

## PLYMOUTH CITY COUNCIL

<b>Subject:</b>	Major Events 2015
<b>Committee:</b>	Cabinet
<b>Date:</b>	9 December 2014
<b>Cabinet Member:</b>	Councillor Peter Smith
<b>CMT Member:</b>	Anthony Payne (Strategic Director for Place)
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<b>Ref:</b>	N/A
<b>Key Decision:</b>	Yes
<b>Part:</b>	I

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### **Purpose of the report:**

This report provides a great opportunity for the Council to place Plymouth firmly at pole position in the staging of major outdoor events in the South West.

Following this year's highly successful 'MTV Crashes' enjoyed by so many local people and visitors, the report outlines why premier music artists can again make Plymouth Hoe a 'must visit' destination for the next 3 years.

As well as providing great entertainment for people from all neighbourhoods and backgrounds across the city, this report also shows the significant economic benefits of MTV Crashes.

The visitor economy is worth £307 million annually to the Plymouth economy and provides approximately 7% of employment within the city. The Plymouth Visitor Plan 2011 aims to grow visits by 20% up to 2020 and visitor spend by 25% so increasing jobs in this sector by 2800.

In order to achieve this key strand of the plan is a major events strategy to encourage day and repeat visitors to the city. These events are characteristically one-off opportunities with national and international appeal that generate significant media coverage and have the potential to attract significant volumes of visitors as well.

In July 2014, The Hoe played host to MTV 'Crashes' Plymouth, the first time a 20,000 capacity ticketed event of this nature has been held at this venue. This event would serve as the centrepiece for the 100th anniversary of the joining of the 'three towns' of Devonport, Plymouth and Stonehouse to form the city of Plymouth as it is known today.

Following on from a 2014 partnership review between MTV & Plymouth City Council, an opportunity has arisen to continue the relationship and ensure that the event is commercially viable for the Council. (As detailed in the part II report)

This report recommends a financial underwriting by the Council to facilitate this major event for the benefit of the city, its businesses and community.

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## **The Brilliant Co-operative Council Corporate Plan 2013/14 -2016/17:**

A 2015 MTV 'Crashes' Plymouth event would support the following corporate outcomes:

### **Pioneering Plymouth**

Plymouth Hoe is a natural venue for a music event and following on from the hugely successful MTV 'Crashes' Plymouth in 2014 there is a great opportunity to capitalise on this and establish Plymouth as a major destination for high quality, high profile music events. The film footage of this event will be seen internationally and will continue to position Plymouth as 'Britain's Ocean City' as a centre for music, culture and a vibrant thriving community.

### **Growing Plymouth**

The Visitor Plan 2011 seeks to grow the visitor economy by 25% by 2020, which will in turn achieve an economic impact of over £340 million and is projected to create over 2600 jobs. Major events are a key part of the Visitor Plan strategy. MTV 'Crashes' Manchester in 2012 delivered an economic and media impact of over £12 million to the local economy. Positioning Plymouth globally will also raise awareness of opportunities within the city for business investment as young, innovative and forward thinking city to do business in particular the creative industries will benefit from the opportunity. It has been conservatively estimated that the economic impact of the MTV 'Crashes' Plymouth event was £1.26 million based on the audience alone

### **Caring Plymouth**

Plymouth has a diverse community of over 256,000 inhabitants of which 70,800 (nearly 1 in 3) live in areas which are amongst the 20 most deprived in the UK. Plymouth has a higher rate of child poverty than the national average with 21.9 per cent of children under 16 living in poverty. This means 11,560 children in the city, of which 10,190 are under 16 (HMRC, August 2010). Hosting this event in the city will give an opportunity for these families and children to participate in events which would normally be beyond their reach and will help to engender a sense of belonging and pride in their city as well as giving them aspirations and hope for their future. In addition these events will directly support additional jobs, which are a key aim for the child poverty matters strategy.

In 2014 hundreds of Plymouth children and young people who are supported by the city's children's services enjoyed July's MTV Crashes event after receiving free tickets. Plymouth City Council gave 1,000 complimentary tickets to children in care, their carers, young people leaving care, along with other young people receiving extra support or making particularly good progress at school including young carers so they could enjoy a free night of fun.

Over 100 tickets went to children aged 14 and over in care and their foster carers. One 15 year old said: “It was amazing seeing Example, he was my favourite. I was really excited to be able to go to the gig” Another 17 year old said: “It was wicked; I couldn’t believe it that I got a ticket! I was trying to get hold of tickets for ages and I was really dead chuffed to be able to go. The gig was brilliant and I’d love to go again!”

## **Confident Plymouth**

MTV ‘Crashes’ Plymouth will again benefit from major media coverage. In 2014 Plymouth, Britain’s Ocean City was exposed to over 162 countries globally and benefitted from the association of working with the world’s number 2 global media brand with a web reach of over 2.3 million per month, Facebook following of over 44 million and twitter following of over 7.9 million. Pending final analysis, we have established that a minimum of £0.500million was secured purely from press alone. We expect the final number to be in excess of £0.750million.

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### **This event would also support the following city strategies:**

- 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

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### **Implications for Medium Term Financial Plan and Resource Implications: Including finance, human, IT and land**

#### **Financial**

The gross cost to Plymouth City Council to deliver MTV ‘Crashes’ Plymouth in 2015 is detailed in the part II report. This cost will be offset by ticket and commercial income.

For MTV ‘Crashes’ Plymouth 2015 to take place, Plymouth City Council would need to underwrite the contractual MTV payment (as detailed in the part II report) in lieu of the income and sponsorship and also provide cash flow for the event. This cash flow principle will also apply for the similar events to be held in the financial years 2016/17, 2017/18 which will also be operated using the same commercial net neutral approach.

#### **Human**

The 2015 MTV ‘Crashes’ Plymouth event will be managed by the existing staffing capacity within the councils Visitor Marketing & Events team

## **Other Implications: e.g. Child Poverty, Community Safety, Health and Safety and Risk Management:**

### **Child poverty**

These events support the Visitor Plan, which in turn supports the Local Economic Strategy, Local Development Plan and Plan for Jobs all of which link to sections of the Child Poverty Matters strategy.

### **Health and Safety**

As with all public events there will be requirements for full risk assessments to support legal requirements. These will be undertaken as a matter of course as part of the normal operating processes of the PCC Visitor Marketing & Events team.

### **Risk Management**

A full risk register has been produced for these events. Most of the risks will be fully mitigated through contractual agreements with partner organisations, tendering to get best value, insurances as appropriate and normal health and safety procedures being followed.

### **Equality and Diversity**

Has an Equality Impact Assessment been undertaken? No

An Equality Impact Assessment (EIA) has been considered but the conclusion is that it is unnecessary at this stage due to the fact that the event format including site layout, date & times are at present unconfirmed. However, as part of the annual events programme an EIA will be undertaken to ensure that the all events do not disadvantage any sector of the community and to make suggestions as to how the associated community outreach work can be aligned to support those who are often economically marginalized.

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## **Recommendations and Reasons for recommended action:**

It is recommended that the Cabinet:

1. Approves Plymouth's hosting of MTV 'Crashes' in 2015/16, 2016/17 & 2017/18 in line with the overall principles of the Plymouth Visitor Plan Star Project – **signature and major events** as well as other city wide strategies
2. Approves the requirement to underwrite and cash flow the contractual MTV payment (as detailed in the part II report) in lieu of the income and sponsorship.
3. Delegate the authority to the Assistant Director for Economic Development to sign the contract between the council and MTV.

## Reasons

As set out in the public and private reports.

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### Alternative options explored include the following:

#### **MTV Delivers and funds their own event using Plymouth Hoe as the venue**

This would be cost prohibitive for MTV due to the large amount of infrastructure required.

#### **PCC use MTV infrastructure and promote own events**

Artists costs too high and very high risk of not selling tickets following cheaper MTV event at the same time

#### **PCC use MTV infrastructure and 'rent' site to an external promoter**

This option would help offset the costs of the major music event, however, to date it has not been possible to identify any promoter who is willing to commit

### Sign off:

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Originating SMT Member: David Draffan					
Has the Cabinet Member(s) agreed the contents of the report? Yes					

## **1.0 Introduction**

Plymouth is now renowned in the tourism and entertainment industries as a great place for people to go to, whether it is to perform or watch and listen. Following the success of MTV 'Crashes' and other major events in 2014, the council is determined to build the city's positive reputation further. Our aspirations as a growing city are encapsulated by the vibrancy and inclusiveness of major events which improve quality of life and boost the economy.

Hosting high profile events helps the Plymouth City Council, Destination Plymouth, the Plymouth Waterfront Partnership and Plymouth City Centre Company showcase the city on an international stage and raise awareness of the 'Britain's Ocean City' brand, as well as plans for Mayflower 2020. They help to attract visitors, boost the local economy and promote Plymouth as a vibrant centre of music and culture.

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## **2.0 MTV 'Crashes' Plymouth 2014**

In December 2013 Plymouth City Council Cabinet was asked to approve proposals for a programme of commemorative events for the city of Plymouth as part of a celebration of the 100th anniversary of the granting of City status and a commemoration of the start of WWI.

As part of the programme of events Plymouth Hoe would not only host a commemoration event in August but would also serve as the venue for an ambitious programme of events including a spectacular music event in July. This event would serve as the centrepiece for the 100th anniversary of the joining of the 'three towns' of Devonport, Plymouth and Stonehouse to form the city of Plymouth as it is known today.

As part of the overall programme in 2014 a major music event was planned working with partners MTV. The MTV music event gave the Council an opportunity to stage a truly first class show to celebrate the centenary of Plymouth being granted city status. 1000 of the tickets were made available for free so that many of the local community got the opportunity to see the show first hand and 90% of those tickets sold were issued to Plymouth residents ensuring that local spend remained in the local area.

The MTV 'Crashes' Plymouth event was headlined by Kaiser Chiefs and supported by Example, The 1975 and Kiesza. The concert generated over 25 hours of programming highlights shown across MTV UK Network between August and September 2014. Following extensive national and local press coverage estimated at over half a million pounds the 20,000 tickets for the event priced at £5 with a £1.50 booking fee sold out in less than 20 minutes. Kaiser Chiefs and The 1975 both enjoyed number 1 albums in 2014 with 230k album sales between them and a total of 3.5m album sales career wise. All acts toured extensively in 2014 at some of the UKs most prestigious festivals including Glastonbury, T in the Park and V Festival.

It has been conservatively estimated that the economic impact of the MTV event was £1.26 million based on the audience alone. In 2014 Plymouth, Britain's Ocean City was exposed to over 162 countries globally and benefitted from the association of working with the world's number 2 global media brand with a web reach of over 2.3 million per month, Facebook following of over 44 million and twitter following of over 7.9 million.

Pending final analysis, we have established that a minimum of £0.500million was secured purely from press alone. We expect the final number to be in excess of £0.750million.

Before the event, MTV ran a Plymouth TV promo campaign for 5 weeks in the build up to the event, featuring a competition to win tickets this was seen by 4.4million viewers across the UK.

## 2.1 2015 events programme

In 2015 the PCC Visitor Marketing & Events team will be delivering a number of events on behalf of the City Council, Plymouth Waterfront Partnership & Plymouth City Centre Company.

Event	Date
Lord Mayor's Day	Saturday 6 June
Armed Forces Day	Saturday 27 June
Plymouth Pirate Weekend	Saturday 16 and Sunday 17 May
<b>MTV Plymouth 2 Night Event</b>	<b>July / August</b>
British Firework Championships	Tuesday 18 and Wednesday 19 August
Flavour Fest	Friday 14 to Sunday 16 August
The Rolex Fastnet	Dates TBC
Ocean City Festival	Monday 7 to Sunday 27 September
Seafood Festival	Saturday 26 and Sunday 27 September
Bonfire Night	Thursday 5 November
Illuminate	Wednesday 18 November (TBC)
Christmas Lights Switch On	Thursday 19 November

The 2015 events calendar again delivers successful events which have taken place in 2013 and 2014; MTV 'Crashes' Plymouth is the opportunity to add an exciting major signature event.

## 2.2 2015, 2016 and 2017 MTV 'Crashes'

Following on from a 2014 partnership review between MTV & Plymouth City Council, an opportunity has arisen to continue the relationship and ensure that the event becomes commercially viable for the Council. (As detailed in the part II report)

In 2014 the MTV 'Crashes' Plymouth event sold 20,000 tickets in less than 20 minutes. Similar MTV 'Crashes' events have sold out in similar times. See below for details.

- MTV 'Crashes' Glasgow 2010 sold out 2,000 tickets in 45 minutes
- MTV Presents Titanic Sounds 2012 (Crashes) sold out 15,000 tickets in 14 minutes
- MTV 'Crashes' Manchester 2012 sold out 1,000 tickets in 9 minutes
- MTV 'Crashes' Plymouth 2014 sold out 20,000 tickets in 20 minutes
- MTV 'Brand New' Liverpool 2014 sold out 2,000 tickets in 15 minutes
- MTV 'Crashes' Derry 2014 sold out 20,000 tickets in 5 minutes

Information from SEE Tickets, who handled our ticket transactions in 2014, showed 85,000 unique page views on the MTV 'Crashes' Plymouth ticket page between 25 April 2014 and 15 July 2014.

## **2.3 2015 MTV ‘Crashes’ Plymouth Event Format**

- **MTV ‘Crashes’ Plymouth**

(As detailed in the part II report)

- **Club MTV**

(As detailed in the part II report)

## **3.0 Objectives**

Holding this event will help towards delivery of the following objectives for the city:

### **3.1 Increase visitors to the city**

Increase visitor numbers to the city in 2014 by 266,498 (5%) yr. on yr. as part of the strategy towards the overall target of 20% increase by 2020

### **3.2 Increase visitor spend**

Increase visitor spend within the city in 2014 by 37,148,320 (10%) yr. on yr. as part of the strategy towards the target of 25% increase by 2020.

### **3.3 Grow employment**

Grow employment within the tourism sector in 2014 by 250 jobs as part of the strategy towards a target of an additional 2600 jobs by 2020

### **3.4 Position the ‘Britain’s Ocean City brand**

Raise awareness of Plymouth as Britain’s Ocean City nationally and start to raise awareness internationally. (Measurement of this is through PR and ‘AVE’s – advertising value equivalents). Current AVE’s in 2013 = + £2.3 million with circulation over 118,732,733 million. Target for 2014 over £2.5 million AVE’s with circulation over 200,000,000 million.

### **3.5 Demonstrate commitment to major events in the run up to Mayflower 400**

Commit to the concept of major events as continuation of our longer term commitment and a fundamental requirement to support the cultural development of the city, the Britain’s Ocean City brand and the next steps towards Mayflower 2020.

### **3.6 Support our local community**

The Child Poverty Matters strategy highlights financial support and independence as key factors, which can improve the lives of these children and families in Plymouth. Increasing economic impacts within the city and supporting economic growth and thereby providing new jobs will help significantly.

### **3.7 Inward Investment Showcase**

This is a great opportunity to target media companies within the cultural sector and showcase what Plymouth has to offer.



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#### **4.0 Major Events & MTV ‘Crashes’ in 2015 will support the following city wide strategies:**

##### **4.1 Plymouth Visitor Plan – 2011**

###### **4.1.1 Star Project – signature and major events**

- We will use the natural arena of the Waterfront, the open spaces on The Hoe and make creative use of the venues across the city to realise the potential of events to raise the profile of Plymouth, underline key messages and deliver more visitors and spend.
- We will focus on Signature Events that recur regularly to enhance identity of place and provide a high quality, distinctive experience for visitors and local people. We will build on Signature Events already taking place in Plymouth and seek new ways to grow their economic value for the city. This will be through paid-for elements, by packaging events and accommodation and by audience voting. We will also invest in the development of new Signature Events.
- We will support a small number of Major Events, one-off opportunities with international appeal that generate significant media coverage and have the potential to attract significant volumes of visitors as well. We will make much more of our Waterfront events including by wrapping up all of Plymouth’s sailing events under one banner.

##### **4.2 Child Poverty Matters strategy**

- The Child Poverty Matters strategy highlights financial support and independence as key factors, which can improve the lives of these children and families in Plymouth. Increasing economic impacts within the city and supporting economic growth and thereby providing new jobs will help significantly.

##### **4.3 Mayflower 2020**

- We will work towards our vision for 2020: ‘Plymouth will be the UK’s premier marine city and famous for its Waterfront. It will be recognised as unique among UK cities for its natural drama and for its 500-year old history as a place of embarkation and exploration. Plymouth’s continuing journey towards a world-leading marine city will support the cultural experiences it offers to visitors who are looking for authenticity and character.’

##### **4.4 Vital Sparks – Cultural Strategy**

- To ensure that culture plays a full part in improving the health and well-being of individuals and communities in Plymouth
- To position culture and the creative economy at the centre of Plymouth's economic development
- To strengthen Plymouth's identity as a dynamic and distinctive cultural centre with equally strong appeal for residents, visitors and investors alike

- To actively support diversity, community engagement, local capacity building and neighbourhood renewal experience built around major national outdoor sporting and cultural events

## **4.5 Plymouth Waterfront Partnership Business Improvement District**

### **4.5.1 Major Events**

- Plymouth is at its best when we are hosting large events. They bring pride, business and visitors to our city. We will work to bring more large events to Plymouth. The Americas Cup and our entry for City of Culture in 2017 were the start of repositioning our city in the eyes of the UK and beyond we will continue to support this vision by delivering in 2014 an exceptional programme of celebratory events for the city and its community

## **5.0 Financial Proposal**

As detailed in the part II report

## **6.0 Conclusion**

- This is a low risk cost opportunity to build upon the 2014/15 highly successful MTV event.
- It is consistent with growing the City's visitor economy
- Firmly establishes Plymouth's reputation as the prime urban leisure and music destination in the South West.
- Implements a key item from the Plymouth Visitor Plan which states that 'We will support a small number of Major Events, one-off opportunities with international appeal that generate significant media coverage and have the potential to attract significant volumes of visitors as well'
- Major events like this are an important element of The Local Economic Strategy 2006-2021 & Beyond (LES) supporting 5 of the key flagships and are a crucial element in delivery of the Visitor Plan for the city.
- The LES identifies the visitor economy (Tourism and Culture) as a priority growth sector, which has the potential to generate 7,000 additional jobs over the next ten years. Tourism is a significant industry in Devon & Cornwall and has been recognised in the heart of the South West (HotSW) LEP prospectus.