

CABINET MEETING – 15 JANUARY 2014
EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

Sunderland City Council Events Programme 2014/15

Author(s):

Report of Director of Corporate Affairs

Purpose of Report:

To request Cabinet approval of the Council's 2014/15 Events Programme - to be delivered on the Council's behalf by Sunderland Live.

Description of Decision:

Cabinet is requested to

- i. Approve the Events Programme for 2014/15 to be delivered by Sunderland Live.
- ii. Approve the payment of the funding contribution to Sunderland Live of £1,066,344 for delivery of this events programme in accordance with the terms of the funding agreement between the Council and Sunderland Live.

Is the decision consistent with the Budget/Policy Framework? Yes

If not, Council approval is required to change the Budget/Policy Framework

Suggested reason(s) for Decision:

The proposed 2014/15 Events Programme includes events of significant scale and quality that can be marketed outside Sunderland through the See it Do it destination campaign, to attract visitors to the city and support Sunderland's economy

Early approval of the 2014/15 Events Programme will ensure that the full range of events can be planned well ahead to ensure their effective delivery by Sunderland Live. The Events Programme will then form the core part of the annual business plan for Sunderland Live for 2014/15.

Alternative options to be considered and recommended to be rejected:

Options for alternative events were considered when drafting the proposed Events Programme. The proposed Events Programme represents the culmination of this process and the Council's events priorities for 2014/15.

Impacts analysed;

Equality

Privacy

Sustainability

Crime and Disorder

Is this a “Key Decision” as defined in the Constitution?

Yes

Is it included in the 28 day Notice of Decisions?

Yes

Scrutiny Committee

SUNDERLAND CITY COUNCIL EVENTS PROGRAMME 2014/15

Report of the Director of Corporate Affairs

1.0 Purpose of the Report

- 1.1 This report requests Cabinet approval of the Council's 2014/15 Events Programme - to be delivered on the Council's behalf by Sunderland Live.

2.0 Description of Decision (Recommendation)

- 2.1 Cabinet is requested to

i. Approve the Events Programme for 2014/15 to be delivered by Sunderland Live.

ii. Approve the payment of the funding contribution to Sunderland Live of £1,066,344 for delivery of this events programme in accordance with the terms of the funding agreement between the Council and Sunderland Live.

3.0 Background

- 3.1 Following reports to Cabinet in July 2012 and January 2013, Sunderland Live was established by the Council as a Local Authority owned company in April 2013.
- 3.2 In establishing Sunderland Live, the Council fully recognised the important contribution which appropriate key events make to wider economic development and the city's overall reputation and attractiveness. The Council's See it Do it Sunderland destination marketing campaign communicates the city's vibrant events programme and visitor experience in a way that is family-focused and credible. Sunderland Live has an important role in supporting the See it Do it campaign.
- 3.3 Sunderland Live sets out its objectives and specific plans for the year ahead in its annual business plan. The core of this plan is an events programme, the majority of which is events that the Council contracts Sunderland Live to deliver on its behalf. This report seeks approval for the Council's 2014/15 events for inclusion in Sunderland Live's 2014/15 business plan.

4.0 The 2014/15 Events Programme

- 4.1 Sunderland Live has highlighted the importance of considering the total events programme as an overall 'package.' Whereas it was once feasible to consider a single event on a standalone basis, this is no longer the case. This is because numerous interdependencies are becoming increasingly important to negotiations with potential sponsors and commercial interests in order to increase income from events, hence the 2014/15 events should be viewed as a whole 'programme.'
- 4.2 The proposed programme of events to be delivered by Sunderland Live in 2014/15 is set out in Annex 1. This consists of
- i. existing and long-standing priority events such as the Sunderland International Airshow, Christmas Lights Switch on and Remembrance Weekend
 - ii. additional events that the Council wishes to be delivered on its behalf such as Roker Park Lights
- 4.3 The new City Centre Business Improvement District (BID) will be up and running in 2014. This will provide additional opportunities to develop and deliver city centre-based events and Sunderland Live is working closely with the BID management on this.

5.0 Financial Implications

- 5.1 The Funding Agreement established between the Council and Sunderland Live determines that the amount of the Contribution payable for Years 2 and 3 shall be determined by the Council (in consultation with Sunderland Live) following approval of the agreed business plan for that year but notes that this should be in accordance with the three-year forecast set out in the business plan for year 1.
- 5.2 If Members agree the 2014/15 events Programme set out in this report, the next step will be to agree a budget for Year 2 (2014/15) that provides for delivery of the events set out and is in line with the original Contribution (management fee) for 2014/15 of £1,066,344.

6.0 Legal Implications

- 6.1 The proposed events programme for 2014/2015 will be delivered by Sunderland Live Ltd. As Cabinet is aware, Sunderland Live was established in 2013 as a local authority owned events management company. The principal activity of the company is to undertake the city's events programme as required by the Council. It is therefore lawful in procurement law terms for the Council to enter into appropriate contracts and funding arrangements with Sunderland Live for the delivery of this events programme.

- 6.2 As the shareholder in Sunderland Live, the Council is required to approve the annual business plan for the company prior to each financial year and its funding contribution to the company for the delivery of the annual events programme. The events programme will therefore form the core part of company's business plan for 2014/2015.

7.0 Reasons for Decision

- 7.1 The proposed 2014/15 Events Programme includes events of significant scale and quality that can be marketed outside Sunderland through the See it Do it destination campaign, to attract visitors to the city and support Sunderland's economy
- 7.2 Early approval of the 2014/15 Events Programme will ensure that the full range of events can be planned well ahead to ensure their effective delivery by Sunderland Live. The Events Programme will then form the core part of the annual business plan for Sunderland Live for 2014/15.

8.0 Alternative Options

- 8.1 Options for alternative events were considered when drafting the proposed Events Programme. The proposed Events Programme represents the culmination of this process and the Council's events priorities for 2014/15.

9.0 Background Papers

Cabinet Report dated 16th January 2013

