



# EVENTS STRATEGY



LIVE  
LEARN  
WORK  
INVEST  
VISIT

### Version control

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### Strategic Alignment

#### Improve economic opportunities and outcomes

- Market and promote North Lanarkshire as the place to live, learn, work, invest and visit.
- Grow and improve the sustainability and diversity of North Lanarkshire's economy.

#### Support all children and young people to realise their full potential

- Engage with children, young people, parents, carers, and families to help all children and young people reach their full potential.

#### Improve the health and wellbeing of our communities

- Ensure the highest standards of public protection
- Encourage the health and wellbeing of people through a range of social, cultural and leisure activities.

#### Enhance participation, capacity and empowerment across our communities

- Transform our natural environment to support wellbeing and inward investment and enhance it for current and future generations.
- Ensure we keep our environment clean, safe and attractive.
- Improve the involvement of communities in the decisions, and development of services and supports, that affect them.

#### Improve North Lanarkshire's resource base

- Continue to identify and access opportunities to leverage additional resources to support our ambition.
- Ensure intelligent use of data and information to support fully evidence based decision making and future planning.

### Consultation and Distribution Record

<b>Consultation Process</b>	Executive Directors, Heads of Service and other senior officers consulted.
<b>Stakeholders</b>	Contacts identified for each service
<b>Distribution</b>	CMT

### Change record

<b>Date</b>	
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# introduction

North Lanarkshire has a rich history of hosting outstanding events. These events play a big part in making North Lanarkshire the place to **Live, Learn, Work, Invest** and **Visit**.

Events make a contribution to our local economy through tourism and expenditure in the local area, and through the supply chain.

They provide recreational opportunities for residents and contribute to strong, resilient communities by providing the chance for people to volunteer.

At their biggest, events give North Lanarkshire a national and international profile, boosting tourism and investment.

This Events Strategy is important in setting out how we approach events and ensures that the events the council invests in, directly or indirectly, have a measurable impact in delivering our ambition to make North Lanarkshire the place to Live, Learn, Work, Invest and Visit.

## **Councillor Jim Logue**

Leader

North Lanarkshire Council



# our strategy

We will attract and support events that contribute to the council's ambition that North Lanarkshire is the place to **Live, Learn, Work, Invest and Visit**.

Events have a part to play in delivering the council's ambition, particularly under the Live Here, Invest Here and Visit Here themes. We will prioritise events which can have a measurable impact on:

- **Economic benefit**
- **Tourism**
- **Community participation**
- **Delivery of The Plan for North Lanarkshire**
- **Exposing North Lanarkshire to a national and international audience**

## Creating the right environment to nurture and support events

Providing a supportive environment which facilitates the creation, production and development of events is an essential part of the success of this strategy. This means working in partnership across the council, its ALEOs, with other partners and event promoters to ensure success. Event promoters should have a consistent experience of the council.

## Supporting key existing events and new events with council resource or relevant advice and guidance

In determining if the council will support a particular event with resources (either money or people, or both) we will assess the measurable impact the event could have. This means that we won't support some events. We will provide high quality advice and guidance to external promoters to make hosting their event in North Lanarkshire as simple as possible.

## Maximising the potential of our venues

We have great venues in North Lanarkshire which can provide us with a competitive edge. We will use these to promote North Lanarkshire to event organisers, promoters, governing and sporting bodies. By working together across the council and in partnership with others we will provide a unique offer and enable North Lanarkshire to be one of the best destinations for events.



# event types

There are many different types of event with different aims and outcomes. In broad terms, however, these can be categorised into three tiers.

## Tier One Events

These events have a national and international profile. They bring major economic benefit to North Lanarkshire and usually require significant operational support from the council. It is likely they require council financial contributions and are most often delivered in partnership with others.



## Tier Two Events

These are large events with a regional and national profile. They bring significant economic benefit and usually require operational support from the council. Financial support from the council is possibly required. Alternatively, these events directly support the strategic objectives of The Plan for North Lanarkshire.

## Tier Three Events

These are events which have a regional and local profile. Often these are routine business for council services and are supported as such. They are unlikely to have additional council financial support.



# promoting north lanarkshire as an events destination of choice

We will promote North Lanarkshire as a great place to host and promote events. This means we will actively seek out opportunities to host events which fit our strategy.

We will ensure that we market North Lanarkshire and its venues in line with the Communications Strategy and Plan, reaching the right audiences and promoting events in North Lanarkshire consistently.

As part of both the Invest Here and Visit Here themes we will take advantage of links with businesses and other agencies to create opportunities for them to host or sponsor events in North Lanarkshire.

We will create bespoke events marketing materials and content which will assist in promoting North Lanarkshire as a destination of choice for the hosting of events.

## Strategic alignment

A refreshed national Tourism Strategy is scheduled to be published in 2019. Following the publication of this, the council and its partners will publish a new Tourism Strategy.

In addition, the council is engaged in work to develop a country parks masterplan. This plan and its outcomes will heavily influence the offer available to events promoters and organisers.



# how we work

## Events Board

The delivery of our strategic objectives needs services across the council to work together. To ensure a consistent approach and the appropriate commitment of resource, we will establish an events board. The board will oversee decision-making about the council's involvement in particular events and ensure Tier One and Two events in particular, are suitably evaluated.

The board comprises the following chief officers. Between them they have operational oversight of the areas required to deliver successful events.

- **Head of Strategic Communication**
- **Head of Environmental Assets**
- **Head of Planning and Regeneration**
- **Head of Legal and Democratic Solutions**
- **Head of Regulatory Services and Waste Solutions**
- **Head of Communities**

## The Safety Advisory Group (SAG)

The SAG is a multi-agency forum that exists in an advisory role and is chaired by the council's Trading Standards Manager. It contributes to the safe planning of large-scale (in excess of 1,000 attendees) events. The ultimate responsibility for the safety of any event lies with the event organiser(s).

The group comprises key personnel from multiple agencies with sufficient experience, competence and technical knowledge to advise on the safe delivery of events.

While the group has no legislative powers, there are options open to individual members in terms of their own statutory powers and duties. The SAG supports event organisers from both the council and other organisations.

## The Events Manager

The council has an events manager based within Corporate Communications. The role of the Events Manager is varied but includes:

### **Providing a single point of contact to external event organisers**

In order to provide a seamless experience for event organisers it is essential that the council makes it as simple as possible for them to hold their event in North Lanarkshire. The Events Manager will work with organisers to connect them with the services of the council and advise them of the requirements for hosting their event. While services, particularly regulatory services required to fulfil a statutory role in the delivery of events, will carry out their functions as normal, the Events Manager will be the single point of contact for event organisers and promoters.

### **Provide expert management of council-organised events**

The Events Manager is experienced in producing events and will work with the services of the council to ensure that our events are delivered successfully. The Events Manager will be responsible for the maintenance of suitable project plans for all Tier One and Tier Two events. The Events Manager will be directly responsible for all the corporate communications elements of events, coordinating the specialisms required within Corporate Communications.

For Tier Three events which are considered as business as usual and are organised by the council, the Events Manager will be available to advise services but will not normally directly project manage these events.

## Working in partnership

We will work closely with ALEOs and other partners to ensure a joined-up approach to decision-making about Tier One and Tier Two events. This joined-up working is essential to achieving the strategic objectives of the council and contained in The Plan for North Lanarkshire.

## Measuring impact

In order to ensure events in North Lanarkshire are contributing directly to the council's ambition and The Plan for North Lanarkshire they require to be rigorously evaluated.

eventIMPACTS is a jointly-funded model of measurement by EventScotland, the Department for Culture, Media and Sport, the Welsh Government, Tourism Northern Ireland and UK Sport. The model sets out best practice for setting objectives and measuring impact of events. We will adopt the eventIMPACTS methodology to measure the impact of events.

## Funding events

In bidding to host Tier One and some Tier Two events, we require to be clear about how the event contributes to the strategic aims. This will inform decision-making. For most of these events, the council will require to commit financial or staffing resource and so the proposed benefits require to be clear and measurable. We will exploit all opportunities to utilise grant funding from EventScotland and others where possible to assist in funding events.

## Sponsorship

Sponsorship can be effective in assisting with event funding. However, we must be clear with potential sponsors what benefits the opportunity brings them and provide them with robust evaluation of the event impact.

## Implementing this strategy

A number of actions require to be taken forward, overseen by the events board. In particular, a detailed events action plan requires to be developed to ensure the aims captured in this strategy are achieved. The plan should set out:

- A coherent approach to marketing North Lanarkshire as a destination of choice for events
- A defined set of responsibilities in attracting and delivering events
- An approach to developing and maintaining a register of venues
- How objectives are set and evaluated to make decisions about events
- An approach to reviewing existing events to ensure they continue to meet the strategic objectives. This includes consideration of events led by the council's ALEOs and their alignment with the strategy.

**This document can be made available in a range of languages and formats, including large print, braille, audio, electronic and accessible formats.**

To make a request, please contact Corporate Communications on 01698 302527 or email: [corporatecommunications@northlan.gov.uk](mailto:corporatecommunications@northlan.gov.uk)

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