

Maidstone Borough Council

Economic & Commercial Development Overview & Scrutiny Committee

Tuesday 25 March 2014

Events Review –Kent Life

Report of: Sam Bailey, Research and Performance Officer

1. Introduction

- 1.1 At the Economic & Commercial Development Overview & Scrutiny Committee meeting on the 25th February 2014 the Committee agreed to invite witnesses from organisations that have previously held 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.

2. Recommendation

- 2.1 That Members interview Emily Hirons, General Manager, and Natalie Kirk, Events Manager, of Kent Life in relation to the review topic.

3. Reasons for Recommendation

- 3.1 At the Economic and Commercial Development Overview & Scrutiny Committee on the 25th February 2014 the Committee agreed that their questioning for organisations that have held events in the borough will focus on the following areas:

- Their evaluation of the support offered by Maidstone Borough Council when organising and running events;
- The value of the events they organise to the borough;
- Who benefits from their events; and
- Who values the events.

- 3.2 Kent Life is an open air museum based in Sandling. The museum focuses on rural life in Kent, and has a number of original, reconstructed and recreated traditional Kentish rural buildings on the site. The museum also has a model farm with livestock, orchards, hops and soft fruit plantations.

- 3.3 Kent Life holds events on their site throughout the year. These include:
- A 'Country Fair' which celebrates Kentish life and traditions;
 - Various children's events including Fireman Sam, Peppa Pig and a Teddy Bear's picnic;
 - A classic and vintage vehicle show; and
 - A beer festival and a cider festival.

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.