

# EXECUTIVE DECISION

made by a Cabinet Member



## REPORT OF ACTION TAKEN UNDER DELEGATED AUTHORITY BY AN INDIVIDUAL CABINET MEMBER


Executive Decision Reference Number – L30 23/24

Decision	
1	<b>Title of decision:</b> Live Music Concerts on the Hoe 2024
2	<b>Decision maker (Cabinet member name and portfolio title):</b> Councillor Tudor Evans OBE, The Leader of the Council
3	<p><b>Decision lead officer and job title</b> Victoria Allen, Marketing and Events Manager</p> <p><b>Contact details</b> (email address and telephone no. of lead officer) <a href="mailto:victoria.allen@plymouth.gov.uk">victoria.allen@plymouth.gov.uk</a> 01752 398493</p>
4	<p><b>Decision to be taken:</b></p> <p>To enter into an agreement with Live Nation (t/c Cuffe &amp; Taylor) to host an annual live music concert on the Hoe, beginning in 2024 and with the potential to extend over the next 10 years.</p>
5	<p><b>Reasons for decision:</b></p> <ol style="list-style-type: none"> <li>To support the ongoing delivery of the annual signature events programme on Plymouth Hoe as underpinned by the Visitor Plan 2020 to 2030 (see section 9);</li> <li>Signature events are a key part of place-making for any major city. They provide a reason to visit and invest; they enhance the experience of a place for visitors and local people; and offer an insight into a city's character and personality. They provide opportunities to raise the profile of the city and provide a reason for new visitors and investors to choose Plymouth;</li> <li>The concert will provide a huge economic boost for local businesses including restaurants, bars and accommodation providers. There will also be spend and job opportunities created by the planning, development and staging of the event which will use local workforce wherever possible.</li> </ol>
6	<p><b>Alternative options considered and rejected:</b></p> <ol style="list-style-type: none"> <li>Not to develop an annual live music offering on Plymouth Hoe – From 2014 onwards large-scale live music events have been taking place on the Hoe which has become an established signature events space capable of attracting and hosting significant numbers of attendees. It is an iconic park, offering outstanding views of the Plymouth Sound National Marine Park. Hosting the event in this space aligns with the cities ambition to 'turn back to the sea' by maximising our unique coastal assets.</li> <li>To instead develop an annual live music offering at Central Park – Rejected due to smaller capacity, infrastructure limitations and strategic intent as outlined above.</li> </ol>

7	<p><b>Financial implications and risks:</b></p> <p>The event will be delivered in its entirety by Live Nation who will provide all investment and shoulder all financial risk. Plymouth City Council will facilitate the operational delivery of the event through existing staff resources. The event would become income generating for Plymouth City Council from years 2 onwards.</p> <p>The full financial implications are set out in the Part II Briefing Report.</p>			
8	<p><b>Is the decision a Key Decision?</b> (please contact <a href="#">Democratic Support</a> for further advice)</p> <p>If yes, date of publication of the notice in the <a href="#">Forward Plan of Key Decisions</a></p>	<p><b>Yes</b></p> <p></p> <p></p> <p></p> <p>x</p>	<p><b>No</b></p> <p></p> <p>x</p> <p></p> <p></p>	<p><b>Per the Constitution, a key decision is one which:</b></p> <p>in the case of <b>capital</b> projects and contract awards, results in a new commitment to spend and/or save in excess of <b>£3million</b> in total</p> <p>in the case of <b>revenue</b> projects when the decision involves entering into new commitments and/or making new savings in excess of <b>£1million</b></p> <p>is <b>significant</b> in terms of its effect on communities living or working in an area comprising <b>two or more</b> wards in the area of the local authority.</p> <p>03 July 2023</p>
9	<p><b>Please specify how this decision is linked to the Council's corporate plan/Plymouth Plan and/or the policy framework and/or the revenue/capital budget:</b></p>	<p>This event will form the backbone of Plymouth's annual signature event programme alongside the British Fireworks Championships and Armed Forces Day. The delivery of these events plays directly into the vision and ambitions laid out in the Plymouth Visitor Plan 2020-2030:</p> <p><i>Our waterfront and our culture are part of the DNA and 'urban spirit' of the city and have shaped our place and our people over generations and continue to do so today. That means we will deliver original experiences that visitors and local people alike will want to enjoy.</i></p> <p><i>We will continue to use events, festivals, sport and significant celebration years to showcase what is distinctive about our city, project strong positive images to our target markets, attract new visitors and leverage further benefits for our city.</i></p>		
10	<p><b>Please specify any direct environmental implications of the decision (carbon impact)</b></p>	<p>A Plymouth City Council Climate Impact Assessment has been undertaken and has identified that the areas of highest impact with regards to this event will be Air Quality and Greenhouse Gas (GHG) Emissions, both of which will have a short term or limited negative impact. With regards to Air Quality, there will naturally be an increase in vehicle use as people travel to the event. However, the event will take place in close proximity to the main transport Hub at Royal Parade, and we will work closely with Live Nation to develop a sustainable transport plan which will include additional public transport</p>		

		<p>provision plus a communications campaign to encourage sustainable travel to the event.</p> <p>In terms of GHG Emissions, the event will use shore power wherever possible but due to the amount of power required temporary generators will likely be required. Live Nation will measure the events GHG Emissions and has set targets with the aim of meeting their overarching goal of 50% reduction in scope 1 and 2 GHG emissions by 2030.</p>		
<b>Urgent decisions</b>				
<b>I 1</b>	<b>Is the decision urgent and to be implemented immediately in the interests of the Council or the public?</b>	<b>Yes</b>		(If yes, please contact Democratic Support ( <a href="mailto:democraticsupport@plymouth.gov.uk">democraticsupport@plymouth.gov.uk</a> ) for advice)
		<b>No</b>	x	<b>(If no, go to section I 3a)</b>
<b>I 2a</b>	<b>Reason for urgency:</b>			
<b>I 2b</b>	<b>Scrutiny Chair Signature:</b>		<b>Date</b>	
	<b>Scrutiny Committee name:</b>			
	<b>Print Name:</b>			
<b>Consultation</b>				
<b>I 3a</b>	<b>Are any other Cabinet members' portfolios affected by the decision?</b>	<b>Yes</b>	x	
		<b>No</b>		<b>(If no go to section I 4)</b>
<b>I 3b</b>	<b>Which other Cabinet member's portfolio is affected by the decision?</b>	Councillor Jemima Laing, Deputy Leader and Cabinet Member for Children's Social Care, Culture, Events and Communications		
<b>I 3c</b>	<b>Date Cabinet member consulted</b>	03 July 2023 and ongoing during portfolio holder meetings.		
<b>I 4</b>	<b>Has any Cabinet member declared a conflict of interest in relation to the decision?</b>	<b>Yes</b>		If yes, please discuss with the Monitoring Officer
		<b>No</b>	x	
<b>I 5</b>	<b>Which Corporate Management Team member has been consulted?</b>	<b>Name</b>	Anthony Payne	
		<b>Job title</b>	Strategic Director of Place	
		<b>Date consulted</b>	03 July 2023	

Sign-off									
16	Sign off codes from the relevant departments consulted:		Democratic Support (mandatory)			DS 65 23/24			
			Finance (mandatory)			DJN.23.24.128			
			Legal (mandatory)			LS/00001312/2/AC/24/10/23			
			Human Resources (if applicable)						
			Corporate property (if applicable)						
			Procurement (if applicable)						
Appendices									
17	Ref.	Title of appendix							
	A	Briefing Paper Part I							
	B	Equalities Impact Assessment							
	C	Climate Impact Assessment							
	D	Briefing Paper Part II							
Confidential/exempt information									
18a	Do you need to include any confidential/exempt information?		Yes	x	If yes, prepare a second, confidential ('Part II') briefing report and indicate why it is not for publication by virtue of Part I of Schedule 12A of the Local Government Act 1972 by ticking the relevant box in 18b below.  (Keep as much information as possible in the briefing report that will be in the public domain)				
			No						
			Exemption Paragraph Number						
			1	2	3	4	5	6	7
18b	Confidential/exempt briefing report title:  Briefing Paper Part II				x				
Background Papers									
19	Please list all unpublished, background papers relevant to the decision in the table below.  Background papers are <u>unpublished</u> works, relied on to a material extent in preparing the report, which disclose facts or matters on which the report or an important part of the work is based. If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part I of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.								

Title of background paper(s)	Exemption Paragraph Number						
	1	2	3	4	5	6	7
Cabinet Member Signature							
<b>20</b>	I agree the decision and confirm that it is not contrary to the Council's policy and budget framework, Corporate Plan or Budget. In taking this decision I have given due regard to the Council's duty to promote equality of opportunity, eliminate unlawful discrimination and promote good relations between people who share protected characteristics under the Equalities Act (2010) and those who do not. For further details please see the EIA attached.						
<b>Signature</b>			<b>Date of decision</b>	27 October 2023			
<b>Print Name</b>	Councillor Tudor Evans OBE						