

URN: 21-015

Subject: Public Events Policy

Report to: Policy & Resources 27th July 2021

Report by Clare Dyble, Head of Marketing and Communications



EXECUTIVE SUMMARY

This report presents an overview of public events & festivals currently supported by Great Yarmouth Borough Council and looks to seek approval for an Events Policy to steer the development of future public events.

It provides context around the Borough's programme of public events and sets out the direction for future development.

RECOMMENDATIONS

That Committee resolves to:

- a) **Formalise the partnership between Great Yarmouth Borough Council, the Town Centre Partnership and Great Yarmouth Tourism and Business Improvement District**
- b) **Approve the Events policy with a view to it being further developed with the above partners.**
- c) **Note the forthcoming public events & festival programme for the next twelve months to July 2022.**
- d) **Work with the above partners to develop the events programme and invite partners to a future Policy and Resources Committee to present their collective proposals for events for the next 3 years with an aim to support the bid for City of Culture 2025.**

1. CONTEXT

- 1.1 The borough of Great Yarmouth has a rich heritage of performance and entertainment. The council seeks to nurture and promote this as it shapes the destination for the future, as highlighted in the Culture, Heritage and Tourism Strategy which has a core theme of 'Our Place is Your Stage'.
- 1.2 Events enable communities to feel connected and proud of where they live, work and play, as well as encouraging visitors to the borough. Great Yarmouth Borough Council supports and enables a diverse programme of events on an annual basis in order to support the local and visitor economy.
- 1.3 During 2020 and 2021, the Covid-19 pandemic has been challenging for the tourism industry and government restrictions to keep the public safe meant that the vast majority of events were unable to take place. Once restrictions are eased, it is important to ensure a comprehensive programme of exciting events is planned and delivered to bring communities together and support the businesses of the borough as they recover from a difficult period.

1.4 The events programme is strategically aligned to the Council’s objectives as set out in the Corporate Plan and Culture, Heritage and Tourism strategy and supports the Economic Growth Strategy. In particular, priority areas within the Corporate Plan 2020-2024:

A strong and growing economy – Events can support the local economy by attracting increased footfall and additional spending in a defined area.

High-quality and sustainable environment – A regular programme of quality and engaging events can make an area more attractive to live, work and visit. It can also positively impact on the wellbeing of residents and visitors who engage in events.

It also picks-up the themes from the Culture, Heritage and Tourism Strategy agreed by members in July 2020; namely:

- **Experiences – a greater diversity of people experiencing and creating culture in the borough** – By staging and supporting a culturally diverse events programme, the council can attract a diverse visitor group to the borough.
- **Open for business year-round - Great Yarmouth is open 12 months of the year** – Events can attract visitors to an area at times when they would not normally visit, thus extending the traditional visitor season and increasing footfall and spending.

2.0 TYPES OF EVENTS AND SUPPORT

The type of events and support that the Council facilitates can be categorised as follows:

2.1 Community Events

Community events are small events organised by the local community and targeted at a local audience. They are designed to bring the community together. Many of these events are self-sufficient and council involvement is minimal. For larger community events, the role of the council is to ensure that they are well planned and safe. Event organisers are required to complete an event management plan along with risk assessments which go through the Great Yarmouth Events Safety Advisory Group (ESAG) for approval.

2.2 Council-led Events

2.3 The Council has a limited amount of funding to directly deliver an engaging public events programme. Such events may be fully or partly funded. The Council’s in-house marketing and events team may either work to a client brief from another part of the Council, for example from the Civic Working Party or produce and manage an event directly, ensuring key objectives and outputs are met. These events are carefully planned to include resourcing which may include the need for additional funding from partners and sponsors. As per community events, an event management plan and full risk assessments must be completed and submitted to ESAG for approval.

2.3 Examples of these events include the all events within the Civic Programme, the Easter Fair, Wheels Festival and the ‘See Great Yarmouth in a Different Light’ Programme which includes Christmas in the Parks, lighting & other experiential trails, a series of markets and activities in Great Yarmouth and Gorleston.

2.4 Officers within the events and marketing team will lead on planning, promoting and delivering these

events, ensuring success factors are measured. However, the team will often work closely with key partners, particularly where sponsorship has been obtained, to ensure that the events deliver against the wider objectives for the borough and visitor economy. For example, the Council has worked with the Visit Great Yarmouth (formerly called the Great Yarmouth Tourism and Business Improvement Area Bid (GYTABIA), Out There Arts, the Town Centre Partnership (TCP) and other stakeholders in the planning of the ‘*See Great Yarmouth in a Different Light*’ Programme. The Council also works with the TCP to create a programme of entertainment and activities designed to increase footfall in the town centre. It would be beneficial to formalise a partnership between the council and the two BID companies to ensure events in the borough are aligned with the Events Policy.

- 2.5 The public events & festival programme in 2021/22 has been severely affected by the COVID-19 pandemic and subsequent government restrictions. It has been difficult to effectively plan larger events due to the uncertainty of whether they may be able to go ahead. As a result, the difficult decision was taken to postpone July’s annual Wheels Festival, an event that attracts up to 50,000 visitors to the seafront each year, until 2022.
- 2.6 There is a small revenue budget available from the Property budget of £6,000 to deliver the Christmas market annually. However, in 2021/22, funding has been made available from the ‘*See Great Yarmouth in a Different Light*’ project to supplement this and other events to aid recovery throughout the year. Details are included in appendix B.
- 2.7 Events such as Wheels and the Bowls Festival have a small revenue budget to cover any initial outlay, however, these events are expected to be self-funding through sponsorship and advertising revenue. The COVID-19 pandemic may make sponsorship more difficult to source going forwards.
- 2.8 Partners, such as Visit Great Yarmouth, can support events that generate economic benefit to its members. Similarly, commercial event planners and operators will be expected to at least break even in terms of budget planning. Proposals for public events & festivals will therefore be evaluated on a case by case basis.

2.9 Externally-led events

These are events that are led by other organisations, including commercial operators, that take place within the Borough of Great Yarmouth. As such they typically require facilitation, help and advice from the Council. This may include the use of Council-owned land and assets for which permission is sought. These events include public events and festivals such as the Out There Festival and Gorleston Cliff Top Festival. For these events, the Council will offer advice in terms of event planning and safety through the ESAG. The Council may also offer assistance in seeking permissions, road closures and facilitating relationships with other partners.

2.10 Civic Events

The Council plans and delivers a comprehensive annual Civic Programme aimed at encouraging a sense of civic pride within the Borough. The programme encompasses activities of the Mayor, civic functions and celebrations. The Council takes great pride in its civic programme and actively encourages the local community to take part.

The independent role of the Mayor as a community leader allows the Council to acknowledge the thriving work of local community and charitable groups across the Borough. Appendix B illustrates a

typical annual programme of civic events. There is a small revenue budget to deliver the Civic Programme of £14,500 for 2021/22.

2.11 Commercial Events

- 2.12 On behalf of the Council the marketing and events team is responsible for managing the Council's function rooms and other assets that can be utilised to derive commercial income from weddings, private functions and corporate events. The Council actively promotes the Council's own function rooms to the general public and other organisations that may wish to hire the facilities for their events. Customers include local businesses, colleges, community organisations and Norfolk County Council's Registrar's office.
- 2.13 The majority of events are planned, developed and delivered, in conjunction with the client, by the in-house team. Examples of bookings already secured include Comic Con 2021 and several ticketed events such as Mother's Day afternoon tea. Furthermore, two Christmas party evenings are planned for December 2021. This revenue forecast should grow throughout the year as more commercial events are secured.
- 2.14 Competition in the area for weddings and function rooms is reasonably strong, therefore pricing must be competitive. The Council has a unique proposition in terms of its historic and impressive venues which will be a strong selling point.

3.0 FUTURE PLANNING

- 3.1 Officers propose to work to expand the portfolio of public events & festivals for the Borough and will specifically look to increase the number of events outside the traditional visitor season in alignment with the Culture, Heritage and Tourism Strategy.
- 3.2 To aid steer the direction of future potential and prospective public events, members are asked to consider and agree an Events Policy (Appendix A) which sets out a series of criteria and considerations aligned to the Council's strategic objectives. This includes ensuring events provide value – social, environmental &/or financial to the residents and businesses of the borough and safeguards the place as a whole. If agreed, the policy will be developed with key partners to ensure alignment to the Culture, Heritage and Tourism Strategy and wider ambition of City of Culture 2025.
- 3.3 Officers will work to increase partnership working with organisations in the arts and culture space to improve the cultural diversity of the events programme and maximise funding opportunities that may not be directly available to the council. Events will be benchmarked against those of other destinations to seek to ensure Great Yarmouth's resorts stand-out and can compete in terms of being known and renowned for performance, entertainment and engaging public/visitor events.
- 3.5 The Council will seek-out commercial organisations that provide engaging, profitable events at no cost to the council, and to seek out new funding streams to enable an expansion of the events programme.

4.0 FINANCIAL IMPLICATIONS

- 4.1 The revenue budget for each current planned event is as set out in the event listing (Appendix B). Wherever possible the council will look to secure match-funding from partners, work with

commercial partners who provide events at no cost to the council or attract sponsorship for events and festivals.

- 4.2 Each event’s budget includes marketing and promotion costs where required but does not account for officer time. The council’s events programme seeks to be cost neutral wherever possible with a view to revenue covering any costs laid out by the council. However, should a new signature event be identified that would bring huge benefits to the borough in line with the criteria laid out in the events strategy, a business case may be made to members to provide council funding.

5.0 RISK IMPLICATIONS

- 5.1 The risks and mitigations of the events programme are set out in the table below:

Risk	Mitigation
Some events may not generate enough revenue to fully cover the costs. It is noted that sponsorship is increasingly difficult to secure.	The council will ensure key events are attractive and meet the objectives of the council and key stakeholders, encouraging headline sponsorship.
COVID-19 restrictions may remain or come back into place making some events unviable.	Events will be planned in a COVID safe way where possible and will avoid financial commitment in advance.
It is unlikely the events programme will be fully self-funding.	Careful monitoring of funding streams and active seeking of new funding will be carried out.

6.0 CONCLUSIONS

- 6.1 Great Yarmouth is renowned for its history of performance and entertainment. A comprehensive schedule of public events & festivals all-year round that are accessible to all, consider equality, diversity and inclusivity, which also have due regard to good environmental stewardship will help continue this reputation. Public events are designed to attract footfall and benefit local businesses and communities, helping to make Great Yarmouth a fantastic place to live, work and visit. Going forward, public events & festivals will be guided by the proposed Events Policy reflecting the ambitions of the Council as a Place and measured to assess effectiveness and share learning.

7.0 BACKGROUND PAPERS

Area for consideration	Comment
Monitoring Officer Consultation:	Yes – via ELT
Section 151 Officer Consultation:	Yes – via ELT
Existing Policies:	Great Yarmouth Borough Council Corporate Plan 2020-2024 Culture, Heritage and Tourism Strategy July 2020 GYTABIA (Visit Great Yarmouth) Destination Management Plan 2021

Financial Implications:	As set out in section 4.0
Legal Implications (including human rights):	None
Risk Implications:	As set out in section 4.
Equality Issues/EQIA assessment:	Yes
Crime & Disorder:	N/A
Every Child Matters:	N/A

Public Events Policy

July 2021



Our Place is Your Stage!

Great Yarmouth has a rich history of performance, theatre, entertainment and family fun. It has a unique character which continues to attract thousands of visitors each year. It is steeped in culture and heritage. This events strategy seeks to build on these strengths and develop the already established annual events programme so that Great Yarmouth continues to thrive.

Public events enable communities to feel connected and proud about where they live, work and where they relax. In Great Yarmouth events and festivals highlight our rich and diverse culture, bringing people together to celebrate art, circus, street performance, heritage, music, the spoken word, physical activity, classic cars and our vibrant seaside splendour. Our events also attract visitors from miles around, encouraging greater footfall and overnight stays. The Council's event programme therefore plays a critical role in stimulating the local economy, helping to showcase the borough as the visitor destination of choice all-year round.

Culture is a key element of the public events programme and the Council is committed to providing cultural experiences to its residents and visitors. It is home to the largest outdoor cultural festival in the UK, the '*Out There Festival*', which attracts thousands of visitors to the town each year providing a spectacle of circus performance and cultural activities. To complement the Council's role in securing additional investment in cultural assets, the Council is broadening its offer to collaborate with other key partner organisations, to ensure public events and festivals happen throughout the calendar and make best use of the public realm, venues and other open spaces within the Council's control.

1. Purpose of the Policy

- 1.1 Great Yarmouth Borough Council is committed to ensuring our residents and visitors can experience and take part in a range of engaging events, festivals and community activities. Public events bring communities together, can improve the well-being of residents, attract visitors and showcase the area positively, demonstrating the vibrancy of the 'Place' and its ability to connect people to a diverse range of event and festival offers.

1.2 The Public Events Policy identifies the role the Council will play in events & festival programming and how it will support events either by:

- Directly programming public events & festivals itself
- By working with other commercial, VCSE operators and community groups to understand and help shape events including their purpose, its funding package, and key operating partners.
- Indirectly through, guidance and facilitation in the form of officer support to other constituted bodies and commercial operators wishing to use council land for public events.

**“IN GREAT
YARMOUTH
YOU CAN
WATCH IT AND
YOU CAN BE
PART OF IT!”**

1.3 The Policy sets out how the Council will work with key partners, including commercial operators and community groups to ensure that public events are accessible, inclusive and provide a quality experience that reflects the character and sense of Place of the Borough.

1.4 The Policy supports existing Council and partner strategies, including the Strategic Plan 2020 – 2025, the Culture, Heritage and Tourism Strategy, the Economic Development Strategy and the Destination Management Plan from Visit Great Yarmouth.

2. Vision & Principles

2.1 In support of the Culture, Heritage & Tourism Strategy, this Policy will support the Council’s vision:

‘By 2030, we want the borough of Great Yarmouth to be a place where culture and creativity are valued, where it enables well-being and economic prosperity. Where visitors come all year round to enjoy our natural and built environment and engage with our rich and diverse culture.’

2.2 Moreover on this journey, by 2025 Great Yarmouth will be renowned as one of the UK’s most exciting destinations for experiencing fun and engaging events that span performance, culture, heritage and circus. Our diverse annual public events programmes will connect communities, be accessible and will contribute to the well-being of our residents whilst celebrating our beautiful natural environment.

2.3 The Policy implements the cross-cutting themes enshrined in the Culture, Heritage and Tourism Strategy:

Cross-cutting Themes

Arts and culture for all

Our overarching priority is to ensure that everyone has access to the wealth of experiences provided by taking part in a broad and diverse range of cultural experiences. In particular, we offer support for schools working to address the revised OFSTED framework, which places a much greater emphasis on providing a broad and balanced curriculum for students.

Skills & experience

We believe that taking part in cultural activities enables people to have experiences that are enriching, empowering and provide great opportunities for developing transferable work and life skills. This is particularly important in a rapidly changing world where it is hard to predict future employment opportunities. We support cultural activities that help to develop the creative thinking skills and entrepreneurial approaches that

will enable people to be flexible and adaptable in meeting demands of life and work in the digital age.

Community resilience, health & well-being

There is growing concern nationally and locally about mental health and well-being. Cultural activities are known to have positive benefits in this area by providing positive activities, a secure context in which to explore issues of concern especially to young people as well as opportunities for developing confidence, resilience and strategies for maintaining personal well-being. We seek to foster collaborative partnerships between cultural organisations and agencies working to address mental health and well-being agendas.

Accessibility

There are 11.9 million disabled people in the UK. That’s 19% of the population, meaning 1 in 5 of the Borough’s customers are likely to have some form of disability. To support visitors, we need to ensure full accessibility for all.

Environmental responsibility

With increased awareness of climate change and environmental damage caused by human activities, there is mounting urgency to find ways to mitigate potential impacts and find ways to develop more sustainable ways to live. Cultural activities can provide powerful platforms to raise awareness and engage communities in debate and collaborative action to tackle environmental issues at a local level. We are seeking opportunities to develop cultural projects with environmental themes and look for ways to link these to local developmental strategies such as the Town Centre Regeneration Plan.

Sustainable tourism

- By encompassing the green economy, sustainable tourism will ensure low impact on the environment and local culture, whilst helping to generate income, employment, and support the conservation of local ecosystems. With some simple and often small interventions, businesses and visitors alike can ‘leave no trace’ by

adopting environmentally-friendly principles. From litter, waste and recycling to water management and energy efficiency, respect for the environment through the creation of responsible tourism will be at the heart of the Borough’s future visitor economy.

Smarter use of technology

Resilient digital connectivity as an enabler of technology, will help people move around, access information, network and do business. With already good 4G coverage, working with partners to deliver a Local Industrial Strategy, the Borough will look to harness 5G and full fibre broadband options along with capitalising on new technology.

Build on our partnerships

We know that to succeed that we need to work in partnership. This is even more critical in this era of scarce resources. We already have successful partnerships in place, but there are opportunities for many more.

Deliver - We will deliver a diverse programme of annual public events that span our rich culture, heritage, history of performance and that highlight our natural environment. These events will engage residents and increase visitor footfall thereby supporting the local economy through increased spending in the borough. Connecting with our diverse range of communities and residents in each and every public event to encourage a sense of pride in the Place.

Enable - We will work to enable key partners and community groups to create new and develop existing public events & festivals that complement the overall annual programme. We will help to plan and facilitate events, ensuring that each event is accessible for, promotes equality, diversity & social inclusion, is safe and well-run and is compliant with Great Yarmouth's Event Safety Advisory Group (ESAG) requirements.

Strengthen - We will strengthen relationships with key partners, commercial organisations to strengthen our programming, to co-design, secure funding and deliver engaging events thereby increasing capacity and capability to support and assist public event delivery. The overarching principle is that public events supported by the council should eventually be self-funding.

Promote - We will actively encourage and support events that increase visitor footfall, enhance the profile of the Borough and bring economic benefit to local businesses. We will seek to develop public events & festivals that showcase our culture, communities and unique character of performance and entertainment.

Monitor - We will develop a consistent and robust approach to both evaluating proposed public events and measuring the success of events. This will be supported by a monitoring framework which will assess the outcomes of each event as well as the overall event programme.

Sustain - We will have regard to the sustainability of public events & festivals, ensuring that event organisers work with us to promote and adopt environmentally sustainable practices, ideally carbon neutral.

2.3 The Policy supports two of the four strategic priorities in the Corporate Plan:

- **A strong and growing economy**
- **High quality, sustainable environment**

3. Identity

3.1 The borough of Great Yarmouth has a strong and established identity and continues to be a leader in UK coastal resorts. Tourism is a key economic sector for the borough with a growing visitor economy worth £645m annually. Great Yarmouth has a unique appeal as a holiday destination, with visitors looking for experiences and to make memories rather than specific attractions.

3.2 With a rich history of performance, entertainment, circus and family seaside fun Great Yarmouth and surrounding resorts are uniquely positioned to host a variety of public events & festivals to enhance the visitor experience and bring communities together, evoking a sense of pride in the borough.

3.3 Rich in culture, with a wealth of historical assets and attractions, Great Yarmouth is also well positioned to bring cultural diversity to the public events schedule, engaging residents and visitors alike with culture and the arts in a fun and engaging way.

3.4 This sense of performance, incorporating arts and culture is a golden thread within the Culture, Heritage and Tourism Strategy and is captured in the strapline '*Our Place is Your Stage*'.

3.5 Great Yarmouth Borough Council will work closely with, partners, event organisers and commercial operators to plan and develop a public events & festival programme spanning twelve months of the year and growing over the course of the next four years to 2025. Public events will reflect the Borough's personality, history and ambition, comprising of five key themes:

1. Street Circus and Performance

Building on the success of the '*Out There Festival*', the largest cultural outdoor public festival in the UK and the newly developed '*Fire on The Water*' Experiential Trail, the Council will look to support events that highlight the borough's strong links with circus and performance.

2. Maritime and Medieval History

Celebrating Great Yarmouth's maritime and medieval history, events such as the well-established Maritime Festival will be encouraged, showcasing the Borough's strong links with the sea, including the importance of trade with the Hanseatic League.

3. Transport and Energy

Great Yarmouth is fast establishing itself as an energy hub, investing heavily in clean energy and sustainable transport links. The council will support the development of the hugely popular Wheels Festival along with other transport, sustainability and energy-themed events.

4. Performance Through the Generations

Music, entertainment and performance has evolved throughout the years with each decade having a distinctive style. The Council will seek to support public events that revisit decades gone by such as a 1920's festival and similar events.

5. Sport, health and wellbeing

Health and wellbeing is a priority for our borough, especially as we recover from the Covid 19 pandemic which has prevented many people from engaging in sporting or health activities. Events which focus on sport such as triathlons, running events or team sports, will be supported where possible.

4. Role of the council

The role of the Council is to:

- Galvanise partners within the Borough to deliver an engaging annual public event & festival programme that aligns to the Culture, Heritage and Tourism Strategy.
- Ensure that proposed public events are safe through the Great Yarmouth Event Safety and Advisory Group.

- Facilitate access to and where appropriate, the use of council land and assets in a sustainable manner.
- Ensure that equality of opportunity, diversity of reach and inclusion for all is fully considered and social value is delivered.
- Ensure that public events deliver economic benefit to the Borough, rather than displacing existing visitors and trade.

4.1 When considering support for public events & festivals, the Council will consider how each event aligns to the identity of the Place set out above with regard to the following

- **Alignment with the Culture, Heritage and Tourism Strategy**
- **Alignment with the 5 key event themes listed above**
- **Economic impact**
- **Community impact**

Appendix B

DATE	EVENT	LOCATION	ORGANISER / GYBC INVOLVEMENT	FINANCIAL IMPLICATIONS TO GYBC	BENEFIT
June 2021	2 x Civil Ceremonies	Town Hall	Great Yarmouth Borough Council (GYBC).	Income revenue from Norfolk County Council (NCC).	Income revenue and opportunity to up-sell.
09/06/2021 23/06/2021 30/07/2021 14/08/2021	NJP Trio Performance (Welcome Back)	Market Place & Boating Lake	GYBC Part of a series of pop-up entertainment.	£600 from the Welcome Back Fund.	Improve wellbeing in the area and create a great atmosphere which will encourage footfall and dwell time.
30/06/2021 25/07/2021 14/08/2021	Tuba Smarties (Welcome Back)	Market Place Marine Parade	GYBC Part of a series of pop-up entertainment.	£720 From the Welcome Back Fund.	Improve wellbeing in the area and create a great atmosphere which will encourage footfall in area.
July 2021	3 x Civil Ceremonies	Town Hall	GYBC	Revenue from NCC.	Revenue and an opportunity to up-sell.
10/07/2021 30/07/2021 07/08/2021	Scott Ribbons – Solo Vocalist (Welcome Back)	Town Centre Market Place Pleasure Beach Gardens	GYBC Part of a series of pop-up entertainment.	£240 from the Welcome Back Fund.	Improve wellbeing in the area and create great atmosphere to encourage footfall.
18/07/2021	Alice in Wonderland characters – Alice, Mad Hatter and White Rabbit	Waterways / Anchor Gardens	GYBC Walk about characters to interact with public as part of the welcome back fund.	£360 Welcome Back Fund.	Improve wellbeing in the area and create great atmosphere to encourage footfall.
18/07/2021 28/07/2021 04/08/2021	TestostaTones Trio (acapella) The Rogues Shanty Buoys Full House Duo	Gorleston Band Stand Anchor /Jetty Market Place	GYBC Part of a series of pop-up entertainment.	£2499 from the Welcome Back Fund.	Improve wellbeing in the area and create great atmosphere to encourage footfall.

22/08/2021 01/09/2021	The Hazards (acoustic Retro Rock trio) TestostaTones Trio (Welcome Back)	Gorleston Band Stand Market Place			
23/07/2021 (for the duration of the summer hols)	Chalets at the Waterways	The Waterways	GYBC Hire of wooden chalet to house arts/crafts/refreshments etc during six weeks of activities during school holidays.	Heritage Lottery Fund budget to be used.	Enable skills development, greater footfall to The Waterways.
24/07/2021	TV Character Mascots Paw Patrol, Peppa Pig and Ninja Turtle (Welcome Back)	Town Centre / Regent Road	GYBC Walk about characters to interact with public as part of the Welcome Back Fund.	£360 from Welcome Back Fund.	Improve wellbeing and create great atmosphere to encourage footfall and return visits
25/07/2021 28/8/2021	DF & The ALibis	Band Stand Gorleston Pleasure Beach Gardens	GYBC Part of a series of pop-up entertainment	£600 from Welcome Back Fund	
29/07/2021 05/08/2021 08/09/2021	Punch and Judy	Anchor Gardens Gorleston Band Stand Jetty	GYBC Part of a series of pop-up entertainment	£570 from Welcome Back Fund	Improve wellbeing and create great atmosphere to encourage footfall
August 2021	5 x Civil Ceremonies	Town Hall	GYBC	Revenue from NCC.	Revenue and an opportunity to up-sell.
01/08/2021 15/08/2021 29/08/2021	Bluebirds Handmade Markets	Band Stand Gorleston	GYBC Part of a series of pop-up entertainment		Improve wellbeing and create great atmosphere to encourage footfall
04/08/2021 29/08/2021	Charlotte Gray – Solo Vocalist	Town Centre Band Stand Gorleston	GYBC Part of a series of pop-up entertainment	£120 from the Welcome Back fund	Improve wellbeing and create great atmosphere to encourage footfall

11/08/2021 19/08/2021	Lee Makes Noises & Co	Town Centre Anchor Gardens	GYBC Part of a series of pop-up entertainment	£700 from Welcome Back Fund	
11/08/2021	The Prom Performance (Welcome Back)	Waterways and Prom	GYBC Walk about character to interact with public as part of the Welcome Back Fund.	£445 from the Welcome Back Fund.	Improve wellbeing in the area and create a great atmosphere which will encourage footfall in area.
15/08/2021 12/09/2021	Great Yarmouth Brass	Band Stand Gorleston	GYBC Part of a series of pop-up entertainment	£400 from the Welcome Back fund	Improve wellbeing and create great atmosphere to encourage footfall
18/08/2021	Cod Choir (Welcome Back)	Town Centre	GYBC Walk about characters as Part of a series of pop-up entertainment from the Welcome Back fund.	£695 from the Welcome Back Fund.	Improve wellbeing in the area and create a great atmosphere which will encourage footfall in area.
19/08/2021	Rainbow Stilt Walkers (Welcome Back)	Regent Road & Seafront	GYBC Part of a series of pop-up entertainment.	£550 from Welcome Back Fund.	Improve wellbeing in the area and create a great atmosphere which will encourage footfall in area.
22/08/2021	Jolly Holiday	Seafront	GYBC Walk about characters as Part of a series of pop-up entertainment from the Welcome Back fund.	£775 from the Welcome Back Fund.	Improve wellbeing in the area and create a great atmosphere which will encourage footfall in area.
21/22/08/2021	Olympic Day	Wellesley Recreation Ground	In association with Great Yarmouth Athletic Club a community day to mark the end the of the Olympic Games a taster session to be held	Nil budget	Inspiring people to take up sport and wellbeing in the Borough.

			covering Olympic game type sports and also with Great Yarmouth Football club opportunity to get involved.		
28/08/2021	Kizzy Plays Harp	Waterways	GYBC Part of a series of pop-up entertainment.	£100 from the Welcome Back fund	Improve wellbeing in the area and create a great atmosphere which will encourage footfall in area.
September 2021	5 x Civil Ceremonies	Town Hall	GYBC	Income revenue from NCC.	Revenue and the opportunity to up-sell.
11/09/21 - 12/09/21	Heritage Open Days	Town Hall	GYBC will be opening the doors to the Town Hall for a variety of different activities and history story telling.	Officer time.	Opportunity to promote the Town Hall as a venue. Opportunity to build on civic pride through improving knowledge of local history.
September To be confirmed	See Great Yarmouth in a Different Light (illumination of buildings)	Various	GYBC As part of the Winter programme to extend the season to an all-round resort offer a lighting trail and stories projected on to buildings around Great Yarmouth and Gorleston.	£150k from Winter Programme.	Increased footfall during the low season. Opportunity to host a variety of trails throughout the year.
TBC	Sporting Events in the Borough leading to the opening up of the Marina Centre	Various	Tough Mudder Football – talks in progress with farmers to bring this popular activity to the Borough. Heritage Trails	Nil budget	To build up sport activities that may have a tourism lead to bring people to the area as well as supporting our local community wellbeing offer.

			Sand Castle Competition Half Marathon Children's Marathon		
26/11/21 - 05/11/21	Christmas in the Parks	To be confirmed	GYBC – Plans to look at a Great Yarmouth Food Week and food festival to involve local hospitality venues, food markets and demonstrations.	Winter Programme Budget allocation to be confirmed.	Christmas spirit event. Increasing footfall to the borough outside the traditional visitor season. Community engagement and support for businesses through the creation of vibrant markets and entertainment.
March 2022 to be confirmed	The Arts Trail	Various	GYBC in partnership with Great Yarmouth Arts Festival. A range of arts and cultural trails around the town. Showcasing local artists.	Winter Programme Budget allocation to be confirmed.	Encouraging visitors to the borough outside of the traditional visitor season. Will create a vibrant sense of place.
11/06/22 – 12/06/22	Maritime Festival	To be confirmed	GYBC have initially been approached by the Great Yarmouth Tourism and Business Improvement District (GYTABIA) to run this on their behalf. No further discussions have taken place.	Talks are in place regarding GYBC taking over the running of events for GYTABIA. The cost of GYBC officer time would be factored into any agreement.	Increased visitor numbers. Opportunity to diversify the festival to attract 'new visitors'. Engaging entertainment, increase awareness of town history and opportunity to benefit businesses.
September 2022 To be confirmed.	Wheels 2022	Seafront and Market Place	GYBC	Decision yet to be made regarding the event. This event creates high footfall to the seafront with the	Increase number of visitors to Great Yarmouth and extend

				expectation of over 50,000 visitors.	the traditional tourist season.
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Partner Led Events					
DATE	EVENT	LOCATION	ORGANISER / GYBC INVOLMENT	FINANCIAL IMPLICATIONS TO GYBC	BENEFIT
Every day	Dog Community Strolls	The Waterways	Access Community Trust. Community events that encourage responsible dog walking and reduced social isolation.	Heritage Lottery Fund budget to be used.	Increase footfall to Waterways.
Every day	Photography Competition	The Waterways	Access Community Trust. Socially distanced competition for members of the community to teach them about photography and gain skills and confidence.	Heritage Lottery Fund budget to be used.	Increase footfall to Waterways.
Every day	Bucket for a Brew	The Waterways	Access Community Trust. Litter collecting (free hot drink for each bucket returned with litter).	Heritage Lottery Fund budget to be used.	Increase footfall to Waterways/ Cleaner Great Yarmouth
From July 1st (occurring regularly)	Guided Heritage Walks	The Waterways	GYBC/ Access Community Trust. Walk led by a heritage guide on the history of the Waterways to be available online. Online video featuring botanic and heritage elements from The Waterways (2 events brought together).	Heritage Lottery Fund budget to be used.	Engaging residents and visitors with the rich heritage of the borough.

08/06/2021 (once a month)	Friends of the Waterways Volunteering Days	The Waterways and Boating Lake	Access Community Trust. Wellbeing sessions led by ACT, Green Gym and other Friends of the Waterways. Led volunteering having open sessions and talks from Head gardener.	Heritage Lottery Fund budget to be used.	People will have developed skills People will have greater wellbeing he funded organisation will be more resilient. (HLF OUTCOME)
07/07/2021 Every 2 weeks from 7 th July till 1 st September (5 sessions)	Gardening Walks with Head Gardener	The Waterways	Access Community Trust. Garden walks with head gardener describing either the flowers/plants and/or the heritage of the Waterways.	Heritage Lottery Fund budget to be used.	Bringing the community together, improved well-being and skills development.
23/07/2021 (happening every weekend through the summer)	Weekends at the Waterways	The Waterways and Boating Lake	GYBC/ Access Community Trust /St Georges Theatre and the Time and Tide Museum. A walk back in time to the 1920s /30's 40s / 50s / 60s and a celebration of Great Yarmouth's industrial heritage and The Waterways. Different themed era each year with all activities themed to specific period. Volunteers and staff in costume, visitors encouraged to dress up, live period music, dance lessons in small groups, guided boat rides, interactive theatre. Partner with the Time and Tide museum.	Heritage Lottery Fund budget to be used.	Improved wellbeing, engaging the community with heritage and increased footfall to The Waterways.

27/07/2021 & 24/08/2021	Nature & Wildlife Days	The Waterways	Access Community Trust. An opportunity to explore the variety of nature at the Waterways and make a connection with the nearby SSSI site. Nature scavenger hunt, wildlife watch, nature-themed games and art/craft activities.	Heritage Lottery Fund budget to be used.	People will have developed skills & People will have greater wellbeing.
August	Snail Trail	Various	Freshly Grated. A snail will break out of Joyland and embark on an adventure around Great Yarmouth, partaking in arts and cultural activities along the way.	Officer time to assist with permissions and marketing.	Engaging residents and visitors with culture and the arts. Increased footfall.
August	Unveiling of boat head and listening posts	The Waterways/Boating Lake	GYBC/Heritage Lottery Fund	Heritage Lottery Fund budget to be used.	A wider range of people will be involved in heritage and Heritage will be identified and better explained.
12/08/2021	International Youth Day	The Waterways	Access Community Trust. National advertising of the site through activities run on the day. Attracting youth audiences.	Heritage Lottery Fund budget to be used.	A wider range of people will be involved in heritage & heritage will be identified and better explained.
14/08/2021	Pride This event has now been cancelled	Parade along the seafront to the town centre	Great Yarmouth and Waveney LGBT. GYBC will provide barriers and will assist in operations.	£150 required to move barriers – no budget currently. Officer time.	Diversity and attracting people to the borough. Support of the LGBT community.

04/09/21 – 05/09/21 (Dependent on funding)	Pirates Birthday Bash	Seafront	Pirates and Joyland. GYBC to support this event. TBC	Partner funding.	Increased footfall in the low season – positive economic impact for businesses in the area.
18/09/21 -19/09/21	Out There Festival	Various locations	Out There Arts. Out There Arts and GYBC have a service level agreement in place for Out There Arts to deliver cultural activities and engage with residents and visitors. This is the largest cultural event in the UK with circus performances and engagement activities. This year, numbers will be controlled to ensure Covid safety.	Out There Arts secure partner funding.	Attracting people to the borough. Positive economic impact on businesses.
25/09/21 – 26/09/21	Triathlon Saturday Community Day and Triathlon.	North Drive, Active Tri.	Triathlon Saturday is a community day with a children’s fun run. Sunday is the main Triathlon event. GYBC will be supporting through the closure of North Drive car park, acting as consultants to ensure the smooth running of event and will provide marketing support. On the Saturday GYBC will be supporting the community day by installing exhibitors on The Waterways. GYBC have been involved in	Officer time	Expanding the visitor economy through a new target market of sporting tourism. Encouraging wellbeing and an active lifestyle. Positive economic impact through overnight stays and use of local businesses. Income from car parking.

			the design consultation for the event.		
18 Oct 2021	East Coast Runners	Various	Great Yarmouth Road Runners in partnership with GYBC. 10k race around Great Yarmouth with approx. 1200 competitors.	£3,000 from the Tourism budget.	Will bring sporting tourism to the borough. Positive economic impact on businesses.
21/10/21 – 06/11/21	Fire on the Water	The Waterways	Out There Arts commissioned by GYBC. The council are supporting Out There with marketing (including design, print and digital promotion) and road closure. Sculpture trail around the Waterways using a mixture of fire and water sculptures – interactive map – expected 2000 people an evening in attendance.	£225,000 commissioned from the Winter Programme Also financially supported by Out There Arts, EXPERIENCE project and GYTABIA. Officer time and revenue spend from the Tourism budget to be confirmed.	Attracting footfall to the borough outside of the traditional season. Positive economic impact on businesses.
23/10/21 – 30/10/21	Showman's Guild Fair	St George's Park	Showman's Guild with GYBC overseeing for troubleshooting. A further opportunity has arisen for a travelling fair to be situated in St Georges Park due to the cancellation of the Easter Fair for the past two years. Great opportunity for the Showman's Guild and for	Officer time. No budget – Revenue for property budget from rental income.	Attracting people to the town. Positive economic impact on businesses.

			GYBC to have an extra event during October Half Term.		
OCT Half term	Halloween Spooky Week	The Waterways and Boating Lake	Action Community Trust, Out There Arts and GYBC. Family pumpkin carving leading up to Halloween throughout the week of half term. some of the pumpkins in the flower beds, in and around the waterways. Workshops happening for an hour a day over the half term.	Heritage Lottery Fund budget to be used.	Community engagement and increased footfall at the Waterways.
05/06/22 -06/06/22	The Arts festival	Various	Great Yarmouth Arts Festival. A series of events over 10-15 days of exhibitions, music, art – supporting local artists. Will also include a walking carnival.	Officer time.	Increasing footfall in the borough. Raising the profile of arts and culture.

Civic Events					
DATE	EVENT	LOCATION	ORGANISER / DESCRIPTION / GYBC INVOLMENT	FINANCIAL IMPLICATIONS TO GYBC	BENEFIT
15/08/21	Civic Service	The Minster	GYBC Annual Civic Service giving thanks the Mayor, councillors and officers.	£500 for hospitality from the Civic budget.	Civic pride and tradition. Increased visibility of the Mayor following Covid restrictions.
Sept	Civic Reception	Fritton Lake	Mayor to hold civic reception to showcase Fritton Lake. Civic Dignitaries from across the county, businesses and members to be invited.	tbc	To promote investment in the Borough and to showcase this attraction to people across the county.
24/10/21	Trafalgar Day	Nelsons Monument	GYBC Service to mark Trafalgar Day and honouring Lord Nelson With a toast.	£300 from the Civic budget.	Civic engagement with the community. Encouraging a sense of Civic pride.
14/11/21	Remembrance Sunday	St Georges and Seafront	GYBC Remembrance Day Service organised by GYBC on behalf of the Royal British Legion. Service attended by organisations, community groups and faith leaders. Public in attendance 3000 plus.	£2,500 from the Civic budget.	Honouring those who have fallen in all conflicts.
15/12/21	Civic Carol Service	The Minster?	GYBC in partnership with NCC and the High Sheriff of Norfolk. Annual Civic Carol Service to mark Christmas.	£500 from the Civic budget.	Civic engagement with the community. Encouraging a sense of Civic pride.
April To be confirmed	Civic Ball (to mark the end of the Mayors year)	Town Hall	GYBC	Self-funded through ticket sales	Civic engagement with the community. Encouraging a sense of

			Civic Ball to honour the Mayoral Year and to raise money for Mayor's chosen charities.		Civic pride. Fund raising for charity.
31/05/22	Town Hall Anniversary	Town Hall	GYBC	To be confirmed	To be confirmed
02/06/22 – 05/06/22	Jubilee Celebrations 02/06 Beacon Lighting 04/06 Jubilee Ball 04/06 Jubilee Market 05/06 Church Services,	Various: Seafront, The Town Hall, The Market Place, The Minster	GYBC	To be confirmed	To mark the national event of HM The Queen's Jubilee.

Corporate Events Organised by GYBC Events Team					
DATE	EVENT	LOCATION	ORGANISER / DESCRIPTION / GYBC INVOLMENT	FINANCIAL IMPLICATIONS TO GYBC	BENEFIT
24/8/21	Racecourse Day	Great Yarmouth Racecourse	Corporate Race day to be held at Great Yarmouth Racecourse.	Civic Budget	To promote projects and to have better networking opportunities with businesses & partners with CEO & Leader of GYBC
10/10/21	Wedding Venue Open Day	Town Hall	Working with local wedding suppliers to present the Assembly Room dressed for a ceremony & reception.	Officer time.	Attracting potential wedding couples to the venue.
27/11/21 - 28/11/21	Comic Con	Town Hall	Venue Hire only. Comic exhibition, Santa grotto, Fancy Dress	Officer time.	Venue hire fee. Increased foot fall to the Town Hall. Opportunity to cross sell upcoming events.
03/12/21 - 04/12/21	Christmas Party Nights	Town Hall	Ticketed event Christmas Party Nights with three course meal, disco, and entertainment.	Self-funded through ticket sales.	Additional revenue from ticket and bar sales. Increase footfall. Opportunity to cross sell upcoming events and weddings.
23/04/2022	Spring Fling Ceilidh Dance	Town Hall	Ticketed event with Ceilidh Band	Self-funded through ticket sales	Additional revenue from ticket and bar sales. Increased footfall. Opportunity to cross sell upcoming events and weddings.

March 2022 To be confirmed	1940's Big Band Dance	Town Hall	Ticketed event - 22-piece Big Band with supporting disco. Bar.	Self-funded through ticket sales.	Additional revenue from ticket and bar sales. Increase footfall. Opportunity to cross sell upcoming events and weddings.
25/03/22	DPA Rehearsal and Showcase	Town Hall	Venue hire – DPA Performing Arts College – Showcase.	Officer time.	Revenue from venue hire and bar sales. Increase footfall. Opportunity to cross sell upcoming events and weddings.
27/03/22	Mother's Day Afternoon Tea	Town Hall	Ticketed event – Cream teas and music.	Self-funded through ticket sales.	Additional revenue from ticket sales. Increased footfall. Opportunity to cross sell upcoming events and weddings.
April 2022	Spring Fling Ceilidh	Town Hall	Ticketed event – Ceilidh band and dance.	Self-funded through ticket sales.	Additional revenue from ticket sales. Increased footfall. Opportunity to cross sell upcoming events and weddings.
19/06/2021	Father's Day Beer Festival	Town Hall	Ticketed event – Beer Festival with M&M Bars.	Self-funded through ticket sales.	Additional revenue from ticket sales. Increased footfall. Opportunity to cross sell upcoming events and weddings.

Waterways Events led by GYBC					
DATE	EVENT	LOCATION	ORGANISER / DESCRIPTION / GYBC INVOLMENT	FINANCIAL IMPLICATIONS TO GYBC	BENEFIT
16/06/21 (occurring every 2 weeks)	Walk A Mile	The Waterways	GYBC Find out more about what activities are coming up or just come for a gentle stroll with or without your furry friends. only 30 places available pre booking essential.	No budget.	To increase footfall to Waterways and improve wellbeing.
June/July	Yoga/Pilates/Taiichi	The Waterways	GYBC Leading to wellbeing and fitness level increases, also to be recorded and live streamed on the website.	Heritage Lottery Fund budget to be used.	Improve wellbeing.
20/06/21 @2pm 23/06/21 @7pm 27/06/21 @10am	Photography Workshop	The Waterways	GYBC Workshops to teach members of the community about photography and gain skills and confidence. Leading to a photography competition on the waterways.	Heritage Lottery Fund budget to be used.	Increase footfall to The Waterways, bringing the community together and providing an opportunity to develop new skills.
21/06/2021	Summer Solstice Sunrise Yoga	The Waterways & Boating Lake	GYBC Leading to wellbeing and fitness level increases, also to be recorded and live streamed on the website.	Heritage Lottery Fund budget to be used.	Improve wellbeing and encourage more footfall to the venue.
24/06/21 (occurring every 2 weeks)	Wellbeing Walks	The Waterways	GYBC Walks to help and support includes adults living with or having experience of homelessness, migration and	Heritage Lottery Fund budget to be used.	To increase footfall to Waterways and to help and people will have a greater wellbeing.

			mental illness. The guided creative walk series will support you to connect and take notice of the landscape, whilst developing creative ways to express yourself.		
05/07/2021	NHS Day	The Waterways and Boating Lake	GYBC A chance to support our NHS Staff by donating to our local JPH. Complete your map by finding all the hidden Alan's (the Heron) holding the NHS Flag.	Heritage Lottery Fund budget to be used.	Improve wellbeing and supporting our NHS and Carers.
27/07/2021	Norfolk Day	The Waterways & Boating Lake	GYBC Complete your map by finding all the hidden Alan The Heron holding the Norfolk Day Flag.	Heritage Lottery Fund budget to be used.	Improve wellbeing, evoke a feeling of pride and greater footfall to The Waterways.
11/09/21 - 12/09/21	Picnic at the Waterways	Waterways	GYBC Bring along your picnic baskets for a fun afternoon. face painting/Punch & Judy. To be linked in with Heritage week 'Edible England'.	Heritage Lottery Fund budget to be used.	Bring communities together and increase footfall at The Waterways.
19/09/2021	Duck Race	The Waterways	Charity Event organised by the Rotary Clubs in Great Yarmouth. Supported by GYBC due to the high numbers of spectators involved. 2500 little plastic duck race on the Waterways. Giant decorated ducks to be judged by the Great Yarmouth Borough Council Mayor. Fundraising Event and	Heritage Lottery Fund budget to be used.	Raising money for charity, increasing footfall at the Waterways and publicity.

			sponsored. Located between the two bridges.		
October To be confirmed	Build a boat competition/Book Competition.	The Waterways	GYBC School competition looking at how to utilise recyclable materials and use of the Waterways.	Heritage Lottery Fund budget to be used.	Bringing the community together and skills development.

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