

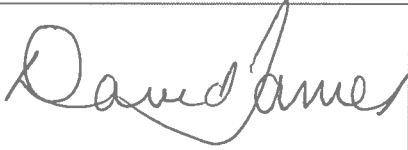
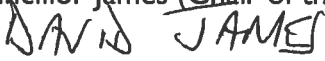

URGENT CABINET DECISION

Democratic Support



Cabinet Decision	
1	Title of Cabinet report: City Celebrations and Events 2014
2	Decision maker: Cabinet on the recommendation of Councillor Peter Smith (Deputy Leader)
3	Decision author: Amanda Lumley, Chief Executive, Destination Plymouth City Council contact details: Tel: 01752 307268
4	Decision taken: <p>Agreed additional funding of £395,000 to support a major series of events in 2014 including the Royal Marines 350th anniversary celebrations and a major musical event to celebrate the 100th anniversary of the City.</p>
5	Reasons for decision: <p>This funding will need to be drawn down in 2013/14 and 2014/15 to enable contracts to be entered into and an artist or artists to be booked within the necessary timescales. This will be financed through a year-end review of reserves and provisions, combined with any 'Corporate Health Adjustments' linked to the final revenue outturn position</p> <p>These events will be made accessible to as broad an audience as possible across the Plymouth community engendering a sense of belonging and pride in their city as well as giving them aspirations and hope for their future;</p> <p>Film footage of these events will be shown internationally across numerous media channels and showcase the very best that the city has to offer;</p> <p>Confirm that Plymouth is an innovative and forward thinking city to do business and raise awareness of the opportunities within the city for business investment;</p> <p>Provide particular opportunities of benefit to the creative industries within the city;</p> <p>Position Plymouth as 'Britain's Ocean City' as a centre for music and culture, with a vibrant and thriving community, that will fast track awareness of Plymouth to visitors.</p> <p>Hosting these events will demonstrate the city's ability to deliver major national cultural events and will support the city's aspirations for Mayflower 400 and the legacy beyond.</p> <p>Local communities will have the opportunity to see world famous Royal Marines and Military bands and global quality musicians who will inspire and encourage pride in the city.</p> <p>The Royal Marines event will be a national event which will benefit from major media coverage that, broadcast nationally or internationally, will give significant reach to the 'Britain's Ocean City' brand for Plymouth.</p>

	<p>The Royal Marines will [cover / reimburse] most of the costs of the infrastructure for this major event and it is proposed that while this infrastructure is on the Hoe the Council will make use it for a major music event for the city as part of the 100th anniversary of the city celebrations.</p> <p>When a major musical event of the nature envisaged was hosted in Manchester in 2012 it delivered an economic and media impact of over £12 million to the local economy.</p>		
6	<p>Alternative options considered and rejected:</p> <p>Royal Marines deliver their own event This would be cost prohibitive for the RM due to the large amount of infrastructure required. The RM have explored other options at alternative locations which are smaller events, however, there preferred choice is Plymouth Hoe with PCC supporting in a partnership approach.</p> <p>PCC use RM infrastructure and promote own events Costs too high and very high risk of not selling tickets</p> <p>PCC use RM infrastructure and 'rent' site to an external promoter This option is still being explored, as a way to help offset the costs of the major music event, however, to date although there has been some interest there are no confirmed opportunities.</p>		
7	<p>Financial implications:</p> <p>The additional events for 2014 will require an additional net budget allocation of £395,000, the total estimated costs of £920,000 will be partially offset by estimated ticket and commercial income of £525,000. The net cost to Plymouth City Council may be reduced as further sponsorship and income generating opportunities are developed.</p> <p>It is requested that Plymouth City Council invests in these events for the benefit of the city and that this funding is allocated into the annual events budget for the financial years 2013/14 and 2014/15 for the core PCC events team to use for delivery.</p>		
8	Is the decision a Key Decision?	Yes	√ (if yes, complete sections below, tick as appropriate and complete section 10)
			√ resulting in the council spending or saving more than £500k or £2m if that is the total cost of the contract award?
			x significant in terms of its effect on communities living or working in an area comprising two or more wards?
		No	(If ticked, proceed to section 11)
9	Date of publication of the notice	11 November 2013	
10	Is the decision an urgent key decision?	Yes	

11	Please specify how this decision is linked to the policy framework and/or budget:	These events will support the following city strategies: <ul style="list-style-type: none"> • Destination Plymouth Visitor Plan – 2011 • Local Economic Strategy • Child Poverty matters strategy • Mayflower 2020 • Vital Sparks – Cultural Strategy • City Centre Company Business Improvement District • Plymouth Waterfront Partnership Business Improvement District 		
12	Does the decision or background paper contain private information?	No	√	
13	Is the decision urgent and to be implemented immediately?	Yes	√	(if yes, ensure that section 15 is completed and that the Chair of the Co-operative Scrutiny Board signs the report at section 15b and the Leader signs the report at section 16 following the Cabinet decision)
No				
14	Date of publication of the notice			
15a	Reason for urgency: Following the decision of Cabinet on 10 December, the Council has been in discussion with a key third party promoter for the event who is insisting that in order to secure the national / international promotion of the events they require contracts signed by 18 December 2013. Accordingly, in the interests of the Council and the public, immediate action is required to sign the contract.			
15b	Signature		Date	16 December 2013
	Print Name	Councillor James (Chair of the Co-operative Scrutiny Board) 		
16	Chair of Cabinet: I confirm the Cabinet decision and that it is not contrary to the Council's policy and budget framework.			
16a	Signature		Date	16 December 2013
	Print Name	Councillor Evans (Council Leader) 