

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member for Culture, Lifestyle, Sport and Tourism
2.	Date:	30th November, 2010
3.	Title:	Rotherham Show – Efficiency Savings
4.	Directorate:	Environment and Development Services

5. Summary

This report outlines options for reducing the Rotherham Show budget without affecting the overall quality of the show.

6. Recommendations

6.1 It is recommended that the following options outlined in Appendix A be agreed:

Option 1(c) – Revise horticultural show

Option 2 – No wooden floor in One Town One Community marquee

Option 3 – Reduce Show Programme

Option 4 – Limit number of Charity stands

7. Proposals and Details

7.1 Background

Rotherham Show has been running for 31 years and during that time has expanded to provide a wide range of entertainment for visitors. The show is entirely free for the public including free entry and a free park and ride facility.

Originally there was a Civic Budget for both Christmas Lights and Rotherham Show, which was devolved to Culture and Leisure to manage in the 1990's. The budget was then split – and separate budgets for Christmas Lights and Rotherham Show were created. Until recently there was no inflationary rise in the budget allocation.

The Show was outsourced once in its 31 years in the mid-1990's to an event management company. The Show was moved to Herringthorpe Playing Fields, enclosed within a perimeter fence and an entrance fee was charged. This did not prove successful and resulted in a number of complaints. The Show was brought back in house the following year.

From a Cabinet Minute on 5th August, 1999, it can be seen that the Civic Events Budget was £100,000 of which £55,000 was allocated to Rotherham Show and £45,000 to the Christmas Lights. Of that allocation an overspend of £7,231 was reported.

The present budget is £106,941 (£61,559 for Rotherham Show and £45,382 for Christmas Lights). As can be seen there has been very little increase in budget provision since 1999. Since the Events and Promotions Service took over responsibility for this budget there has been no reported overspend.

Since 2001 the Events and Promotions Service have continued to improve the Show whilst driving down costs via a combination of eliminating costly elements of the Show (e.g. Rabbit Show, Professional Trader Marquee at Horticultural Show), sourcing cheaper prices for the provision of infrastructure (marquees, tables, chairs, site cabins, generators, etc.) and at the same time increasing income from hire of trade space, catering concessions, inflatables, etc.

An example of this is that prior to the team taking responsibility for the show the only catering concessions were awarded to 4 fairground operators which realised £2,000. The catering concessions have now been opened up country wide and new catering and inflatable sites have been introduced resulting in an average of £20,000 income annually over the last 5 years.

In kind support is also now received, e.g. Daisy Chain Nursery staff a lost children tent over the weekend at no cost to the Council, the AA provide back up for the Vintage Vehicle Rally, Sheffield Star provide an advert in their newspaper and the Scouts distribute show programmes in exchange for free promotional stand space.

7.2 Efficiency Options

We have examined every aspect of the Show to see where efficiencies could be made. The largest areas of spend are on staffing (security, electricians/joiners, general duties staff and marquees). Of these security and general duties staff cannot be reduced unless we significantly reduce the size of the Show.

However, there are ways to reduce the budget required. See Appendix A for an appraisal of various options.

8. Finance

The proposed options outlined in Appendix A will deliver a saving of £17,000 on the Rotherham Show budget allocation.

9. Risks and Uncertainties

Risks relating to the proposed options are outlined in Appendix A.

Interest from trade stand holders/caterers may decline due to the current financial climate. However, officers will monitor applications closely in order to ensure achievement of income targets.

10. Policy and Performance Agenda Implications

Rotherham Show supports and contributes to the Community Strategy themes – in particular Alive and Proud. In addition, wherever possible, locally provided goods and services are procured to help support the local economy.

11. Background Papers and Consultation

Appendix A – Appraisal of options for reducing Rotherham Show budget

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APPENDIX A – APPRAISAL OF OPTIONS FOR REDUCING ROTHERHAM SHOW BUDGET

1. Horticultural Show

The cost of staging the horticultural show this year was approximately £11,000. Only £341 income was received through entry fees.

In surveys the horticultural show comes out as one of the most popular aspects of Rotherham Show. However, there has been a steady decline in the number of people entering classes year on year.

It is very staff intensive to stage and due to the nature of the Show it is not possible to gauge how much space is required in terms of marquees, tables, etc., until the day before the Show. Horticultural growers do not pull their produce out of the ground or cut their flowers until the last minute and then decide whether to enter or not.

Option	Benefits	Risks	Budget Saving
(a) Leave horticultural show as it is.	This is what visitors expect to see when they visit the Show.	The on-going uncertainty of whether we receive enough entries to fill the marquees would continue.	0
Or (b) Stop horticultural show altogether.	This would be a clean saving and would remove any uncertainty about specialist staff availability going forward bearing in mind the current financial climate.	Could undermine credibility of show – Rotherham Show grew out of the original horticultural show in Clifton Park. There is likely to be negative feedback from both visitors and participants. Could lose specialist staff expertise if decide to reinstate in the future. Would lose one of main areas of show where the public have the opportunity to participate.	£11,000
Or (c) Revise horticultural show schedule to	As well as retaining popular categories we could involve the public in choosing a specialist category which varies from	Possible negative feedback from visitors and participants should be tempered somewhat by retaining the popular classes.	£5,000

reduce number of classes to most popular categories, thereby reducing show to one marquee only.	year to year (e.g. photography, jam making, etc.). Members of the public will still have opportunity to participate.		
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2. One Town One Community (Council) Marquee

This is the largest marquee on the showground and the cost this year to the Show budget was approximately £14,000 for provision of marquee, tables, chairs, generator, floor, backboards and lighting. The single biggest cost out of this was for joiners who transported and laid/erected the wooden floor, carpet tiles and backboards – approximately £9,700.

Option	Benefits	Risks	Budget Saving
Continue with this marquee but without wooden flooring.	Would reduce set up times for this marquee. Would set example to other Council services with regard to responsible budget management.	Backboards could still be used but the ground may not be totally level, although the marquee is sited on some of the most level ground in the Park. The co-ordinating group who organise the content of this marquee may have to think of different ways of displaying information. It should not affect the public's enjoyment/interest in this marquee as the majority of other marquees on the showground do not have wooden flooring.	£9,000

3. Show Programme

The Programme has vastly improved over the years and now provides a comprehensive guide to the show. It does not, however, attract advertising to offset the cost of production due to the fact that it only has a shelf life of 2 days, which is not an attractive proposition to advertisers.

Option	Benefits	Risks	Budget Saving
Reduce show programme by 4 pages and change the type of paper used.	We could continue to provide a programme of events for the weekend.	We currently allow 2 pages for general Council information. This opportunity would be lost if the programme was reduced by 4 pages and alternative ways of communicating this type of information would need to be identified.	£1,000

4. Limit number of Charity Stands

One of the biggest income earners for the Rotherham Show is the selling of space for trade and charity stands. Registered charities are entitled to a reduced rate of hire, e.g. 2010 prices - £204.00 for professional traders and £83.00 for registered charities. In 2010 there were 61 professional trade spaces sold and 31 for registered charities.

Option	Benefits	Risks	Budget Saving
Limit the number of registered charity stands to 15, with a proviso that these be offered to Rotherham charities first.	This would provide for a more attractive shopping experience for the visitor. We do receive a number of verbal complaints/comments about the amount of tombola stands at the Show.	As there are more Rotherham charities than the proposed 15 sites available there is likely to be negative feedback from local charities regarding this. However, these could be let on a rotation basis so that if a charity did not get a space one year they would have priority the following year.	£2,000 (by increasing income from trade stands)

5. Sponsorship

Events Officers have tried for a number of years to secure sponsorship for the Show. However, this has only usually been successful through sponsorship in kind. Although officers will continue to seek sponsorship it would be risky to identify any saving from this in case it is not achievable.

Option	Benefits	Risks	Budget Saving
Seek sponsorship for the Show	A financial contribution would ease pressure on Council's budgets	Sponsorship is difficult to achieve, especially in the current financial climate	0