

Report To: EXECUTIVE CABINET

Date: 25 July 2018

Executive Member/Reporting Officer: Councillor Allison Gwynne, Neighbourhood Services
Emma Varnam, Assistant Executive Director for Operations and Neighbourhoods

Subject: DEVELOPMENT OF AN EVENTS PANEL.

Civic Events calendar 2018:

- Christmas arrangements and support
- Centenary commemorations of end to WW1
- Centenary celebrations for Women's Suffrage

Future arrangements for Civic Events

Report Summary: The Council continues to develop and support a vibrant and affordable events programme which is generally free at the point of delivery. Integral parts of this annual programme are Whit Friday Brass Band Contests, Armed Forces Day and the borough's Christmas celebrations. Where agreed this programme is complimented by nationally significant events which the borough opts to commemorate or celebrate. 2018 marks two such significant events: Women's Suffrage and Battles End – 100 years since the end of World War 1. The new development of the Council's Events Panel will oversee these events ensuring they are corporately agreed and also suggest significant events to be marked going forwards. This report sets out a vision for key events in 2018. The development of an Events Panel and its remit. The proposed model takes into account the financial and organisational challenges facing the Council and the lessons learnt from staging/supporting civic events in the past.

Recommendations: It is recommended that:

- The Events Panel will set key civic events and lead the response to other significant national commemorations and/or celebrations.
- The proposal relating to Town Christmas events 2018 is agreed
- The proposal relating to Tameside's Christmas Celebration event 2018 is agreed
- The programme of activities and events relating to this year's WW1 and Women's Suffrage are agreed.
- The Events Panel have an overview of the Cultural and Social Impact Funded activity within the Borough

Links to Community Strategy: The civic events proposals and the development of the Events Panel positively contribute to the following themes of the Corporate Plan;

Excellent Health & Care – we want all our residents to have access to high quality joined up health and care services that help our residents to live longer and healthier lives.

Successful Lives – we want our young people to live in a safe and supportive environment where they have the opportunity to reach their full potential.

Vibrant Economy- we want to provide greater access to jobs and opportunities, attract more businesses to the area and improve connectivity.

Stronger Communities – we want to build stronger communities that look out for one another, take a pride in the area they live in and have access to quality homes.

Digital Future – we want to provide everyone with the opportunity to get on-line to access services, learning and information

Policy Implications:

It is essential that any proposals demonstrate value for money and make a clear contribution to Council priorities.

Financial Implications:

(Authorised by the Section 151 Officer)

There is an existing revenue budget within Arts and Engagement of £236k, of which £158k relates to staffing costs. The remaining budget is available for other costs relating to events and has previously been used for events including Christmas Celebrations, Whit Friday Band Contests, Armed Forces Day and Remembrance Day. This budget continues to be available to fund events within the borough. As mentioned in the report, there is a further £18k available within the wider Operations & Neighbourhoods budget to fund the Christmas Lights Switch On packages.

Where possible, the service should investigate and utilise other external sources of funding available to support specific events and ensure that any costs incurred by the council do not exceed the revenue budget available.

Legal Implications:

(Authorised by the Borough Solicitor)

We all know that regular physical activity and cultural stimulation contributes positively to emotional and mental wellbeing by preventing and reducing stress, anxiety and depression. So it is important that we make the most of the borough's cultural, physical and sports assets to help local people live healthier, happier lives. We need to plan to make sure the provision of cultural services in the borough is financially sustainable because any expenditure is discretionary we need to ensure that any expenditure reduces the need for more expensive statutory intervention services.

Risk Management:

Outdoor events come with organisational and significant risk due to adverse weather conditions. This can require last minute decisions to cancel or alter events to ensure these are safe for audiences, performers and equipment alike.


Risk to raising funds for community groups to deliver Christmas Switch On events – the report proposes that a basic Christmas

Switch On package be available to all town Switch On events.

Insuring community events can be costly for community groups; the report proposes that Christmas events are insured through the Council where these comply with the expectations set out in the report.

Access to Information:

The background papers relating to this report can be inspected by contacting the report writer, Marie Holland by:

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1. INTRODUCTION

- 1.1 The Council continues to develop and support a vibrant and affordable events programme which is generally free at the point of delivery. Key civic events such as Whit Friday Brass Band Contests, Armed Forces Day and Christmas celebrations are an integral part of the Council's annual events offer and are generally welcomed and supported by residents engendering a sense of community, wellbeing and civic pride.
- 1.2 Christmas celebrations in Tameside have historically comprised a number of small to medium sized "Switch On" events (approx. eight) with one larger corporate event staged in Ashton. Generally, these have been based on a standard format; outdoors, in the evening, with music, entertainment from local groups and a countdown to the Christmas lights being switched on. Since 2013 the main corporate event has been supported by a large scale, highly successful, lantern parade through the streets of Ashton with between 1500/2000 participants.
- 1.3 However, 2017 saw a number of Christmas events occurring on the same dates adding extra strain on staffing and budgets. In response to this an Events Panel has been developed to support and oversee the Borough's key civic events to ensure the best value for money whilst still maintaining the high quality of events.
- 1.4 The Events Panel has agreed the Terms of Reference (Appendix 1) which will see the Panel coordinate the Council's response to key annual civic events. It will be the Panel's remit to propose the Council's response to other nationally significant events which the Council opts to celebrate or commemorate where appropriate. The Panel includes the Chair for each Neighbourhood Forum, the Executive Member for Lifelong Learning, Skills and Employment and relevant Council officers.
- 1.5 This report sets out the Events Panel's vision for Christmas 2018 celebrations in the Borough. The proposed model takes into account the financial and organisational challenges facing the Council and the lessons learnt from staging/supporting Christmas celebrations in the past. Noticeably the Panel is proposing that the corporate Christmas event takes place in Denton in 2018 to allow for the completion of the landscaping to Ashton Market square. The Panel is making this proposal based on the Health and Safety of visitors and participants of the event as set out in this report.
- 1.6 Additionally 2018 marks two nationally significant events which the Events Panel is suggesting the Council observes: Women's Suffrage which celebrates the centenary since women were first allowed to vote. Battles End commemorates the 100 years since the end of the First World War. The Panel is proposing a series of activities and events which will mark these important occasions as set out in this report.

2 EVENTS PANEL

- 2.1 2017 saw a number of duplications on event days which resulted in stretched services, additionally incurred costs and an unnecessary competition for audiences. Simultaneously the Council continues to face increased scrutiny over budgets and how events are funded whilst still maintaining the quality and breadth of the Borough's annual civic events calendar. Consequently an Events Panel has been developed which comprises of the Chair of each Neighbourhood Forum, Member representatives and key council officers involved in programming and delivering the Borough's key civic events. The Events Panel will ensure the best value for money and a vibrant and sustainable civic events calendar. The Panel is chaired by Executive Member for Neighbourhoods, Councillor Allison Gwynne with support from the Assistant Director for Operations and Neighbourhoods Emma Varnam.

- 2.2 On the 13 June 2018 the Events Panel agreed its Terms of Reference (see Appendix 1) consisting of four key areas. Firstly the main aim of the Panel is to coordinate the Council's response to the annual key civic events: Tameside Whit Friday Brass Band Contest, Armed Forces Day, Remembrance Day, and Tameside Christmas Celebrations.
- 2.3 Secondly the Events Panel will advise and lead on nationally significant events which require a corporate response. On such occasions the Panel will put forward the plans for celebrations or commemorations. It will do so in a timely fashion where the response relates to historical events such as this year's centenary marking the end of the First World War and the 100 years since women were allowed to vote. However there may be occasions where an immediate situation requires the Council to respond either to celebrations or commemorations and on such occasions the Panel will advise and lead accordingly.
- 2.4 Thirdly the Events Panel will be the corporate point through which the Greater Manchester Combined Authority's (GMCA) cultural aspirations are monitored and the associated benefits are assessed. As such it will keep an overview of how the GMCA Cultural and Social Impact Fund delivers cultural activity in the Borough through the Fund's supported Greater Manchester Cultural organisations.
- 2.5 Finally the Events Panel welcomes the broad and varied range of cultural events which the Borough is known for; from outdoor events such as Summer Theatre to the Tour of Tameside. From its popular annual Open Art exhibition to its participation in the Summer Reading Challenge. The Borough has a rich and diverse community as it does community events and activities, the role of the Panel is to support where it can and to act as the advocate for the continued cultural opportunities for all residents. As such the Panel recognises that the above mentioned events are not the only activities the Council supports or organises, nor that it is the Panel's remit to oversee all cultural events in the Borough.

3 CHRISTMAS CELEBRATIONS 2018

- 3.1 The programme of Christmas events from the corporate Tameside Christmas event to the town based switch ons are significant and key events on the events calendar. They are very well attended and are the most high profile events the Council either organises or supports. Reports on Tameside Christmas events were presented to Executive Board in 2015, 2016 and 2017. Lessons learnt from previous years have resulted in the following proposals for 2018.
- 3.2 Traditionally the Council has organised one central Christmas event taking place in Ashton. Due to the development of Vision Tameside phase 2 the central Ashton Market Square will not be sufficiently landscaped to allow for the Tameside Christmas celebrations to take place in this space in 2018. The lack of clear entrance and exit routes means that if the Council staged such an event it wouldn't be able to safely guard the audience or the parade's participants adequately in line with national event management Health and Safety guidelines. It is therefore an appropriate response to move the event to another town. Taking the infrastructure and the opportunities for staging a highly impactful event into account, this year Denton has been identified as a suitable location.
- 3.3 It is proposed that Tameside's central event takes place outdoors in Denton Civic Square on Saturday 8 December 2018 from 6 - 8pm. The event will be managed and coordinated by Operations and Neighbourhoods (Cultural Services) and produced by the Borough's own international carnival organisation Global Grooves with support from community groups.
- 3.4 A large scale event such as this, which is unique to Tameside, will attract inward investment and has attracted £11,000 from the Arts and Culture sector. An 'Awards for All'

application will be submitted to ensure additional support in creating and developing the performance. In 2018 it is expected that the Council will commit £33K towards the central celebration also.

- 3.5 Town Christmas Switch On events have historically been arranged by community groups, Town Teams, Town Councils and charities with some support from the Council. The local organising teams are encouraged to fully fund their own events through sponsorship etc. Any funding shortfall is not automatically met by the Council but in kind support is available through staffing, marketing, technical and event management support. However, in exceptional circumstances consideration may be given to requests for financial or technical support by the Executive Director for Operations and Neighbourhoods. In 2017 the Council supported eleven events, in some areas providing substantial management and operational support to ensure a safe, compliant and fully insured public event.
- 3.6 Community Christmas Switch On events in 2018 will follow the same model to 2017 with two marked differences. To ensure all events are adequately insured, safe and financially balanced the Events Panel recognises the need for additional support which the current staffing and funding levels cannot fulfill.
- 3.7 Accordingly the Events Panel proposes that a Community Events Officer be appointed to support Community Switch On events. It will be the Community Event Officer's role to advise on what additional support may be required for event organisers which could otherwise inhibit the delivery of a successful and safe event. This means that there will be guaranteed yearly support for Community Christmas Celebrations to continue to thrive and be an important part of the Borough's annual calendar of events.
- 3.8 The Events Panel also proposes a free basic Christmas Switch On package be made available to all town Christmas Switch On celebrations. The package covers the following elements and £18K has been put aside to cover the cost, assuming all ten identified towns or locations take up the offer:
- A 20 ft. Christmas tree installed and removed once Christmas is over
 - Christmas tree lights installed and removed once Christmas is over
 - Barriers around the tree
 - Engineer support to switch on tree lights at event
 - An Events Manager on the day of the event
 - Basic PA system
 - Insurance of Event
- 3.9 To take up this offer the event organisers must submit an Events Management plan by the 1 September 2018 and adhere to the Christmas dates put forward in this report. If there are any additionalities added to the basic package event organisers must raise the funds themselves to achieve this. If event organisers opt for additional entertainment it may no longer be possible for the Council to provide an Events Manager or insure the events. In addition each event will also have the following support independent of whether they opt in to the basic Christmas Switch On package:
- Community Events Officer appointed to liaise with all events organisers, support with forms, advise on events management and be present if possible and required.
 - Insurance advice where required
 - Marketing support with posters, adverts, banners, press releases, social media
 - Stewarding support
 - Ensure Christmas dates for 2019 are set by December 2018
- 3.10 2017 saw a significant duplication of dates for Christmas celebrations which put additional pressure on staffing. This has been an issue identified by all event organisers and whilst it

is accepted that a level of duplication is inevitable a careful consideration of dates has gone into the planning process for 2018. The dates for Christmas Celebrations 2018 are as follows:

Date	Town
17 November	Droylsden
17 November	Stalybridge
23 November	Dukinfield
23 November	Audenshaw
23 November	Micklehurst
24 November	Ashton
24 November	Mossley
24 November	Hollingworth
1 December	Hyde
8 December	Denton

4 ANNUAL CIVIC EVENTS

4.1 The Council delivers and supports a number of key civic events annually: Whit Friday Brass Band Contests, Armed Forces Day, Remembrance Services and Christmas celebrations. These are all well attended, bring communities together and help foster a greater sense of belonging and community cohesion. The events bring investment into the Borough as well as providing opportunities for local businesses to be involved.

Tameside Whit Friday Brass Band Contest

4.2 Tameside Whit Friday Brass Band Contest 2018 took place Friday 25 May. The event totalled 11 competitions spread across the borough with 48 bands taking part and attracted an audience of over 11,000. This year saw an increased focus on social media and the marketing of the events with support from Manchester Metropolitan University's Masters Students in Event Management. A total of 36 prizes were presented with the Council's contribution to prize money set at £7,350 and split across 12 prizes. Tameside Whit Friday Brass Band Contest will take place Friday 14 June 2019 and may consist of an additional two venues.

Armed Forces Day

4.3 Armed Forces Day is a national opportunity for the country to show its support for the men and women who make up the Armed Forces community: from currently serving troops to Service families, veterans and cadets. Tameside has traditionally celebrated this day with a family fun day in Victoria Park, Denton. Additionally the Council has invited veterans and their families to a civic lunch with the Civic Mayor of Tameside. This year the event took place on Saturday 30 June 2018 in line with national recommendations. The event started with the civic lunch at midday followed by the official opening of the day with brass band, fanfare and colours. The Civic Mayor of Tameside officially opened the event and the afternoon included live music on the bandstand, arts activities, rolling theatre, archery and face painting amongst other things. The day also provided an opportunity for support organisations to promote their services. Next year's Armed Forces Day event will take place 29 June 2019.

Remembrance Services

4.4 Remembrance Services take place annually across the Borough on the 11 November. Traditionally these are organised by the Royal British Legion with support from the Council where required. 2018 marks the end of the First World War. Several national suggestions have been made for how to commemorate this occasion adequately. Remembrance Services will take place in the usual manner but it is expected there will be additional audiences and that additional staffing may be required to safely manage the events.

5 NATIONALLY SIGNIFICANT EVENTS

- 5.1 Different years will occasionally have additional significant events which the Council wishes to celebrate or commemorate. 2018 is unique in that there are two significant events which the Council will be observing. 2018 marks the one hundred years since the First World War ended. This will have a national as well as local focus with the Council working together with partners to celebrate and commemorate Battles End on the 11 November 2018.
- 5.2 It is also one hundred years since women were given the right to vote. Known as 'Women's Suffrage' the Council and other organisations will be marking this momentous occasion throughout the year.
- 5.3 Looking forward to 2019 the Peterloo Massacre is something the Council will be commemorating. These are expected events rooted in history; however there may also be significant events which arise out of the present and on such occasions the Events Panel will lead on the Council's response.

Battles' End – Centenary of the End of the First World War

- 5.4 On the 11 November 2018 it will be 100 years since the end of the First World War. The Council will be commemorating this momentous event in many ways; from school projects enabling local pupils to investigate local War Memorials to national initiatives such as the Peel of the Bells and displaying the Royal British Legion's Silent Soldier silhouettes across the Borough. The list below details some of the initiatives, activities and events which the Cultural Services team will be delivering and sometimes in partnership with Tameside Armed Services Community (TASC). However it should be noted that other community groups are planning events and activities to commemorate Battles End. Friends of Hollingworth War Memorial have for instance successfully bid for HLF money to restore their Memorial, create a poppy trail highlighting the homes of fallen First World War soldiers.

Silent soldier silhouettes

Tameside will be supporting the Silent Soldier campaign in honour of British troops who fought and died in the First World War 100 years ago. 9 near life-size silhouettes of a First World War 'Tommy' will be placed across the Borough in partnership with TASC.

11 mini memorials

One unveiled each day from 1 -11 November decals in eleven selected locations across the Borough in partnership with TASC.

Series of WW1 documentary films

showed at venues across Tameside

Light up the dark

A selection of Town Hall windows will display poppy decals in each window the night of the 11 November each window has a LED candle.

November daily WW1 poem

New poetry competition launched: with the 11 best read out by celebrity / veteran / author of poem.

Peel of bells

A national initiative inviting all church bells to ring out at 7.05pm to celebrate the end of World War 1. All church bells to ring on 11 November 2018.

Remembrance Services

To take place across the borough on the 11 November 2018.

Women's Suffrage – Centenary for Women getting the Vote

- 5.5 2018 is a significant year for Britain as a democratic country, the year marks the centenary for women being permitted to vote and take up official political roles. In 2017 a Cross Party Group was set up locally to oversee the planned events and additionally an Officers' Working Party was set up to deliver and coordinate the Council's response which started with International Women's day on the 8 March 2018 and culminates in a public event on Sunday 16 September 2018 in Stalybridge Armentieres Square. Below is a list of key activities which will be happening across the borough in 2018.
- 5.6 The full programme of events is detailed in **Appendix 2**.

Women's Suffrage Centenary Celebration. Sunday 16 September 2018 Tameside celebrates all Tameside women and their achievements. A special event day including music, theatre, pop-up archives, local history and a special artisan market in Armentieres Square, Stalybridge.

Trailblazers Special exhibitions and events throughout the year in our museums, archives and libraries.

Tameside Tied Togethe A community arts project allowing all to commemorate and celebrate the women who meant something to them; from historical figures to present day role models. The names are added to ribbons which will be woven together on the 16 September 2018.

6 BUDGET

- 6.1 The Community Christmas Switch On events proposal relies upon a Community Events Officer being appointed to support "switch on" events across the authority with support from Operations and Neighbourhood staff as well as other identified key staff members. Operations and Neighbourhoods will fund the additional post through their allocated revenue funding. An additional £18,000 has been allocated from Operations and Neighbourhood's revenue budget to allow for the implementation of the Basic Christmas Switch On Package.
- 6.2 The existing revenue budget of £33K from Arts and Engagement, allocated to support the corporate Christmas event, is being used as a match funding contribution towards the cost of the Tameside Christmas Event. An additional £11K of external funding has already been secured.
- 6.3 Other than detailed above no budget provision is available to deliver additional activity at the local "switch on" events. It is envisaged that each event will either be funded, insured and event managed by the Council or funded, insured and managed by local organising groups/committees.
- 6.4 With regard to the proposed programmes of events relating to Battles End and Women's Suffrage these have all been created and scaled to ensure that these can be funded through Operations and Neighbourhoods revenue funding – in particular the revenue budget within Cultural Service's Arts and Engagement Team.

7 RISK

- 7.1 Outdoor events can and do pose significant organisational and technical challenges due to their location, occasionally unkind weather conditions and large crowd numbers often involving a significant number of children. If an event is not properly organised and managed due in part to a lack of experience or expertise then there is a risk to public safety and ultimately the reputation of the Council should an accident or incident occur.

- 7.2 There is a risk that a number of Town Christmas organising groups will not be able to raise the required funding to stage the event. In order to mitigate the risk the Council will work with the event organisers to ensure the budget matches the event.
- 7.3 The Events Panel recognises that sufficient insurance to cover Town Christmas Switch On events can be a significant cost for community groups to incur. The Panel proposes that the Council can step in and support with insurance if event organisers opt in to the basic Christmas Switch On package.

8 CONCLUSION

- 8.1 The Council's annual key civic events programme is widely welcomed and enjoyed by residents of Tameside. With an increased focus on the Council's finances and the desire to continue to deliver events which are vibrant, safe and affordable an Events Panel has been developed to oversee key civic events from Tameside Whit Friday Brass Band Contest, Armed Forces Day, Remembrance Services, to the Borough's flagship Christmas celebration and its Town Christmas Switch On events.
- 8.2 The Panel fully recognises that these by no means are the sole cultural activities in the Borough and whilst it will not spearhead all activities it will support where required and where gaps are identified. Equally as different years bring different commemorations and celebrations the Panel will lead and advise on the Council's response to these.
- 8.3 2018 is exceptional in that it delivers two additional nationally significant events which the Council wishes to mark; Battles End marks the end of the First World War and a programme of events has been put forward in this report. Additionally 2018 also celebrates the centenary for Women's Suffrage and a programme of events has also been put forward in this report.
- 8.4 Significantly the report also includes the proposed plans for the corporate 2018 Christmas celebration. Whilst this event has traditionally taken place in Ashton the Panel is proposing that it is relocated to Denton in 2018 to allow for the completion of the landscaping to Ashton Town Hall Square.
- 8.5 With regard to the Borough's Town Christmas Switch On events the Panel is recommending one significant difference; the creation of a new post. A newly appointed Community Events Officer will enable the Town Christmas Switch Ons to continue to be delivered in a safe and affordable manner whilst also highlighting the Council's commitment to supporting community events where possible.
- 8.6 Going forward the Events Panel will submit a yearly Civic Events report detailing the programme of key civic events as mentioned above and including that year's Christmas arrangements with dates included. The Events Panel proposes that the creation of the Panel will enable the Council to continue to deliver and support high impact Cultural events in an affordable and safe manner.

9 RECOMMENDATIONS

- 9.1 As detailed on the front of this report.