

 Executive 5th April 2018		Agenda Item No. 11
Title	Supporting Coventry & Warwickshire Business Festival 2018	
For further information about this report please contact	Suzee Laxton – Strategic Economic Development Officer 01926 456015 Suzee.laxton@warwickdc.gov.uk	
Wards of the District directly affected	All	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?	No	
Date and meeting when issue was last considered and relevant minute number	01 June 2017 Minute number 3	
Background Papers		

Contrary to the policy framework:	No
Contrary to the budgetary framework:	No
Key Decision?	No
Included within the Forward Plan? (If yes include reference number)	Yes – Ref 924
Equality Impact Assessment Undertaken	No
Not applicable	

Officer/Councillor Approval		
Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive	02.03.18	Chris Elliott/Bill Hunt
Head of Service	02.03.18	Dave Barber
CMT	02.03.18	Bill Hunt
Section 151 Officer	02.03.18	Mike Snow
Monitoring Officer	02.03.18	Andrew Jones
Finance	02.03.18	Jenny Clayton
Portfolio Holder(s)	02.03.18	Cllr Noel Butler
Consultation & Community Engagement		
Conducted as part of the post-festival engagement in 2017. Amongst other metrics, this recorded satisfaction levels and sought feedback on how to improve in 2018. This feedback has been incorporated for the 2018 event.		
Final Decision?	Yes	
Suggested next steps (if not final decision please set out below)		

1. **Summary**

- 1.1 To agree a financial contribution for the Coventry & Warwickshire Business Festival 2018 (CWBF18) and the hosting of events.

2. **Recommendation**

- 2.1 That Executive agrees to release £10,000 from the Council's Contingency Budget to support the CWBF18 sponsored by Coventry and Warwickshire Local Enterprise Partnership (CWLEP).

3. **Reasons for the Recommendation**

- 3.1 In November of this year the CWLEP's Growth Hub will be sponsoring CWBF18 with the aim of once again delivering:

- regional conferences, exhibitions and trade fairs;
- sector specific days – addressing key SME challenges;
- networking and new business opportunities.

- 3.2 A successful launch of the Coventry & Warwickshire Business Festival in 2017 delivered:

- 114 events take place of which 99% were rated 'good to excellent';
- 4,910 attendees of whom 86% said the festival positively affected them or their business;
- A total media reach of 5.54million for the region. The reach refers to the total audience who would have seen or engaged with the marketing content in any form.

- 3.3 Given the positive impact of the festival, it is considered that an investment of £5,000 to support the Festival itself and a further £5,000 for any other opportunities that the Festival generates should be made available. This is in line with the level of support WDC offered the Coventry & Warwickshire Business Festival in 2017.

4. **Policy Framework**

4.1 **Fit for the Future (FFF)**

The Council's FFF Strategy is designed to deliver the Vision for the District of making it a Great Place to Live, Work and Visit. To that end amongst other things the FFF Strategy contains several Key projects.

The FFF Strategy has 3 strands – People, Services and Money and each has an external and internal element to it. The table below illustrates the impact of this proposal if any in relation to the Council's FFF Strategy.

FFF Strands		
People	Services	Money
External		
Health, Homes, Communities	Green, Clean, Safe	Infrastructure, Enterprise, Employment
<u>Intended outcomes:</u>	<u>Intended outcomes:</u>	<u>Intended outcomes:</u>

Improved health for all Housing needs for all met Impressive cultural and sports activities Cohesive and active communities	Area has well looked after public spaces All communities have access to decent open space Improved air quality Low levels of crime and ASB	Dynamic and diverse local economy Vibrant town centres Improved performance/productivity of local economy Increased employment and income levels
Impacts of Proposal		
None	None	The festival provides the opportunity for businesses to come together, understand what others can offer and therefore opens up the potential for collaboration, growth and innovation. It also offers skill and knowledge sharing helping others to upskill. The promotion of the District helps to showcase our quality and talent, thereby supporting the potential for inward investment.
Internal		
Effective Staff	Maintain or Improve Services	Firm Financial Footing over the Longer Term
<u>Intended outcomes:</u> All staff are properly trained All staff have the appropriate tools All staff are engaged, empowered and supported The right people are in the right job with the right skills and right behaviours	<u>Intended outcomes:</u> Focusing on our customers' needs Continuously improve our processes Increase the digital provision of services	<u>Intended outcomes:</u> Better return/use of our assets Full Cost accounting Continued cost management Maximise income earning opportunities Seek best value for money
Impacts of Proposal		
None	None	None

4.2 Supporting Strategies

N/A

5. Budgetary Framework

- 5.1 It is recommended that the £10,000, outlined in section 3.3 above, is funded from the 2018/19 Contingency Budget. As at April 2018, the unallocated Contingency balance will be £317,400. This would leave £307,400 remaining. It is envisaged that the £10,000 will be spent in November/December 2018.

Should all the monies not be required, the unspent balance would be returned to the Contingency Budget.

- 5.2 The Growth Hub proposes that from 2019/20 onwards, the cost to the Council of contributing to the Festival and to the Growth Hub itself be rolled into one payment of £15,000 per annum. The Council currently contributes £13,426 per annum to the Growth Hub's supporting of businesses in the Coventry and Warwickshire sub-region. The proposal going forward therefore represents good value for the Council and the change can be addressed in the normal budget process. The Growth Hub intends to deliver greater private sector financial input into the Festival and its own operations hence the expected reduction in overall cost to the Council.

6. Risks

- 6.1 None identified.

7. Alternative Option(s) considered

- 7.1 Members may choose to not make financial support available for CWBF18. This has not been considered given the impact and publicity the festival offers to the District.

8. Background

- 8.1 CWBF2018 will take place between 19-30 November with event registration opening on 5 March 2018.
- 8.2 The organisation of the CWBF18 will, once again, be managed by Associate Events who have prior experience of running a successful equivalent festival across Leicestershire.
- 8.2 In 2017, WDC advertised free or discounted use of its properties for use by others to host events. In light of the limited demand for this, it is not intended to repeat this offering in 2018. Specifically, there were 3 enquiries for use of WDC premises: 2 were not able to be supported as there wasn't the availability and 1 could not be supported as none of the premises offered on-site parking.
- 8.3 In addition to offering event space, the Council also coordinated a series of events. These included:
- What does digital mean to Leamington Spa? A discussion panel held in collaboration with the FSB through our Tech Central brand
 - Is Virtual Reality (VR) the future of games or is it just a fad? A discussion panel held under the banner of Silicon Spa
 - Kenilworth 2030: an evening of speakers casting predictions on what the town might look like in 2030
 - A food safety pop-up surgery: an open-house advice centre held with licensing colleagues through the Business Better for All (BBfA) initiative.
- 8.4 Second to only Coventry, Warwick District saw the highest number of events hosted in their region. Officers will aim to build on this level of engagement by local businesses for CWBF18. In terms of WDC's events for 2018, it is hoped to organise three core events with one each in Kenilworth, Royal Leamington Spa and Warwick. Early thoughts on events, which may be subject to change, include:

- A collaboration with the British Academy of Film and Television Arts (BAFTA) around the topic of coding and the next generation
- A half-day conference on women pioneers (to reflect 100 years of suffrage) called #Pioneer100