

Report

Body:	Scrutiny
Date:	12 th April 2010
Subject:	Follow up of Airbourne Scrutiny review report recommendations
Report Of:	Councillors Graham Marsden and Neil Stanley
Ward(s)	All
Purpose	To advise the Scrutiny Committee on the actions taken against the recommendations made in the review into the decision to charge for admission to Airbourne.
Recommendation:	Members are requested to: (a) note the content of the report
Contact:	Jackie Humphrey, Internal Audit Manager, Telephone 01323 415188 or internally on extension 5188. E-mail address – jackie.humphrey@eastbourne.gov.uk

1.0 Introduction

- 1.1 A follow up review has been undertaken to evaluate the actions taken against the recommendations which were made in the original review report.
- 1.2 The Events Development Manager and the Tourism Development (& Communications) Manager were interviewed about the recommendations that were specific to Events
- 1.3 It should be noted that as it was decided not to charge for Airbourne 2009 some of the recommendations were not valid as they related to circumstances that would not occur unless charging continued.
- 1.4 It should also be noted that some of the recommendations were generic to the Council and of a nature that could not be followed up to gain assurance that the recommendations were being implemented.

2.0 Findings

- 2.1 Interviews were held with both Annie Wills, Tourism Development (& Communications) Manager, and Mike Marchant, Events Development Manager to discuss the actions taken around the recommendations made in the Scrutiny report which directly affected the department.
- 2.2 Attached at Appendix A is a table of the recommendations along with a

description of the actions taken. However, a brief overview follows:

6. Business Plan – Evidence on file shows that a business plan was written for the 2009 Airbourne. Although there is currently no template for business plans this is an issue which has been identified by the Deputy Chief Executive who is currently investigating templates available.

7. Communications with stakeholders – Tourism Development (& Communications) Manager has been holding regular meetings with stakeholders throughout the year.

9. Relationship with emergency services – The Events Development Manager held regular meetings with the emergency services and stated that there were no issues this year.

11. Manning of the office – The Events Development Manager stated that all phones were diverted to the tennis centre during Airbourne so that enquiries regarding other events could be dealt with by Events staff.

13. Savings - The Events Development Manager stated that many areas of costs were reduced for the 2009 Airbourne.

15. Unachieved Income Targets – income targets have been as part of the budget setting process.

17. Sponsorship – The handling of sponsorship was reviewed and the income target for 2009 was achieved.

3.0 Other Comments

3.1 Annie Wills stated that lessons had been learned from the 2008 Airbourne. She added that they were now more in tune with stakeholders and that future events would be guided by the lessons learned here.

4.0 Conclusion

4.1 Many of the issues covered in the original report were in connection with a charged event. As it was agreed not to charge to for Airbourne in 2009 this issues became obsolete.

4.2 Generic recommendations referring to more non specific areas could not be followed up.

4.3 Recommendations were addressed where they referred specifically to the Tourism Department.

4.4. There appears to be a lack of a Council wide standard for the layout of business plans and risk assessments although work is underway to address this.

Jackie Humphrey, Internal Audit Manager

Background Papers:

The Background Papers used in compiling this report were as follows:

None.

To inspect or obtain copies of background papers please refer to the contact officer listed above.