

## **Maidstone Borough Council**

### **Economic & Commercial Development Overview & Scrutiny Committee**

**Tuesday 25 March 2014**

#### **Events Review – Maidstone Town Team and Jubilee Square**

**Report of:** Sam Bailey, Research and Performance Officer

#### **1. Introduction**

- 1.1 At the Economic & Commercial Development Overview & Scrutiny Committee meeting on the 25<sup>th</sup> February 2014 the Committee agreed to invite a representative from the Maidstone Town Team. This was as a result of evidence given to the Committee by Ken Scott, of Maidstone Area Arts Partnership. The evidence gathered from the representative from Maidstone Town Team 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 are involved in holding events in the borough. Maidstone Town Team holds regular events on Jubilee Square so could provide insight on this matter.

#### **2. Recommendation**

- 2.1 That Members interview Jennifer Hunt, Local Economy Project Officer 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 25<sup>th</sup> February 2014 Members agreed that it would be helpful to interview a witness from Maidstone Town Team around the following topics:
  - To inform the committee of the Town Team's structure and planned work programme;
  - To ascertain the Town Team's role in organising events in the town; and
  - To find out how funds are being used to support events
- 3.2 Maidstone Town Team was formed in summer 2012 as a result of a government initiative set up to help improve High Streets across the country. This initiative was a result of the 'Portas Review'- written by Mary Portas- which recommended setting up Town Teams. Whilst Maidstone was not selected for the main wave of funding from the government initiative, the momentum built

through submitting a bid for funding was utilised by setting up Maidstone Town Team.

- 3.3 The Town Team is formed from a wide range of local stakeholders from the town centre community including Maidstone Borough Council, Town Centre Management, businesses, organisations, landlords, shop keepers, community groups and residents.
- 3.4 The Town Team benefitted from a small amount of money from central government with additional funding from Maidstone Borough Council. This funding is used to co-ordinate and promote town centre regeneration activities and cultural events.
- 3.5 Jennifer Hunt is one of Maidstone Borough Council's representatives on the Town Team.

#### **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.