

Name of Review: Events
<p>What are the objectives and desired outcomes of the review The Economic & Commercial Development Overview and Scrutiny Committee have decided to look at events as a review topic for 2012-2013. They wish to evaluate both the contribution financially they made to the local economy and how valued they are by residents of the borough.</p> <p>Primary Objective To evaluate the value of borough council supported events to residents, visitors and the local economy.</p>
<p>What equality issues will need to be considered as part of the review – giving consideration to the 9 protected characteristics:</p> <ul style="list-style-type: none"> • Consideration will need to be made as to whether there are any issues affecting a protected characteristic when identifying recommendations.
<p>Which witnesses are required?</p> <ul style="list-style-type: none"> • Cabinet member for Communities • Town Centre Management • Town Team represented (Ken Scott) • Maidstone Tourism Association • Medway Council – Verne Sanderson • Event organisers
<p>Other ways to seek evidence? E.g. site visits, involving members of the public, consultation. *</p> <ul style="list-style-type: none"> • Cambridge Model • Survey of residents and visitors to the borough (in town & online) • Possible site visits to a Christmas market.
<p>What information/training is needed?</p> <ul style="list-style-type: none"> • Background to Cambridge Model • Current Event Guidance/tool-kit • Road closure and Health and Safety Information.
<p>Suggested time for review and report completion date</p> <ul style="list-style-type: none"> • October – Agree Scope • November to January – evidence gathering & witness interviews (possible site visit to a Christmas Market) • February – Agree draft report for submission to Cabinet Member
<p>How does the review link to council priorities?</p> <ul style="list-style-type: none"> • For Maidstone to have a growing economy
<p>How does this item deliver CfPS effective scrutiny principles? <i>(delete all that do not apply)</i></p> <ol style="list-style-type: none"> 1 Provides 'critical friend' challenge to executive policy-makers and decision-makers 2 Enables the voice and concerns of the public 3 Is carried out by 'independent minded governors' who lead and own the scrutiny role 4 Drives improvement in public services
<p>Any co-optees or expert witnesses?</p>

* What do you know about the equality groups and the make-up of the people using the service or in the area? Qualitative and quantitative information
Think of the wider 'community' including people who possibly do not currently use the service but could or should.