

Events and Tourism Team



Context

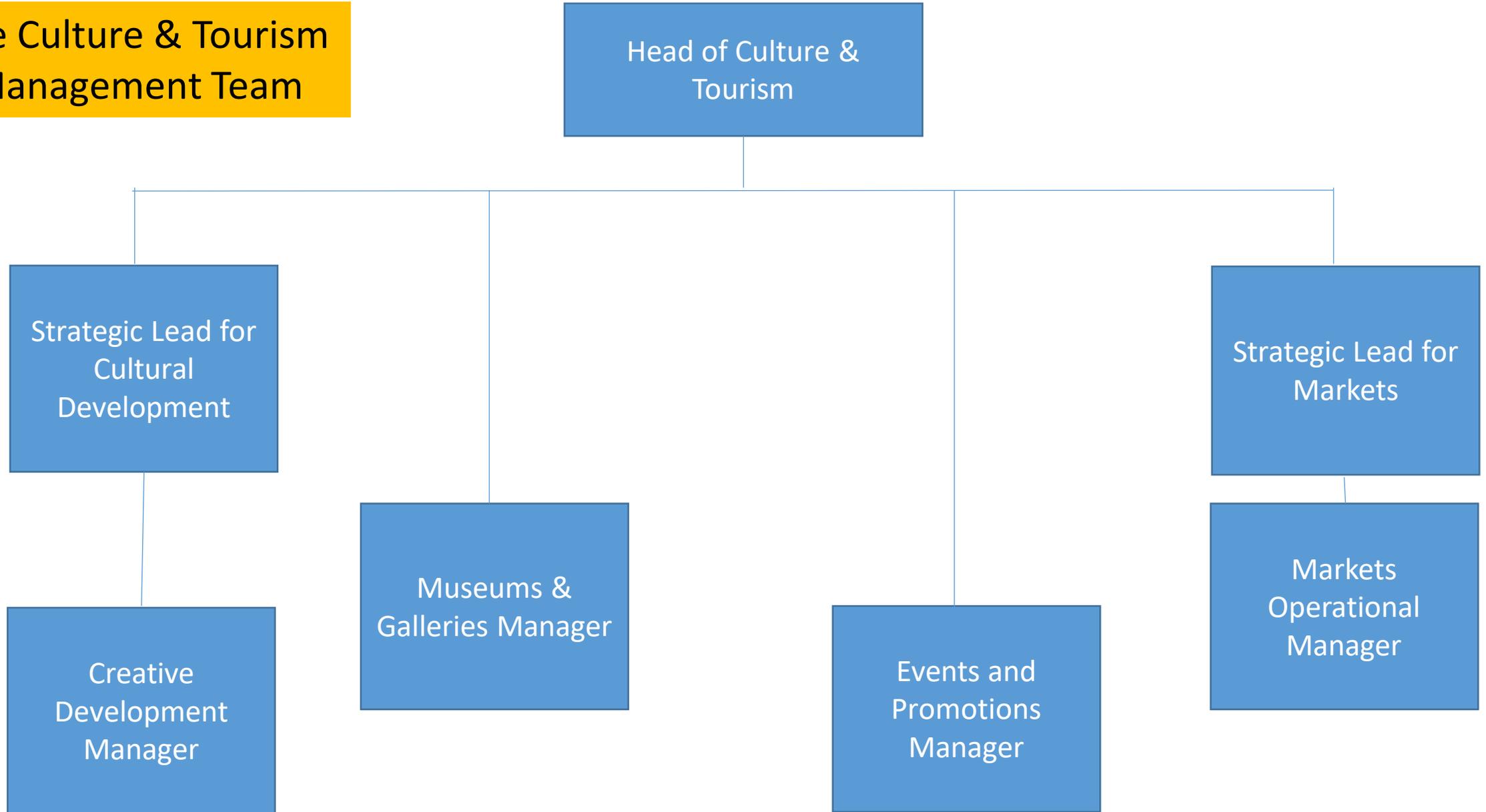
- The Events and Tourism Team is part of Culture and Tourism which also includes Creative Development, Museums and Galleries and Markets. Together these services contribute to creating vibrant and thriving places, a strong economy and excellent quality of life.
- Culture and Tourism services attract visitors to the area who usually spend during their stay thus contributing to the local economy. They also tend to generate positive media coverage which helps to create a positive image of an area which appeals to investors and businesses.
- These services also contribute to the *Five Ways to Well-being*. They offer spaces and activities for people to be active; learn new things; look at the world differently; make friends; and give something back. Cultural sector organisations aid wellbeing which then helps people to be productive.
- Key to the district's economic strategy are revitalised town centres. Culture and Tourism services support this outcome by developing a strong offer and improving the perception of these centres with the aim of attracting increased footfall.



Background

- Kirklees Council wishes to strengthen the district's events offer to attract increased footfall to the town centres and ensure we have vibrant communities. Events contribute to the local economy and our residents' quality of life.
- The events programme is part of a developing strengthened cultural offer for Huddersfield town centre. This also includes cultural facilities being developed around the existing Piazza area - a new museum, art gallery, library, archive centre and sound space along with improved public realm across the town in which more events and activities can be hosted. The new facilities will be part of a wider cultural offer which also includes Kingsgate Cinema, Huddersfield Town Hall, LBT, St Paul's Concert Hall, the Bath House Gallery, Heritage Quay, the Holocaust Centre and the media centre along with small music venues, galleries and pop up displays.
- But Huddersfield is not the only focus. The Events and Tourism Team also needs to support communities and businesses across the district to develop and promote events in our towns and villages. Ways of doing this are through providing guidance; ensuring the council is proactive and not putting barriers in organisers' way; managing town centre event spaces; and promoting what is available and happening.
- The Markets service presently has very good operational staff but no capacity to organise and promote new activities and events. The Events and Tourism Team will help them to do this.
- At present, Kirklees does not have a strong tourism offer especially in its town centres but it still needs to promote the area, its landscape, businesses and cultural offer. The Events and Tourism Team have a responsibility to do this as well as work with tourism related businesses in the district and region.
- Kirklees is an area with an incredible landscape and architecture which attracts tourists and also film and television makers. The Team is responsible for managing the film enquiry office including promoting the area for filming; answering filming enquiries; and providing advice to film makers.

The Culture & Tourism Management Team



The Event & Tourism Team

