

| Strategic Objective  | Number | Goal (bold) and action description  | Update |
|--|--------|---|--------|
| Contribute to a sense of community, local pride, and cultural identity                               | 1      | <b>The Town Council will run or support a series of cohesive events that aim to bring people together by celebrating diversity and recognising the heritage of the town</b>   |        |
|  | 1.1    | Working in collaboration, continue to build on the Town Council's core programme of events and actively support events that enhance the current offer including multi-location events and activities that extend the season.      |        |
|  | 1.2    | Ensure that the Event Strategy Action Plan supports the delivery of goals from other relevant strategies such as the Town Centre Strategy.  |        |
|  | 1.3    | Work in collaboration with the Events Forum to build on town wide events that support the delivery of the Events Strategy   |        |
|  | 1.4    | Strengthen partnerships with Littlehampton Museum, Business Forum, Events Forum, Sports Forum and relevant stakeholders to ensure that events incorporate local heritage and are diverse in their representation of the community |        |
|  | 1.5    | Explore opportunities to develop celebratory community events e.g. Mayor / Merit Awards   |        |
|  | 1.6    | Review existing stallholder (commercial and non-profit) policies for Town Council events  |        |
|  | 1.7    | Celebrate achievements through a variety of communication channels  |        |
| Contribute to an attractive, welcoming, safe, and thriving town supporting economic growth & tourism | 2      | <b>Encourage and facilitate a range of activities and events that help create a vibrant town, increase footfall and deter anti-social behaviour</b>   |        |

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|  | 2.1      | Ensure that the Town Council's core programme of events and activities are spread across multiple town venues including the High Street   |        |
|  | 2.2      | Identify and categorise potential event sites – ownership, accessibility, covenants, licences   |        |
|  | 2.3      | Encourage the use of the High Street for activities and events that support the delivery of the Town Centre Strategy through collaboration with the Littlehampton Business Forum and other event organisers |        |
|  | 2.4      | Work collaboratively with stakeholders to expand current offer and explore new opportunities  |        |
|  | 2.5      | Develop systems to increase event marketing exposure through partnerships and resource sharing  |        |
|  | 2.6      | Ensure that event organisers utilise the Visit Littlehampton website (both sides) to maximise audience reach  |        |
|  | 2.7      | Continue Events Guide production, covering multi-organisation events.   |        |
|  | 2.8      | Develop or explore ways in which the Town's profile can be raised positively through cohesive messaging   |        |
| Deliver cost-effective events that utilise resources efficiently | <b>3</b> | <b>Ensure that council budgets are maximised to deliver value for money whilst providing the highest impact</b>   |        |
|  | 3.1      | Ensure that both internal and external event proposals are assessed against the Event Assessment Criteria and cost efficiencies are explored  |        |
|  | 3.2      | Undertake a tender process to secure event support contracts that achieve best value  |        |
|  | 3.3      | Create an event budget reserve that is 20% of the Town Council's annual Community Event Budget to cover inflation increases during the course of the three year core programme                              |        |

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|  | 3.4      | Explore opportunities to combine resources with stakeholders to maximise event programme offers.   |        |
|  | 3.5      | Explore funding opportunities including sponsorship .  |        |
| Measure success and achievements of events through annual review | <b>4</b> | <b>Evaluate success using measures of Value, Attendance, Engagement and Cost</b>   |        |
|  | 4.1      | Introduce systems to collect visitor, resident, business, and contractor feedback and to monitor the impact of events  |        |
|  | 4.2      | Use feedback to inform development and review of events programme and activities   |        |
|  | 4.3      | Produce annual Event Report with analysis and recommendations  |        |
| Work in collaboration with partners to fulfil the Strategy       | <b>5</b> | <b>Work with external organisations to develop and/or support them to bring events and activities to the Town.</b>   |        |
|  | 5.1      | Through the Town Centre Action Group, work with Arun District and West Sussex County Councils to streamline licensing and approvals process for event applications |        |
|  | 5.2      | Develop the Event Forum to become a support network for event organisers and actively promote its activities.  |        |
|  | 5.3      | Define roles within the Event Forum and identify skill gaps within the Event Forum. Develop training opportunities including volunteering opportunities            |        |
|  | 5.4      | Work with the Event Forum to create an events planner that all partners can contribute to that will assist in identifying gaps and avoid potential date clashes    |        |
|  | 5.5      | Provide support to external event organisers in developing event management plans to enable them to deliver safe, well run and enjoyable events                    |        |

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|                     | 5.6    | Promote best practice for holding events to enable community organisations to plan, organise and deliver events for themselves |        |
|                     | 5.7    | Develop an Event Support Funding Policy and Procedure  |        |
|                     | 5.8    | Utilise the Love Littlehampton website to deposit useful resources for local event organisers                                  |        |
|                     | 5.9    | Identify opportunities to connect event organisers so they can share resources.  |        |
|                     | 5.10   | Work collaboratively with the Littlehampton Business Forum to achieve the Event Strategy and Town Centre Strategy goals.       |        |
|                     | 5.11   | Develop systems to share information and create networking opportunities for key stakeholders                                  |        |