

Manchester City Council Report for Information

Report to: Communities and Equalities Scrutiny Committee – 18 July 2023

Subject: Community Events 2023-24

Report of: Strategic Director – Neighbourhoods

Summary

The paper provides a context for the current operating environment for events and how the ongoing development of the events programme continues to align with the City Council's Event Strategy. Additional insight is provided on the Community Events programme - how it is facilitated and funded and how that is reflected in the geographic spread of activity – alongside updates on the progress made against previously identified areas of development and improvement to support community events.

Recommendations

The Committee is invited to note and comment on the contents of this report.

Wards Affected: All

Environmental Impact Assessment - the impact of the issues addressed in this report on achieving the zero-carbon target for the city

Recipients of Community Event Funding support must:

- Demonstrate a commitment to implementing a range of sustainable event practices as part of the management of their event in order to support Manchester City Council's (MCC) Carbon reduction target through the adoption of the City Council's Sustainable Event Guide for Community Events as part of the planning, management and monitoring of sustainable practice
- Work with MCC and partners to support Manchester in accelerating its efforts to encourage all residents, businesses and other stakeholders to take action on climate change

Equality, Diversity and Inclusion - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments

The Community Events portfolio contributes directly to Objective 3 of the City Council's approach to Equality - Celebrating Our Diversity - providing a key indicator that we will continue to support and deliver events that promote the achievements and contributions of our diverse communities. The Event Strategy

seeks to ensure a broad range of sporting, cultural and community activity and to recognise and overcome barriers to attendance and participation, however the report recognises that we need to develop an increased understanding of how the staging of events can potentially impact on people outside of the event environment with protected characteristics.

Our Manchester Strategy outcomes	Summary of how this report aligns to the OMS
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	Community Events play an important role within the city's growth strategy by attracting investment, raising the profile of the city, creating employment opportunities, and contributing to the city's resident and visitor offer.
A highly skilled city: world class and home-grown talent sustaining the city's economic success	Engagement in cultural and community activities enables local residents to learn new skills and participate in creative programmes including volunteering.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	Engagement in arts and culture through Community Events enables local residents to improve their health and wellbeing, to develop confidence and resilience and to learn new skills
A liveable and low carbon city: a destination of choice to live, visit, work	Community Events provide creative, artistic and heritage opportunities which engage local residents and visitors.
A connected city: world class infrastructure and connectivity to drive growth	The supported community event organisations increasingly produce digital artistic content to support their activities which support connectivity with other places and extend the reach of their event beyond the local community.

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

None

Financial Consequences – Capital

None

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Reports to Communities and Equalities Scrutiny Committee:

Community Events	19.07.2022
Manchester Events Strategy 2019-2029	10.01.2019

1.0 Introduction

- 1.1 Events in Manchester continue to play a significant role in the context of the position and profile of the city, supporting growth in the visitor economy as well as reflecting how we value our local communities to ensure that events effectively contribute to the city's visitor and resident offer.
- 1.2 Whilst the City Council's approach to date has been successful in creating a broad annual calendar of events and ensures that Manchester is in a strong position to retain existing event properties and to capitalise on future event opportunities, the city needs to continually review and refresh its approach to events to ensure that it can identify and effectively respond to the current challenges in the sectoral marketplace and continues to align with the wider economic, social, sporting, environmental and cultural recovery strategies for the city.
- 1.3 Within the City Council, the Events and Commercial team are responsible for the alignment of the event programme with the event strategy and the development, planning and management of the Council's core funded and facilitated events calendar with an extended focus on;
 - the management of funding to external Community and Calendar event partners,
 - the development of major event commissions and opportunities,
 - the bidding, contracting and delivery of major sports events,
 - identifying and securing new commercial events to enhance the calendar programme and generate income via increased revenue opportunities, sponsorship, grants, income growth and the development of assets and activities to reduce the gap of expenditure to the service.
 - the commission, support and monitoring of the planning and operational event management delivery of Council owned events and of external event partners or events rights holders,
 - the management of public space bookings and the calendar management of public event spaces,
 - the event safety planning function and liaison with multi-agency partners
- 1.4 This report set out the how the City Council's Events and Commercial Team will continue to ensure that Manchester's Event Strategy remains on track and support community event organisers to address the current identified challenges and describes how Manchester can utilise the strength of its commercial event offer to support the community event sector to transition through this current period so that it can be best positioned to achieve sustainable growth in the future.

2.0 Manchester Events Strategy

2.1 Manchester's Events Strategy 2019 – 2029 set out a vision “To be an Eventful City” with a focus on developing a diverse, balanced and benefits-driven events portfolio driven by partnerships, which would:

- build on Manchester's strengths and distinctiveness,
- contribute to the Our Manchester aim of creating a livable city that is clean, safe and attractive - with improved green spaces and access to world-class sports, leisure and cultural facilities,
- effectively promote the city as a top tourism and events destination
- position Manchester as an events leader in a global marketplace,
- whilst ensuring residents benefit from events and are engaged, feeling a strong sense of citizenship and pride in the city.

2.2 The Event Strategy identified how we would re-purpose our funding to support Events and Festivals, differentiating our investment between

- events that are aimed principally at supporting community cohesion and animating the city – the baseline calendar of annual activity that creates animation and vibrancy
- events aimed at generating significant economic value and profile for the City – the high impact, high profile Statement Events that deliver significant visitor impact and international reach and reflect the vision and ambition of the city

2.3 The vision, principles and aims set out in the Manchester Events Strategy 2019-2029 remain intact, but we need to continue to align our approach with the City's cultural and economic recovery against of backdrop of economic uncertainty and a cost of living crisis and how we can effectively forward-shape an events programme that will allow us to capitalise on our emergent strengths and points of differentiation as a city.

2.4 We have to keep giving reasons for people to look at Manchester and events can be both the hook for the conversation – creating a reason for visitors to come and experience us - and a positioning tool to showcase our event sector strengths and our communities that differentiate Manchester's offer in the global marketplace.

2.5 In advancing proposals to utilise any of Manchester's public space and venue assets to support the development of the event programme, the City Council recognises that it is imperative to balance the need to provide adequate protection to the amenity of neighbouring residents with the rights of the broader community to enjoy significant events and will align new event opportunities against the following objectives:

- Identifying and developing which events should be advanced to strengthen our market position, support Manchester based promoters,

organisers and suppliers to rebuild their capability and promote the use of our venues and public space assets.

- Strengthening the integration of events into the cultural offer of the city, extending the reach to different areas of the city at different times of the year whilst ensuring that their impacts can be effectively managed.
- Resetting the programme of events to enhance the visitor economy and build sustainable income growth that can in turn support the development of Manchester's wider civic and community events programme.

- 2.6 As an example, the live music sector is an identified key area for growth, with reports projecting that the UK live music sector will surpass its pre-pandemic revenue levels in 2023 and is set for 7.4% per year growth until 2027. Manchester has positioned itself as a key destination for outdoor music events supporting the development of venue based major music event opportunities in parks, outdoor spaces and stadia. Alongside the large-scale events such as Parklife at Heaton Park and the annual Etihad stadium concerts, the City Council has supported the development of the Sounds in The City concert series at Castlefield Arena and the inaugural 2023 Wythenshawe Live concert series at Wythenshawe Park.
- 2.7 In 2023 these four venues will provide a live outdoor music programme that will draw an estimated 500,000 music visitors to the city (projected value at £50m+ economic impact). The City Council events team has identified further opportunities to target additional mid-scale music event properties in subsequent years that would spread the visitor economy impact and benefits across the festival/outdoor music season without creating additional challenge and stretch on multi-agency partner resources. This would further cement Manchester's position as the UK's major outdoor music venue destination outside of London.
- 2.8 With the 23,500 capacity Co-op Live and the combined 7,000 capacity Aviva Studios being added to the live music venue mix, Manchester is operating from a position of considerable strength in this sector that will continue to drive benefits in the visitor economy. However, whilst the commercial/paid ticket event sector is showing positive signs of growth there remain significant challenges to the wider event marketplace and a key focus in the coming years is how we can ensure that there is a flow of benefits that will enable not-for profit organisations to re-establish themselves and target development rather than struggle to hold their position.
- 2.9 As such, the strategy to capitalise on major event/commercial event opportunities that position and profile the city also needs to be underpinned with an informed approach that ensures we are generating direct and indirect revenues that can be reinvested to support the Community event programme. We need to support the event sector workforce and the event volunteer network to rebuild to their pre-pandemic level so that the wider marketplace is effectively resourced to meet demands. In addition, it will be important to ensure we are supporting and utilising the commercial event sector to develop and promote best practice in the safe management of events and drive

investment into event sustainability practices and infrastructure for the benefit of all.

2.10 To achieve this, we recognise that we must:

- Set out the priorities for event investment through to 2027 that will make effective and sustainable use of our public spaces and sporting and cultural assets.
- Strengthen the integration of events into the cultural, sporting and commercial offer of the city to support and sustain jobs and sectoral growth and build a robust culture of safe event management.
- Strengthen the commercial programme of events to ensure we capture the opportunities to enhance the visitor economy and build sustainable income growth that in turn will provide investment opportunities to support Community events and local area initiatives.

2.11 We need to continue to develop a distinctive programme through to 2027 and beyond that is built from the strengths of the city and places a strong emphasis on the event sub-sectors and ecosystems with the greatest growth potential that will enable us to accelerate economic, cultural and social benefit.

3.0 Manchester Event Programme 2023

3.1 In line with the Event Strategy, the City Council Events and Commercial Team continues to attract and develop new events and retain investment in event properties that will add value to the calendar and anchor the future development and delivery of the city's event programme.

3.2 The 2022/23 event calendar continued to rebuild the core annual event offer to near pre-pandemic levels, with over 50 organised or facilitated events across 200 event days, drawing in an estimated 1m visitors/spectators into the city. This was achieved against a backdrop of ongoing challenges including public space constraints in the city, decreased sponsorship and commercial revenues and increased event infrastructure and service costs that are anticipated to remain through much of 2023/24.

3.3 Major sport and music events have dominated the first quarter of the 2023/24 event programme with over 50,000 participants pounding the city centre streets for the Manchester Marathon and Great Manchester Run before over 450,000 music fans were drawn into the city for The Courteeners and Parklife at Heaton Park and Coldplay and The Weeknd at the Etihad Stadium. A live site was created in Piccadilly Gardens that enabled people to share the experience of an eight day national programme of Coronation and Eurovision content, whilst national profile squash, BMX and netball events promoted the strength of Manchester's sports offer, which was amplified on a global level as Manchester City won the Premier League, the FA Cup and the Champions League and the players and staff joined over 150,000 fans on the streets to celebrate the Treble.

- 3.4 Through to the calendar year end the Events and Commercial team will support 30 additional event organisers to deliver a range of events – including the Caribbean Carnival, Manchester Pride and the Conservative Party conference – and continue to promote its credentials as a world class sporting city as we host the IPC World Para Swim Championships at the Manchester Aquatic Centre (600 swimmers from 73 Nations), the first day finale of cycling's Tour of Britain on Deansgate, the 2023 Davis Cup Finals Group Stage in tennis at the AO Arena and the World Taekwondo Grand Prix Final at the Regional Arena in December.
- 3.5 Whilst a number of individual events provide validated economic impact data, it has proved difficult to date to facilitate a standardised approach across the range of event sectors and assign a justifiable economic impact value to the programme. The Events Team has standardised the approach to event classification to support the planning phase and will engage with an independent agency to assign value to the 2023/24 event programme to provide a benchmark for future event benefit measurement.

4.0 Community Events Funded Programme

- 4.1 Manchester's Community Events Funding Programme remains in a position of post-pandemic rebuild and whilst 2022/23 enabled a reset of the process of re-engagement with our established community event partners, confidence has not fully returned and there remain challenges for existing community event organisers and new entrants into the sector:
- the event supply chain and labour pool remain challenged both nationally and locally with demand exceeding supply and costs increasing.
 - primary funding sources for events remain compromised – with the public sector funding pool oversubscribed and commercial and sponsorship incomes on a slow recovery trajectory.
 - Levels of on-site spend are being impacted by the cost of living and economic inequality impacting on secondary spend returns.
- 4.2 The majority of Community Events previously supported by the City Council were re-established in 2022/23, however, the challenging environment in which they are continuing to develop their plans means that this year remains as a period of supporting the organising partners to rebuild and reconnect with their communities.
- 4.3 Event sector bodies such as the Association of Independent Festivals have further identified the increased challenges and risk associated with staging events and festivals in 2023 due to increased production costs and a drop in the disposable income of audiences with supply chain costs such as energy, production, staging and security rising more than 30% since 2019.
- 4.4 Paid ticket events can navigate an element of these cost increases, but the impact on free to access Community events is more challenging. The cost-of-living crisis, challenges to public sector funding sources and the ongoing

impact of the pandemic and its impact on supply chain costs and the event workforce are continuing to restrict growth and development and many Community organisers are struggling to stabilise.

- 4.5 City Council funding, advice and event management support continue to be identified as the key requirements to help stimulate the sector and rebuild the programme. At the same time, it is critical that the City Council continues to look at how it can provide the development opportunities and toolkits during this period that will enable Community Event partners to understand and respond to key drivers of change in the event sector. It is important that organisers focus on how they can support the City Council to minimise the carbon footprint of their events and what the implications and application of new legislative frameworks such as Protect Duty will mean to the wider event sector when it comes into force.

5.0 Community Event Programme – Funding and Geographic Spread

- 5.1 The Events and Commercial Team provide funding and event management support via the Community Event Fund programme (CEF). The CEF programme is one of four strands of community events funded or facilitated by the City Council and sits alongside:

- Civic Community Events - free to access city animation events such as Manchester Day, New Year's Eve, Christmas Parade etc as well as development funding to support community event organisations which are funded via mainstream revenues and income generation,
- the Equalities, Diversity and Inclusion supported programme and
- Park and Neighbourhood Community Events - smaller community focused events delivered at a neighbourhood level that may be supported via NIF funds or park budgets.

- 5.2 The Community Event Fund provides a core budget of £156,500 to underpin the CEF programme and an additional £425,000+ supports the Civic Community events – of which over 60% is reinvestment of income generated from the hire of public spaces for commercial activity.

- 5.3 The eligibility criteria for CEF funding stipulates that events to be supported via this mechanism should be:

- Large scale celebratory cultural events involving 5,000 or more participants/ audience.
- Events which can demonstrate a citywide reach and impact.
- Groups who can demonstrate a track record in event delivery and community engagement.

As a general rule, CEF funding is not the appropriate funding mechanism to support:

- Religious or faith-based content
- Political or single issue-based content

- Conferences, conventions, exhibitions or seminar programmes
- Commercial or for-profit events
- Neighbourhood events specific to a single geographic location or area.

The Community Events funding page - [What is Community events funding? | Get funding for a community event | Manchester City Council](#) – provides more detail of the criteria and guidance.

- 5.4 The main application period for CEF funding operates each year between November and February, however the opportunity remains for ad-hoc approaches for new event opportunities each year which can be considered outside of the standard process.
- 5.5 The table below captures the current 2023 calendar of community events in the city that attract in excess of 500 attendees/participants. It is recognised that a significant number of additional events and activities including fun days, park runs, sports activities, HAF activities/play sessions, fairgrounds etc add significant value to their host community (accounting for over 200 events programmed across North, Central and South in 2023). The table identifies the location where the event takes place but acknowledges that the reach of major CEF events draw a wider attendance from communities outside the immediate locale.

Month	Community Event	Funded/ Facilitated by	Primary Event Location	Reach
January	Holocaust Memorial Day	EDI /Events	-	Citywide
January	Chinese New Year	Events	Chinatown	Citywide
February	LGBT+ History Month	Libraries	City wide libraries	Citywide
February - July	MACFEST	Events	Citywide	Citywide
March	International Women's Day (IWD)	EDI / Events	City Centre	Citywide
March	Irish Festival Parade	Events	Cheetham Hill	Citywide
April	St Georges Day Parade	Events	Miles Platting/city centre	Citywide
April	Open Iftar – Ramadan tent project	Events	City Centre	Citywide
April	Nagar Kirtan	Parks	Hulme Park/City Centre	Citywide
May	Eid al-Fitr	Neighbourhoods	Rusholme	Citywide
May	Chorlton Arts Festival	Neighbourhoods/ parks	Chorlton/Chorlton park	Chorlton
May	Gobe Fest	Events	City Centre	Citywide
May	Whit Walks	Events	City Centre	Citywide
May	Kings Coronation Live Site	Events	Piccadilly Gardens	Citywide

May	Envirovolution	Parks	Platt Fields	South Manchester
May	Merseyfest	Parks	Parkway Playing Fields	Chorlton
May	Somali Independence Day	Parks	Alexandra Park	Whalley Range
June	LGBTQ+ Month	EDI	Citywide	Citywide
June	Diverse City	Neighbourhoods	North Manchester	North Manchester
June	Didsbury Festival	Parks	Didsbury Park	Didsbury
June	Celebrate Festival	Parks	Manley Park	Whalley Range
June	Eid al-Hadah	Parks	Platt Fields	Citywide
June	Windrush Day Event	Parks	Alexandra Park	Citywide
June	Armed Forces Day	Events	City Centre	Citywide
June	Cadent family Fun Day	Neighbourhoods	Plant Hill Park	Higher Blackely
July	Gorton Carnival	Parks	Debdale Park	Gorton
July	Festival Of Thailand	Parks	Platt Fields	Citywide
July	Sparkle	Parks	Sackville Park	Citywide
July	Manchester Day on Holiday	Events	City Centre	Citywide
July	Hulme Is Where The Art Is	Parks/ Neighbourhoods	Hulme Park	Hulme
July	Madonna de Pressario Procession	Events	Ancoats/city centre	City centre
July	South Asian Heritage Month	Events	Citywide	Citywide
July	Eid in the Park	Parks	Platt Fields	Citywide
July	Didsbury Car Show	Parks	Didsbury Park	Didsbury
Summer	Active streets (5 events)	Neighbourhoods	North Manchester	North Manchester
August	Rathayatra Festival	Events	City Centre	Citywide
August	Caribbean Carnival	Events	Alexandra Park	Citywide
August	Wythenshawe Games	Parks/MCR Active / Neighbourhoods	Numerous park locations	Wythenshawe
August	Manchester Pride	Events	City Centre	Citywide
August	Manchester Pride Parade	EDI / Events	City centre	Citywide
September	Didsbury Pride	Neighbourhoods	Didsbury	Didsbury
September	Great Chorlton Get Together	Neighbourhoods	Chorlton	Chorlton
September	Levenshulme Pride	Neighbourhoods	Levenshulme	Central
September	Vine Street Event	Neighbourhoods	Gorton	Central
October	Black History Month	EDI / Libraries	City wide venues	Citywide
November	Remembrance Sunday	Events / Civic	Citywide	Citywide
December	International day of Disabled People	EDI		Citywide
December	Disability History Month	EDI	Citywide	Citywide
December	Menorah Lighting	Events	City Centre	Citywide
December	Christmas Parade	Events	City centre	Citywide

December	New Year Fireworks	Events	City Centre	Citywide
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- 5.6 To further aid review of the content of the community event calendar for 2023/24, it is noted that the well-established, CEF funded Manchester Mega Mela has already had to take the decision to not proceed with this year's event due to a number of risk factors, but the organising committee are using the time to reset and reorganise to be able to be in a better position to develop and deliver the event in 2024.
- 5.7 In addition, during the Covid pandemic, the traditional community bonfire and firework events held in Parks did not take place and in 2022/23 a decision to pause the reinstatement of the events was taken pending a review of their impact and value for money. It was proposed that bonfire and firework displays would not be reinstated going forward, subject to the outcome of further consultation with key agencies and local partners
- 5.8 After analysing the impact within the review, the decision to not reinstate the bonfire and firework events going forward, is confirmed. As an alternative there will be a programme of Autumn and Winter activities available to residents that would be developed through local consultation. This will enable savings of c£40k per annum to the parks budget and aligns with the Council's zero carbon strategy.
- 5.9 The City Council will however continue to provide its year-on-year support to established large scale annual community events via the CEF, though the ambition remains to address how the programme can be refreshed year on year and how existing and new funding mechanisms can be targeted to widen the opportunities via:
- the generation of income from additional commercial event activities that can be redirected to support Community Events.
 - the realignment of other areas of funding to offset pressure on the available Community Events Fund.
- 5.10 As examples of how this approach is being implemented:
- The pilot in August of a new commercial music property Wythenshawe Live will shape how a controlled number of events in this location can be utilised to support specific park initiatives and enhance park service provision as well as providing a community funding mechanism to support the development of place-based community activities. This adapts the model already successfully developed for Parklife at Heaton Park and whilst the unfortunate cancellation of the scheduled concert on Friday 25th August has impacted on the delivery model for this year, the staging of the Noel Gallagher and the High Flying Birds concert on the August Bank Holiday Saturday will ensure that plans are adequately tested and that learnings can be effectively implemented for future years.
 - Additional annual funding of £10k has been confirmed via the sports events budget to underpin support for the Wythenshawe Games going

forward and the opportunity to increase the level of support will be explored through the Wythenshawe Live concert model outlined above.

- To further emphasise how commercial events can provide tangible benefit to the host community, the recent Sounds Of The City concert series at Castlefield Arena has resulted in investment from the income generated into groundwork improvements, site maintenance and infrastructure repairs and the powerwash of the canopy and steps area– providing year round benefit to residents and visitors who use the area. In addition, a new community fund will be in place from this year's income generated via the Sounds Of The City and Laughterama comedy festival which will be utilised to support local projects and initiatives.

6.0 Community Events – Strengthening Capabilities

6.1 Event Sustainability

- 6.1.1 Events funded by the Community Events Fund (CEF) are required to demonstrate how they will contribute to the Zero Carbon by 2038 target; however, it has previously been recognised that the organisers of community events are often volunteers and therefore can be limited in their capacity and an additional level of support has been required from the Zero Carbon and Events Teams.
- 6.1.2 The Council's commitment to delivery, funding and hosting of sustainable events has been reflected in the MCC Climate Change Action Plan 2020-25 (CCAP) under Workstream 3: Reducing Consumption Based Emissions and Influencing Suppliers as Action 3.3 'Deliver sustainable Council events and support the delivery of sustainable events on Council owned land'.
- 6.1.3 As reported to this Committee in January 2022, the focus over the next 12 months was:
- Community Events – increase the knowledge base of organisers
 - Carbon Footprinting - extend data collection to support the establishment of a baseline benchmark to inform targets for future years
 - Single Use Plastic - support increased adoption of reusable cup schemes.
 - Power - undertake scoping study to present business case for capital investment in grid power supply for events.
- 6.1.4 The Council committed additional resource to this area of work through the creation of a Sustainability Project Manager role to support this area of work, along with leading on our Single Use Plastics reduction commitment. The postholder was appointed in June 2022.
- 6.1.5 Over 2022/23, collaboration between the Sustainability Project Manager (Zero Carbon Team) and Neighbourhoods (Events, Parks, Markets and Area Teams) has increased engagement with event organisers and the wider event industry and continued to undertake a leadership role in supporting

community event organisers to incorporate sustainability into their planning and delivery.

6.1.6 Community Events and carbon footprinting – building on the training for community event organisers, which was outlined in a report to this Committee in July 2022, external assessment of four community events has taken place. This has produced a series of recommendations that can be incorporated into planning for events in 2023/24, along with carbon footprint data. This also resulted in 'A Greener Festival Award' for both Gobefest and Manchester Mega Mela

6.1.7 Single Use Plastic – Gobefest and Manchester Day took part in the Reusable Cup Pilot whereby Manchester Markets lend their reusable cold drinks cups to organisers. The pilot has so far saved 24,000 disposable cups and half a tonne of plastic waste (or 93% compared to using disposables) and saved 1.4 tonnes CO₂e, when compared to organisers' using disposables.

6.1.8 Power - Outdoor Power scoping study has been completed for 14 key licensed event spaces currently used for temporary events and markets in both the city centre and parks. This sets out the financial costs of mains grid power upgrades with estimated carbon savings which would be generated from reduced use of diesel generators. This involved consultation with 30 event organisers.

6.2 Sustainable Events - Targets for 2023/24

6.2.1 Overall, the aim over 2023/24 is to continue to increase engagement with event organisers on sustainability and gather more data. Building on success of pilot projects in 2022/23, a consistent and stream-lined approach is being taken across all events (of over 1,000 in attendance).

6.2.2 Accurate data from actual events will enable us to further understand the impact of events, plus set measurable targets in the future. Gathering good practice and challenges allows us to see where the Council may be able to use our position and influence to support, along with encouraging further positive action. This also positions us to be able to respond to developments happening in the events industry, such as the [Green Events 'Code of Practice'](#) being developed by Vision 2025.

6.2.3 The outdoor power project will move into detailed engineering design leading to phased implementation (subject to funding).

6.2.4 The Reusable Cup Pilot is ongoing, enabling organisers to introduce reusable cups at a lower cost than standard market rate. Engagement with event organisers will take place on new laws coming into place on banned Single Use Plastics. From 1 October 2023, the following single use items will be banned:

- Plastic cutlery
- Plastic plates, trays, bowls
- Plastic balloon sticks

- Certain types of single use expanded and extruded polystyrene cups and food containers

6.2.5 The work being undertaken is reflected in Manchester being recognised as a leader in sustainable events and the City Council being invited to take part in a national LA working group to influence sustainable events across UK. However, as previously identified the next steps with Community Events will be subject to active engagement from the organisers and in the current economic climate it must be acknowledged that further active support of the Zero Carbon Team and Neighbourhood Teams will be critical to maintain momentum.

6.3 **Event Planning and Safety Advisory Group Process**

6.3.1 The operation of a Safety Advisory Group (SAG) process is widely recognised by many agencies and bodies including the Civil Contingencies Secretariat (Cabinet Office), the Sports Grounds Safety Authority and the College of Policing as an important mechanism to support the safe planning and delivery of events and it has been deemed good practice to emulate the work of statutory sports SAGs in supporting and advising organisers on good practice throughout the industry. Such event related SAGs are often known as Event Safety Advisory Groups (ESAGs) and are supported by a highly effective Multi-Agency Planning process in Manchester.

6.3.2 The Manchester ESAG offers guidance and advice to help event organisers discharge their legal responsibilities to public safety and welfare and to encourage an ethos of continual improvement in developing the safety of events and other similar public mass gatherings in public spaces (parks, city centre squares and highways)

6.3.3 The CEF events have been effectively supported over the years through the Multi-Agency Planning and SAG process, however the level of knowledge to meet legislative requirements and comply with industry standards for voluntary event organisers adds an additional layer of complexity and challenge for community events. Whilst the Events Team continues to provide core event advice and guidance, the overall legal responsibility for the safety of persons at an event will always lie with the event organiser and to mitigate any potential conflict of interest for the City Council, the Events Team have this year piloted the funded provision of independent freelance Event Production and Health and Safety specialists to work alongside the organisers of Chinese New Year and the Caribbean Carnival to strengthen the event planning and delivery process on complex events with a high level of attendance and risk. The approach has been welcomed by partner agencies and key learnings from the pilot projects will be utilised to inform future application to support the implementation of continual improvement for safety at events.

6.3.4 The draft legislation for Martyn's Law - The Terrorism (Protection of Premises) Bill was published in May 2023 and given the application to qualifying events will put additional responsibilities on Event Organisers to provide better

protection from terrorism through a consistent and proportionate process for enhancing security across public spaces and event sites. Whilst counter terrorism measures are already incorporated into how event sites are managed in Manchester, a review of how the legislation will impact on how the City Council manages its buildings, venues, parks and public spaces is underway.

- 6.3.5 As the review evolves, we will engage with community event organisers to ensure they are aware of their future responsibilities and will work with each individual event to ensure that appropriate measures are factored in and that the process is monitored and accounted for through the Event SAG process.

6.4 Equalities and Inclusion

- 6.4.1 Whilst the breadth and scope of the current community event programme celebrates the diversity of the city and positively promotes the contributions and achievements of our diverse communities, it is recognised that we need to develop an increased understanding of how the staging of events can potentially impact on people with protected characteristics who are beyond the event footprint and may fall outside of the direct responsibility of the event organiser. It has been identified that this new area of work will be discussed with the Equalities, Diversity and Inclusion team to progress.

7.0 Conclusion

- 7.1 The report recognises that, whilst the City Council's event programme is returning to pre-pandemic levels and the opportunities to attract new events is strengthening, the impact of the ongoing rebuild of the event sector, the reset of the event funding environment and the current the cost-of-living crisis present ongoing challenges to event organisers for the year ahead and is in particular proving difficult for community event organisers to navigate.
- 7.2 Whilst the City Council's Event Strategy remains intact, to achieve the longer-term ambition we will continue to adjust to the changing marketplace and adjust our approach to support event organisers, particularly in the Community Event sector, to enable them to respond to the challenges and build resilience into their event offer so they are best prepared for the future.
- 7.3 The measures identified in the report aim to ensure that events can continue to contribute effectively to the vibrancy of the city. Manchester remains a preferred destination of choice for national and international event organisers and the number and quality of events in development for 2024/25 are testament to the strength of the city's offer and an acknowledgement of the leadership role that the City Council has to play in ensuring that we can fully capitalise on these future event opportunities.
- 7.4 The Committee is asked to note and comment on the contents of the report.