

Committee Name and Date of Committee Meeting

Delegated Officer Decision – 05 March 2024

Report Title

Town Centre Events Grants Programme – Spring 2024

Is this a Key Decision and has it been included on the Forward Plan?

No

Strategic Director Approving Submission of the Report

Paul Woodcock, Strategic Director of Regeneration and Environment

Report Author(s)

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Ward(s) Affected

Boston Castle

Report Summary

The Council's Event Team has received a grant via the South Yorkshire Mayoral Combined Authority under the UK Shared Prosperity Fund programme. The grant is specifically to support events taking place in Rotherham Town Centre, encouraging increased footfall, dwell time and perception of safety.

The programme includes large scale outdoor events alongside smaller weekly programming to test and evaluate the impact of regular programming. The first grants programme was promoted as an open call to Rotherham-based creative groups and businesses to programme activity across three weekends in March which fills a gap within the Town Centre programme ahead of major events throughout the Summer season.

The open call for this round of applicants received nine applications, of which eight met the criteria and four are recommended for approval.

Recommendations

1. To award four Event Grants of £340-£1,500 to support community event organisers to undertake activities in the Town Centre over a three-week period.

2. It is proposed that the charges associated with the Event Application pack for events taking place on Council land are waived for any events supported through the grants programme, however a completed pack will still be required for due diligence.

List of Appendices Included

Appendix 1 Equalities Impact Screening
Appendix 2 Carbon Impact Assessment

Background Papers

Rotherham Cultural Strategy 2019-2026

Consideration by any other Council Committee, Scrutiny or Advisory Panel

N/A

Council Approval Required

No

Exempt from the Press and Public

No

Town Centre Events Grants Programme – Spring 2024

1. Background

- 1.1 On Monday 10th June 2019 the Council endorsed the new Cultural Strategy for Rotherham which was co-produced by the Cultural Partnership Board with stakeholders from across the borough. The new Cultural Strategy set out seven game-changing ideas which included 'Amazing Events' and 'Vibrant Heart' on strengthening the expertise in delivering high-quality, high-profile events and building a high-quality cultural offer as part of the town centre attraction.
- 1.2 The Council's Event Team has received a grant via the South Yorkshire Mayoral Combined Authority under the UK Shared Prosperity Fund programme. The grant is specifically to support events taking place in Rotherham Town Centre, encouraging increased footfall, dwell time and perception of safety.

2. Key Issues

2.1 Grants Programme Criteria

- 2.1.1 The programme includes large scale outdoor events alongside smaller weekly programming to test and evaluate the impact of regular programming. The first grants programme was promoted as an open call to Rotherham-based creative groups and businesses to programme activity across three weekends in March which fills a gap within the Town Centre programme ahead of major events throughout the Summer season.
- 2.1.2 The criteria for the grants programme included:
 - Take place within the main retail area in Rotherham Town centre. Preferred locations for outdoor events: All Saints Square, Effingham Street, Minster Gardens, Effingham Square, Market Square (outside Boots), High Street, but we are open to other suggestions. It can be indoor or outdoor.
 - Take place on one of the following Saturdays, please select which in your application: 2nd March, 9th March, 16th March, 23rd March or 30th March.
 - Not exceed an overall audience number of 2,000 people
 - Be safely staffed with the event organiser taking full responsibility for staffing (i.e., not requiring staff from the RMBC events team)
 - Adhere to health & safety standards. If successful you will be required to provide a risk assessment for the set-up and delivery of your event
 - Not be a protest
- 2.1.3 Eligible applicants must meet the following criteria to be eligible:
 - The lead applicant and Event Organiser must be a constituted group or an individual registered with companies house, and must be based in Rotherham.

- Successful applicants must agree to take part in an evaluation programme
- Successful applicants must display all relevant partner logos on all promotional material Event Organisers may be asked if photography and filming can take place at their events, please notify us on your application form if you would be happy to host the programme photographer/filmmaker.

2.2 Town Centre Event Grants

2.2.1 Applications have been invited from communities, groups and businesses across the borough to create activities for the Town Centre.

2.2.2 The open call for this round of applicants received nine applications, of which eight met the criteria and four are recommended for approval. The application that did not meet the criteria was from an organisation not based in Rotherham.

2.2.3 Of the eight eligible applications four are recommended for approval including:

Organisation	Activity	Justification	Value
South Yorkshire Performance Academy	'Open Mic Day' style event celebrating the talent of Rotherham people. With young people organising the entire day to develop their essential life and teamwork skills.	Meets all criteria, good links to other initiatives including Children's Capital of Culture	£1,500
Khula Arts	Traditional African performances and workshops including singers, drummers, and dancers	Meets all criteria. Submitted two applications requested to bring the two together to increase engagement opportunities	£1,500
Maker's Emporium	10 th Anniversary Celebration including craft workshops	Requested full £1,500 but some activities were existing and therefore no added value. Propose to cover creative elements of this event	£340
Artworks	Supporting artists with learning disabilities to work alongside professional artist	Meets all criteria, supports an audience that normally has	£1,500

	Johnsey to run a drop in collaborative mark making session for the general public. In this session we encourage passersby to come and draw to music with their eyes closed drawing in response to what they hear or the marks of the other participants.	limited visibility in the Town Centre	
		Sub Total	£6,840
Marketing & Evaluation			£2,160
		Total	£9,000

2.2.4 Of the remaining four applications which were not supported three were from local bars looking for support towards existing commercial activity, and one was a second application from Khula Arts which has been merged with their event as set out in 2.2.3.

2.3 Event Application Packs

2.3.1 A completed Event Application Pack is required for all events taking place on Council land before permission is granted for the event to go ahead, in order to ensure that the proposed activities are appropriate to the location and the necessary insurance and risk assessments have been undertaken. An administration charge applies for the packs which is published in the Council's Fees & Charges and set at £25.50 for event organisers and £20.50 for registered charities. It is proposed that these fees are waived for any events in receipt of Town Centre Events Grant, however a completed pack will still be required for due diligence.

3. Options considered and recommended proposal

3.1 Do Nothing – Event organisation carries a range of costs such as venue hire, marketing, equipment hire, catering and paying performers. In addition, costs associated with Council fees and charges related event application packs for events taking place on Council land can make the cost of hosting event prohibitive. Without support from the Council organisers may not have the means to organise events which stifles talent development in the community and places additional pressure on the available resources within the Council's events team.

3.2 Offer Town Centre Event Grants – The package of support outlined in this report will allow community event organisers to develop their knowledge and experience of event organisation, supported by the Council's Events Team. The activities supported will bring a programme of regular activities to Rotherham Town Centre throughout March delivering against the objectives of the UK Shared Prosperity Fund grant.

4. Consultation on proposal

- 4.1 The Leader and Cabinet Members for Social Inclusion and Jobs & Local Economy have been consulted on the proposals and are supportive of the recommendations.
- 4.2 The Town Centre Events Grants programme was advertised as a borough-wide opportunity allowing all communities the opportunity to participate.

5. Timetable and Accountability for Implementing this Decision

- 5.1 The Town Centre Events Grants programme has now closed for applications and successful applicants will be notified (subject to approval) w/c 26th February. This programme will be managed and administered by the Council's Events Team.

6. Financial and Procurement Advice and Implications

- 6.1 As grant arrangements fall outside the procurement legislation, there are no direct procurement implications associated with the community grants programme with the exception of the costs associated for marketing and evaluation which must be procured in accordance with the Council's Financial and Procurement Procedure Rules.
- 6.2 A programme of Town Centre Events Grants, funding for events and supporting costs has been drawn up estimating to cost £9,000. The funding for the programme has been secured via the UK Shared Prosperity Fund Grant.

7. Legal Advice and Implications

- 7.1 The allocation of grants to the four organisations for the Town Centre Activities are outside the scope of the Public Contract Regulations 2015, and the open call for interest and subsequent evaluation comply with Rule 12 of the Council's Financial, Procurement and Procedure Rules. Legal Services should be consulted on the form of grants to be used.

8. Human Resources Advice and Implications

- 8.1 There are no direct HR implications as a result of this proposal.

9. Implications for Children and Young People and Vulnerable Adults

- 9.1 All events recommended for support via the Town Centre Event Grants programme are family-friendly events aimed at supporting all members of the community to feel welcome and supported to participate.

10. Equalities and Human Rights Advice and Implications

- 10.1 An Equalities Impact Screening has been completed and can be found at Appendix 1.

10.2 The Events Team has taken measures to ensure that the programme of community support is inclusive and accessible to all. Attempts have been made to capture demographic and equalities data relating to audience which will help to inform targeting of future community support programmes.

11. Implications for CO2 Emissions and Climate Change

11.1 A Carbon Impact Assessment has been completed and can be found at Appendix 2.

11.2 The events and activities supported by the grants are relatively small in scale and therefore their impact is considered to be low.

12. Implications for Partners

12.1. The proposed events are delivered by community groups and organisation with support facilitated by the Council. The recommended proposals in this report are of benefit to community partners across the borough.

13. Risks and Mitigation

13.1 Insurance and risk assessments – The responsibility for the safe management and delivery of all events lies with the event organiser. Although the Council is facilitating support to community event organisers, each organiser is responsible for ensuring that the appropriate levels of insurance and risk assessment are in place. For events taking place on Council land this will be checked and assessed by the Events Team via the Event Application Pack process.

14. Accountable Officers

Leanne Buchan, Head of Creative Programming & Engagement
Amy Lilley, Creative Programming & Events Manager

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp	Click here to enter a date.
Strategic Director of Finance & Customer Services (S.151 Officer)	Named officer	Click here to enter a date.
Head of Legal Services (Monitoring Officer)	Named officer	Click here to enter a date.

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