

Policy and Procedure for Event Strategy

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Events Strategy
Introduction
Purpose of this Strategy
Area of Coverage
Event Classification
Event Proposal Assessment Criteria
Action Plan
Measure of Success



Littlehampton Town Council

Event Strategy

Version

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1. Introduction

Littlehampton Town Council has developed this Event Strategy to embrace the creativity and enthusiasm for events to be hosted in the town. Over many years, the council has developed and delivered an annual programme of events to encourage involvement from communities, groups and individuals. The council has recognised the benefits of establishing a coordinated approach to a programme of events, acknowledging the opportunities associated with delivering events and the benefits these can bring to the town.

2. Purpose of this Strategy

Why is a Strategy needed?

The Strategy will drive the council's strategic approach to delivering a cohesive programme of events either directly or through event support, it will outline the vision and strategic objectives and how they will be measured including public engagement activities.

Background

The Strategy has been developed using extensive knowledge of the events history of the Town from Officers and Councillors, together with public consultation conducted as part of the Event Review (2024).

Our Vision sets out our future aspirations for events and their impact:

Littlehampton Town Council (LTC) events will contribute to a strong sense of community by celebrating diversity, promoting inclusivity and support local groups and businesses across all sectors.

LTC events will be influenced by the community culture and recognise the heritage of the Town, with an aim to bring people together for enjoyable and informative experiences. LTC events will strengthen identity and pride in our town.

Our Mission sets out what we do, why we do it and how we achieve it:

Littlehampton Town Council (LTC) will run or support a series of events throughout the year for the residents, visitors, organisations and businesses of the Town. LTC events will promote inclusive experience, encourage public engagement and create opportunities for community fundraising and awareness as well as offer space for events.

Events will be devised, developed and assessed in line with a set of event assessment criteria and will support the council's priorities as set out in its Business Plan.

Event Proposal Assessment Criteria

The event assessment criteria will provide a structure for LTC to assess all event proposals whether they come from within or outside the council. The criteria have been created to be in line with the mission of this strategy, as well as the LTC Business Plan and Town Centre Strategy. The criteria are used as a guide for what LTC would like individual events to achieve.

3. Strategic Objectives

The Strategic Objectives have been developed and will guide the actions required to deliver the vision. They provide a clear framework for considering the programming of a variety of events either run or supported by LTC.

1. To contribute to a sense of community, local pride and cultural identity
2. To contribute to an attractive, welcoming, safe and thriving town supporting economic growth and tourism
3. To deliver cost effective events that utilise council resources efficiently
4. To measure the success and achievements of events by undertaking an annual review
5. To work in collaboration with our partners to fulfil the Strategy and include visitor, resident, business and contractor feedback in event development and review.

3.1 Event Classification

To deliver the strategic objectives we will create an events programme that will have a mixture of different types of events.

1. Headline

Headline events are large scale events with the purpose being to attract residents and visitors for an extended period and to promote and showcase the town to a large audience.

2. Town Centre

Town Centre events aim to bring residents and visitors to the retail area of the town, encourage people to spend locally and to promote a positive experience.

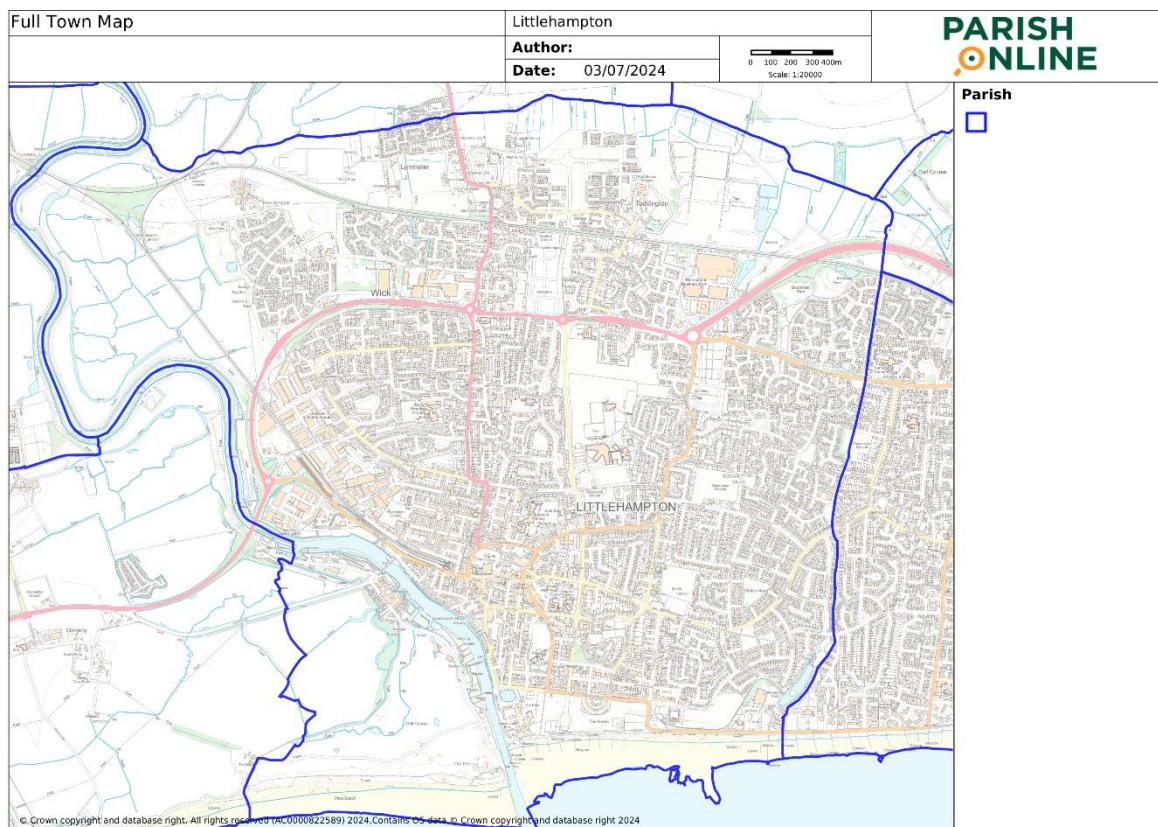
3. Community

Community events are predominantly aimed at residents and those from the surrounding area. The events encourage a sense of community and showcase and celebrate the town.



3.2 Area of Coverage

For the purposes of this Strategy, the area of coverage will be as demonstrated in the map below.





4. Event Proposal Assessment Criteria

Feasibility

LTC will build an events programme designed to meet one or more of the strategic objectives and based on the steps outlined below. The programme will be set for a 3-year period to enable efficient and effective planning and will include 20% of the budget to be held as a reserve to cover inflation increases.

Events of national significance such as Remembrance Sunday, Beacon Lighting and Royal Celebrations are excluded from this assessment.

Step One

Assess event proposal against the criteria

Criteria – the event...	Essential or Desirable
Will encourage the attendance from residents and visitors to the town	Essential
Is fun and enjoyable to attend and/or participate in	Essential
Is designed, developed, and delivered as far as practically possible with inclusivity considerations such as physical accessibility, diverse audience attendance and adaptable participation elements	Essential
Will offer opportunities to encourage and embrace interaction and participation from a diverse range of communities	Essential
Will offer fundraising and awareness raising opportunities for charities, organisations and local Services	Desirable
Will encourage connections with local businesses, suppliers, and event providers	Desirable
Will offer engagement and educational experiences	Desirable
Are aspirational events that can bring new opportunities to the Town	Desirable
Will have support from a diverse portfolio of sponsors	Desirable
Will use a variety of existing event spaces and centres across the Town	Desirable

Step Two

Event proposals will be assessed as to whether it is feasible for LTC to deliver or offer assistance. Measures of feasibility will include available resources: expertise, capacity, budget, equipment, and suppliers available to deliver the event.

Step Three

- a. If the event is an internal event, Officers will work on costs and bring a full proposal to committee for approval as part of the 3-year programme cycle.
- b. If the event is an external event, Officers will bring an outline proposal to committee prior to exploring resource implications.

5. Action Plan

To be developed once Strategy is finalised

6. Measures of Success

Events will be measured against delivery of the Strategy and the Assessment Criteria detailed above. Measures of success will include:

- Value: Social, Economic, Reputational
- Attendance: Target audience reached; Repeat attendance
- Engagement: level of enjoyment; Social Media engagement, Media coverage
- Cost: Value for money