required.
5.2	Income generation through ticket sales, trade and exhibition space and company sponsorships are key to the Events Development budget. For the financial year 2002/2003 the income target is £648,750.00
5.3	It should be borne in mind that the impact upon tourism visitor numbers to the town is often broader than the net cost of any one event. The events increase our appeal and broaden awareness of the borough to many target segments.
6.0	<u>Human Resource Implications</u>
6.1	The budget for any new events have to include the staffing resources needed to stage the event safely and efficiently. The Events Development team is currently operating at the limit on the current programme and there is no spare capacity.
7.0	<u>Youth Implications</u>
7.1	The 2003 Events Programme includes events, which will also appeal to younger people such as the Skate Festival, Airbourne, the Family Festival of Tennis and the 999 Emergency Services Display.
8.0	<u>Environmental Implications</u>

8.1	The budgets always include reinstatement costs to protect the land used for major events. There is close co-operation between the Events Development team and officers in Parks and Gardens, Highways and Cleansing and Environmental Health.
8.2	There is close monitoring of the noise impact of events to minimise inconvenience to local residents. When possible local residents are written to, to keep them informed of any impact of the events programme on their property.
9.0	<u>Conclusion</u>
9.1	The events programme in Eastbourne is already highly successful. The Events Development service will in 2003 deliver either by direct management or through partnerships with local community groups over 30 events.
9.2	In addition the officers will continue to provide a professional advice service to any group or organisation seeking advice on the staging of an event in the resort.
R. G. Cussons Director of Tourism & Leisure	
Background Papers	

<p>The Background Papers used in compiling this report were as follows:</p> <p>Tourism Development Service Plan 2001/2002</p> <p>Cabinet Report 26th September 2001</p> <p>(1) Visitor Research Reports for :</p> <p>Britannic Asset Management International Tennis Championships 2001</p> <p>Airbourne 2001</p> <p>Skate Festival 2001</p> <p>Events Development Budgets 2002/2003 Budget Papers</p> <p>To inspect or obtain copies of background papers please contact Keith Morrison on 01323 415430.</p>	

Appendix A

Events in Eastbourne 2003

Summary of Eastbourne Borough Council co-ordinated Events

<u>Date</u>	<u>Event</u>	<u>Venue</u>	<u>Contact</u>
24 May – 1 June (Tbc)	Funfair	Princes Park	EBC Events (01323) 415442
14 – 21 June	Britannic Asset Management International Ladies Tennis Championships	Devonshire Park	EBC Events (01323) 415442
13 July	Eastbourne Buses: 100 Years Bus Rally	Western Lawns and King Edwards Parade	Eastbourne Buses (01323) 416416
21 – 25 July	The LTA County Cup Grass Court Championships	Devonshire Park	The Lawn Tennis Association Jane FitzGibbon (0207) 3817000

25 – 27 July (Tbc)	Skate 2003	Eastern Seafront	EBC Events (01323) 415442
1 – 3 August (Tbc)	LTA Mens Inter-County 35 and over Tennis Championships	Devonshire Park	The Lawn Tennis Association Valerie Willoughby (0207) 3817000
2 & 3 August	999 Emergency Services Display	Western Lawns	Hugh Graham (01323) 646600
August (tbc)	Circus	Princes Park	EBC Events (01323) 415442
4 – 9 August	LTA Family Festival of Tennis	Devonshire Park	The Lawn Tennis Association Marjory Howie (0207) 3817000
14 – 17 August (Tbc)	Airbourne – Eastbourne International Airshow	Seafront and Western Lawns	EBC Events (01323) 415442
22 – 24 August	LTA Ladies Inter-County 35 and over Tennis Championships	Devonshire Park	The Lawn Tennis Association Valerie Willoughby (0207) 3817000
25 – 30 August (Tbc)	Funfair	Princes Park	EBC Events (01323) 415442
25 – 30 August	LTA South of England Tennis Championships	Devonshire Park	The Lawn Tennis Association Marjory Howie (0207) 3817000
1 st Week in September	Picnic in the Park Concert	Devonshire Park	EBC Events
25 October (Tbc)	Beachy Head Marathon	Downland and Various	EBC Events (01323) 415442
6/7, 13/14, 20/21 December	Christmas Cracker Shopping Weekends	Town Centre	Town Centre Management (01323) 415442

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This information is correct at the time of compilation, however, details may be subject to change and Eastbourne Borough Council cannot accept responsibility for any inaccuracies. We advise checking events and dates with the Tourist Information Centre on 01323 411400 or the organisers of each event.

Events Development, Tourism & Leisure, College Road, Eastbourne, East Sussex, BN21 4JJ

Telephone: (01323) 415442 Fax: (01323) 736373 email: events@eastbourne.gov.uk

www.eastbourne.org/events

Appendix B

Events in Eastbourne 2003

<u>Date</u>	<u>Event</u>	Venue	Contact
31 January – 2 February	International Darts Weekend	Winter Garden	Maxine Berwick (01323) 415500
No dates until September	Easter Eggspress	EMSR	Mike Wadey (01323) 520229
17, 18, 19 May (Tbc)	Sovereign Harbour Fun Weekend	Sovereign Harbour	Sue Haseler (01323) 470066
3 May (Tbc)	Mustard Relief Funday	Western Lawns	Tina Frost (01424) 211186
18 May (Tbc)	The Great Jaguar South Downs Run and Southdown Classic Car Rally	Western Lawns	Richard Treacher (01903) 236792
24 May – 1 June (Tbc)	Funfair	Princes Park	EBC Events (01323) 415442
No dates until September	Christopher Awdry Weekend	EMSR	Mike Wadey (01323) 520229

8 June	Eastbourne Lion's Classic 2003 Charity Run for Vintage Motorcycles	Wish Tower Car Park and Promenade	David Lake (01323) 763404
14 – 21 June	Britannic Asset Management International Ladies Tennis Championships	Devonshire Park	EBC Events (01323) 415442
25 June – 6 September (Tbc) (Wed + Fri)	1812 Fireworks Concerts	Redoubt Fortress	Phill Oakland (01323) 641984
No dates before October	Eastbourne Motorshow 2003	ECAT	Paula Norris (01403) 786551
No dates until September	'Day out with Thomas' Weekend	EMSR	Mike Wadey (01323) 520229
13 July	Eastbourne Buses: 100 Years Bus Rally	Western Lawns and King Edwards Parade	Eastbourne Buses (01323) 416416
13 – 18 July	Bowls Tournament	Eastbourne Bowls Club	Mr Vince Smith (01273) 582428
21 – 25 July	The LTA County Cup Grass Court Championships	Devonshire Park	The Lawn Tennis Association Jane FitzGibbon (0207) 3817000
25 – 27 July (Tbc)	Skate 2003	Eastern Seafront	EBC Events (01323) 415442
1 – 3 August (Tbc)	LTA Mens Inter-County 35 and over Tennis Championships	Devonshire Park	The Lawn Tennis Association Valerie Willoughby (0207) 3817000
2 & 3 August	999 Emergency Services Display	Western Lawns	Hugh Graham (01323) 646600
August (tbc)	Circus	Princes Park	EBC Events (01323) 415442

2 August (tbc)	Lammas Festival	Wish Tower Slopes	Jerry Bird (01323) 735364
4 – 9 August	LTA Family Festival of Tennis	Devonshire Park	The Lawn Tennis Association Marjory Howie (0207) 3817000
14 – 17 August (Tbc)	Airbourne – Eastbourne International Airshow	Seafront and Western Lawns	EBC Events (01323) 415442
22 – 24 August	LTA Ladies Inter-County 35 and over Tennis Championships	Devonshire Park	The Lawn Tennis Association Valerie Willoughby (0207) 3817000
25 – 30 August (Tbc)	Funfair	Princes Park	EBC Events (01323) 415442
24 August (tbc)	It's a Knock-Out 2003	Western Lawns	Mr D Bunker (01323) 724941
25 – 30 August	LTA South of England Tennis Championships	Devonshire Park	The Lawn Tennis Association Marjory Howie (0207) 3817000
7 September	MG South Downs Run	Western Lawns	Reg Clarke (01403) 790261
25 October (Tbc)	Beachy Head Marathon	Downland and Various	EBC Events (01323) 415442
6/7, 13/14, 20/21 December	Christmas Cracker Shopping Weekends	Town Centre	Town Centre Management (01323) 415442
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