

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:-	Tourism Panel
2.	Date:-	15th March, 2010
3.	Title:-	Event Management Hub All wards
4.	Directorate:-	Environment and Development Services

5. Summary

Sheffield Hallam University Business School has set up a South Yorkshire Event Management Hub aimed at sharing ideas and learning via a series of workshops and networking. The University Business School Team will facilitate all the meetings with the individuals and organisations involved in the future. The Tourism and Marketing Manager has invited attractions which organise events and event organisers to be involved in the Event Management Hub and interested people's contact details have been forwarded.

5. Recommendations:-

- (i) The report is to be received by the members of the Tourism Panel.**
- (ii) The Tourism and Marketing Manager is to pass on the contact details of the individuals and organisations wishing to be involved in the Event Management Hub in the future.**

7. Proposals and Details

Sheffield Business School (Sheffield Hallam University) is a leading provider of Events Management Education in the UK. They are increasingly committed to working with local and regional event practitioners, companies and other stakeholders to enhance event planning, delivery and outcomes.

The Senior Lecturer in Events Management at Sheffield Business School has held meetings with Local Authority events officers across the sub-region who indicated that they would find it useful to have space to share ideas and learning, make connections and ultimately develop themselves and their events.

From this it was decided that there was merit in setting up an Event Management Hub for South Yorkshire whereby event practitioners in the region could come together to share best practice, benchmark and identify areas for further development. The idea is to learn from each other. The team at Sheffield Business School will play the role of facilitator and stimulator.

The first meeting of the Hub was held at Sheffield City Hall in November 2009, attended by approximately 50 people, including events officers from the Events and Promotions Service. The first meeting focussed on identifying topics that event practitioners would like to learn more about and these included legislation, event evaluation, sharing ideas and resources, sustainability and case studies.

Following the success of this first event it has been agreed that the Hub is a worthwhile venture to proceed with and the aim is to have workshops focussed on identified themes approximately 4 times per year. These events will be free of charge to members of the Hub, although it is hoped that Hub members will volunteer one of their venues to host a hub meeting if at all possible. Sheffield Business School will facilitate the workshops.

In addition to this it is also intended to set up an e-mail group of members of the Hub which can be used for asking for advice/help from other event practitioners in South Yorkshire.

We have been asked to widen out participation to other people within the Rotherham area who may have involvement in the organisation of events and, therefore, the Tourism and Marketing Manager has sent information out to tourism attractions, organisations and volunteers who organise events, which attract visitors to the area inviting them to join the Hub.

There has been a great interest in the network from the people who have been contacted to be included on the mailing list and attend meetings in the future.

The next workshop is to be held at Clifton Park Museum on 11th March, 2010. The topic to be covered is Event Risk Legislation.

8. Finance

No specific costs are associated with the Event Management Hub as invites to the individuals and organisations has been undertaken by email.

Rotherham will be required to host one meeting per annum, the costs are minimal for refreshments from the Events and Promotions Service existing budget allocation.

9. Risks and Uncertainties

The Event Management Hub meetings and correspondence via emails may not be successful after a period of time, if all topics are exhausted or participants feel it is not worthwhile exchanging information.

The University may withdraw their in-kind support in the future.

10. Policy and Performance Agenda Implications

The delivery of events and partnership working are included in the Town Centre Marketing Plan, Renaissance Plan, Culture and Leisure Service Plan and the draft Visitor Economy Plan.

11. Background Papers and Consultation

Emails and invites from Sheffield Hallam University regarding the Event Management Hub.

The minutes of the previous meeting of the Event Management Hub 25th November 2009 at Sheffield City Hall to invite other Event organisers to the Hub in the future.

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