

 Executive – 9 October 2013		Agenda Item No. 6
Title	Funding to support Warwick's 1100 th Year Celebrations in 2014	
For further information about this report please contact	Nicki Curwood – Town Development Officer, Development Services	
Wards of the District directly affected	n/a	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?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		
Background Papers	Summary of events (appendix 1)	

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 - 532
Equality & Sustainability Impact Assessment Undertaken	Yes/No (If No state why below)

Officer/Councillor Approval		
Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive		
Head of Service		Tracy Darke
CMT		
Section 151 Officer		
Monitoring Officer		
Finance		Mike Snow / Jenny Clayton
Portfolio Holder(s)		John Hammon
Consultation & Community Engagement		
Consulted with key group who are organising events across the town.		
Final Decision?		Yes
Suggested next steps (if not final decision please set out below)		

1. **SUMMARY**

- 1.1 The report seeks approval for funding to organise, support and facilitate events in the town to celebrate Warwick's 1100th Year Celebrations in 2014.

2. **RECOMMENDATION**

- 2.1 That Warwick District Council commit to support Warwick 1100th celebrations which are expected to raise the profile and vibrancy of Warwick throughout the year.
- 2.2 That a total of £25,700 is allocated to support events development, the marketing & coherence of the pre-existing cultural activity, and to raise the events profile regionally in order to maintain their long term viability beyond 2014.
- 2.3 The Executive note the total costs of £25,700 (plus a contingency of £5,000 should there be a Royal Visit) and approve the funding as set out in paragraphs 5.2 to 5.3 (£16,100 from Tourism Reserve and £3,000 from existing Revenue Budgets, £6,600 Contingency Budget).
- 2.4 That a further sum of £5,000 be allocated and held within the Contingency Budget to cover the costs in the event of a royal visit (as set out in para 5.4).

3. **REASONS FOR THE RECOMMENDATION**

- 3.1 There is much excitement and anticipation across Warwick about next year's celebrations of its 1100th year. Residents, community groups and businesses wish to mark this anniversary with a year long programme of events and activities which will support local businesses, and encourage visitors and tourists to visit the town. As one of the district's "attract brands", Warwick plays an important role in attracting tourism and inward investment into the district as a whole. Presenting a coherent and co-ordinated calendar of engaging and town centre focused events is the best way to raise the profile of Warwick as a vibrant and desirable destination.
- 3.2 By working more closely with Shakespeare's England (DMO), we will be able to reach a significantly wider audience for the town and raise its profile within the region as a whole.
- 3.3 Successful events already taking place such as Warwick Folk Festival, Thai Festival, CRAVE Sunday markets and the Victorian Evening will be included and supported within the 1100th celebrations as a whole. This will require additional funding to brand them and co-ordinate their marketing.
- 3.3 Most events will be organised and funded by independent groups across the town. (See Appendix 1) Warwick District Council's funding will ensure that these events are marketed and promoted as accessible, safe and quality events which will enhance the image of Warwick and that of the District Council to both locals and visitors to the town and the district as a whole.
- 3.4 2014 is also the 100th year anniversary of World War 1 and there are a number of ideas that are taking shape to commemorate the occasion and Cultural Services are leading on this.

- 3.4 A proportion of the funding will be used to mark St George's Day as the start of the celebrations. There is a strong desire within the town from councillors, community groups and residents to duplicate the successful St George's Day Event of 2011 and this will not be possible without funding and project management from the District Council.
- 3.5 Funding has been agreed by Warwick Town Council to support the events next year and there is potential for funding from Henry VIII Trust or Oken's Charities.
- 3.6 The Warwick Tourism Impact Assessment 2009 highlights the positive economic impact of visitors to the town, supporting the benefits of a co-ordinated programme of activity throughout the year for local business and tourism.

In 2009 there were 3.1 million visits to the district – 2.4million day trips, 0.7 million overnight stays. Overnight visitors generated approximately £117.6 million, with £103.7 million from day trips.

The total expenditure in the district generated by visitor trips in 2009 was estimated to be £221 million, averaging £18million spent in the local economy each month. This is supported by 3,753 actual tourism jobs and an additional 1,098 non-tourism jobs.

WDC's support will be primarily tailored to developing and driving business and promoting the town.

- 3.7 Requests have been made by a number of organisations for a Royal Visit to celebrate the 1100th anniversary. It is felt prudent that a contingency reserve is created so that any costs of stewarding and managing the public domain as a result of a royal visit can be managed.

4. **POLICY FRAMEWORK**

- 4.1 **Policy Framework** – the report does not affect the Policy Framework.
- 4.2 **Fit for the Future** –this proposal will contribute to the vision of making Warwick District a great place to live work and visit as set out in the Sustainable Community Strategy. Promoting the vibrancy of Warwick will bring visitors and tourism to the district as a whole and an expected increase in spending. The DMO will have a themed promotional package to present to visitors from further afield ensuring that Warwick and the wider district are regarded as desirable visitor destinations in 2014 and beyond. This will have a positive impact on inward investment.

5. **BUDGETARY FRAMEWORK**

- 5.1 **The estimated costs of the anniversary are as follows:-**

Marketing:	<u>£11,000</u>
Dedicated Website	£500
Leaflets 5,000	£3,000
- historical information about the town	
- events guide	
Posters/Fliers	£500

Regional advertising - Billboards/bus stops	£5,000
Sponsorship pack for business	£2,000
<u>Street Dressing</u>	<u>£5,500</u>
Bunting – W1100 logo colours	£2,000
Installation	£500
Window Vinyl for empty shops	£3,000
<u>Events:</u>	<u>£8,000</u>
St George's Day – 19 April 2014	£3,500
Morris Day of Dance	£1,000
Support for existing events, eg. CRAVE	£3,000
Summer Ball	£500
<u>Community Engagement</u>	<u>£1,000</u>
Photography competition	£350
St Georges Day Workshops	£350
Morris Day of Dance	£300
<u>Promotional Items</u>	<u>£200</u>
W1100 Beer – branding	£200
Total Budget	£25,700
Contingency Budget/Royal visit	£ 5,000

- 5.2 The total cost of the Warwick 1100 celebrations will be funded as:-
- An allocation of £16,100 from the tourism reserve which currently has a balance of £36,100. This would leave a balance of £20,000 for further tourism & DMO development;
 - An allocation of £3,000 for support of existing events from within the ED&R and tourism budgets.
- 5.3 This would leave £6,600 of the proposed expenditure unfunded, plus a potential additional cost of £5,000 should there be a royal visit. It is recommended that the £6,600 be funded from the Contingency Budget which currently has a balance of £122,700, this would leave £116,100 remaining.
- 5.4. It is also recommended that a further £5,000 be allocated within the Contingency Budget for this event, should there be a Royal Visit. The Head of Finance has delegated authority to approve amounts from this budget up to a value of £10,000. Hence these monies can be released as soon as they are needed and reported to the Executive retrospectively

6. ALTERNATIVE OPTION(S) CONSIDERED

- 6.1 The District Council could consider making no additional contribution to supporting the 1100th celebrations. This would constitute a significant missed opportunity to maximise the tourism and visitor numbers to the town during that year, thereby missing the additional economic benefits this would bring. The over-arching marketing and co-ordination of the series of events is only viable if conducted by a District Council officer with appropriate funding.