

Maidstone Borough Council

Economic & Commercial Development Overview & Scrutiny Committee

Tuesday 25 February 2014

Events Review – The Social Festival

Report of: Sam Bailey, Research and Performance Officer

1. Introduction

- 1.1 At the Regeneration & Economic Development Overview & Scrutiny meeting on the 28 January 2014 the Committee agreed to invite witnesses from organisations that have previously run events in the borough. The evidence gathered from these witnesses will be used to inform the Committee's ongoing review into events in the borough.
- 1.2 In order to understand how the Council supports event organisers, the Committee agreed that they would interview representatives from organisations that hold events in the borough.

2. Recommendation

- 2.1 That Members interview Luke Bendall, organiser of The Social festival in relation to the review topic.

3. Reasons for Recommendation

- 3.1 The Committee has created a work programme for the municipal year. At their previous meeting held on 28 January 2014 Members agreed that it would be helpful to interview witnesses from organisations that hold events in the borough to inform their current review topic.
- 3.2 The Social Festival was held for the first time in 2013. The event was held over a weekend in September on Mote Park. Over 10,000 people attended the festival and the event was considered a success. Another event is being planned for 2014.

4. Impact on Corporate Objectives

- 4.1 The Committee will consider reports that deliver against the following Council priority:
 - For Maidstone to have a growing economy.
- 4.2 The Strategic Plan sets the Council's key objectives for the medium term and has a range of objectives which support the delivery of the Council's priorities. Actions to deliver these key objectives may

therefore include work that the Committee will consider over the next year.