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**REPORT TO THE MEETING OF THE EXECUTIVE 11 JUNE 2014****PORTFOLIO: COMMUNITY****REPORT FROM HEAD OF COMMUNITY SERVICES****SUBJECT: DEVELOPMENT OF EVENTS IN THE ROCHFORD DISTRICT****1 DECISION BEING RECOMMENDED**

- 1.1 To note the content of the report providing an update on the development of events in the Rochford District.

**2 REASONS FOR RECOMMENDATION**

- 2.1 The District has a number of untapped natural assets that could be used in innovative ways to increase tourism and ultimately generate revenue for the Council by developing a sustainable programme of large and smaller scale events, building on the current offer that residents and visitors value and that generates revenue for the Council.
- 2.2 Events can bring significant numbers of visitors to the area and encourage residents to explore their local area rather than travel outside of the District. Building on the events offer will encourage this further and raise the profile of the District, generate direct revenue for the Council and also generate revenue for local businesses through increased footfall.

**3 BACKGROUND**

- 3.1 The current events calendar has been researched and collated, with events listed month by month and separated into Rochford District, Southend and surrounding areas (Appendix 1). The analysis shows a good range of existing events in the District and surrounding areas, with a large number of events held in Southend. There is scope to investigate developing certain existing events or developing new events to meet any gaps in provision identified through the events calendar.
- 3.2 Existing events such as Wild Woods day attract approximately 2,000-3,000 visitors and the Rayleigh Christmas light event attracts approximately 4,000. The largest events held in the District over the last two years have been the Olympic Torch Relay (approx. 30,000) and Armed Forces Day, Rayleigh (approx. 10,000).

**4 POTENTIAL DELIVERY MODELS**

- 4.1 In-house - the Leisure Team currently deliver several events of varying size across the District. The existing programme of events (and other work streams) would need to be looked at to enable more large scale events to be delivered by the Leisure Team.

- 4.2 Community Groups - a large number of existing voluntary groups currently deliver various events in the community, although mostly smaller in scale.
- 4.4 Private Sector - events companies successfully run several large scale events in surrounding Local Authority areas for which they are charged for the hire of Council owned public spaces.
- 4.5 In reality, a combination of the above would be considered to be the best way forward to achieve the stated outcomes. This could include developing and promoting existing smaller scale events in parallel with developing and growing large scale events.
- 4.7 The Events On-line Calendars will be developed to promote all events across the District and placed in a high profile position on the RDC website in order to maximise the financial benefit to the Council and take up of the events.
- 4.8 The development of a broader range of events was discussed at the recent Business Summit where local businesses were very much in support of the approach and keen to be involved, where possible.

## 5 POTENTIAL PARTNERS

- 5.1 In broadening the range of events taking place in the district there could be a range of potential partners including Aztec Events, RSPB, Chambers of Trade, Rayleigh Town Team. Other links with promoters and events companies should be explored and developed. Aztec Events are a local events company based in Rochford, delivering a large number of major events across the East Region.

## 6 ANALYSIS OF POTENTIAL VENUES

6.1	Venue	Strengths	Weaknesses
	Cherry Orchard Country Park	Huge potential, moderately level ground, multi functional space.	Small car park, lack of adequate highway access, lack of infrastructure such as access routes, toilets, utilities or a visitor centre.
	Hockley Woods	Well known location, high existing usage, parking and toilets onsite,	Limited space for large scale events without using car park, SSSI site with very limited scope to expand
	Sweyne Park	Possible venue for smaller scale events, good highway access	Limited parking (possibility of using Rayleigh Leisure Centre Car Park)

Venue	Strengths	Weaknesses
Clements Hall Recreation Ground	Opportunity to utilise existing facilities (Pavilion and Leisure Centre). Good size car park.	Located in residential area (potential noise disturbance for residents)

- 6.2 Considering the above, it is considered that Cherry Orchard Country Park is the best suited Council facility to host these types of large scale events. However, the other venues listed above are also being considered as venues for staging smaller events.

## 7 BUSINESS MODEL FOR INITIAL LARGE SCALE EVENT

- 7.1 Aztec events have been approached with a view to running a Country Show style event on August Bank Holiday weekend 2015. Aztec believes Cherry Orchard Jubilee Country Park has potential to be an effective site for this type of large scale event, although they also noted the issues as raised above.
- 7.2 It is proposed that subject to obtaining the necessary licence, that Aztec pay RDC £1,500 in Year 1 (2015) to run the event. Aztec would be solely responsible for the event, including; infrastructure, promotion and marketing and ticket sales etc. Their business model would not include a share of the ticket sales for the Council for this first event. Aztec could not run an event in 2014 (even if the hire fee was waived) due to other commitments and their desire to carry out the necessary planning, market research and promotion. The hire fee would be negotiated in future years in relation to the success of the event, and could include the potential share of ticket sales.
- 7.3 Investment by the Council into the site's infrastructure including toilets and water standpipes would reduce the overheads of the event company and may escalate the speed of development of the event offer and the subsequent income generated, although Aztec have indicated that they would still run the event without this infrastructure being in place..

## 8 OTHER LARGE SCALE EVENTS

- 8.1 Scoping work is also being carried out into the viability and delivery models of other large scale events at Cherry Orchard Country Park (and other venues across the District). These include music festivals, open air theatre, events at Wallasea and sports events. These projects will require further work to develop a sound business case and to identify the appropriate resources and delivery models to deliver the required outcomes.

## 9 RISK IMPLICATIONS

- 9.1 The delivery of events by a private sector partner removes the financial risk from the Authority should the event fail to generate the expected revenue.

However the Council's control of the quality or type of the event is also reduced to a certain extent through this approach.

- 9.2 Whilst there are prospects for a permanent highway access to be secured through the JAAP, the current highway access has only temporary consent and expires early next year. A condition is imposed on the original planning consent for the change of use (ref. 07/00652/DP3) agreed in 2007 for the construction of a ghosted right hand turn from Cherry Orchard Way. There is therefore a risk that objections could be raised in respect of licensing applications for large scale events due to highway safety issues.

## 10 RESOURCE IMPLICATIONS

- 10.1 The installation of standpipes and highway access to Cherry Orchard County Park should be investigated as this additional infrastructure would assist the site to develop as an attraction venue for events companies to hire. A business case will be submitted to the Executive for approval before any capital or revenue expenditure is committed.

I confirm that the above recommendation does not depart from Council policy and that appropriate consideration has been given to any budgetary and legal implications.

SMT Lead Officer Signature: \_\_\_\_\_



**Head of Community Services**

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### Background Papers:-

None.

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If you would like this report in large print, Braille or another language please contact 01702 318111.

Events

Rochford District					
January	February	March	April	May	June
Weekly Health Walks (Hullbridge, Hockley)	Rochford Farmers Market	Rochford Farmers Market	Rochford Farmers Market	Rochford Farmers Market	Rochford Farmers Market
Family Theatre Rayleigh	Family Theatre Rayleigh	Family Theatre Rayleigh	Weekly Health Walks (Hullbridge, Hockley)	Family Theatre Rayleigh	Family Theatre Rayleigh
Royal Philharmonia	Weekly Health Walks (Hullbridge, Hockley)	Weekly Health Walks (Hullbridge, Hockley)	Rayleigh Windmill	Weekly Health Walks (Hullbridge, Hockley)	Weekly Health Walks (Hullbridge, Hockley)
	Rayleigh Windmill		Holiday Activities	Mills Open Weekend	Wild Woods Day
	Holiday Activities			Rayleigh Windmill	Rayleigh Windmill
				Holiday Activities	Holiday Activities
				Community Older Persons Event (COPE)	
Southend					
Southend High Street Market	Chinese New Year	Southend High Street Market	Southend High Street Market	Southend High Street Market	Armed Forces Day
	Mind, Body & Soul afternoon (Kurssal)		Wedding Fayre Cliffs	Southend Spring Garden Show	Southend Half Marathon
Horror-On-Sea Film Festival	Southend High Street Market			Southend Film Festival	Village Green
	Teen Star- Essex singing contest for teens		Watersports Open Day	Watersports Open Day	Leigh Art Trail
Kids Kingdom Teen Nights	Southend playwriting festival	Kids Kingdom Teen Nights	Kids Kingdom Teen Nights	Kids Kingdom Teen Nights	Kids Kingdom Teen Nights
	Kids Kingdom Teen Nights	Southend Chamber Music Concert	Southend Chamber Music Concert	Comedy 'N' Curry Club @ cliffs	Southend Chamber Music Concert
Open Mic Club					
Chinese New Year					Leigh Folk Festival

January	February	March	April	May	June
<b>Surrounding Areas</b>					
Informal New Years Day Cycle Ride (Wickford)	Teddy Bears Concert (Colchester)	Astonomy Open Evening (Hadleigh)	An Explorers Quest (Hadleigh)	Iron Age Roundhouse Open Afternoon	Family Camping (Hadleigh)
Friendly Local Cycle Ride (wickford)	Tales for a winter afternoon (Hadleigh)	Wedding Fayre (Billericary)	Iron Age Roundhouse Open Afternoon		Wedding Fayre (Billericay)
Friendly Local Cycle Ride (Wickford)			Kite Making (Hadleigh)		
		Iron Age Roundhouse Open Afternoon	Walk In The Dark (Hadleigh)	Birds, Bugs, blooms (Hadleigh)	
Chelmsford Sunday Market			The Annual Essex Jailbreak (Chelmsford)	Iron Age Roundhouse Open Afternoon	
Iron Age Roundhouse Open Afternoon - Hadleigh Country Park	Iron Age Roundhouse Open Afternoon		Signs of Spring (Hadleigh)	Nature Activity Ramble (Hadleigh)	Iron Age Roundhouse Open Afternoon
				Maldon Mud Race	
			Easter ori-egg-teering (Hadleigh)	Survival for Softies (Hadleigh)	

Events

Rochford District					
July	August	September	October	November	December
Rochford Farmers Market	Rochford Farmers Market	Rochford Farmers Market	Rochford Farmers Market	Rochford Farmers Market	Rochford Farmers Market
Family Theatre Rayleigh	Weekly Health Walks (Hullbridge, Hockley)	Family Theatre Rayleigh	Family Theatre Rayleigh	Family Theatre Rayleigh	Weekly Health Walks (Hullbridge, Hockley)
Kirste 5 Memorial Race		Apple Day	Freight House Wedding Fayre	Belchamps Firework Display	
Ashingdon Fun Day	Damned Dead Circus - Music Festival	Foulness Bike Ride	Community Older Peoples Event Day	Rayleigh Town Council Fireworks Display	Rochford Christmas Lights
Armed Forces Day	Active Rochford Inspired Sport Family Fun Day	Rochford Art Trail	Weekly Health Walks (Hullbridge, Hockley)	RRAVS 'Your Community' event	Hullbridge Christmas Fayre
Paws in the Park	Rayleigh Windmill	Rayleigh Arts Festival	Rochford & Castle Point Sports Awards	Hockley Christmas Lights	Christmas Parties - The Mill
Weekly Health Walks (Hullbridge, Hockley)		Heritage Open Weekend		Rayleigh Christmas Lights	
Rayleigh Windmill		RSPB Wild Weekend	Spooky Activity Day (Hockley)	Freight House Christmas Craft Fayre	New Years Eve - The Mill
Holiday Activities		Rayleigh SX Urban Games	Holiday Activities	Freight House Beer Festival	New Years Eve - Freight House
		Rayleigh Windmill	Community Older Persons Event (COPE)		
		Weekly Health Walks (Hullbridge, Hockley)		Weekly Health Walks (Hullbridge, Hockley)	RODS Pantomime

July	August	September	October	November	December
<b>Southend</b>					
Southend Robin Hood Country Show		Southend Air Show and Military Festival	Fireworks Spectacular	Southend Christmas Lights	
		Ganesh Festival - Shoebury East Beach		Fireworks Spectacular	
	Southend Carnival	Old Leigh Regatta	Polish Arts Festival		
Kids Kingdom Teen Nights	Kids Kingdom Teen Nights	Kids Kingdom Teen Nights	Kids Kingdom Teen Nights	Kids Kingdom Teen Nights	Kids Kingdom Teen Nights
Leigh Maritime Festival					
Classic Car Run					
	Italian Festival				
<b>Surrounding Areas</b>					
3 Foot People Festival (Chelmsford)			Saltmarsh 75 - Maldon District		
Essex Fest (Grays)	V Fest (Chelmsford)				
The Fling (Chelmsford)				Canvey Island Christmas Lights	
Glow By Night (Hadleigh)					
Iron Age Roundhouse Open Afternoon					



## Activity Centres

Companies	Area	Basic description
Megazone	Rayleigh	Lazer tag activity centre
The Kurssaal	Southend	Bowling and venue hire
Indoor Karting	Rayleigh	Go karting
The Cliffs Pavilion	Westcliff	Theatre and venue hire
The Palace Theatre	Westcliff	Theatre
The Fun Factory	Rochford	Kids activity centre
Rolla City	Rochford	Roller-skating activity centre
Hadleigh Castle	Hadleigh	Old castle ruins
Hadleigh farm	Hadleigh	Farm
Adventure island	Southend	Small Theme park
Sea life centre	Southend	Sea life centre
Marine Activities Centre	Southend	Watersports courses
Arnold Palmer Crazy Golf	Southend	18 hole crazy golf
Planetarium	Southend	Museum
Monkey bizzness	Hockley	Kids activity centre
Hockley woods	Hockley	Woods
Legacy XS centre	Benfleet	Indoor skate park
Off Road Action Park	Wickford	Outdoor activity centre
Creepy Crawlies Play Centre	Chelmsford	Kids activity centre
Tropical Wings World of wildlife	Chelmsford	Wildlife centre
Partyman World Basildon	Basildon	Indoor play Centre
Southend Wheelers	Southend / Rochford	Cycling - <a href="http://www.southendwheelers.org/events.htm">http://www.southendwheelers.org/events.htm</a>