

Leisure – Summary template

Provision : Events

Purpose	Give me good Things to See Do and Visit
Types of Demand	Events delivery Delivering RBC's annual events programme Working with the local community, charities and commercial sector to deliver events on RBC land Events advice and support to local residents
Numbers of presenting Demand	High number of local artists and groups wanting to engage in events
Links to other stakeholders (eg voluntary sector / arts council)	Local VCS organisations Young people Residents Police Schools Community Safety Local Business
Cost Recovery Cost per Visit (Inc.) Cost per Visit (Exc) Visits Income Cost of Service (inc) Cost of Service (Exc)	n/a £1.44 £0.77 82,408 £25,097 £118,239 £63,820
Opportunity to meet customer demands/ generate income	Sponsorship of RBC's annual events programme External public funding opportunities from Arts Council England Creation of events field at AVCP could attract wider arrange of events to the Borough which has a potential to reduce costs
Possible Measures	Attendances Satisfaction Creative approaches: video booth "Whats your story" Examples on request
Additional Considerations	Contributes to health and wellbeing and improved environment outcomes as evidenced through National data sets Data sets suggest local events contribute positively to the local economy Strong legacy of engaging with ethnically diverse populations and local young people (eg MSF festival)