

Gloucester City Council

Meeting:	Cabinet	Date:	10 February 2016
Subject:	Festival and Events Programme		
Report Of:	Cabinet Member for Culture and Leisure		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
Contact Officer:	Ross Cook, Corporate Director		
	Email: Ross.Cook@gloucester.gov.uk	Tel: 396570	
Appendices:	1. Feedback on the 2015/16 Events Programme		
	2. Proposed City Council Supported Events Budget/Programme 2016/17		

FOR GENERAL RELEASE

1.0 Purpose of Report

- 1.1 To seek approval for the proposed events, support and associated budgets for the 2016/17 Festivals and Events Programme, which will see a mix of community, brand building events across the city that will be co-ordinated by Marketing Gloucester Ltd.

2.0 Recommendations

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

- (1) It be noted that the criteria set out in paragraph 6.3 of the report are still relevant and should form the basis of any strategic decision making when planning future events and festivals;
- (2) The outcomes of the 2015/16 Events Programme, as set out in Appendix 1, be noted;
- (3) The 2016/17 programme of Council funded and supported events as set out in Appendix 2 of the report be approved;
- (4) The Civic Events Budget for 2016/17 be noted; and
- (5) Authority be delegated to the Corporate Director in consultation with the Cabinet Member for Culture and Leisure to authorise the movement of funds between the events listed in Appendix 2.

3.0 Background and Key Issues

- 3.1 In recent years, Gloucester has developed a diverse and distinctive portfolio of events which help us to achieve our ambitions for the city by driving footfall and economic activity, building strong communities and increasing pride in the city. The 2015 events programme for Gloucester held a combination of brand building and community based events being staged by either the City Council, through Marketing Gloucester or by our city partners such as the Cathedral or Gloucester Quays. Over 1 million people attended events in the City during 2015, greatly contributing to Gloucester showing increased footfall.
- 3.2 The biggest event held in the City this year, was of course the Rugby World Cup, and a further report on the outcomes of this will be published once the final report being produced by Ernst and Young (confirming the financial value the tournament had on Gloucester and England).
- 3.3 Since 2015, all Council funded and co-ordinated events have been organised and administered by Marketing Gloucester Ltd. This means that all of the events listed in Appendix 2 will either be delivered by Marketing Gloucester on behalf of the City Council, or funding towards the events will be funded by the City Council via Marketing Gloucester.
- 3.4 The programme of activities for 2015/16 varied from the standard calendar somewhat in order to maximise the potential for the RWC2015 and associated events activity. Full details of the events and the outcomes of funding these is set out in Appendix 1 to this report.

4.0 Summary 2016/17 of proposed funding programme

Event	Month	2015/16 budget	2015 /16 actuals	2016/17 proposed	Contribution
Residents + Business events	Jan - March	£2,000	£2,000	£3,000	MGL organised
Sea Shanty Festival	May	£1,000	£1,000	£2,000	Grant MGL support in kind,
Armed Forces day	June	£2,000	£2,000	£2,000	Annual grant
SoMAC	Jul - Sep	n/a	n/a	£10,000	MGL organised
Cityfest – Park Fun Days	Jul	£4,000	£4,000	£2,000	MGL Book and pay for infrastructure
Rugby in the Park	Jul	£4,000	£4,000	£4,000	MGL organise
Carnival	Jul	£15,000	£15,000	£20,000	MGL organise
Music in the Park/Summer Sound	Jul	£8,000	£8,000	£10,000	MGL organise
Fireworks	Jul	£23,000	£23,000	£21,000	MGL organise

Art in the City / Paintjam	Jul	£5,000	£5,000	£15,000	MGL organise
Three Choirs festival	Jul	£5,000	£5,000	£5,000	grant
Blues Festival	Jul - Aug	£2,000	£2,000	£2,000	MGL organise
Retro festival	Aug	£3,000	£3,000	£7,500	MGL support in kind, and book /pay for infrastructure
Gloucester Day	Sept	£2,000	£2,000	£2,000	Grant
History Fest and HOD's	Sept	£6,500	£12,000	£10,000	MGL organise
Style Festival/Local Media community event	Oct	£15,000	£15,000	£7,500	Sponsorship grant
Henry III festival	Oct	n/a	n/a	£7,500	MGL organise
Round Table fireworks	Nov	£2,000	£2,000	£2,000	grant
Christmas events (inc Tree of Light)	Nov	£10,500	£11,500	£12,000	MGL organise
Tall Ships	May-17	£25,000	£25,000	£12,500	MGL organise
Beatrix Potter				£1,000	MGL organise
Queen's Birthday				£1,000	MGL support in kind, and infrastructure
Contingency/RWC		£25,000	£25,000	£1,000	
TOTAL		£160,000	£160,000	£160,000	

- 4.1 Approval of the proposed events programme will enable the Council to be clear about what it desires to achieve over the coming year. Setting a clear strategy at this point will enable us to maximise the benefits from the events programme and maintain focus and clarity.
- 4.2 Members will note that this funding programme includes all the activities currently funded by the Events Budget, excluding the Civic Events
- 4.4 The team at MGL will aim to perform within budgets either by underspend or by sourcing additional funding from external sources. A small contingency exists to deal with any variances.
- 4.5 During the 2015/16 financial year MGL has received over £340,000 of cash input from external sources, plus over £100,000 of in kind support to supplement the events, marketing and economic development budgets.

5.0 Alternative Options Considered

- 5.1 A standard recommendation has been proposed which ensures a continuous series of activities throughout the year. However, Cabinet may wish to see an increase or decrease in the amount of funding allocated to events in the City.

6.0 Reasons for Recommendations

- 6.1 The events set out in paragraphs 4.01 to 4.17 are planned to span the majority of 2016/17 to ensure that the City is animated through the year. This will, in turn, increase visitor numbers and spend into the City whilst also being attractive to our residents.
- 6.2 The proposed events set out in Section 4 will also be complementary to those being created or staged by our partners to ensure that we have a diverse annual events programme.
- 6.3 Cabinet considered a report in March 2010 proposing that a more strategic approach should be taken to supporting festivals in future years. The following approach was proposed which is still relevant for 2016 onwards:
- 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
 - Events that foster civic pride in Gloucester

7.0 Future Work and Conclusions

- 7.1 Subject to Cabinet approval, MGL will progress this programme of events with partners.
- 7.2 There is a desire to develop a longer term events strategy to improve with forward planning. To maximise the benefits from any events staged a forward plan of at least three years should be in place. This process has now started by establishing a city wide events meeting that takes place twice a month for all organisations with an interest in events planning and delivery and an annual events diary has been created. In addition, we are capturing data that will inform discussions on how to prioritise events in coming years and to identify the events that would benefit from additional external funding.

8.0 Financial Implications

- 8.1 The proposed budgetary allocations are incorporated within Section 4 of the report.
- 8.2 These individual allocations are in line with the overall events allocations included within the Council Money Plan for approval by Council in February

2016. It is proposed to delegate authority to the Corporate Director, in consultation with the Cabinet Member for Culture and Leisure, to move funds within the total allocation so as to maximise use of any shortfalls and manage any potential overspends on any particular events.

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

9.0 Legal Implications

9.1 The co-ordination of the Festivals and Events Programme 2016/17 by a third party qualifies as provision of a service to the Council to which both the Public Contracts Regulations 2015 and the authority's own Contract Procedure Rules would normally apply. However, it is permissible for the Council to contract directly with Marketing Gloucester Limited without competition as it is a company owned and controlled by the Council.

9.2 A legally binding agreement in writing is required to record the specific nature of the services to be provided by Marketing Gloucester Limited, any payment they are to receive and all other rights and obligations applicable to both parties.

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

10.0 Risk & Opportunity Management Implications

10.1 No high scoring risks identified.

11.0 Asset Based Community Development (ABCD)

11.1 By delivering the proposed programme of festivals and events, the City Council will work with a broad range of partners to deliver a programme that is available and accessible to all of our community, but also that all communities are encouraged to participate in these events. The Carnival Committee already exists which was designed to get a greater proportion of the community involved in designing and taking part in the Summer Festival. Active partners include Artshape, GDance and GAINE (Gloucester Arts in Education).

11.2 Most events are free to enter and take place in a range of locations around the City. The events are also attractive to a broad spectrum of ages through the detailed programming of specific activities within each event.

11.3 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required. However, a further PIA will be considered for any new events or departures from the agreed programme.

12.0 Other Corporate Implications

Community Safety

- 12.1 Events that bring people together, particularly at night time, create a healthy and vibrant evening economy that contributes towards a feeling of safety.

Sustainability

- 12.2 As part of its commitment to sustainability MGL are working towards BS ISO 20121 (Event Sustainability).

Staffing & Trade Union

- 12.3 Funding for staffing additional hours will be built into the costs of each event.

Background Documents: None