

CABINET MEETING – 7 SEPTEMBER 2023

EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

Grant funding for the delivery of an agreed City Centre Events Programme for 2023/24

Author(s):

Executive Director of City Development

Purpose of Report:

The purpose of the report is to seek approval for grant funding to be awarded to Sunderland Business Investment District Limited (the “BID”), on a matched funding basis, for the delivery of a programme of City Centre Events designed to drive footfall, city profile, economic impact and investment.

Description of Decision:

Cabinet is recommended to authorise the Executive Director of City Development to award a grant to a maximum sum of £0.1m to the BID for a programme of City Centre Events to be agreed in consultation with the Portfolio Holder for Vibrant City and the Director of Finance.

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 value of the grant is above £50,000 and therefore requires Cabinet approval in accordance with the Council constitution. Combining resources with the matched funding provided by the BID will facilitate a wider and more holistic approach that will drive footfall and increase the economic impact in the city adding to the vibrancy.

Alternative options to be considered and recommended to be rejected:

The alternative to this proposal is to commission and deliver events in the City Centre directly with the associated risk. However, this would reduce the available funding to spend on events and the capacity of the Events Team for other work across the City. In addition, this approach ensures City Centre business are part of the process in planning and delivery and will provide an opportunity for leverage against further funding sources.

Impacts analysed;

Equality Yes **Privacy** No **Sustainability** Yes **Crime and Disorder** No

Is the Decision consistent with the Council's co-operative values? Yes

Is this a "Key Decision" as defined in the Constitution? Yes

Is it included in the 28-day Notice of Decisions? Yes

CABINET – 7 SEPTEMBER 2023

GRANT FUNDING FOR THE DELIVERY OF AN AGREED CITY CENTRE EVENTS PROGRAMME FOR 2023/24

Report of Executive Director of City Development

1. Purpose of the Report

- 1.1 The purpose of the report is to seek approval for grant funding to be awarded to Sunderland Business Investment District Limited (the “BID”), on a matched funding basis, for the delivery of a programme of City Centre Events designed to drive footfall, city profile, economic impact and investment.

2. Description of Decision (Recommendations)

- 2.1 Cabinet is recommended to authorise the award of grant funding to a maximum sum of £100,000 to the BID for a programme of City Centre Events to be agreed by the Executive Director of City Development in consultation with the Portfolio Holder for Vibrant City and the Director of Finance.

3. Current Position

- 3.1 The BID works in close partnership with the Council, businesses and other partners with one clear vision, to create a vibrant city centre and opportunities for everyone. Following Cabinet approval in July 2022 funding was provided to the BID on a match funded basis which successfully delivered a Summer, Halloween and Christmas programme of events that brought additional footfall and economic impact to the city centre.
- 3.2 The additional footfall determined by the BID in the city during these events has been estimated as 75,000, with an estimated positive economic impact to the city of £2.9m.
- 3.3 The City Plan states that Sunderland will be a Vibrant, Smart City with a range of opportunities for people to participate in their communities, cultural events and activities and residents will feel proud of the city and the place where they live.
- 3.4 The central theme for an emerging City Events Delivery Plan is to ensure that events play their part in social and economic regeneration, drive footfall and boost the city’s profile to attract continued investment.
- 3.5 Working together with partners across the city to deliver events will ensure a wider range of high-quality activity, distinctly ‘Sunderland’ events and alternative funding opportunities which will help to grow the city events programme.

4 Proposal

- 4.1 It is proposed to make available to the BID, pursuant to a grant funding agreement, £0.1m for the financial year 2023-24 from the City’s Events budget to be match funded by the BID with a further £0.1m.
- 4.2 As a result of the matched funding, an agreed programme of events of £0.2m will be delivered in the City Centre by the BID, supported by the Events Team. The

programme will increase the number of high-quality events in the City to help to drive footfall, city profile and investment.

- 4.3 The BID will consider potential additional funding sources to potentially leverage additional funding to supplement the £0.2m funding.
- 4.3 The City Events programme will include a Food Festival, Summer Events, Halloween and Christmas Programmes in addition to animating the City during Stadium Concert and Sporting Events.
- 4.3 Following delivery of the events programme an assessment will be undertaken which will inform whether grant funding will be provided in subsequent years to deliver similar, future programmes. This would be subject to further consideration and approval by Cabinet.

5. Reasons for the Decision

- 5.1 The value of the grant is above £50,000 and therefore requires Cabinet approval in accordance with the Council constitution. Combining resources with the matched funding provided by the BID will facilitate a wider and more holistic approach that will drive footfall and increase the economic impact in the city.

6. Alternative Options

- 6.1 The alternative to this proposal is to commission and deliver events in the City Centre directly with the associated risk. However, this would reduce the funding available to spend on events and the capacity of the Events Team for other work across the City. In addition, this approach ensures City Centre business are part of the process in planning and delivery and will provide an opportunity for leverage against further funding sources.

7. Impact Analysis

(a) Equalities

- (i) All events within the programme will be free of charge and open to all.

(b) Co-operative Values

- (i) Sunderland City Council is a co-operative Council and will act ethically in all its actions whilst adhering to and actively promoting its co-operative values of self-help, self-responsibility, democracy, equality, equity and solidarity. These values will underpin our decision making and actions.

8. Other Relevant Considerations / Consultations

(a) Other Considerations:

- (i) **Financial Implications** – The £0.1m grant will be met from the Council's Events revenue budget.
- (ii) **Legal Implications** – It is not considered that the proposed grant to the BID constitutes a subsidy as defined under the UK's Subsidy Control Act

2022. The BID will be using the funding for the sole purpose of delivering a range of public events within Sunderland on a cost recovery basis in order to secure the public benefits as set out in this report. Therefore, the BID is not acting as an enterprise in this instance.

Associated guidance for this document can be found [here](#). Each section has a link to the relevant section within the guidance document.

Details of the activity (i.e. the policy, strategy, service, project or function)

Directorate	City Development
Service	Events

Title of the activity (i.e. the policy, strategy, service, project or function):
Grant funding for the delivery of an agreed City Centre Events Programme for 2023/24

Brief description of the activity:
The purpose of the report is to seek approval for grant funding to be awarded to Sunderland Business Investment District Limited (the "BID"), on a matched funding basis, for the delivery of a programme of City Centre Events designed to drive footfall, city profile, economic impact and investment.

If the activity involves working with other directorates, partners or joint commissioning please state who is involved:
N/A

Will all or part of the activity be delivered through a provider external to the Council? If Yes, please refer to the Corporate Procurement Processes
Yes

If Yes, please explain what element(s) of the activity will be delivered through an external provider:
Additional City Events programme that will include a Food Festival, Summer Events, Halloween and Christmas Programmes in addition to animating the City during Stadium Concert and Sporting Events.

Which areas of the city will be impacted?	
Whole City	<input type="checkbox"/>
Coalfield	<input type="checkbox"/>
East	<input checked="" type="checkbox"/>
North	<input type="checkbox"/>
Washington	<input type="checkbox"/>
West	<input type="checkbox"/>
Internal Council Activity – Impact on employees	<input type="checkbox"/>

Is the activity targeted at protected characteristics or any other key groups?	
All of the below	<input type="checkbox"/>
Age (e.g. older people, younger people/children, a specific age group)	<input checked="" type="checkbox"/>
Disability (e.g. mobility, long term health conditions, sensory impairment or loss, learning disability, neurological diversity or mental health)	<input checked="" type="checkbox"/>
Marriage and civil partnership	<input type="checkbox"/>
Pregnancy and maternity (including breastfeeding)	<input type="checkbox"/>
Race	<input type="checkbox"/>
Religion or belief (including no belief)	<input type="checkbox"/>
Sex	<input type="checkbox"/>
Gender reassignment	<input type="checkbox"/>
Sexual orientation	<input type="checkbox"/>
Human Rights	<input type="checkbox"/>
Care Experienced People	<input type="checkbox"/>
Other vulnerable groups and people with complex needs (e.g. veterans, children and young people who are cared for or care experienced, carers, domestic abuse victims and survivors, ex-offenders etc.)	<input type="checkbox"/>
People vulnerable to socio-economic deprivation (e.g. unemployed, low income, living in deprived areas, poor/no accommodation, low skills, low literacy etc.)	<input checked="" type="checkbox"/>

Completed by: ██████████

Version	Status	Author	Comments	Date Issued
1	Draft			21/07/2023

Data and Intelligence

[Guidance for this section](#)

What data and intelligence has informed the activity?
N/a
Summary of data / intelligence / consultation outcomes to inform understanding of differences in:
<ul style="list-style-type: none">the way people use, access or experience your activity;how the activity may impact; and/oroutcomes for different groups?
N/a

Equality and Human Rights

[Guidance for this section](#)

Eliminate discrimination, harassment and victimisation
What impact will the activity have?
Positive
Explain how/why:
The event programme will promote participation across social groups and will bring opportunity for integration

Advance equality of opportunity between people who share a protected characteristic and those who do not
What impact will the activity have?
Positive
Explain how/why:
Event programme delivered by BID and Sunderland City Council will be free to attend, with additional activities being free to participate in. Food, drink, and other activities with a cost will be budget friendly and at a reasonable cost.

Foster good relations between people who share a protected characteristic and those who do not
What impact will the activity have?
Not Applicable
Explain how/why:

Age (older ages, children and young people, middle ages, an age range or a specific age)
What impact will the activity have?
Positive
Explain how/why:
Events delivered will offer a varied range of activities, performers and entertainment that will be enjoyed by consumers of different ages.

Disability (mobility, long-term health conditions, sensory, learning disability, neurological diversity or mental health)
What impact will the activity have?
Positive
Explain how/why:
City centre locations that will host the events will have accessible access to the site and include accessible facilities such as toilets and seating areas.

Gender reassignment (the process of transitioning from one sex to another)
What impact will the activity have?
Not Applicable
Explain how/why:

Marriage and Civil Partnership
What impact will the activity have?
Not Applicable
Explain how/why:

Pregnancy and maternity (including breastfeeding)
What impact will the activity have?
Not Applicable
Explain how/why:

Race (colour, ethnicity, country of origin, culture, etc.)
What impact will the activity have?
Not Applicable
Explain how/why:

Religion / Belief (including no belief)
What impact will the activity have?
Not Applicable
Explain how/why:

Sex (male or female)
What impact will the activity have?
Not Applicable
Explain how/why:

Sexual orientation
What impact will the activity have?
Not Applicable
Explain how/why:

Will the activity impact on an individual's Human Rights as enshrined in UK law?
What impact will the activity have?
Not Applicable
Explain how/why:

Other vulnerable groups and people with complex needs (e.g. veterans, children and young people cared for and care experienced, carers, domestic abuse victims and survivors, ex-offenders, homeless or multiple complexities/characteristics)
What impact will the activity have?
Not Applicable
Explain how/why:

Reducing socio-economic and digital inequalities

[Guidance for this section](#)

Will the activity:

Impact on residents' financial circumstances	Not Applicable
Impact on housing, including type, range, affordability, quality and/or condition	Not Applicable
Impact on digital inclusion or access	Not Applicable
Impact on education, skills and lifelong learning	Not Applicable
Impact on employment, including quality and access	Not Applicable

Outline the impact your activity will have, including how you propose to mitigate any negative impacts and maximise positive outcomes
Outline how you will measure the anticipated impact(s)

Improving population health and reducing health inequalities

[Guidance for this section](#)

Will the activity:

Help promote healthy living	Positive
Help promote safe and inclusive environments	Not Applicable
Impact on children, young people and families	Positive
Impact on natural and built surroundings	Not Applicable
Impact on accessibility and active travel encouraging active behaviours	Positive
Impact on living independently	Not Applicable

Outline the impact your activity will have, including how you propose to mitigate any negative impacts and maximise positive outcomes
5.1 – Will encourage social interaction at events, opportunity to take part in activities to promote active movement, food vendors available at events will have healthy options.
5.3 – Events will be targeted at various consumers including a family offer which will encourage all to be involved in various activities, and potentially attending various cultural events that they may not normally attend.

5.5 – City centre venues have excellent transport links and visitors will be encouraged to use active travel links such as public transport and walking to the venues.
Outline how you will measure the anticipated impact(s)
Project meetings with BID Debrief reports and actions

Carbon reduction and sustainability

[Guidance for this section](#)

Will the activity:

Adapting our behaviour (environmentally significant)	Not Applicable
Impact on biodiversity and natural environment	Not Applicable
Impact on energy efficient built environment	Not Applicable
Impact on renewable energy generation and storage	Not Applicable
Impact on travel and active transport	Positive
Impact on the green economy	Not Applicable
Impact on waste, recycling and consumption	Not Applicable

Outline the impact your activity will have, including how you propose to mitigate any negative impacts and maximise positive outcomes
6.5 - City centre venues have excellent transport links and visitors will be encouraged to use active travel links such as public transport and walking to the venues.
Outline how you will measure the anticipated impact(s)
Project meetings with BID Debrief reports and actions

Community wealth building

[Guidance for this section](#)

Will the activity:

Impact on community wealth and social value	Not Applicable
Impact on social inclusion, integration, and fostering good relations	Positive
Impact on crime reduction, anti-social behaviour and community safety	Not Applicable
Impact on access to services	Positive

Outline the impact your activity will have, including how you propose to mitigate any negative impacts and maximise positive outcomes
7.5 – City centre venues are accessible and due to various transport hubs, this will encourage visitors from various locations across the city to enjoy the events.
Event programme delivered will be free to attend, with additional activities being free to participate in. Food, drink, and other activities with a cost will be budget friendly and at a reasonable cost.
Residents and visitors from all backgrounds will be encouraged to attend with a wide range of multi-cultural offer.
Outline how you will measure the anticipated impact(s)
Project meetings with BID Debrief reports and actions

Key Actions

Any key actions identified throughout the IIA should be recorded here. This will be the action plan linked to your activity and should be implemented to ensure all inequalities or negative impacts are mitigated.

Key Actions	Timescale	Responsible Officer	Review Date
Development of event project group and meeting timeline	September 23	[REDACTED]	
Operations plans	October 23	[REDACTED]	
Outcome review	April 24	[REDACTED]	

Responsible officer sign off:	
Name	[REDACTED]
Job Title	Assistant Director Regulatory Services
Responsible officer for reviewing actions:	
Name	[REDACTED]
Job Title	Principal Events Officer

Once the Integrated Impact Assessment is complete, please send to IIA@sunderland.gov.uk.

