

Report of	Head of Commercial Services	Author	Gareth Mitchell ☎ 508960 Richard Clifford ☎ 507832
Title	Centralised CBC Events Management Service		
Wards affected	All Wards		

This report provides some background to the recommendation from Trading Board on the Events Management Business Case in part B of the agenda.

1. Decision(s) Required

- 1.1 To note the contents of the report, which provide some background to the recommendation from Trading Board on the Events Management Business Case in part B of the agenda.

2. Reasons for Decision(s)

- 2.1 At its meeting on 5 August 2015, the Trading Board made a recommendation to Cabinet on a Centralised Colchester Borough Council Events Management Business Case. The reports considered by Trading Board contained exempt information and were therefore published on part B of the agenda. Accordingly the Trading Board moved a motion that the public be excluded from the meeting before the item was considered. Therefore the minute of the meeting containing the recommendation from Trading Board is published on part B of this agenda as it also contains exempt information.
- 2.2 This report sets out some background and context to the decision that Cabinet is being invited to make.

3. Alternative Options

- 3.1 No alternative options are proposed.

4. Supporting Information

- 4.1 The Terms of Reference for the Trading Board includes the following:-
- b) Identify and develop any new commercial agreements generating significant income for the Council for approval by Cabinet or Council
- 4.2 The Commercial Team have been developing proposals for joint venue promotion and cross borough ticketing. A report was submitted to Trading Board on 5 August 2015 seeking approval of a Business Case for a centralised events management service. The Business Case proposes the bringing together of Colchester Borough Council's events venues under Commercial Services. This would bring significant financial and operational benefits.

- 4.3 The detailed information in the Business Case is commercially sensitive and is designated as exempt information that is not for publication by virtue of paragraph 3 of part 1 of Schedule 12A to the Local Government Act 1972. However in broad terms it proposes that the new Service will have responsibility for sales, marketing, customer service and income generation for all event venues including Charter Hall, Town Hall, Colchester Castle, Castle Park and other open spaces across the Borough. It proposes that the new Service would begin operating in April 2016.
- 4.4 The Trading Board recommended to Cabinet that it approve the Events Management Business Case and Cabinet will consider that recommendation in Part B of the agenda.

5. Strategic Plan References

- 5.1 The Commercial approach which the Trading Board oversees is critical to the achievement of all outcomes in the Strategic Plan.

6. Financial Implications

- 6.1 These are set out in the report and the Business Case in part B of the agenda.

7. Equality, Diversity and Human Rights Implications

- 7.1 An Equality Impact Assessment has been carried out for the Council's Commercial Review process and is available by [clicking this link](#). (please ensure that www.colchester.gov.uk site is open) or following this pathway from the homepage of www.colchester.gov.uk: Council and Democracy>Policies, Strategies and Performance>Equality and Diversity>Equality Impact Assessments>Commercial Services>Commercial Review.

8. Standard References

- 8.1 There are no particular publicity or consultation considerations; community safety; health and safety or risk management implications.