

STRONG AND SUPPORTIVE COMMUNITIES SCRUTINY COMMITTEE	Agenda Item No. 6
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Report of the Cabinet Member for City Centre Management, Culture and Tourism	
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CITY SERVICES – PERFORMANCE OF CITY CENTRE EVENTS

1. PURPOSE

- 1.1 This report is intended to update members on the progress, outturn and impacts of city centre events organised by this service within the last 12 months.

2. RECOMMENDATIONS

- 2.1 The Committee is recommended to note and comment on these events and support their continuation.

3. LINKS TO THE SUSTAINABLE COMMUNITY STRATEGY

- 3.1 Peterborough's Sustainable Community Strategy is the plan for the future of our city and the surrounding villages. It sets the direction for the overall strategic development of Peterborough. Commercial Operations' remit directly links to the council's strategic priorities;
- Creating Opportunities – Tackling inequality.
 - Creating strong and supportive communities.
 - Delivering substantial and truly sustainable growth.
 - Creating the UK's Environment Capital.

4. BACKGROUND

City Services provides a framework for the day to day operation of the city and strategic effort to enhance the city and the region in the long term. The department's vision is to provide a high quality, safe and easily accessible environment that underpins commercial and social success.

The following areas of business make up City Services and Communications: Environmental Health, Trading Standards, Corporate Marketing and Communications, Parking, CCTV, Emergency Planning, Markets, Tourism and City Centre Management. City Centre events are organised or facilitated by the City Centre Management sector of this Directorate with assistance from and in co-ordination with other City Services sections, particularly Tourism, Car Parking and Emergency Planning.

City Centre Management

City Centre Management aims to make the city centre a vibrant place that people wish to visit and do business in. It hosts and facilitates events and aims to make the city attractive from effective cleaning and maintenance through to installing floral displays and Christmas lights. The department also manages Tourism which includes the Visitor Information Centre and the Bus Station Information point. Both services promote the City as a place to visit, stay and do business in and events are vital to encouraging visitors to Peterborough.

The Visitor Information Centre and Bus Station services are both open Monday to Saturday 9.30 – 5.00pm. Both sites sell a combination of the following.

- Tickets for local events and the Key Theatre
- Bus Station and National Express tickets
- Railcards & Bus Passes
- Holidays
- Maps and Gifts

Events and Public Realm Management

Creating high quality events, creating a vibrant atmosphere, as well as a memorable and positive visitor experience is a key focus of City Services. The team have a key role in facilitating events led by others such as; Bryan Adams concert, The Green Festival, The Beer Festival and Peterborough Festival – as well as actively booking in national promotions such as the Coca Cola Christmas experience.

The number of people visiting a city centre largely depends on the perception they have of it. Decisions about where to shop, apply for a job or buy a house are based on such perceptions. Improvements to the environment, access and safety are only of limited benefit if they are not reflected in improved perceptions. Events allow for Peterborough to be seen as a vibrant and dynamic city and help communicate positive messages to visitors, residents and workers.

In summary, city centre events are accommodated or organised by city centre management to:

- Increase footfall to support the retail economy
- Provide vibrancy to the city centre
- Install pride and a sense of belonging to Peterborough residents
- Increase car park income
- Promote diversity
- Support cultural and social cohesion

The service works closely with the city's cultural partners Vivacity and Metal to ensure the Heritage Festival and Peterborough Festival are delivered safely, city centre officers form part of their overall planning operation and will be present at the events to oversee health and safety and compliance with licensing and traffic management statutory requirements. The following events were all staged by city services. The costs associated with these events do not include staff time.

National Street Cycle Tour Series

City Services brought the Tour Series back to the city on 9 June 2015. Receiving national TV coverage, this event attracted thousands to the city centre to witness Olympic and World Class riders race around the city centre streets of Peterborough. The cost to host this event £59,910 was met from sponsorship by Travelchoice. Parking at City Council car parks increased by 29 per cent compared to the previous week.

Multi-cultural Event

A multi-cultural event was staged in early July in partnership with the Latvian community. The day consisted of music, dancing, food and craft from a variety of communities that exist within Peterborough. The event was well attended. This event cost the service £240 in marquee hire.

Portuguese Festival

Thousands of people also enjoyed the second Portuguese Festival co-produced by City Services in July 2015 in Cathedral Square. Parking was increased by 8 per cent compared to the previous week. Queensgate footfall increased by 11 per cent. The event consisted of indigenous dancing, music and food. However the event is now too big for the city centre and is looking to move to Peterborough Rugby Club. The event cost the service £1,000 in cleansing and waste management costs.

Classic Car Festival

This was a two day event held on the Embankment and directly organised by City Services. Over 300 cars were on display each day. The event made a surplus of £1,451.

Trade stand and brochure sales income	(£4,998)
First Aid	£300
Cleansing	£186
Security	£750
Toilets	£1,093
Advertising	£1,218
Total Surplus	£1,451

The Italian Festival

The Italian Festival facilitated, co-produced and introduced by this service was held again in 2015 for its seventh consecutive year. The event showcased Italian culture, food and craft. Organised in partnership with the Italian Community Association, the event cost the service £7,829 to host. The Italian Community Association also financially contribute to the event.

Advertising	£1,381
Marquees	£4,524
Security	£424
Staging	£1,500
Total Cost	£7,829

The Perkins Great Eastern Run.

A record 5,176 entered the half marathon in 2015 – an increase of 194 from 2014. A further 1,300 people took part in the Anna's Hope Fun Run.

The course record was broken in 2015 by Kenyan Phillip Koech in 61:40. The previous time was 62:10 set in 2010, making the year's half marathon the second fastest in the UK. Perkins are the main sponsor of this event; without their input and the volunteers the race would not be possible.

Fees	(£111,928)
Sponsorship Income	(£33,500)
Misc Income	(£4,948)
Hospitality	£600
Security	£1115
Contractors	£65,604
Advertising	£9,919
Registration Fees	£200
Administration expenses	£6,600
Event costs	£53,351
First Aid	£8,332
Printing	£3,500
Total Surplus	£1,115

The Diwali Festival

The Diwali Festival was celebrated in Cathedral Square on October 31. Now in its fourth year, it is gradually increasing in popularity. The event cost the service £1,445. Queensgate footfall increased by 9.5 per cent from the week before.

Lighting	£700
Stage Equipment	£480
Advertising	£265
Total Cost	£1,445

Christmas Light Switch On Event

This annual event attracts thousands into the city centre and launches Peterborough's festive season. The event, solely organised by City Services, takes place on Cathedral Square and is filled with live music, Christmas carols and fireworks. The cost to the service was £12,053 which includes marketing Peterborough as place to shop throughout the festive season. Parking increased by 33 per cent compared to the week before.

Cleansing	£170
First Aid	£329
Fireworks	£3,000
Security	£495
Staging	£8,059
Total Cost	£12,053

Christmas Lights Installation

The total cost of the Christmas Lights, tree and their installation in 2015/16 was £82,000, (£41k for the tree, £41k for the installation of the display). This compares to a cost of £109,000 in the previous year.

Coca Cola Promotion

Coca Cola visit a few cities to stage their festive display consisting of music, giveaways and an illuminated truck. City Services helped promote and managed the event. Parking at City Council operated car parks increased by 37 per cent from the week before. Queensgate footfall showed an increase of 17 per cent.

The department holds the premises license for the city centre and the Embankment. This means any event that takes place within these areas requires input from City Centre Management such as; traffic management, cleansing, event control to monitor and co-ordinate safety and respond as appropriate to any incident which may impact upon safety at the event.

City Centre Management also facilitates other city centre events predominantly promoted by third parties but with City Centre Management providing infrastructure, support, licensing and health and safety advice. These events still require considerable management by this service.

Summary of City Centre management Role

Date	Event	CCM Role
9 June	Tour Series	Promoter & Co Producer
21 June	Heritage Festival	Partner
4 July	Multi-cultural Event	Support
18 July	Portuguese Festival	Partner & Co Producer
24 August	Beer Festival	Support
6 September	Classic Car Show	Promoter & Co Producer
5/6 September	Peterborough Festival	Support
12 September	Italian Festival	Partner & Co Producer
19/20 September	Metal	Partner
3 October	Black History Event	Partner
12 October	Perkins Great Eastern Run	Producer
31 October	Diwali	Partner & Co Producer
14 November	Christmas Light Switch on	Promoter & Producer
18 December	Coca Cola Christmas Truck	Organiser

The above events are staged with positive economic impact as their principal objective. The 'economic impact' of an event refers to the total amount of additional expenditure generated within a defined area, as a direct consequence of staging the event. It includes spend at Peterborough hotels, on retail, on transport, in cafes, bars, restaurants, on parking fees, and street trading outlets.

Cost of Events to City Centre Management – City Services

The forecast costs and income for these events to City Centre management are shown in the table below. These costs do not take account of officer time.

Date	Event	Expenditure	Income	Service Cost
9 June	Tour Series	£59,910	£60,268	(£358)
21 June	Heritage Festival	£640	£1200	(£560)
4 July	Multi-cultural Event	£240		£240
18 July	Portuguese Festival	£1,000		£1,000
24 August	Beer Festival		£8,692	(£8,692)
5/6 September	Peterborough Festival	£476	£505	(£29)
6 September	Classic Car Festival	£3,547	£4,998	(£1,451)
12 September	Italian Festival	£7,829		£7,829
19/20 September	Metal	£798	£1626	£828)
12 October	Perkins Great Eastern Run	£149,221	£150,376	(£1,155)
3 October	Black History Event	£645		£645
31 October	Diwali	£1,445		£1,445
14 November	Christmas Light Switch on	£12,053		£12,053
18 December	Coca Cola Christmas Truck		£1,000	(£1,000)
	Total	£237,804	£228,665	£9,139

In the context that many free festivals and cultural events of this nature normally necessitate considerable Local Authority or Arts Council funding it is considered that this programme of events represents excellent value for money to Peterborough City Council.

As many of these events are free it is difficult to provide an accurate estimate on attendance and the economic benefit these have brought the City but it could be anticipated that overall attendance will have exceeded 100,000 and economic benefit would be measured in £millions.

The following table illustrates how parking numbers at Peterborough City Council operated car parks increases when events are staged.

Car Parking During event days versus previous week

Date	Event	Cars Parked	Prev Week	Differential
9 June	Tour Series	3175	2455	+29%
20/21 June	Heritage Festival	7526	6313	+19%
4 July	Multi-cultural Event	3854	3777	+2%
18 July	Portuguese Festival	3988	3685	+8%
25-29 August	Beer Festival	17997	14862	+21%
4-6 September	Peterborough Festival	9425	9762	-3%
12 September	Italian Festival	3719	3701	-
19/20 September	Metal	6343	5948	+7%
3 October	Black History Event	4751	3586	+32%
12 October	Perkins Great Eastern Run	2777	2278	+22%
31 October	Diwali	3624	3766	-4%
14 November	Christmas Lights	4535	3418	+33%
18 December	Coca Cola Xmas Truck	4905	3571	+37%
	Total	76619	67122	9467 (+14%)

This table clearly demonstrates the impact on visitation particularly at Christmas Lights switch on event, The Tour Series, The Beer Festival, The Heritage Festival and from accommodating the Coca Cola Xmas Truck. The multi-cultural event, Peterborough Festival and Diwali were less of a draw.

5. KEY ISSUES

- 5.1 Budget pressures have necessitated that most city centre events need to be cost neutral. In 2016 there will be a need to reduce any subsidy regardless of benefits to City Services car park income.

6. FINANCIAL IMPLICATIONS

- 6.1 The net cost of these events as detailed above (£9139). This compares to an approved budget of £7k. The aim is to make these events cost neutral through securing sponsorship.

7. CONSULTATION

- 7.1 Not applicable

8. NEXT STEPS

- 8.1 Any recommendations from the committee for changes should be referred to the Cabinet Member Tourism, Business and International links.

9. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985.

- 9.1
 - Queensgate Shopping Centre Footfall report.

10. APPENDICES

- 10.1 Not applicable