**Baseline Service Statement**

**Baseline Ares Head of Service Date**

Tourism Events Alan Carr 17th February 2014

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| **Number of Staff &****Equipment** | 1 – Group Manager (10%)1 – Service Manager (60%)Support staff paid on an ‘as and when’ basis**Equipment**CC BarriersGazboesChairsDisplay boards2 marqueesTraffic cones |
| Specification | Staging and supporting events to encourage increase footfall and spend within the Borough.-Scrum on the Beach (Cat 2)-Soccer of the Sands (Cat 3)-UK Beach Volleyball Tour (Cat 3)-Sport Relief Mile (every 2 years) (Cat 2)-Band Concerts (Gorleston) (Cat 1)-Festival of Bowls (Cat 3)Through the GYTA-Summer Fireworks – during the summer (Cat 3)-Annual Maritime Festival (Cat 4) |
| **Performance Measure** | Discretionary service working in conjunction with the Greater Yarmouth Tourist AuthorityAll events are categorised as Cat 1 -5; Category 5 would be a high profile events with high costs; high attendance of new visitors, generating significant regional and national coverage.Category 1 would be a low profile events which serves to enjoyment to visitors already in the Borough |
| **Non - Compliance Procedure** | Discretionary service |
| **Existing Value of Contract** | Discretionary service – Events Budget £25,000 PlusSalaries = £ 24,001  |
| Boundary Area | With the Borough of Great Yarmouth |
|  |  |
| **Suggested Additional BIDs Activity** | Support for additional events (1 x Cat 5; and 2 Cat 3 or 4)Extending the fireworks season |
| **Estimated Cost of Additional BIDs Activity** | Fireworks costs: Approx £6,000 per display (includes roadshow; fireworks, publicity; equipment and staffCategory 1 event - £0-£1000Category 2 event - £1000+Category 3 event - £10,000+Category 4 event - £25,000+Category 5 event - £50,000+ |