

CITY OF WOLVERHAMPTON COUNCIL	Cabinet 18 March 2020
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Report title	Development and Delivery of City Events	
Decision designation	RED	
Cabinet member with lead responsibility	Councillor Steve Simkins City Economy	
Key decision	Yes	
In forward plan	No	
Wards affected	All Wards	
Accountable Director	Ross Cook, Director of City Environment	
Originating service	Business Services	
Accountable employee	Crissie Rushton	Visitor Economy Manager
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Recommendations for decision:

The Cabinet is recommended to:

1. Recommend to Full Council that it approves the establishment of supplementary income and expenditure budgets for the development and delivery of city events.
2. Delegate authority to the Cabinet Member for City Economy in consultation with Director of City Environment to approve the individual business cases for City Events.
3. Delegate authority to Cabinet Member for City Economy in consultation with Director of City Environment to approve the Council entering into contracts and agreements with or for performers for City Events.
4. Approve a virement of £100,000 from the Corporate Accounts revenue budget to the City Events revenue budget to facilitate the delivery of sporting events.

1.0 Purpose

- 1.1 The purpose of this report is to request appropriate delegations and budgets to enable the development and delivery of city events in a timely manner in order to be able to respond to market demands.

2.0 Background

- 2.1 The City Events team transferred into Business Services in August 2019. Since then, work has been undertaken to further develop the City's events offer.
- 2.2 Contact with the events market has resulted in a number of opportunities to develop events in the City, where there is potential income for the Council. These include but are not limited to; family focussed events, music events and sporting competitions and events.
- 2.3 In order to secure these events, a budget is required.

3.0 Progress, options, discussion, etc.

- 3.1 It is proposed to establish a revenue expenditure budget of £1 million and a corresponding income budget of £1 million for the development and delivery of city events. This budget would allow the City Events team to respond quickly when opportunities arise for such events.
- 3.2 All events would be subject to a business case review in accordance with existing schemes of delegation, as detailed in the Constitution. This report requests delegated authority to the Cabinet Member for City Economy in consultation with Director of City Environment, in order to approve these business cases in a timely manner, through the Council's Individual Decision Notice process.
- 3.3 Proposals to introduce new events will be considered against a set criterion; footfall (initial and potential for growth), commercial strategy for the event, marketing strategy for the event, delivery model, target audience, wider benefits to the city, the event's alignment to the wider City Marketing Strategy.
- 3.4 In order to deliver a new sporting event in the City, a virement of £100,000 is requested as part of this report.

4.0 Reasons for decision

- 4.1 In order to deliver against outcome six of the Council Plan, A vibrant green city we can be proud of, a five-year events plan is being developed. This includes the aspiration to secure artists and events for the city.
- 4.2 Due to the fast-paced nature of the events business, in order to attract the best programme of events and artists, prompt decision making is needed, the availability of an approved budget and delegated authority to proceed to contract will enable the service to act promptly.

5.0 Financial implications

- 5.1 The approval of supplementary budgets in the City Events service will facilitate delivery of events in a timely manner as required by the commercial market in this area. It is recommended expenditure and income budgets of £1 million are approved, creating a net revenue budget impact of zero.
- 5.2 Approval of a virement is also sought for £100,000 from the Corporate Accounts revenue budget to the City Events revenue budget to facilitate the delivery of sporting events.
- 5.3 It is intended that proposed events will break even or create a surplus for the Council, however there will be events delivered which will incur a cost to the Council, these will be considered on a case by case basis. The financial implications of each event will be presented through a business case process and approved appropriately on an individual event basis through an Individual Executive Decision Notice (IEDN) in line with the delegations requested in this report. This revenue budget if approved will be monitored and reported through the Council's quarterly financial reporting process.
[HM/09032020/B]

6.0 Legal implications

- 6.1 Artists contracts will be reviewed by Legal Services when required and legal advice will be provided. There are no other legal implications as a result of this report.
[TS/09032020/W]

7.0 Equalities implications

- 7.1 The developing programme will be subject to equalities assessments as proposals develop. The existing programme has been developed in order to reflect the diverse make up of the city.

8.0 Climate change and environmental implications

- 8.1 As part of the Council's declaration of a Climate Emergency, the City Events team are reviewing implications associated with delivering events in the city. This review includes focussing on waste, transport and the supply chain.

9.0 Human resources implications

- 9.1 There are no human resources implications within this report.

10.0 Corporate landlord implications

- 10.1 There are no Corporate Landlord implications.

11.0 Health and Wellbeing Implications

- 11.1 The city events programme will bring with it positive health and wellbeing outcomes. Elements of the programme will be focussed around physical activity, but also around the positive effect on mental health that attending events can bring.

12.0 Schedule of background papers

- 12.1 None