

Gloucester City Council

Meeting:	Cabinet	Date:	6 February 2019
Subject:	Festivals and Events 2019		
Report Of:	Cabinet Member for Culture and Leisure		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
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Appendices:	1. Review of Council Funded Festivals & Events 2018/19		

FOR GENERAL RELEASE

1.0 Purpose of Report

1.1 To review the City Events Programme for 2018 and consider and approve the Programme for 2019

2.0 Recommendations

2.1 Cabinet is asked to **RESOLVE** that:

- (1) Approval is given to the Civic Events Programme for 2019 set out in the table at paragraph 6.4 to be delivered by the City Council Cultural Services Events and Marketing Team based at Gloucester Guildhall.
- (2) Approval is given to the City Events Programme for 2019 set out in the table at paragraph 11.3 to be delivered by Marketing Gloucester Ltd
- (3) Approval is given to directly fund the following City Events: Three Choirs Festival (£5,000), Gloucester History Festival (£10,000) and Kings Jam (£16,500)
- (4) Approval is given to retaining the budget and delivering the Lantern Procession and Tree of Light by the Cultural Services Events and Marketing Team.

3.0 Background and Key Issues

- 3.1 The Council's Contract for Services with Marketing Gloucester Ltd sets out that MGL shall deliver an annual programme of city events agreed in advance with the Council. It also states that an annual programme of civic events shall also be agreed and delivered on similar terms. This report presents proposals to how to deal with both in 2019.
- 3.2 The Contract for Services sets out the annual charge paid by the City Council to Marketing Gloucester up to the end of the 2018/19 financial year. The annual charge has reduced from £464,000 in 2016/17 to £248,000 in 2018/19 with MGL challenged to make up the difference through increased commercialisation, sponsorship and fundraising. One impact of the year on year reductions has been capacity issues which have limited MGLs ability to deliver the full range of civic events in 2018. This report makes proposals to address that situation.
- 3.3 Within the annual charge a sum of approximately £160,000 was intended to fund the City Events Programme. Despite the stepped reductions in the annual charge, the sum that the Council expected to be spent on events remained unchanged.
- 3.4 The annual charge payable to MGL for 2019/20 has not yet been finalised and will be subject to agreement on a business plan for the organisation. The City Events Programme and the Civic Events Programme agreed following consideration of this report will need to be reflected in the agreed Business Plan.

4.0 Review of the City Events Programme 2018

- 4.1 In addition to directly delivering a number of festivals and events in the City Marketing Gloucester also provide financial and in-kind support to city-based festivals and events led by other organisations. The in kind support includes promotional activities.
- 4.2 MGL also acts as the City's Destination Marketing Organisation, managing the www.visitgloucester.co.uk website which attracts 500,000 annual visitors and the City of Gloucester Facebook. Marketing Gloucester manages the coordinated calendar of events which engages over 200 events organisers in the city and provides "What's On" information for the city. Marketing Gloucester also acts as the strategic body for tourism and funds research into the visitor economy which has been essential in providing evidence for funding and support from Visit Britain – the UK's national Tourism board. In 2018 Marketing Gloucester has benefitted from winning a part of £500,000 Discover England Fund which has focused on developing the bookable product and promoting to USA tourist.
- 4.3 In 2017/18 Marketing Gloucester was commissioned by Gloucester BID to manage its events programme. This partnership will continue through 2019/20.
- 4.4 Marketing Gloucester has estimated that the actual delivery cost of the proposed City Events Programme for 2019 is £563,577, with the bulk of that sum (£388,058) being raised from external sponsorship, fundraising and ticket sales.

4.5 A review of the 2018 city events programme is attached at Appendix 1

5.0 Criteria for Council-funded festival and event activities:

5.1 When the Council last reviewed its criteria for Festival and Event activities it agreed that the annual schedule should include:

- A strong Christmas offering
- At least one, ideally more, large scale 'signature'/brand building events;
- Events that bring many visitors into the City from a wide catchment area;
- A cycle of major events (not the same one each year);
- Events that celebrate and bring life to Gloucester's rich history;
- A broad range of events appealing to all communities; and
- Events that foster civic pride in Gloucester.

5.2 More recently the Council has collaborated in the establishment of a Strategic Events Partnership. The Partnership's first members are the City Council, MGL and the Gloucester Culture Trust. The Partnership aims to broaden its membership to include a wide range of partners engaged in delivering festivals and events in Gloucester. It would be appropriate for the City Council to consider collaborating with the Strategic Events Partnership in reviewing the criteria outlined above for future years with the City Council's ambitions of creating a vibrant and prosperous city and positioning Gloucester as a credible candidate for 2025 City of Culture very much in mind.

6.0 Proposed City and Civic Events Programme 2019

6.1 Marketing Gloucester Ltd has submitted a proposal for the City Events Programme in 2019.

6.2 For clarity two events which are routinely listed as part of the City Events Programme have been directly funded by the City Council in recent years. These two events are

1	Gloucester History Festival	£10,000
2	The Three Choirs festival	£5,000
		£15,000

6.3 In addition to the events listed above the City Events Programme proposed by MGL comprises*

3	Residents' Weekend	£3,000
4	Tall Ships	£50,000
5	SoMAC	£9,400
6	Kings Jam	£24,685
7	Summer Weekend Event in the Park	£5,000
8	Gloucester Carnival	£20,000
9	Blues Festival	£3,000
10	Fireworks Finale	£24,685
11	Gloucester Goes Retro	£10,000

12	Gloucester Day	£4,249
13	Christmas Lantern Procession	£6,000
14	Destination Marketing – Believe in Gloucester	£3,500
		£163,519

* It should be noted that the sums quoted in the table above are the contributions made by the City Council, via MGL, towards delivery of the events. They do not represent the total or final cost of each event. MGL estimate that they will raise a further £388,000 from other sources to deliver the events listed above.

6.4 To complete the picture the annual Civic Events programme comprises the following:

15	Annual Civic Service and Reception	£1,250
16	Three Choirs Reception	£500
17	Gloucester Day Reception	£1,000
18	Remembrance Sunday and Reception	£1,250
19	Children’s Christmas Party	£1,000
		£5,000

6.5 The Festivals and Events activity outlined in the three tables above is estimated to cost £183,519 and this exceeds the anticipated funding for 2019/20 by £18,519. In addition, a solution needs to be found to the future delivery of the programme of Civic Events. Proposals to address these issues are set out below.

6.6 **Civic Events** – Part way through 2018 alternative arrangements were made to ensure that the calendar of civic events was delivered. This arrangement involved the programme being picked up by the Cultural Services marketing and events team at Gloucester Guildhall. It would be possible to make this arrangement a permanent arrangement and it would require a variation to the existing Contract for Services with MGL. The £5,000 budget for the delivery of the Civic events would revert to the City Council as part of this variation.

6.7 **Kings Jam** – this event is produced by The Music Works (TMW) with MGL providing a range of production services including stage, sound and lighting, Health and Safety and Risk Assessments, licenses and permissions, security and stewarding, marketing support, cleaning and evaluation. TMW has suggested that by directly funding their organisation it would be possible for them to generate additional sponsorship, fundraising and income to expand and develop the event which is held in Kings Square and forms part of SoMAC. TMW has indicated that with a direct grant of £16,500 they would continue to commission production services from MGL but would be able to generate an additional £50,000. A direct grant to TMW of £16,500 compared to MGL’s budget provision of £24,685 for that event would save £8,185.

6.8 **Christmas Lantern Procession and the Tree of Light** - The lantern procession is now one element of a wider Christmas offer in Gloucester. In 2019 proposals are being explored around the theme of puppetry with the Museum of Gloucester hosting an important exhibition, Guildhall/Strike-a-Light offering a family Christmas show

based upon puppetry and the potential for the lantern procession to feature a puppets theme. This year Gloucester Guildhall was successful in securing funding of £15,000 to support both the Christmas Show and the Lantern Procession and it is acknowledged that the City's Winter Festival has the potential to develop further. As part of this development it is suggested that the Lantern Procession reverts to being organised by the Guildhall as part of the City's Winter Festival and the associated budget (£6,000) would also revert to the City Council. This proposal will not generate a saving but it would offer the potential for increased grant/fundraising and ticket sales income for the festival as a whole and would contribute to relieving MGL of current capacity pressures.

- 6.9 **Income Generation** – Over the course of the year there are a number of opportunities to generate income from activities and services that are complimentary or ancillary to the events themselves. In many cases the opportunity to generate income is taken but, given ongoing budget challenges, this report suggests that a new target to generate an additional £10,000 in income over the course of the year is written into the events programme.
- 6.10 The proposals above would reduce the overall costs by £18,185. The proposed shift of responsibility for the Lantern Procession and directly funding Kings Jam also offer the potential for increased fundraising opportunities.
- 6.11 The transfer of Civic Events to the Cultural Services Events and Marketing team would be budget neutral overall.

7.0 Asset Based Community Development (ABCD) Considerations

- 7.1 The City Council's approach to the delivery of Festivals and Events is based heavily on existing strengths within the community. The Strategic Events Partnership recognises the diversified nature of festivals and events delivery in the City and embraces the fact that there is a broad patchwork of producers, organisers, promoters and enthusiasts delivering the City's offer. The principal function of the Partnership is to harness that potential to deliver the City's strategic ambitions.
- 7.2 The council-funded City and Civic Events programmes are supplemented by a wide range of other organisations that add to the City's developing cultural offer, including: independent theatre and cinema; Gloucester History Trust; The Civic Trust; Peel Group; Gloucester Heritage Forum; Strike-a-Light; Multi Styles Battle; Music Works; Theatre Glos and Café René. Gloucester BID has become a significant voice in this arena investing in football generating events such as the Zip Wire.
- 7.3 ABCD can also guide how Festivals and Events develop in the future by, for example, supporting and investing in activity that contributes to the economic health of the city, job creation, the Cultural Vision and Strategy and has the potential for sustainable growth. The Council should also be mindful of the opportunities offered by Gloucester Culture Trust to provide independent, collaborative, multi-dimensional cultural leadership and lever external funding to support Gloucester's growth.

8.0 Alternative Options Considered

- 8.1 The Council has a contract for services with MGL, including the delivery of the City Events programme. Alternative options include the Council bringing the Programmes in-house, however this would undermine the benefits that arise from a broad community based delivery model.

9.0 Reasons for Recommendations

- 9.1 Gloucester has a comprehensive and varied calendar of festivals and events and the City Council invests a significant sum in supporting that calendar, chiefly through its Contract for Services with MGL.
- 9.2 This report seeks to continue that arrangement but make a number of amendments to relieve current capacity pressures at MGL (Civic Events) and create opportunities for greater fundraising and income generation (Kings Jam, Lantern Procession and the Fireworks Finale).
- 9.3 The proposed schedule will help to ensure the City is animated throughout 2019, support plans to develop the city's Festivals & Events offering and secure future delivery of the Civic Events Programme.
- 9.4 The activities reflect a move towards a more collaborative approach to festival and event programming, enabling the Council to make more of community assets and increase the return on its investment.
- 9.5 The proposed MGL-led events will complement those being created or staged by other organisations, helping to ensure the city has a diverse annual events programme.

10.0 Future Work and Conclusions

- 10.1 Subject to Cabinet approval, MGL and others will progress the Civic and City Event programmes outlined in this report.
- 10.2 Subject to Cabinet approval, Strategic Events Partnership will be asked to review the criteria for Festival & Event activities in a wider strategic context.

11.0 Financial Implications

- 11.1 The Council's annual charge payment to MGL in 2018/19 was £249k including £165,000 to deliver the City and Civic Events Programme
- 11.2 In 2019 MGL has proposed a programme with an overall cost of £183,519. Of this sum £10,000 is paid directly to the Gloucester History Festival and £5,000 directly to the Three Choirs Festival. In addition it is proposed that the sum of £24,685 is deleted in respect of Kings Jam and, instead, a grant of £16,500 is paid directly to The Music Works for the event. It is proposed to introduce an additional income target of £10,000. Finally it is proposed that the budgets for the Christmas Lantern

Procession and Civic Events revert back to the City Council to be delivered by the Cultural Services events and marketing team.

- 11.3 As a consequence of all of the above the sum payable to MGL for their elements of the 2019 City Events Programme will be £122,834 and will deliver the following events:-

Residents' Weekend	£3,000
Tall Ships	£50,000
SoMAC	£9,400
Summer Weekend Event in the Park	£5,000
Gloucester Carnival	£20,000
Blues Festival	£3,000
Fireworks Finale	£24,685
Gloucester Goes Retro	£10,000
Gloucester Day	£4,249
Destination Marketing – Believe in Gloucester	£3,500
Income Generation	(£10,000)
	£122,834

- 11.4 The funding allocations are in line with Council Money Plan for approval by Council in February 2019.

(Financial Services have been consulted in the preparation of this report.)

12.0 Legal Implications

- 12.1 The City Council has a contract with MGL to deliver Festival & Event activities for the period of five years from 1 April 2016. The contract provides that MGL shall produce a report in December, commenting on delivery during the year and proposing a list of Festival & event activities for the next calendar year. Once approved by Council the list of proposed activities becomes the programme MGL shall deliver in accordance with the contract. The annual programme may be varied at any time by agreement between the Council and MGL.
- 12.2 The collaborative arrangements discussed in section 5.2 of the report are permitted by the general power of competence contained in section 1 of the Localism Act 2011. Such collaborations should be formally documented though in order to safeguard the Council's financial and reputational position. This can be done via legal agreements with the partner bodies, either on a case by case basis or via a single overarching agreement, as appropriate.

(Legal Services have been consulted in the preparation of this report.)

13.0 Risk & Opportunity Management Implications

- 13.1 There is a risk MGL will not be able to raise sufficient additional external funding to deliver the 2019 City Events Programme. The Council will need to monitor this, supporting MGL to secure additional sources of finance or making appropriate revisions to the programme as appropriate.

14.0 People Impact Assessment (PIA):

- 14.1 The proposed City Events Programme involves partnership and collaborative working to deliver programmes that are widely accessible to people who live/ work in and visit the city.
- 14.4 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required.

15.0 Other Corporate Implications

Community Safety

- 15.1 Events that bring people together, particularly at night time create a healthy vibrant evening economy that brings with it a view that places are safer.

Sustainability

- 15.2 As part of its commitment to sustainability and legacy aspirations associated with the Rugby World Cup 2015 bid, the Cultural Services team and MGL are working towards BS ISO 20121 (Event Sustainability).

Staffing & Trade Union

- 15.3 None each event.

Background Documents: None