

REPORT TO:		Special Scrutiny Committee	
DATE:		27 September 2013	
PORTFOLIO:		Cllr Marlene Haworth - Deputy Leader of the Council	
REPORT AUTHOR:		Victoria Tindall	
TITLE OF REPORT:		Distribution of Funding for Town Centre Events	
EXEMPT REPORT (Local Government Act 1972, Schedule 12A)	Options	Not applicable	
KEY DECISION:	Options	If yes, date of publication:	

1. Purpose of Report

- 1.1 To inform the Chair of the Special Scrutiny Committee, Cllr Josh Allen of the Councils process for funding Town Centre Events.

2. Recommendations

- 2.1 That the process remains until such time where new objectives are introduced.

3. Reasons for Recommendations and Background

- 3.1 The current process for awarding funding for events on Accrington Town Square was developed in 2018 following the completion of the Town Square.

Cllr Miles Parkinson requested that a budget of £80,000 be used to animate the Town Square for a period of 18 months.

Objectives were identified for the funding and HBC issued a Request for Proposals (RFP) *Please see attached*, which allowed any group, individual, or organisation to bid for support for events. Appendices to the RFP include

1. Event Application
2. Event Application Guidance Notes
3. Self Assessment for Caterers
4. Terms & Conditions
5. Example Event Report
6. Grant Application Form

7. Town Square Hiring Agreement

Cllr Miles Parkinson identified in 2018 that he wanted to see events that would bring footfall into the town centre, be accessible to residents from all lifestyles no matter their abilities, be attractive to a wide audience and show value for money.

The proposals were assessed by The Town Centre Portfolio Holder, The Council Leader and myself against a structured scoring system.

Stage 1 Marking

Proposal:											
Understanding of Objectives		Events Linked to Objectives		Understanding of Managing Events Shown		Event Marketing Planning Shown		Execution Capability Shown		Results	
Weighting	Mark /10	Weighting	Mark /10	Weighting	Mark /10	Weighting	Mark /10	Weighting	Mark /10	Total Weight	Total Mark

2		2		2		2		2		10	
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A pass mark of 60 is required to proceed to Stage 2.

Stage 2 Marking

Event:	
Results	
Level of Impact on Town Centre	
Level of Intent to address Objective 4	
Level of Intent to address Objective 3	
Level of Intent to address Objective 2	
Level of Intent to address Objective 1	
Budget / Value For Money	
Manageability & Ability of Provider	
Level of Understanding Shown RE: Event Planning	

Total Mark	
Mark /10	
Weighting	1.5
Mark /10	
Weighting	1.2
Mark /10	
Weighting	1.2
Mark /10	
Weighting	1.2
Mark /10	
Weighting	1.2
Mark /10	
Weighting	1.3
Mark /10	
Weighting	1.2

You can see that other elements such as manageability and experience of event organisers are assessed alongside the meeting of event objectives.

3.2 Here is the event data from 2018 to 2020

3.2.1. Small Events

10 x Handmade & Fairtrade Markets with Free Children’s crafting, fruit and Storytime

- 1625 People taken Part
- Average cost of £1.10
- Average attendees are residents of Hyndburn with the odd visitor to the town

These events have evolved from markets with a side-line of free activity for children to free activity for children with a side-line of Hand Made & Fairtrade stalls.

The free activities with children have been a huge success in creating a great family atmosphere in the town centre – the organiser is in the process of applying for further sponsorship to continue these events and has been

awarded a grant for further children's crafting sessions by the Duchy of Lancaster.

2 x History Walks around Accrington

- 15 people taken part
- Average cost of £27
- Attendees have been Accrington & Oswaldtwistle Residents

The organiser is running a third and last walk in September, they believe the failure of these events have been due to weather conditions.

Flashmob

- 300 people taken part
- Average cost of £2.33
- Town Centre users visited this event

Although this created a slight buzz in the town, it wasn't big enough for social media to pick it up as the organiser expected. I would not recommend this event is repeated.

2 x Fairytale Trails

- 1287 people have taken part
- Average cost of £5.09
- Attendees from BB5, BB1, BB2, BB4, BB6, BB9, BB11, BB12

The feedback on these events has been extremely positive, both via businesses in the town and attendees, a third trail is taking place on 17th August. I don't believe we ought to provide as much funding for future events of this type but to appreciate the activity in the town centre enough to consider it in the future.

3.2.2 Medium

Bus Festival

- Approx. 3000 attendees
- Average cost of £1
- Attendees originated from Accrington, Blackburn, Church, Clayton-le-Moors, Haslingden, Huncoat, Oswaldtwistle, Padiham, Ribble Valley, Wigan

I believe that this event is unique enough to bring in visitors from further afield and will grow with each occurrence, therefore the cost per visitor would decrease.

Chocolate Festival

- Approx. 2000 attendees
- Average cost of £1.49

Feedback on this event was very mixed, the cost far outweighed the experience provided to visitors. This event is this year being run alongside another event at a lower cost. I don't envisage the need to provide funding for this event in the future.

Culture & Heritage Festival

- Approx. 2000 attendees
- Average cost of £1.10

The feedback for this event was mixed, it didn't have the impact required for an event of this size and grant fee. I wouldn't recommend that this event be replicated.

Brass Band Concert

- 300 attendees
- Average cost of £2.83

The feedback for this event was very positive. The event created a feeling of civic pride and I believe this could grow to include more brass bands. It may evolve to a "Last night of the Proms" event in future. I would recommend that it would need to grow larger to be funded again.

Move & Glo Festival

- 855 attendees
- Average cost of 3.33
- Attendees visited from BB5, BB1, BB2, BB4, BB12, PR2

Although this was a well-attended event, the weather pushed a great deal of the activities into the Town Hall. I would not grant fund the classes in future but would support a "grand finale" event such as the Glo Festival on the Town Square.

Fathers Day Motorcycle Event

- Approx. 3000 attendees
- Average cost of £0.17

I would support an event such as this in the future with a little sponsorship in kind and organisational help. It is a successful annual event which is self-sustaining.

3.2.3 Large

Dickensian Night

- Approx. 4000 attendees
- Average cost of £0.82
- Attendees visited from Pendle, Ribble Valley, Blackpool, Hyndburn

This event was hampered by the weather, and although I believe it may have been more successful if the weather had been better, I don't feel it met the expectations of the visitor. I would not recommend that this event be funded again unless there was a substantial shift in the activity and emphasis on the theme.

Accrington Music Live

- Approx. 7000 attendees
- Average Cost £1.07
- Accrington, Baxenden, Rising bridge, Birmingham, Blackburn, Bolton, Burnley, Clitheroe, Coventry, Crawshawbooth, Edenfield, Haslingden, Horwich, Padiham, Rawtenstall, Stockport, Swinton, Warrington, Waterfoot

This year's event was much more successful and attracted people from further afield due to the effort put in to obtaining the headline act. I believe this has a chance to grow year on year, but further thought needs to be given into making it less reliant on grant funding; a great deal depends on people attending – the organiser could develop a way of incentivising commitment.

Food Festival

- Approx. 14000 attendees
- Average cost £0.35
- Attendees visited from Accrington, Baxenden, Blackburn, Burnley, Church, Clayton, Clitheroe, Darwen, Gisburn, Great Harwood, Haslingden, Northbourne Kent, Oswaldtwistle, Preston, Ramsbottom, Rishton, San Francisco USA

This event is highly successful but has been reliant on grant funding for many years. I believe that this event ought to include more local providers and that the organiser needs to do this at minimal cost to local producers.

Rally Challenge @ Accrington College

- Approx. 6000 attendees
- Average cost £0.67

Easter Eggstravaganza

- Approx. 5000 attendees
- Average cost £0.23
- Attendees visited from Hyndburn, Burnley, Nelson, Padiham, Blackburn & Darwen

This event was run entirely by volunteers and was by far the easiest to manage. It was hugely successful and provided many activities at minimal cost to the attendee.

3.2.3. Event Organiser Management

New Freedom was awarded;

- 11 Handmade and Fairtrade Markets
- Dickensian Night
- Seaside Event – This was cancelled as the organiser wasn't able to raise any sponsorship to make it commercially viable

The PROSPECTS Foundation was awarded;

- 21st Anniversary Celebration, due to take place on 7th September
- Scott Dawson Advertising was awarded;

- Music Festival
- Food Festival
- Bus Festival
- Chocolate Festival
- Rally Challenge

Hyndburn Arts Ltd were awarded;

- 4 History Walks – 2 occurred, 1 due, 1 pending cancellation
- Flash mob
- Business in the community Fair – Agreement Cancelled by HBC
- Community and Charity Fair – Agreement Cancelled by HBC
- Culture & Heritage Festival
- Brass Band Concert

- Augmented Reality – Ongoing for 6 months
- Theatre on the Square – Postponed due to weather, Due on 10th August
- Pop Party – Postponed due to weather, due to take place on 24th August

Hyndburn Leisure were awarded

- Move & Glo Festival
- 3 Fairy-tale Trails – Last one due September

Globe Motorcycle Club were awarded

- Father's Day Event

Accrington Community Events Team were awarded

- Easter Eggstravaganza

Following this successful calendar of events, HBC awarded a further amount of £120,000 for a 2-year period to fund events on Accrington Town Square. The process for the RFP remained. In addition, we recruited an Events Coordinator to collate and present documents for the Event Safety Advisory Group – this role also includes document control for all other events in the borough.

Please Note: Christmas Light Switch On events were assessed in exactly the same way but separately to the budgets identified above.

In 2022, the Event Coordinator Role was made permanent, with an annual budget of £120,000 made available for Accrington Town Centre Events.

Looking forward to utilising the 2022 budget, data from the past three years allowed the Leader to identify a rough calendar for 2022; this included specifying the size, period and themes for events. We amended the RFP to allow incorporate the list of required events to enable providers to tailor their proposals, as well as a three-phase assessment and award process. We believe this has benefitted event organisers as well as the Event Coordinator and event funding assessors in streamlining the process.

For 2022 budget please see Appendix 3

EVENT THEME/TYPE	DATE	LOCATION
Food Festival	June/July 2022	Accrington town centre
Unique Summer Spectacle <i>((e.g. maybe something like Soapbox Challenge))</i>	June/ July 2022	Accrington town centre
Children's Theatre performances (over 3x dates)	Summer 2022	Accrington's Market Hall
Summertime celebration	Summer 2022	Accrington town centre
Summer handmade community Parade	Summer 2022	Accrington town centre
10km run	Summer 2022	Accrington (starting in town centre)
Music event	Summer/ Autumn 2022	Accrington town centre

'Green' ethos event	Summer/ Autumn 2022	Accrington town centre
Halloween	October 2022	Accrington town centre
Christmas Light Switch On	November 2022	Accrington town centre
World Book Day festival	March 2023	Accrington town centre

4. **Alternative Options considered and Reasons for Rejection**

- 4.1 Since 2018 we have explored the idea of commissioning a single event organiser to manage the budget and calendar of events. This idea has never been appealing as we find that different types of event attract specific demographics. The mix of events in the town centre currently works, appealing to all.
I believe that as we move forward into the next era for the town centre, implementing interventions as laid out in the Town Centre Investment Plan, we will need to align our events with the Town Centre Vision and tailor events to attract certain demographics.

5. **Consultations**

- 5.1 Since the first consultation event in 2018 we have strived to put on events that were suggested and wanted by the local community and stakeholders.
Each event is reported on. We assess how the event has performed in the town centre against our objectives and this assessment helps us make the decision on ¹⁾ whether we repeat it ²⁾ if there needs to be additional activity at the next one and ³⁾ whether there is the appetite for a repeat event.

6. **Implications**

Financial implications (including any future financial commitments for the Council)	
Legal and human rights implications	
Assessment of risk	
Equality and diversity implications <i>A Customer First Analysis should be completed in relation to policy decisions and should be attached as an appendix to the report.</i>	

7. **Local Government (Access to Information) Act 1985:**
List of Background Papers

- 7.1 *Copies of documents included in this list must be open to inspection and, in the case of reports to Cabinet, must be published on the website.*

If the report is public, insert the following paragraph. If the report is exempt, contact Member Services for advice.

8. **Freedom of Information**

- 8.1 The report does not contain exempt information under the Local Government Act 1972, Schedule 12A and all information can be disclosed under the Freedom of Information Act 2000.