**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 Barriers  Gazboes  Chairs  Display boards  2 marquees  Traffic 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 Authority  All 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  Plus  Salaries = £ 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 staff  Category 1 event - £0-£1000  Category 2 event - £1000+  Category 3 event - £10,000+  Category 4 event - £25,000+  Category 5 event - £50,000+ |