

Report to	On
Full Council	Wednesday 21 July 2021



Title	Portfolio Holder	Report of
Celebration of the Queen's Platinum Jubilee	Leader of the Council and Cabinet Member (Strategy and Reform)	Deputy Chief Executive

Is this report confidential?	No
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Purpose of the Report

1. To outline plans for the Queen's Jubilee weekend 2022 and agree an expenditure budget provision of up to £208,000, funded by ticket sales, existing reserves and new resources.

Recommendations

2. To note the proposals for the Queen's Jubilee weekend.
3. To agree to create a new budget provision of up to £208,000, funded by ticket sales, existing reserves and new resources to make the necessary bookings in advance.
4. To agree the waiver of contract procedure rules for the event partner as set out in Appendix 1 in part two of the meeting.

Reasons for recommendations

5. To inform council of the plans to allow the necessary expenditure to be made in preparation for the event that will be focussed on Worden Park.

Other options considered and rejected

6. The principle of hosting the Music in the Park element of the event has already been agreed.
7. We had considered to not host any further events for the Queen's Jubilee weekend but this would not have the benefit for the local economy that maximising the infrastructure cost for Music in the Park would have.

Corporate outcomes

8. The report relates to the following corporate priorities: (tick all those applicable):

An exemplary council	x	Thriving communities	
A fair local economy that works for everyone		Good homes, green spaces, healthy places	

Background to the report

9. The council planned to host its first Music in the Park event in 2020 but this was cancelled due to the coronavirus pandemic.
10. The council has committed to delivering this event once restrictions allow and it plans to run the event alongside Leyland Festival on the extended Bank Holiday for the Queen's Jubilee (Thursday and Friday 2 and 3 June 2022).
11. To make the necessary bookings in advance it will require funds to be released outside of the budget provision for 2021/22.

Proposal

12. The council has agreed with the Leyland Festival committee to host a joint event on the Bank Holiday Thursday to start the weekend and the Music in the Park event will be hosted on the Bank Holiday Friday.
13. With it being the Queen's Jubilee the theme will be a 'Great British Royal Tea Party' with the usual parade and attractions that accompany Leyland Festival.
14. It is planned that entertainment will also include:
 - a. An orchestra on stage that could perform a proms in the park type set culminating in the national anthem
 - b. Alternative acts to supplement the orchestra (and could perform around the park) are jazz bands, Leyland Band, Lancashire Hotpots, operatic singers etc.
 - c. Various speciality food and drink tents:
 - i. Afternoon tea
 - ii. Pimms and Prosecco
 - iii. Champagne, strawberries and cream
 - d. Families encouraged to bring picnics with old fashioned, vintage fairground rides
 - e. Theatre performances
 - f. An opportunity to meet children's TV characters
 - g. The park decorated with Union Jacks and bunting
15. On the Friday the Music in the Park event will have a similar theme to that of the original event planned for 2020 with popular acts from the 1980s.
16. We also plan to close Hough Lane, in Leyland Town Centre, to allow food and drink businesses to spread out and cater for the extra visitors in town. And this area will be decorated with bunting/Union Jacks.

17. The investment in this weekend of events will have a far reaching impact on the local economy as it will attract visitors who will not only enjoy the entertainment but spend their money in local hospitality and retail businesses meaning it forms part of our strategy to recover from the pandemic.
18. We will look to involve local businesses in the event itself and we will support those in the town and service centres to take advantage of it by encouraging visitors to spend time in Leyland town centre and enjoy the rest of the borough while they are here.
19. Events of this nature can contribute hundreds of thousands of pounds to the local economy and we will undertake surveys with visitors and businesses to assess the impact to allow us to plan ahead for future years as we want to host events of regional and national importance here in South Ribble.
20. There are discussions underway with acts for the Music in the Park event and they are included in the confidential item as negotiations are currently taking place.

Budget

21. A number of options are being considered for the entertainment and the budget provision of £208,000 takes into account the highest value of those acts so we have the necessary funds in place should we choose to pursue that option.
22. We have £47,600 carried over from the original 2020 event that will be used to offset some of the cost.
23. And the remainder of the budget will be made up from income from ticket sales and traders – we estimate this will range between £52,000 and £136,000 depending upon the options we choose and ticket prices.
24. The costs for the Thursday event in conjunction with the Leyland Festival will be met from existing provision to support that event.
25. The detailed projections are included in the confidential item due to negotiations that are ongoing.

Risk

26. The main risk with the event is the ability to generate ticket sales and achieve the necessary income to help recover a large proportion of the costs.
27. This will be managed through having a detailed marketing campaign and monitoring of sales.
28. The remaining risks will be managed through the event management plan and having the appropriate insurances in place.

Equality and diversity

29. A range of marketing techniques will be used to attract a diverse audience with consideration for how accessibility can be maintained for all parts of our community.

Air quality implications

30. There are no air quality implications.

Comments of the Statutory Finance Officer

31. Due to the uncertainty of ticket sales we cannot be sure of the overall cost to the council. Given an existing reserve of £47,600, it is estimated that the requirement for additional resources will not exceed £45,233. Provision will be made from the general reserve to cover this anticipated amount.

Comments of the Monitoring Officer

32. The Council have the legal power to hold this type of event subject to compliance with legislative regulatory requirements. The report highlights the economic benefits of such events and of course there are social benefits also. Any such spend will need to be reasonable and this is addressed in the reports.

Chris Sinnott
Deputy Chief Executive

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