



SCRUTINY REVIEW – ONE PAGE STRATEGY

FOR COMPLETION BY THE OVERVIEW AND SCRUTINY COMMITTEE	
Broad topic area	Events
Specific topic area	In view of the strategy to increase commercialisation of the parks and gardens; look at the approval process for events in the town and how those events are managed once approval is given
Ambitions for the review	<ol style="list-style-type: none"> 1. Understand the strategy for increased commercialisation of the parks and gardens 2. Develop knowledge of the events application/approval process 3. Gain understanding of the council's procedures for managing an event (including enforcement if necessary) 4. Understand the impact of not increasing commercialisation
Outcomes	<ol style="list-style-type: none"> 1. Identify strengths and weaknesses of the strategy for increased commercialisation of the parks and gardens 2. Identify any improvements/changes to the events application/approval process 3. Identify possible improvements to the council's procedures for managing events (including enforcement)
How long should the review take?	3-4 months
Recommendations to be reported to:	Overview and Scrutiny for endorsement Cabinet/Council depending on the recommendations to be made
FOR COMPLETION BY OFFICERS	
Members	Councillors Baker, Mason, Parsons, Seacome and Sudbury
Officers experts and witnesses	Jessica Goodwin, Events Manager (Commercialisation strategy) Jane Stovell, Project Manager (Event application/approval process) Adam Reynolds, Green Space Development Manager (Events management) Mark Nelson, Enforcement Manager (Enforcement) Louis Krog, Business Support and Licensing Team Leader (Licensing)
Sponsoring officer	Tracey Crews
Facilitator	Saira Malin/Harry Mayo
Cabinet Member(s)	Cabinet Member Clean and Green (Parks and Gardens) / Cabinet Member Development and Safety (Enforcement) / Cabinet Member Healthy Lifestyles (Events Management) / Cabinet Member Finance – (income stream)
FOR COMPLETION BY THE SCRUTINY TASK GROUP	
Are there any current	

issues with performance?	
Co-optees	
Other consultees	
Background information	
Suggested method of approach	
How will we involve the public/media? Or at what stages	