

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member and Advisers for Regeneration and Development
2.	Date:	Friday 1st November, 2013
3.	Title:	Petition requesting that Rotherham by the Sea be extended to two weeks
4.	Directorate:	Environment and Development Services

5. Summary

To inform the Cabinet Member of the receipt of a 406 signature petition requesting that Rotherham by the Sea be extended from one week to two weeks.

6. Recommendations

- 6.1 That Rotherham by the Sea retains its current successful one-week format.
- 6.2 That the petitioners be informed of the rationale for the decision and be thanked for their appreciation of, and support for, the event.

7. Proposals and Details

A petition has been received from some of the attendees of Rotherham by the Sea requesting that the event be extended to two weeks (see Appendix A).

Rotherham by the Sea has been running for the last 11 years. It started out as a two-week event but it has been a one-week event since 2005. The event consists of transforming All Saints' Square into a beach for the week, complete with deckchairs and buckets and spades. Daily entertainment (10.00 a.m. – 4.00 p.m.) is provided by professional entertainers working to various theme days such as Pirates Day, Teddy Bear's Picnic Day, etc.

The event is extremely popular with approximately 2,000 attendees over the week. Businesses in the immediate vicinity of the Square report additional trading during the week. However, businesses in other parts of the town have said that it has no effect on their trading.

While parents and accompanying adults are expected to take appropriate responsibility for children attending the event, Council and Police staff are required to provide the necessary additional safeguarding support. The RMBC Events Team, Town Centre Wardens and PCSOs all concentrate their time around the Square area during the event in order to prevent any adverse incidents.

8. Finance

The cost for staging the one-week event is £6,500. The event management company which currently runs the event has indicated that to extend to two weeks would cost approximately £12,000. This would mean that an additional £5,500 would have to be found, exclusive of costs to market and promote the event.

It should, however, be pointed out that the petitioners have offered to fund raise towards the additional costs. £5,500 is an ambitious figure to reach via fundraising and requests for donations to subsidise a Council run event may not be received favourably by some members of the public. Even if the funds could be raised, there are additional staff resource implications as indicated in Risks and Uncertainties below.

9. Risks and Uncertainties

- (a) The timing of Rotherham by the Sea is also close to Rotherham Show. Any extension of the event beyond its current week would impact significantly on the Event Team's capacity to organise and deliver the Show – the biggest event in Rotherham's calendar.
- (b) If the event was extended to two weeks, this would put an additional strain on the Town Centre Wardens/PCSOs, deflecting them from duties elsewhere in the town centre.
- (c) Given current budgetary constraints, other events would have to be cancelled or scaled down, if budgetary resources had to be re-allocated to extend this event.

10. Policy and Performance Agenda Implications

The town centre events programme directly relates to actions/priorities contained within the Corporate Plan, namely "More people come to the town centre for work, shopping and for things to do and see". Events are aimed at increasing footfall, creating a vibrant and fun atmosphere and enhancing the shopping experience. A varied programme of different events is essential to achieve the desired objectives.

11. Background Papers and Consultation

Appendix A – Letter and petition from attendees of Rotherham by the Sea

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