ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

Meeting:	Cabinet Member for Cultural Services and Sport
Date:	29 th June 2010
Title:	Proposed merger of Town Centre Events and Marketing Groups
Directorate:	Environment & Development Services
	Date:

5. Summary

A review of town centre groups has been carried out by the Town Centre Strategy Team. The Team feel that it would be appropriate to merge the Town Centre Marketing Group and the Town Centre Events Group in order to avoid duplication of work, maximize resources available and ensure a consistent approach to the marketing of the town centre.

6. Recommendations

That Members approve the proposed merger of the Town Centre Events Group with the Town Centre Marketing Group.

7. Proposals and Details

The Town Centre Events Group was formed following a scrutiny review of Christmas Lights in November 2006. The Group replaced the former Christmas Carnival Group. The remit of the group was to co-ordinate all town centre events including the previous remit of the Christmas Carnival Group, aim to reduce Council spending on Christmas related events, develop a new Christmas and festival marketing package for the town centre and ensure the celebration of different religious festivals through the use of, for example, lighting. Membership of the group included the Cabinet Member for Economic Regeneration and Development Services, the Mayor of Rotherham, town centre Ward Councillors and representatives from the Chamber of Commerce, Rotherham Minster and South Yorkshire Police. In addition officers from Events and Promotions Service, Housing and Neighbourhood Services, RIDO and Community Cohesion were also invited to attend.

The Group predominantly received reports on proposed town centre events and were able to put forward ideas. They also received evaluation reports on events that had happened.

In April 2009 the Town Centre Marketing Group was formed in order to establish an inclusive town centre wide approach to the marketing and image management of Rotherham town centre. Membership consists of representatives from the Local Strategic Partnership, Chamber of Commerce, Act for Rotherham, a Ward representative, and officers from RIDO, Events and Promotions Service, Neighbourhoods and Adult Services, Children and Young People's Services and Corporate Communications.

As events are considered as an important activity to increase footfall into the town centre, a specific objective of the Town Centre Marketing Plan is to "Promote and build on the annual town centre events programme". As such, all proposed town centre events are now considered and approved by the Town Centre Marketing Group for inclusion in the marketing plan.

It has become clear that there is an overlap between the remit of both groups in relation to events and it has been recommended by Town Centre Strategy Team that the two groups merge. See **Appendix A** for proposed terms of reference for the Town Centre Marketing and Events Group and suggested revised membership.

The Town Centre Events Group is currently serviced by Democratic Services and the Democratic Services Manager has indicated that it should be possible for them to service the newly merged group.

It is not proposed to include South Yorkshire Police or the Mayor of Rotherham on the merged group. The Police attend monthly meetings of the Public Events Advisory Team where they are updated on all forthcoming events in the borough, including the town centre. The Mayor can be consulted on the Civic Christmas Lights Switch On evening by way of a separate meeting, as is currently the case with planning for Rotherham Show.

8. Finance

There are no financial implications for the merger of the two groups.

9. Risks and Uncertainties

There are no risks or uncertainties associated with this proposal.

10. Policy and Performance Agenda Implications

Events contribute to the Council's themes as identified in the Community Strategy – in particular Alive and Proud.

Events also contribute to the cross cutting issue of Regeneration particularly with reference to non-physical activity which supports Town Centre businesses in the short term whilst the Renaissance programme is implemented.

11. Background Papers and Consultation

Consultation carried out with RIDO and Democratic Services. Appendix A – Proposed Terms of Reference for Town Centre Marketing and Events Group and proposed membership.

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