Here, There and Everywhere:

How Can Councils Support Music Tourism?

LGA x UK Music Session 26/012/24

Overview of case study

UK Local Authority Pilot: Update

Next Steps & Recommendations

Overview

VISION 2025
Outdoor Events · Climate · Action

attitude is everything

CHELTENHAM Festivals

Advisory networks:
Cheltenham Culture Board
Economic Advisory Group
Sustainability Sub-Group

Local Stakeholders:

CHELT ZERO

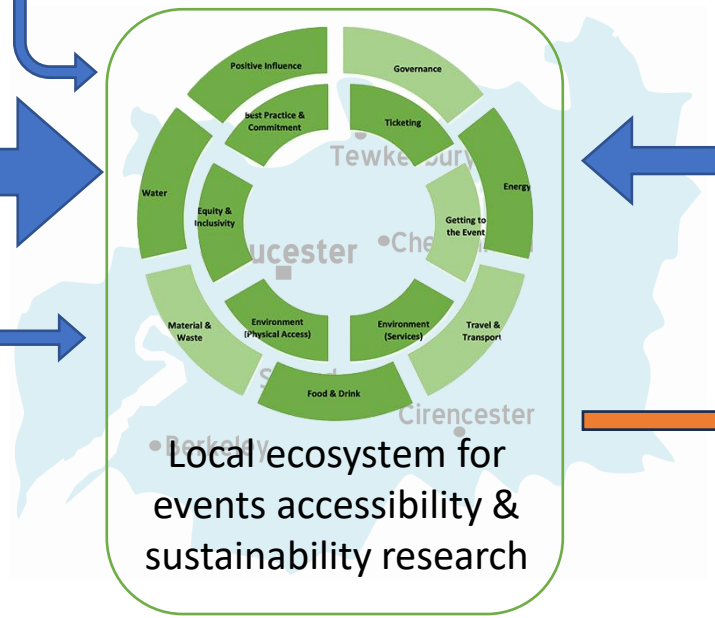
National Star

CHELTENHAM BOROUGH COUNCIL

The DATE toolkit combines national community driven accessibility and sustainability standards into an assessment and advisory toolkit.

This has been made possible by the highly networked events research and practice ecosystem in Gloucestershire

UNIVERSITY OF GLOUCESTERSHIRE



Local ecosystem for events accessibility & sustainability research

- Action
- Research
- Innovation
- Inclusion

Overview

CHELTENHAM
Festivals

Local ecosystem for events accessibility & sustainability research

CHELTENHAM
BOROUGH COUNCIL

UNIVERSITY OF GLOUCESTERSHIRE

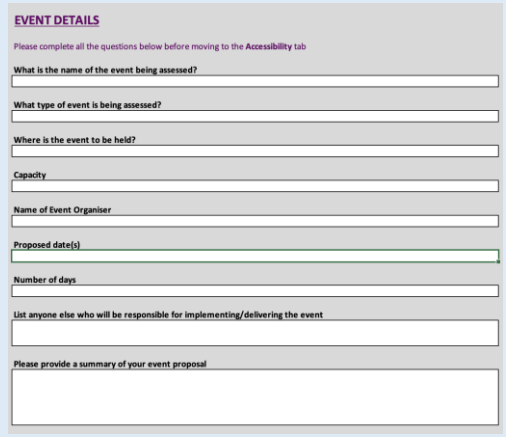
Overview

DATE is a simple toolkit that works within the events commissioning process to deliver:

- **An assessment of an event's accessibility and sustainability profile**
- **Information for events' group/SAG/staff**
- **Support for the event organizers**
- **Aggregated data for analysis**

The tool has been purposely designed to be:

- **Accessible to all**
- **Easily integrated into any LA context**
- **Accurate, inexpensive and adaptable**


EVENT DETAILS

Please complete all the questions below before moving to the Accessibility tab

What is the name of the event being assessed?

What type of event is being assessed?

Where is the event to be held?

Capacity

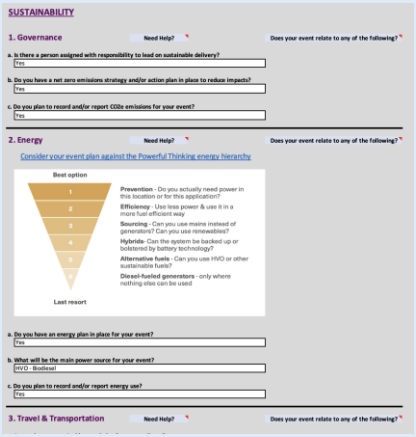
Name of Event Organiser

Proposed date(s)

Number of days

List anyone else who will be responsible for implementing/delivering the event

Please provide a summary of your event proposal


SUSTAINABILITY

1. Governance

2. Energy

3. Travel & Transportation

ACCESSIBILITY	Action	Information
Ticketing	Review	Click here for useful information on improving your ticketing
Getting to Event or Venue	No action required	
Environment (Services)	No action required	
Environment (Physical Access)	No action required	
Access to Performance	No action required	
Best Practice & Commitment	No action required	

SUSTAINABILITY	Action	Information
Governance	No action required	
Energy	Review	Click here for useful information on improving your energy usage
Travel & Transport	No action required	
Food & Drink	No action required	
Material & Waste	No action required	
Water	Review	Click here for useful information on how to improve your water usage
Positive Influence	No action required	

DATE takes the form of a three-page survey that produces everything needed to assess an events profile against the Green Events Code, as well as providing additional accessibility and social value outputs for local authorities.

Overview

DATE can be integrated at any point of the event application process

Event applicant

Local authority event application process

Local Authority

Aggregated analysis

Advisory report to help improve sustainability and accessibility of event; signposting to information and community support

Event reporting incorporating the GEC & AIE frameworks, tailored to each event and authority

UK Local Authority Pilot: Update

We are here

Local Authority Briefing Session

Integration & Adaptation Phase

Active Project Phase

Aggregated Analysis

2024

What will this produce?

Local Authorities

Manchester
Liverpool
Bristol
Norwich
Leicester
Reading
Maldon & Colchester
Cheltenham
Cheshire
West Northants

UK Local Authority Pilot: Update

Coordinated analysis

These are the key datasets as identified by local authorities:

DATASET 1

Event profiles: individuals
Event advisories: community
Benchmarking: national

DATASET 2

Reporting disclosure for CO2e for selected sample
CO2e reduction tracking using a variety of carbon measuring frameworks

DATASET 3

Qualitative user data from event managers, local authorities and 3rd party / ALMOs etc

Outputs

Advisories for event organizers (SVM)

Reporting for Events Commissioning / SAG

Dataset for each local authority

Dataset for sector

Aggregated analysis

Policy recommendations

Review funding / budget allocation

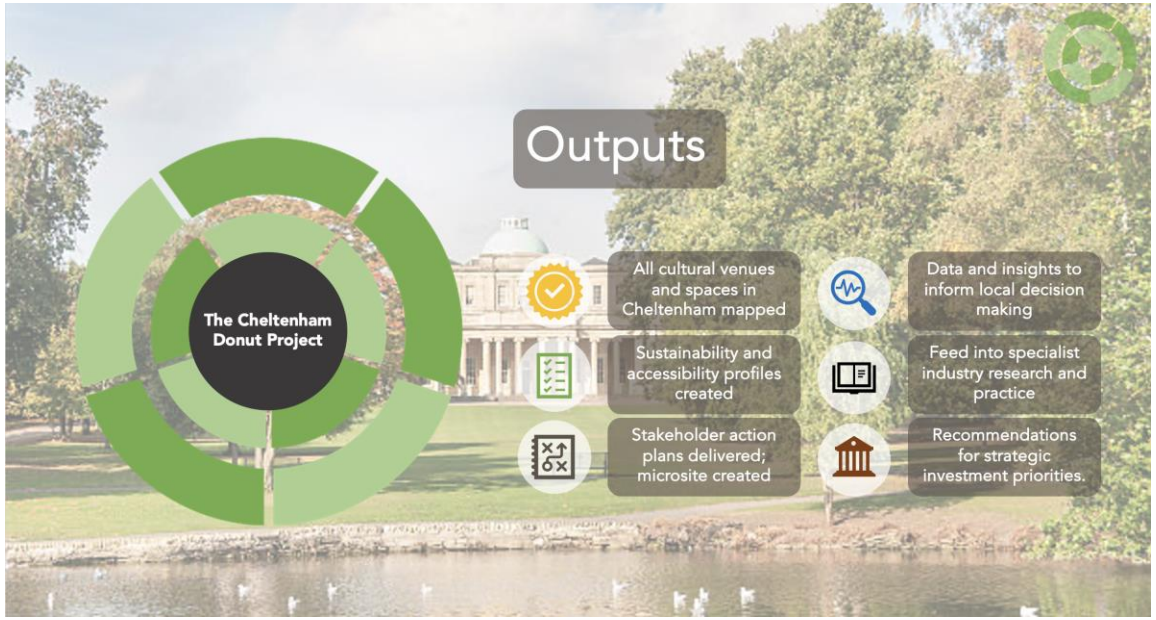
Identify Local/regional/ national priorities

Dynamic reporting & modelling; enforcement data

Growth Agnostic / Social & environmental value focus

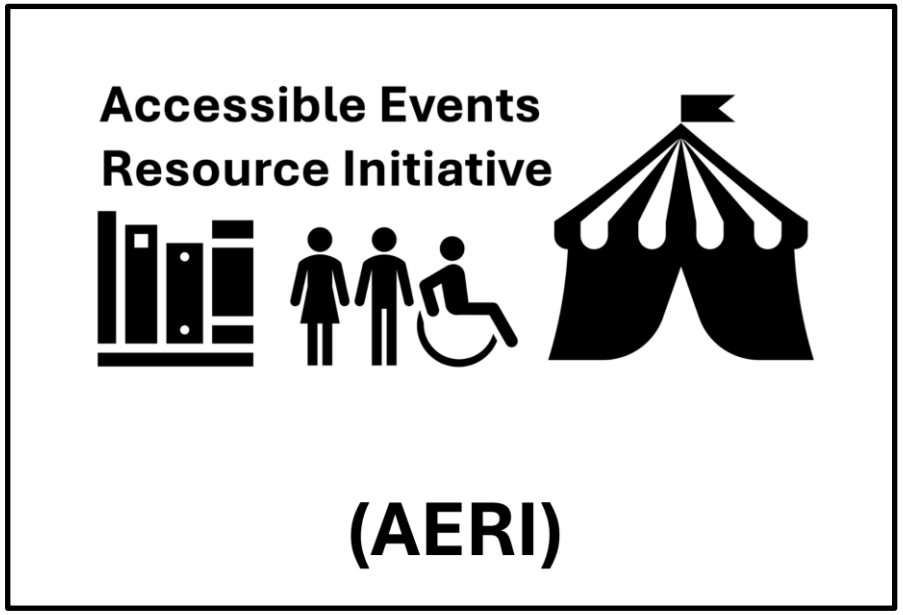
Identification → **Analysis** → **Evaluation**

Next Steps



Phase II: Localised audit of venues

Expanding into **leisure, tourism, hospitality** & **public spaces**
Venue & space audit to inform **policy reporting**
Expansion of toolkit use through a wider range of practice e.g. procurement, social value modelling, land use & more



Identifying quick wins & innovating

One product of initial research has been **AERI**
Shared library of events access resources
Improves access, promotes sustainability, **saves money**
Initial funding of £5K from GCC to explore in 2024

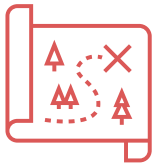
Recommendations

How Can Councils Support Music Tourism?

Communicate

- Connect with equivalent individuals and departments in other local authorities
- Consolidate relationships with local music providers / event managers
- Build practice and progress into your comms strategy: work together locally

Comprehensive Approach



- Consider a holistic approach that ties into existing cultural strategies within relevant departments (e.g. parks, licensing, sustainability etc for events)
- Consider a model that unites local civic, cultural and academic priorities
- Build something that creates less work: aim should be to reduce admin and improve cohesion

Community Strategy

- Build it to last with your local community, all the specialist info is out there already
- Form a culture board or steering group; activate specialists within the local community
- Structuring a wider community approach reduces risk overall: avoid single points of failure and develop steering groups to incorporate a wide range of voices and lived experience

Questions?

Positive Influence
Governance
Best Practice & Commitment
Ticketing
Water
Energy
Equity & Inclusivity
Getting to the Event
Material & Waste
Environment (Physical Access)
Environment (Services)
Travel & Transport
Food & Drink