

To: Communities and Partnerships Scrutiny Committee

Date: 22 March 2013

Report of: Head of Policy, Culture and Communications

Title of Report: Celebratory Events in Oxford

Summary and Recommendations

Purpose of report: To respond to questions from the Communities and Partnerships Scrutiny Committee about the City Council's role in supporting and delivering events in Oxford.

Key decision: No

Executive Lead member: Cllr Bob Price

Policy Framework: Culture Strategy 2012-15

Recommendation(s): The Scrutiny Committee is asked to note the report

Types of Events

1. There are three different types of event organised by the City Council. These are:-

A Events managed by the City Council Culture Team (often with partners):-

- Christmas Light Night / Festival
- Lord Mayor's Celebration
- May Morning
- Bonn Week
- Dancin' Oxford

B Events supported (NOT fully funded) with City Council funding:-

- Alice's Day
- Cowley Road Carnival

- C Other Events taking place on City Council land
- ~100 various events take place in city centre spaces and parks each year (with ~1200 enquiries / year)
- 2 Per year, these events comprise ~30 Commercial / ~20 Sporting / ~30 Charity and Community

The importance the Council places on these events within the cultural calendar

- 3 All Events delivered by the City Council have the correct relationships and support mechanisms to sustain them for the future. The City Events and International Links Officer manages these relationships on a day to day basis.
- 4 These are the key partners involved for each event:-
- **Christmas Light Night/Festival**: Ian Nolan Events for production management, Oxfordshire County Council Highways, City Council Licensing, Street Cleaning & Waste Management teams, TVP, Oxfordshire Fire & Rescue Service, University and Colleges, Cultural venues across the city centre, Bus companies, Media partners – BBC, Heart FM and Oxford Mail, 14 Schools from around the City undertaking lantern workshops. Sponsors including MINI Plant Oxford and British Gas, Just Right Marquees;
 - **Lord Mayor's Celebration**: City Council Licensing, Street Cleaning, Waste Management and Civic teams, Ian Nolan Events for production management, Arts at the Old Fire Station, numerous shops and businesses within Gloucester Green, Oxfordshire County Council Highways, Oxford International Links, Bonn Link Association, Headington Fair Trade Shop, Oxfringe
 - **May Morning**: Oxfordshire County Council Highways, Oxfordshire Fire and Rescue Service, Emergency Planning teams, University and Colleges (in particular Magdalen), Magdalen College School, TVP, South Central Ambulance Services, Bus Companies, Simon Chatterton for production management, Select Security for stewarding and Eve Trakway for Barrier provision;
 - **Bonn Week**: Oxford International Links, Bonn Link Association, Oxford German Network, Oxford Anglo-German Association, Pegasus Theatre & MESH, Oxford Castle, City Council Facilities & Civic Teams, Bonn Square Management Group, Visit Oxford, Lady Margaret Hall, Pembroke College, Cheney School, Catalyst Housing Group, Green Square, Low Carbon Oxford plus a range of Oxford & Bonn based performing groups and sports clubs;
 - **Dancin' Oxford**: Pegasus Theatre, Oxford Playhouse, Andy Reader (for some Event management), Arthur Stafford (for Strategic and

Project Management support), Tei Williams (press, PR & marketing), Oxford Castle, range of professional dance artists & companies, plus community performing groups, Festival Team (volunteers), Oxford Dance Forum, South East Dance, Oxford Central Library, Visit Oxfordshire, Oxfordshire County Council Highways.

5 These events provide the following:-

- Opportunities to celebrate and engage Oxford's diverse cultural offer and international connections;
- Free community engagement in seasonal and civic cultural activity;
- Volunteering and skills development opportunities for hundreds of young people;
- Safe, managed environments within which to enjoy cultural traditions (for example, the dawn performance by Magdalen College Choir on May Morning);
- Economic impact in the form of sponsorship, secondary spend and employment for local traders, performers and events-related services;
- Boost for cultural tourism.

What role does the Council have in sustaining events such as these and growing new community based activities for the future?

6 Events managed and co-ordinated by the Culture team:-

- Provide opportunities for all of the city's residents to engage with / contribute to our cultural offer and heritage;
- Engage at least 56-71,000 people each year (35,000 at Christmas Light Night, 5,000 at Lord Mayor's Parade, 10-25,000 at May Morning, 6,000 at Dancin' Oxford);
- Use City Council's investment to leverage in over £100,000 of funding and in-kind support from other sources each year to enable this activity to reach more people and continually improve in quality.
- Contribute towards the City's Youth Ambition strategy and the following Corporate Priorities;
 - Strong, Active Communities
 - Vibrant, Sustainable Economy
- Engage a high level of first-time engagers leading to longer-term engagement – e.g. active participation in dance activity through a

taster workshop programme. Longer-term engagement brings a range of health benefits (including fit and healthy lifestyle and positive mental health benefits)

- 7 The Culture team is committed to supporting community and charity events bookings in the city in order to celebrate and engage our diverse communities. To enable this, we offer reduced fees and individual advice to community/charity event organisers.

What support is given to communities and groups organising this type of event?

- 8 Communities and groups organising events in the city centre are supported by the Events Officer and there is a wealth of information on our website to help. Charities and community groups also pay a reduced rate for city centre spaces and parks compared to commercial bookers.
- 9 The Events Officer sits on steering groups and attends regular planning meetings with community organised events including PlayDay, Headington Festival, Cowley Road Carnival. This ensures that event organisers are fully aware of all relevant legislation and safety guidance advice. Additional support is also provided by the relevant officer from within the Community Development Team. The Council has placed more onus on the community organisations to take a structured lead on their event planning and delivery but support is available at all times to ensure their sustainability.
- 10 We are planning to develop an online portal for Event and Filming Booking which will provide a one-stop-shop to communities and groups wishing to organise events in Oxford. This would improve customer experience while reducing the paperwork and duplicated back office tasks which take up much of the Event Officer and Assistant's time, thus enabling these members of staff to focus on direct support for community groups and strategic development of commercial bookings. We are waiting for our ICT services to prioritise this project and start work on its development.

How much money and resources do we put into this type of activity and how has this changed over the last few years.

- 11 Below are details of events managed/co-ordinated by the City Council Culture Team:-
- Christmas Light Night / Festival
 - Total event budget for 2012/13 £66k (total provided by OCC £34k, remainder from earned income and sponsorship)
 - Total event budget for 2013/14 £150k (total to be provided by OCC £34k)

- Lord Mayor's Celebration
 - Total event budget for 2012/13 £12.5k (total provided by OCC £11k)
 - Total event budget for 2013/14 £15k (total to be provided by OCC £10k)

- May Morning
 - Total event budget for 2012/13 £45k estimated (total provided by OCC £16.5k)
 - Total event budget for 2013/14 £47k estimated (total to be provided by OCC £17k)

- Bonn Week: This event only takes place every 4 years.
 - Total event budget for 2013/14 £9.5k (total £5.65k to be provided by OCC from Civic and Events budgets)

- Dancin' Oxford
 - Total event budget for 2012/13 £86,467 (total provided by OCC £6,000)
 - Total event budget for 2013/14 £79,880 (total provided by OCC £6,000)

12 The following events are or will be supported (NOT fully funded) with City Council funding:-

- From April 2013, Alice's Day will receive £20k/year towards its core costs, enabling them to leverage in £10k from other sources in 2013/14, a further £20k in 2014/15 and £40k in 2015/16.

- From April 2013, Cowley Road Carnival will receive £30k/year towards its core costs, enabling them to leverage in £40k from other sources in 2013/14, a further £50k in 2014/15 and £60k in 2015/16. Officers' time will also be spent supporting Carnival develop its logistical planning and outreach activity in order to maximise the benefits of this investment and minimise risks associated with it.

- The £50k annual support for Alice's Day and Cowley Road Carnival is specifically focused to provide a legacy for the Festive Oxford events which took place in 2012 around the Olympics/Cultural Olympiad. Budget for this was £100k.

13 There are other events that take place on City Council land. We don't pay for these events to take place. Instead, they provide an income stream for the Council. By the end of 2012/13, we will have secured ~£50k from event and filming booking.

14 From 1 April 2012 - 25 January 2013 82 events had taken place. The Income from events totalled £41,590, 21 filming bookings had taken place and the Income from filming totalled £4,100

15 In addition, the Events team will do or does the following:-

- manage ~1200 events enquiries / ~100 filming enquiries each year
- identify and test new income generation opportunities
- manage stakeholder consultation process for all events and filming
- negotiate protocols for city centre spaces with stakeholders
- lead liaison with the Safety Advisory Group. This group contributes to ensuring that the City Council meets the requirements of the Civil Contingencies Act 2004, represents the authority, and acts as a resource in relation to Emergency Planning matters. The core members of the SAG comprises senior officers from all the emergency services (Police, Fire and Rescue Service and the Ambulance NHS Trust) and Council Services (Highways, Traffic Management, Building Control, Environmental Health and Licensing) working in Oxford. The Group is chaired by the Emergency Planning Officer.

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