

**Committee Name and Date of Committee Meeting**

Delegated Officer Decision – 08 July 2024

**Report Title**

Town Centre Events Grants Programme – Summer 2024

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

No

**Assistant Director Approving Submission of the Report**

Polly Hamilton, Assistant Director, Culture, Sport & Tourism

**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 second grants programme was promoted as an open call to Rotherham-based creative groups and businesses to programme activity across Saturdays throughout August which fills a gap within the Town Centre programme between major events throughout the Summer season.

The open call for this round of applicants received 4 applications, of which 3 met the criteria and 3 are recommended for approval.

**Recommendations**

1. To award 3 Event Grants of £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 – Summer 2024**

### **1. Background**

- 1.1 On Monday 10<sup>th</sup> 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 second grants programme was promoted as an open call to Rotherham-based creative groups and businesses to programme activity across Saturday's in August which fills a gap within the Town Centre programme between major events throughout the Summer season.
- 2.1.2 The criteria for the grants programme included:
  - Take place within All Saints Square in Rotherham Town centre.
  - Be a family-friendly event
  - Take place on one of the following Saturdays: 3<sup>rd</sup> August, 10<sup>th</sup> August, 17<sup>th</sup> August, 24<sup>th</sup> August or 31<sup>st</sup> August
  - Not exceed an overall audience number of 1450 people, in line with the crowd capacities within the square
  - 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.

- Successful applicants must promote the event through their own marketing channels

## 2.2 Round 1: Winter Town Centre Events

2.2.1 The first iteration of Town Centre Event Grants funded through the UKSPF funding took place in March 2024. As the time of year presented challenges around weather the grants funded activities that could take place at indoor Town Centre or outdoor at All Saints' Square.

2.2.2 The following events were funded:

- ArtWorks, Drawing Together: 9th March in All Saints Square – Drawing Together was a collaborative mark making session for the general public and ArtWorks members. Throughout the day through audience interaction sculptural cubes took shape and transformed in All Saints Square. 70+ people interacted with ArtWorks during the event between 10am – 3pm.
- Khula Arts, Ubuntu Togetherness: 16th March in All Saints Square – Khula Arts brought traditional African drumming and dance performances to Rotherham Town Centre, as well as two drop-in South African Dancing workshops. Approx 80 people.
- 10th Anniversary Celebration of Makers Emporium: 23rd March at Makers Emporium on High Street - free family friendly craft workshops, makers demonstrations and performances throughout the day in the shop. Approx 50 people.
- South Yorkshire Performance Academy: 23rd March at George Wright Hotel - 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. The event was sold out, with approximately 100 people.

2.2.3 The four events attracted a total of approximately 300 people. Though numbers were quite low compared to our council led Town Centre Events, those that did attend were deeply engaged participants and interacted with the offers. Given the tight timescale the Council and the event organisers had to promote the events (due to agreement of funding allocation from UK Shared Prosperity Fund), the partners were happy with the public response and the service has used the learning to create a marketing plan to promote all the Summer events together through banners, A1 boards and social media.

2.2.4 As the locations for the first round of funding was not specified, there was a mixture of public space in All Saints' Square, inside a shop and a ticketed private event in George Wright Hotel. Out of the four events, the two in All Saints' Square received really positive feedback from the public and the artists, attracting passersby and engaging with a wide age group. These two events animated the space and were more prominent in the Town Centre. The feedback received influenced the decision to specify that the next round

of events should all take place in All Saints Square, to ensure they are attended by a wide range of people and animate the Town Centre over the Summer Holidays.

2.2.5 Attempts were made to capture demographic and equalities data relating to audience which would help to inform targeting of future community support programmes. Unfortunately, due to limited events staff capacity because of sickness, the team weren't able to capture data during the events. To capture data in the Summer, a rota will be created for data collection across the events team and volunteers.

### 2.3. Round 2: Summer Town Centre Events Grants

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

2.3.2 The open call for this round of applicants received four applications, of which three met the criteria and three are recommended for approval. The application that did not meet the criteria didn't include enough details about their event management and budget in their application and may look at applying for the Winter grants programme instead.

2.3.3 Of the three eligible applications three are recommended for approval including:

Organisation	Activity	Justification	Value
Rotherham BMX	BMX Freestyle Summer Coaching - The idea of the event is for all children and young adults to be able to give BMX/cycling a try and build confidence alongside our British Cycling BMX coaches and youth workers	Meets all criteria, sports activities prove popular with families, and there are good links to our UPLIFT event programme which is partnered with Children's Capital of Culture.	£1,500
Khula Arts	Rhythms of the Street - Traditional African performances and workshops focussing on West African Dance, drummers and audience performances. There will be 30 djembe drums and African shakers for children and adults to participate.	Meets all criteria. Successfully delivered an event as part of the March grants for events, which received positive feedback from the public. This event would be a development that and offer more participation opportunities.	£1,500

Chef's Counter	Community Feast - For the bank holiday weekend there will be a picnic style family feast, with cooking demos from different cuisines and interactive food preparation areas for families to prepare their own snacks together with the support of chefs.	Meets all criteria. Event would have a wide appeal over the bank holiday weekend. As a new town centre business, Chef's Counter is enthusiastic about bringing engaging experiences to the town centre, and the events team receive regular feedback from the public requesting more food & drink offers at events.	£1500
<b>Sub Total</b>			<b>£4,500</b>
Marketing & Evaluation			£1,500
<b>Total</b>			<b>£6,000</b>

## 2.4 Event Application Packs

- 2.4.1 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 August delivering against the objectives of the UK Shared Prosperity Fund grant.

#### **4. Consultation on proposal**

4.1 The Leader and Cabinet Member for Social Inclusion & Neighbourhood Working, and the Cabinet Member for Transport, Jobs & Local Economy (including the remit for Town Centre Events) 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 8<sup>th</sup> July. 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 £6,000. The funding for the programme has been secured via the UK Shared Prosperity Fund Grant. Grant agreements will be in place to ensure funding is utilised as intended.

#### **7. Legal Advice and Implications**

7.1 The allocation of grants to the three 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.

Any grants awarded will need to comply with the terms of the SYMCA grant to the Council.

#### **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 enabling 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: -

	<b>Named Officer</b>	<b>Date</b>
Chief Executive	Sharon Kemp	<a href="#">Click here to enter a date.</a>



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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