

## ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	<b>Meeting:</b>	<b>Cabinet member and Advisers for Regeneration and Development</b>
2.	<b>Date:</b>	<b>Monday 7<sup>th</sup> April, 2014</b>
3.	<b>Title:</b>	<b>Petition requesting that Rotherham by the Sea be extended to two weeks</b>
4.	<b>Directorate:</b>	<b>Environment and Development Services</b>

### 5. Summary

A report was presented on 4<sup>th</sup> November, 2013, to consider a 406 signature petition requesting that Rotherham by the Sea be extended from one week to two weeks. A decision was deferred pending further consideration of this request. This report details the original report and those further considerations.

### 6. Recommendations

- 6.1 That Rotherham by the Sea be extended to two weeks for 2014 and appropriate additional funding be identified.
  - 6.2 That the petitioners be informed of the decision and be thanked for their appreciation of, and support for, the event.
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## **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 is provided by professional entertainers working to various theme days.

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.

If the additional week for Rotherham by the Sea was to be funded from the town centre events budget it would necessitate the diversion of funds from two Christmas events. However, a commitment has been made to identify appropriate funding to meet the additional costs of the second week corporately.

## **9. Risks and Uncertainties**

The timing of Rotherham by the Sea is close to Rotherham Show. Any extension of the event beyond its current week will impact significantly on the Event Team's capacity to organise and deliver the Show – the biggest event in Rotherham's calendar.

If the event is 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.

As outlined in Finance above, given current budgetary constraints, other events would have to be cancelled if budgetary resources had to be re-allocated from the town centre events budget to extend this event. Town centre businesses place a great deal of importance in the December trading period and events throughout December help to increase footfall across the town. Any reduction in the Christmas events programme could have a detrimental effect on potential trading opportunities.

A decision to extend the event to two weeks in 2014 may raise unrealistic expectations of this becoming a permanent fixture in the town centre events diary. The proposed extension to two weeks is for one year only, subject to review after the 2014 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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