

10. FESTIVALS AND EVENTS SUBCOMMITTEE

Officer responsible Leisure Manager	Author Alan Bywater, Team Leader, Leisure Planning, DDI 372 2430
---	--

The purpose of this report is to establish terms of reference for the Festivals and Events Subcommittee and to further consider the need to replace the fourth external member of the Subcommittee.

CONTEXT

The establishment of a Festivals and Events Interim Advisory Board (as a Subcommittee of the Parks and Recreation Committee) was a major outcome of the Events Strategy approved by Council in October 2000. In broad terms the intentions in establishing the Festival and Events Interim Advisory Board were to bring together the knowledge and expertise of people external to the Council, along with Councillors, to take a strategic overview of the Council's involvement in festivals and events. There was a perceived need identified to get away from making decisions about the funding of individual festivals and events in isolation from one another and to consider the funding within the context of an overall programme of festivals and events.

The Festival and Events Interim Advisory Board members were selected and the Board met for the first time in March 2001. The Festival and Events Interim Advisory Board was established for an initial period of eighteen months (taking it to August 2002), with a responsibility to recommend to the relevant committee either its continuation, amendment or termination at that point. The Board has been going through a process of familiarising itself with the relevant Council policies and the Council's current involvement in festivals and events (particularly with regard to the in-house and core-funded events), considering new event concepts coming to the Council for funding and carrying out a strategic review of the in-house and core-funded events with the view to making recommendations on funding in these areas for the 2002/3 year. The programme and funding recommendations for 2002/3 will be the first opportunity for the Subcommittee to have a significant impact on the Council's involvement in these areas.

The Festival and Events Interim Advisory Board was originally established with a membership of four Councillors and four external members to reflect the desired balance. At the Annual Plan Council meeting in July 2002 a further Councillor was added to the Board. More recently, one of the external members of the Board resigned as a result of work pressures.

Following the elections in October the Board was reformed as a Subcommittee of the Arts, Cultural and Heritage Committee. Councillors Austin (Chairperson), Baker, Condon, Stonhill and Stewart were reselected as the Councillors on the Subcommittee. At the December meeting of the Arts, Cultural and Heritage Committee, Anne Hindson, Felicity Price and Scott Wallace were reappointed as external members of the Subcommittee. The Committee also considered a recommendation that a further external member be appointed to replace the one that resigned. Following discussion on the issue it was resolved:

That officers report in 2002 on the desirability or otherwise of a further external member appointment to the Festivals and Events Subcommittee.

RELEVANT CURRENT POLICY

The most significant policy for this area of work is the Festivals and Events policy which states that:

The Christchurch City Council is committed to a lively and dynamic city which is enhanced by a range of events and festivals that:

increase the well-being of residents;

attract economic benefits through growth in the number and length of stay of visitors;

promote the establishment of industry related business activity and employment opportunities for residents;

maintain Christchurch's position as a leader in events.

As previously stated, the Events Strategy was adopted by the Council in October 2000, with the establishment of the Festivals and Events Interim Advisory Board (now the Festivals and Events Subcommittee) being a significant outcome of the Strategy.

PROPOSED TERMS OF REFERENCE

It is proposed to retain the terms of reference developed for the original Festival and Events Interim Advisory Board for the Festivals and Events Subcommittee with significant addition (in italics). These terms of reference are as follows:

Aim

“To advise the Council on how to achieve maximum return¹ for its investment in festivals and events and how to promote the long-term sustainability of the events sector in Christchurch.”

Objectives

- To carry out a strategic review of festivals and events taking place in Christchurch with the aim of identifying the best events and festivals programme for the City
- To advise the Council on criteria and conditions for the Council's festivals and events funding.
- To recommend to the Council an annual programme of in-house² and core-funded festivals and events.
- To assist the Council to make Event Seeding Grant funding decisions.
- To receive information on and provide input to the festivals and events evaluation process.
- To monitor the performance of festivals and events (core-funded, in-house and events seeding funded).
- To co-ordinate festivals and events funded by the Council with other festivals and events taking place in Christchurch to identify ways to generate synergies and add value to them.
- To guide and assist those with promising events or festivals concepts in how best to make them valuable parts of the City's events programme.
- To liaise closely with other events stakeholders.
- To recommend to the Council the composition, terms of reference and processes for an ongoing advisory board.
- *To work closely with other agencies (eg CCM, CEF) to maximize the impact of festivals and events for the benefit of both local residents and the visitor market.*

When the Interim Advisory Board was established, the intention was to carry out a review of it after 18 months in operation. The 18-month period is due to be completed in September 2002 and it is recommended that the terms of reference are considered further at this point.

ISSUES FOR CONSIDERATION - REAPPOINTMENT OF A FOURTH EXTERNAL MEMBER

The major options open to the Committee are either to reappoint a fourth external member for the Festivals and Events Subcommittee (up to the September 2002 review), or not to do so and to reconsider the issue as part of the review in September 2002.

The advantages of reappointing the fourth external member are as follows:

- It would help to return the Subcommittee to something like the balance between Councillors and external members originally intended and considered necessary to bring the required events, marketing, community and management skills. During the operation of the Subcommittee to date, the value of having external members has been demonstrated in the perspectives and thinking they have brought to the area.
- It would allow the original 18- month period to be completed before significant changes to the balance between councillors and external members be reconsidered. The original eighteen month period is only just over half way at this stage.
- It would enable a further external appointee to become familiar with the Council's involvement in festivals and events and bring his/her input to how best the Council can achieve its policy outcomes in this area.

¹ 'Return' being in terms of the achievement of the outcomes identified in the Council's Festivals and Events Policy.

² 'In-house events' refers to those festivals and events funded through CCC Leisure and delivered directly by the Events Team.

The primary disadvantages of replacing the fourth external member are as follows:

- There would be some difficulties in the new external appointee becoming significantly familiar with the festivals and events involved and the Council's role to make a considered contribution to the Subcommittee's deliberations for a period.
- Increased cost of meeting allowances between now and the September review of the Subcommittee. However, the most intensive period of meetings is almost over, as the programme for 2002/3 is nearing completion, following an exhaustive review of existing festivals. The increased cost is therefore unlikely to be significant over the period.

It is recommended that a further external member be appointed to the Festival and Events Subcommittee for the period until September 2002 to retain something like the balance between external members and Councillors originally envisaged for this group, and to allow the initial 18-month period to be completed before reviewing its composition.

If the Committee is of a mind to reduce the membership of the Subcommittee in the interests of reducing the costs involved, then it is recommended that the possibility of reappointing a further external member and reducing the number of Councillor members be considered. This would have the effect of constraining costs whilst retaining the balance of elected members and external members of the group.

CONCLUSION - REAPPOINTMENT OF AN EXTERNAL MEMBER

When the Festival and Events Interim Advisory Board was originally established, a process of advertising and seeking suggestions from Councillors was used to identify potential external members. A short list of external members was interviewed and then appointees recommended to the relevant standing committee.

At that time the Council was seeking four external appointees. As it is now only seeking one more, subject to the Committee's decision on the previous item, there is little justification for following such an extensive process.

The current members of the Subcommittee have considered the matter and have identified an individual they believe can bring very relevant skills, complements the skills already in the Subcommittee and could contribute significantly. The name of the individual and brief biographical information is detailed in a brief report in the Public Excluded part of the agenda.

- Recommendation:**
1. That the terms of reference for the Festivals and Events Subcommittee be as listed in section 4 of this report.
 2. That a further external appointment be made to the Festivals and Events Subcommittee for the period until August 2002 when the Committee receives recommendations on the future role of the Subcommittee.
 3. That the Committee consider the nomination for the further external appointee to the Festivals and Events Subcommittee in the report in the Public Excluded part of the agenda.

Chairman's

Recommendation: That the officer's recommendation be approved.