

## ECONOMY & CULTURE SCRUTINY COMMITTEE

<b>PROPOSED TOPIC: EVENTS IN CARDIFF</b>	
<b>Proposed Terms of Reference</b>	<ul style="list-style-type: none"> <li>To explore with key stakeholders what the programme of events in Cardiff should look like, taking into account the following factors: <ul style="list-style-type: none"> <li>Role of events re economy of city and region</li> <li>Impact of events on citizens, the council and the city.</li> </ul> </li> <li>To explore with key stakeholders what the Council's role should be re events, looking in particular at: <ul style="list-style-type: none"> <li>Role of Council and Partner organisations re attracting, promoting, delivering, managing and retaining events.</li> <li>How much Council resource should be focused on events?</li> <li>How other Councils manage similar programmes of events.</li> </ul> </li> <li>To make evidence- based recommendations on a future events strategy for Cardiff and the role of the Council re events in Cardiff.</li> </ul>
<b>Number of meetings required</b>	
<b>Meeting 1</b>	<b>Setting the Context &amp; Identifying Lines of Enquiry</b> <ul style="list-style-type: none"> <li>To consider a briefing report giving an overview of Events in Cardiff – <i>i.e. UK and WG strategy, policy and funding of events; schedule of events in Cardiff; how Events are attracted, promoted, delivered and managed; an overview of Council's Events team (budgets, staffing, premises, PI results, partnership working); and any other relevant information</i></li> <li>To deliberate the next steps in the investigation and lines of enquiry to explore with witnesses</li> </ul>
<b>Meeting 2 &amp; Meeting 3</b>	<b>Obtaining views from External Stakeholders –</b> Invite the following: <ul style="list-style-type: none"> <li>Welsh Govt. – Major Events Team and Visit Wales/ Sell Wales to the World</li> <li>Arts Council of Wales</li> <li>Police &amp; Health – Events Management</li> <li>Cardiff Hoteliers Association</li> <li>Sound Diplomacy</li> <li>For Cardiff – BID</li> <li>FSB</li> <li>Stevens and Associates</li> </ul>
<b>Meeting 4</b>	<b>Consider Good Practice and other evidence –</b> <ul style="list-style-type: none"> <li>Other local authorities – good practice models of managing events</li> <li>Written evidence received from venues – invitation to submit response to be sent to the following external stakeholders: <ul style="list-style-type: none"> <li>WMC/ Motorpoint Arena/ Principality Stadium/ SWALEC Stadium/ Cardiff City Stadium/ Tramshed/ Depot.</li> </ul> </li> <li>Other information gathered to inform Inquiry, including any evidence relating to impact of events on citizens.</li> </ul>

<b>Meeting 5</b>	<b>Planning meeting</b> - to deliberate what has been considered to date and the next steps in the investigation
<b>Meeting 6</b>	<b>Obtain views from Internal Witnesses</b> <i>To invite Cllr Bradbury, Cllr Goodway, Neil Hanratty and Kathryn Richards to give their views on:</i> <ul style="list-style-type: none"> <li>- What the programme of events in Cardiff should look like</li> <li>- What the Council's role should be re events</li> <li>- Any specific queries that have arisen following evidence received during the Inquiry – <i>these to be relayed to witnesses before the meeting.</i></li> </ul>
<b>Meeting 7</b>	<b>Sum Up Meeting</b> – consideration of all information received during the Inquiry, identify Key Findings and agree way forward for draft report/recommendations
<b>Meeting 8</b>	<b>Consideration of draft report and recommendations</b>

#### **Proposed Reporting Arrangements**

- Investigation to be undertaken between October 2018 and December 2018
- Report to be considered by the Scrutiny Committee – 17 January 2019
- Report from Scrutiny to Cabinet - January 2019

#### **Potential Outputs/Outcomes from this investigation**

- Key stakeholders are given the opportunity to contribute to the Inquiry.
- Evidence based recommendations on the future Events Strategy for Cardiff
- Evidence based recommendations on the future role of the Council re Events