

Appendix A: Original Events Review Scoping Document

<p>Name of Review: Events</p>
<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 • Maidstone Tourism Association • Medway Council – Vernon 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 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 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

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Think of the wider 'community' including people who possibly do not currently use the service but could or should.