

<b>Report to:</b>	<b>EXECUTIVE CABINET</b>
<b>Date:</b>	28 June 2023
<b>Executive Member:</b>	Executive Member for Inclusive Growth, Business & Employment
<b>Reporting Officer:</b>	Nick Lamb, Interim Assistant Director of Investment, Development and Housing
<b>Subject:</b>	<b>PRIDE OF TAMESIDE BUSINESS AWARDS</b>
<b>Report Summary:</b>	This report provides options for the return of the Pride of Tameside Business Awards, a high profile business event celebrating our local businesses which last took place in 2019.
<b>Recommendations:</b>	<ol style="list-style-type: none"> <li>1. Members are recommended to support Option 1, in house delivery of the Pride of Tameside Business Awards by the Economy, Employment &amp; Skills team.</li> <li>2. In order to allow decisions to be made with the speed and flexibility required to deliver an awards event, all operational, management and delivery, delegated to the Director of Place.</li> </ol>
<b>Corporate Plan:</b>	This supports Priority 4: Work, Skills & Enterprise by celebrating the employment opportunities, skills and enterprises in Tameside.
<b>Policy Implications:</b>	In line with our current approach to essential spend this must be at no cost to the Council.
<b>Financial Implications:</b> <b>(Authorised by the statutory Section 151 Officer &amp; Chief Finance Officer)</b>	<p>There is no dedicated revenue budget within the Council to finance these awards.</p> <p>Section 4 of the report sets out 3 options to consider, with option 1 the recommended proposal for delivery of the event via the Economy, Employment &amp; Skills team within the Place Directorate.</p> <p>It is essential that all expenditure incurred by the Council is recovered via ticket sales for the event together with sponsorship income if the recommended proposal is approved.</p> <p>Further analysis of the related expenditure will be required prior to the determination of the event ticket prices together with assurances that sponsorship income will be received.</p> <p>It is also advisable to carry out advance market testing with the business sector across the borough prior to arranging the awards (when ticket prices have been calculated) to ensure that the event will be adequately supported.</p>
<b>Legal Implications:</b> <b>(Authorised by the Borough Solicitor)</b>	It would be advisable to seek support from legal services especially in relation to any future sponsorship arrangements.
<b>Risk Management:</b>	Risks are laid out within the report
<b>Access to Information:</b>	Not Confidential
<b>Background Information:</b>	The background papers relating to this report can be inspected by contacting Sarah Jamieson, Head of Economy, Employment &

## Skills



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## **1. INTRODUCTION**

- 1.1 The Pride of Tameside Business Awards (Pride of Tameside Business Awards) is the council backed business awards brand for Tameside. Similar awards are held in other Greater Manchester boroughs.
- 1.2 The awards have a strong reputation and, prior to COVID, were well attended at maximum capacity with sponsorship of each award category achieved.

## **2. BACKGROUND**

- 2.1 The awards were initially instigated by the private sector led Tameside Prosperous Board, with the support of the Council, and were run on a voluntary basis by members of the Prosperous board, with limited administration support from officers in the Employment and Skills team. This proved unsustainable with the 2016 awards cancelled due to low ticket sales and limited sponsorship income created a risk of a financial loss.
- 2.2 Following the 2016 cancellation, a full review of the delivery model was undertaken, which identified that an annual Tameside Business Awards, delivered by a 3rd party provider, was the desired approach. A search was carried out for a delivery partner, which identified Don't Panic Events, a Greater Manchester based events company, as a reputable supplier operating a model, which would remove risk from Tameside Council.
- 2.3 Don't Panic Events operated the awards under their then standard model, which took over the full running of the awards process and assumed all financial risk, in return for the retention of the first £15,000 of surplus generated by the awards, and a 50 / 50 split of any income beyond this with the Prosperous Board. It was recognised that the first 3 years of delivery would see growth towards this income goal, with shortfalls initially, due to lack of a sponsorship market, and the need to grow ticket income through price rises, as no larger venues were available.
- 2.4 The 2017, 2018 and 2019 awards were successfully delivered under this model, with growing profile, year on year records set for entries and sponsorship, and a peak attendance at the awards dinner in 2019 of 300 people, which stretched the capacity of Dukinfield Town Hall.
- 2.5 In keeping with best procurement practice, and following a review of Prosperous Board which is no longer in existence, a decision was taken to carry out an open tender for the delivery of Pride of Tameside Business Awards for a 3 year period, with a potential 2 year extension. The successful provider would be contracted to Tameside Council.
- 2.6 The tender exercise was conducted well in advance of the period of delivery for the events, to allow early engagement with the delivery partner, to ensure the best possible outcome for the awards. This procurement exercise coincided with the outbreak of COVID-19 and the subsequent restrictions placed on the events industry.
- 2.7 The initial procurement process held in winter 2020 did not receive any bids. The process was then re-run in June and July 2021, using the same specification, but again received no responses, despite STAR reporting some interest in viewing the procurement documents.
- 2.8 Feedback from Don't Panic Events was that, due to the COVID-19 Pandemics impact on the events industry, they no longer operated the model under which they delivered Pride of Tameside Business Awards previously, and would require an up front management fee to de-risk their involvement.

### 3. KEY CONSIDERATIONS

- 3.1 There is currently no budget allocated to the delivery of the awards by the Council. In previous years TMBC have supported the awards through promotion, providing judges and through the purchase of a table of 10 at the awards dinner.
- 3.2 Several reviews of potential venues have been carried out over the course of delivering previous editions of Pride of Tameside Business Awards. Dukinfield Town Hall remains the largest venue available to hold the event with a comfortable capacity of 250 attendees. This has been reduced from 300 due to the logistical issues experienced in 2019 with some tables receiving meals much later than others.
- 3.3 Pride of Tameside Business Awards has grown year on year since 2017, it has generated a large amount of good will and positive press in the Borough, and has established links with businesses that Council teams have struggled to previously engage with.
- 3.4 Soft market testing has indicated that businesses are keen for the event to return.

### 4. OPTIONS

- 4.1 The following options are provided for consideration,
- 4.2 All options are discussed in more detail below, a summary of these options is shown in the below table. Option 2 is the preferred option however, if procurement is unsuccessful, option 1 is also highlighted as a viable route.

Option	Key Benefits	Key Challenges
<b>1 Direct delivery by TMBC</b>	Controlled internally ensuring quality of delivery	Large project will take significant amount of staff time and creates a financial risk
<b>2 External procurement of event partner</b>	Tried and tested model through which TMBC retains some control	Previous procurement has not been successful, however this has not gone to market since 2021
<b>3 Do not continue Pride of Tameside Business Awards</b>	No financial risk	Businesses are keen for this to return and may have an expectation of this being delivered
<b>4 Partner with Quest Media</b>	Less staff time required	Financial risk if partner organisation is in financial difficulties Loss of control of quality of delivery

#### 4.3 Option 1 – The delivery of the Awards be delivered directly by TMBC

- 4.3.1 The Tameside Council Economy, Employment & Skills (EES) team take responsibility for the delivery of the awards with an event delivered in late 2023 or Spring 2024, under the same format as previous years. Consultation with businesses has been undertaken with a positive response for the return of the event. In order to allow decisions to be made with the speed and flexibility required to deliver an awards event, all operational, management and delivery decisions are recommended to be delegated to the Director of Place.
- 4.3.2 The EES team have a strong track record of event management and deliver a number of high

profile events including the annual Careers & Apprenticeship Fair, attended by over 1,000 pupils, and bi-annual Jobs Fairs, attended by up to 700 residents and supported by over 40 local employers.

<b>Benefits</b>	<b>Challenges</b>
Delivery of a Business Awards is fully within TMBC control using experienced staff members.	Financial risk of low ticket sales.
Tameside businesses are celebrated in a high profile event, fully supported by TMBC in 2023	Reputational risk if a high quality event is not delivered.
Opportunity of a small income stream to support future business events or to act as a reserve for future years events. Should sponsorship be achieved, this may increase.	Large scale event delivery is time consuming and would reduce other EES capacity
Business sub groups to the Inclusive Growth Board can be utilised to steer the planning of the awards and ensure 'buy in' from key local business leaders.	

- 4.2.2 Potential gross income for the event, not including any sponsorship attracted, would be £15,000 based on ticket sales of £60 per person (the cost of a ticket to Oldham Business Awards) and a maximum capacity of 250 attendees. Initial estimates suggest that the awards could be delivered and break even for this amount. This would be costed in more detail should Members support this option.

<b>Venue – Dukinfield Town Hall</b>	<b>Estimated Costings</b>
Including room hire, bar, buffet menu option 4 (most expensive) and dessert for 250 people	Total cost £5,641
Table Cloths	£200
Host	£500
DJ	£500
Awards	£450
Marketing	£250
Stationary	£100
Security	£750
Potential Visual Architects Makeover	£1500
<b>Total</b>	<b>£9,891</b>
Potential sponsorship income based on £250 per category (20 categories) £5,000	Overall Cost: £4,891

<b>Project Planning Staffing</b>	<b>Hours</b>	<b>Cost</b>
Leading Project Manager (Grade I)	90 Hours – based on 1 day a week for 3 months plus the event	£2,664
Supporting Project Officer (Grade G)	174 Hours – based on 2 days a week for 3 months plus the event.	£3,711
2 <sup>nd</sup> Support Officer	45 Hours – based on half day a week plus the event	£653
<b>Event Staffing</b>		
Minimum 10 Employment & Skills Staff for Event Set Up and Delivery	6 Hours Event Delivery – Various Grades	Estimated £1208

#### 4.4 **Option 2 – A further round of procurement is carried out using the previous delivery model.**

4.4.1 The full service model that has been used for the Pride of Tameside Business Awards since 2017 has delivered successful awards processes, in a manner that has required little input from TMBC staff, and has isolated the council from financial and reputational risk.

4.4.2 The previous lack of interest in procurement for this model may be a short term reaction to COVID-19 restrictions and the events delivery sector may now be in a different position. A further round of procurement in a more confident atmosphere may secure a delivery partner willing to operate under this proven model.

Benefits	Challenges
If successful, the Pride of Tameside Business Awards will be able to carry on operating under a proven delivery model, which delivers the awards with limited financial and reputational risk to the Council.	The cost of living crisis and expected recession may impact on events companies putting any successfully procured partner at risk.
	Tameside Council have limited control over the event design and delivery.

#### 4.5 **Option 3 – Do not deliver Pride of Tameside Business Awards**

4.5.1 Proactively choosing not to hold an awards, and instead considering longer term options for a larger business related event would give more time to assess the impact of COVID-19 and cost of living crisis on the local economy.

Benefits	Challenges
With a well-managed communications plan, this can remove the burden of delivering a Business Awards	There is potential reputational damage to the council and the Pride of Tameside Business Awards brand as other Boroughs have returned to delivery of business award events.
Staff resource is available to focus on other workstreams	There is a risk of a 3 <sup>rd</sup> party establishing an annual awards event (see Option 4). This would result in a loss of control for the council and may impact on the Pride of Tameside Business Awards brand.
	The positive links with Tameside Council that the awards create would be lost.

#### 4.6 **Option 4 – Partner with Quest Media who have begun marketing ‘Tameside Business Awards’ event**

4.6.1 A briefing note has been provided to Director of Place on 26 April 2023 regarding the ‘Tameside Business Awards’ which Quest Media have begun marketing and making sponsorship requests directly to Tameside businesses.

4.6.2 Due to the current financial position of Quest Media it is not proposed that Tameside Council partner on this event due to the level of risk that it presents.

## 5. **RECOMMENDATIONS**

5.1 As set out at the front of the report.