

Report to:	EXECUTIVE CABINET
Date:	23 April 2019
Executive Member/Reporting Officer:	Councillor Leanne Feeley – Executive Member Lifelong Learning Emma Varnam - Assistant Director, Operations and Neighbourhoods
Subject:	CIVIC EVENTS 2019
Report Summary:	<p>The Council supports and programmes a vibrant and affordable calendar of events, generally free at the point of delivery. Key parts of this annual programme are Whit Friday Brass Band Contests, Armed Forces Day, Remembrance Services and Parades and the Borough's Christmas celebrations. Significant national or local commemoration events compliment the programme. 2019 marks one such significant event: the 200 year anniversary of the Peterloo Massacre. This report sets out a vision for key events in 2019. 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</p>
Recommendations:	<p>It is recommended that the following proposals are agreed and the report is tabled at Executive Cabinet for approval:</p> <ul style="list-style-type: none"> • The proposals relating to Town Christmas events 2019 are agreed. • The new civic building Christmas lighting scheme is agreed. • The proposal relating to Tameside's Christmas Celebration event 2019 is agreed. • The dates for Whit Friday Brass Band Contest and Armed Forces Day are agreed. • The programme relating to the bi-centenary of the Peterloo Massacre is agreed.
Corporate Plan:	<p>Tameside's civic events programme significantly adds to the borough's communities sense of pride, our place and shared heritage. It increases opportunities for people to participate, learn new skills and fulfil their potential. It can increase aspirations and hope through learning, moving with confidence from childhood and into adulthood. It can support levels of self-care through a social prescription of cultural participation.</p>
Policy Implications:	<p>It is essential that any proposals demonstrate value for money and make a clear contribution to Council priorities.</p>
Financial Implications: (Authorised by the statutory Section 151 Officer & Chief Finance Officer)	<p>The revenue budget within Arts and Engagement is £293k, of which £198k relates to staffing costs. The remaining budget is available for other costs relating to events and has previously been used for regular events including Christmas Celebrations, Whit Friday Band Contests, Armed Forces Day and Remembrance Day as well as one-off events. This budget continues to be available to fund events within the borough.</p> <p>Where possible, the service should investigate and utilise other external sources of funding available to support specific events</p>

and ensure that any costs incurred by the council do not exceed the revenue budget available.

**Legal Implications:
(Authorised by the Borough
Solicitor)**

The Council is under a statutory duty to deliver a balanced budget and that any expenditure delivers the council's priorities in an efficient and effective manner. This is discretionary spend and therefore need to be very clear that they deliver Council priorities.

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.

Background Information:

The background papers relating to this report can be inspected by contacting the report writer, Marie Holland – Arts and Engagement Manager for Cultural and Customer Services, Operations and Neighbourhoods



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1. INTRODUCTION

- 1.1 The Council supports and delivers a varied, innovative and generally free cultural events programme in Tameside. Integral to the Council's programme are a number of key civic events: Whit Friday Brass Band Contest, Armed Forces Day and the borough's Christmas celebrations. These are all commonly welcomed and supported by residents ensuring a sense of community, wellbeing and civic pride.
- 1.2 Historically Christmas celebrations in Tameside have consisted of a number of small to medium sized 'Switch On' events (approx. eight) with one larger scale corporate event staged in Ashton. All events are traditionally staged outdoors, in the early evening, with music, often entertainment provided by local groups and finally a countdown to the Christmas lights.
- 1.3 A free Christmas package was created for Christmas event organisers in 2018. This resulted in all events being supported with marketing, a free Christmas tree and Christmas tree lights were offered to each of the borough's nine towns.
- 1.4 Tameside's large corporate Christmas event has previously taken place in Ashton with between 1500-2000 participants in the lantern parade. In 2018 the Events Panel proposed to move the event to Denton to mitigate against ongoing building work at Tameside One and the surrounding Marketplace. The 2018 Tameside's corporate Christmas event was planned to compliment Denton's own Christmas Market celebrations. It comprised a large scale lantern parade and for the first time Denton's Victoria Park would be fully illuminated with wintery scenes installed within the park.
- 1.5 Unfortunately the adverse weather conditions experienced across the North West meant that Denton's Christmas markets were cancelled and that the Denton Lantern Parade was postponed to Saturday 9 March 2019. It highlighted the risk involved in staging large scale outdoor events when the weather can significantly alter or cause an event to be cancelled.
- 1.6 This report sets out the Events Panel's proposal for Christmas 2019 including a new model for supporting the nine town's unique Christmas switch on events. The Events Panel are a working group whose terms of reference and membership was ratified at Executive Cabinet in July 2018. The Panel is attended by the Chair of each Neighbourhood Forum, Member representatives and key council officers involved in programming and delivering the Borough's key civic events. Significantly the panel also proposes that the Tameside Christmas celebration takes place in Stalybridge due to the ongoing landscaping of Ashton Market Square.
- 1.7 In addition to the Christmas events programme the report sets out the Event Panel's calendar of planned events: Whit Friday brass Band Contests, Armed Forces Day, Remembrance Parades and Services. It also proposes to mark one key nationally significant event: the 200 years since the Peterloo massacre through a series of activities and events.

2. CHRISTMAS CELEBRATIONS 2019

- 2.1 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, have local support and are the most high profile events the Council either organises or supports. They bring communities together and ensure that all areas of the borough feel included and part of the festive season. Lessons learnt from previous years have resulted in the following proposals for 2019.

Tameside Corporate Christmas Event

- 2.2 Traditionally the corporate Tameside Christmas event has been staged in Ashton. In 2018 the corporate event was moved to Denton to allow for the ongoing building work of Vision Tameside phase 2. Whilst Tameside One will be complete by Christmas 2019 the landscaping of Ashton Market Square will not be suitably advanced to allow for the corporate event to return to Ashton. This is due to the Health and Safety requirements set out in the national event management standards for moving people into and out of a space safely and securely. 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 Stalybridge has been identified as a suitable location for 2019.
- 2.3 It is proposed that Tameside's central event will take place outdoors in Stalybridge Town Centre on Saturday 16 November 2019 between 6.00 – 8.00pm. 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 and local schools.
- 2.4 Such a large scale event as this which is unique to Tameside will attract inward investments and has attracted £10,000 from the Arts and Culture sector already. An Arts Council application will also be submitted to apply for additional support in creating and developing the performance. In 2019 it is expected that the Council will commit £33K towards the central celebration also.

Town Christmas Switch On Events

- 2.5 Town Christmas Switch On events are a unique feature of the Christmas programme in Tameside. Each town has its own tradition for the event and the Event Panel recognises that it is not possible to apply the same conditions whilst maintaining the individual nature of these events.
- 2.6 Town Christmas events have historically been organised 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.
- 2.7 The Events Panel proposes the following town Christmas events will be given a free Christmas tree, Christmas tree lights, install and de-installation of the trees and lights. They will also receive the support from an engineer on the dates presented below to switch the lights on. It should be noted that the Events Panel additionally proposes that Tameside's corporate Christmas event replaces the local Stalybridge Christmas Switch On event due to the higher level of budget being spent in the town for the Tameside corporate event.

16 November 2019	Tameside/Stalybridge
22 November 2019	Audenshaw
22 November 2019	Dukinfield
23 November 2019	Droylsden
23 November 2019	Denton
23 November 2019	Mossley
30 November 2019	Hollingworth
30 November 2019	Hyde
30 November 2019	Ashton

- 2.8 The Events Panel therefore proposes that £14,700 is put aside to cover the cost, assuming all 9 towns take up the offer.
- 2.9 Tameside has many impressive town centres with important civic buildings. These have historically been lit up to mark Christmas. Most of these lights are now defunct or in need

of replacement with new energy efficient LED lights. Traditionally local event organisers have funded these additional lights. But the Event Panel recognises that the cost to replace the broken lights would be a significant cost to the organisers and potentially impede them from delivering their traditional Switch On events. The Panel is therefore proposing that £70k is identified for creating a new and energy efficient lighting scheme for the following high profile civic buildings or public realm:

Droylsden: Villemomble Square
Denton: Denton Town Hall and Library
Dukinfield: Dukinfield Town Hall
Stalybridge: Stalybridge Civic Hall
Hyde: Hyde Town Hall
Ashton: Ashton Town Hall
Mossley: George Lawton Hall

3. TAMESIDE WHIT FRIDAY BRASS BAND CONTEST

- 3.1 Tameside Whit Friday Brass Band Contest takes place on Friday 14 June 2019. This is recognised as the oldest brass band contest in the country charting its routes back to 1870s in Stalybridge and Mossley. On average 80 bands compete in the contest with an audience of 1200-1500 minimum. It is an essential part of the borough's heritage and a well-known national occasion. The Tameside Whit Friday Brass Band Contest brings communities together to celebrate a great local heritage and the opportunity to hear and see some of the very greatest brass bands the country has to offer for free.
- 3.2 The Tameside Brass Band Contest is made up from 11 individual competitions. Each contest is run by the individual venue; they all have their own prizes covering the different sections with awards and is judged by nationally recognised judges. After the contest has taken place all results are gathered together and the overall winners and runners up in each section are announced. These overall awards are financed by the Council (see appendix 1 for venues and the Council's Tameside Prize fund)
- 3.3 Due to its high profile it has remained a key feature in the borough's annual calendar and has consistently been supported by the Council through eleven prizes and event support from the Council's Arts and Engagement Team. The contest is coordinated by the Brass Band Committee. This allows for the contest to continue to attract the most bands in addition to high calibre bands from across the country and internationally. It also ensures that the contest can continue to compete with the Saddleworth Brass Band contests taking place on the same date.
- 3.4 The contest comprises eleven individual contests in venues across the borough in 2019. Historically there are twelve contests but due to the expected building work at Aldwynians' Rugby Club they have opted to not host the competition in 2019.
- 3.5 The Event Panel proposes that the Council continues to support this high profile locally and nationally significant event through the annual prize funds of £7250 (paid since 1989) and through the support provided by the Arts and Engagement Team and wider Operations and Neighbourhoods Directorate.

4. ARMED FORCES DAY

- 4.1 Armed Forces Day takes place on the last Saturday of June annually. It is a nationally recognised event. The day offers a chance for the Council and all its residents to show their support for the Armed Forces community; including serving troops to service families, veterans and cadets.

- 4.2 Tameside has celebrated Armed Forces Day annually since 2008. Traditionally this has involved the Council inviting veterans and their families to a Civic lunch with the Civic Mayor. This has been followed by a family fun day in Victoria Park involving arts activities, music on the band stand, information stands, theatre and traditional cream teas served in the adjacent Victoria Park community centre. The day on average brings 5000 together in the park, to share in the celebrations to find out more about Tameside's Armed Forces Community and the important job they do now and have done in the past.
- 4.3 The Event Panel proposes that Armed Forces Day takes place on Saturday 29 June 2019 in Victoria Park, Denton in line with national celebrations. That the event will follow the same format as in previous years; with the borough's veterans invited to a breakfast served within a marquee in Denton Jubilee Square followed by a family fun day of activities, music and Armed Services information stalls.

5. REMEMBRANCE SERVICES AND PARADES

- 5.1 2018 was a memorable year for Tameside's Remembrance Services and Parades; marketing the 100 years since the end of the First World War. In total twenty-two Services and eleven Parades took place across the borough during Remembrance weekend in 2018 with a combined audience of over 12,500. These Services and Parades are part of a long and important tradition in the borough for commemorating the fallen. It brings communities together around a shared past and a joint future.
- 5.2 2018 saw a new model of support for the external organisers the Event Panel is proposing the same model used again in 2019. This will ensure that the Operations and Neighbourhoods Directorate continues to work alongside the Civic Mayor's Office to support the delivery of all Services and Parades taking place across the borough in 2019.
- 5.3 Remembrance Sunday will take place 10 November 2019. The Event Panel therefore also proposes that a corporate Act of Remembrance takes place on 11 November by Tameside One. The location for this will be arranged to take into account the available space once the building is handed over and the hoardings are removed.)

6. NATIONALLY SIGNIFICANT EVENTS

- 6.1 In 2018 the Council marked two nationally significant events : Battles' End- the Centenary of the End of the First World War and Women's Suffrage – the Centenary for Women getting the vote. In response to these momentous and historically important events the Council created eleven days of Remembrance, eleven of the Royal British Legion's Silent Soldier silhouettes were installed across the borough and 11 mini memorials were unveiled. The eleven days culminated in the poignant and traditional Remembrance Services and Parades on Remembrance Sunday 11 November 2018. Women's Suffrage was the focus of the borough's History Festival in September 2018 and additional exhibitions were on display at Tameside Local Studies and Archives Centre as well as Portland Basin Museum. The planned activities and events were well met and enjoyed by people across Tameside.

Bi-centenary of the Peterloo Massacre

- 6.2 2019 sees one nationally significant event which the Event Panel proposes that the Council marks: 200 years since the Peterloo Massacre. On the 16 August 1819 over 60,000 civilians from across greater Manchester and further afield walked to the open St Peter's field in Manchester (now St Peter's Square Manchester) to support and call for universal votes for all. But the peaceful protest ended when a high number of hussars, yeomen and other militia charged at the crowds killing an estimated 18 people and leaving an additional 700 men, women and children injured. The event became known as 'the Peterloo

Massacre'. It is universally agreed that the event marked a change in public opinion and significantly influenced the appeal for votes for all.

- 6.3 This event is significant locally because people from the Tameside area attended.. Their history will be marked in exhibitions at Portland Basin Museum and at Local Studies and Archives Centre. Additionally to this the borough's annual History Festival in September 2019 will focus on Peterloo and its associated themes of: People, Power and Protest
- 6.4 Across Greater Manchester, 'Manchester Histories' will lead on the commemorations.. Their programme of events and activities will culminate on the 16 August 2019. This will be marked in St Peter's Square with a processional piece and the unveiling of the artist Jeremy Deller's permanent art work in the square. To compliment this and to ensure as many people who might like to travel into Manchester on that day won't miss out, Tameside's day of commemorations and celebrations will take place on Wednesday 14 August 2019 in Ryecroft Hall and gardens. The community event will celebrate the radical voices and the legacy they left behind; ensuring a vote for all. The day will be a blend of music, theatre and hands-on art activities.
- 6.5 Pride events and parades take place across the country and internationally, they are seen as celebratory activities and events which champions LGBTQ+ communities, equality and diversity. Tameside Pride campaigns for LGBTQ+ equality; celebrate LGBTQ+ life and creates opportunities that engage LGBTQ+ people so that they can thrive. There is a desire by community groups in Tameside to celebrate the diverse LGBTQ+ communities at a local level with a 'Tameside Pride' event on the 6 July 2019. The Events Panel will ensure that the Council should offer support to develop this community led event. Tameside Council stands in solidarity and pride with our LGBTQ+ community and believes in equality for all.

7. BUDGET

Christmas

- 7.1 The community Christmas Switch On events support proposal relies on key members of staff in Operations and Neighbourhoods being able to support the organisers with their events and plans. This will be funded through their allocated revenue funding as part of their core activities eg street cleansing. An additional £14,700 has been allocated from Operations and Neighbourhood's budget to allow for the implementation of the free Christmas package comprising a tree, lights and the associated costs of install and removal. An additional £70k has been allocated to support the new lighting scheme for the mentioned Civic buildings.
- 7.2 The existing revenue budget of £33K from Arts and Engagement, allocated to support the corporate Christmas event will be used as the match funding contribution towards the cost of the Tameside Christmas Event in Stalybridge in 2019. In addition £10K external monies has already been secured from Greater Manchester Arts funding for this event.
- 7.3 Other than the details above no budget provision is available to deliver additional activity at the local 'switch on' events. It is envisaged that each event will be funded, insured and event managed by local organising groups/committees.

Armed Forces Day

- 7.4 Tameside Armed Forces day will be funded through the existing revenue budget from Arts and Engagement to the total of £10K. An external application to the Ministry Of Defence's (MOD) Armed Forces Day funding will also be submitted which if successful would reduce the Arts and Engagement's proposed funding of £10K. Whilst it is not possible to predict an award of funding from the MOD, however, if any is granted it is likely to be in the region of £2 - £3K and would therefore reduce the Arts and Engagement funding requirement to £7 - £8K.

Whit Friday Brass Band Contest

- 7.5 A total of £7,350 for Tameside Council's Whit Friday Brass Band contest will also be allocated from the Arts and Engagement revenue funding.

Peterloo Massacre

- 7.6 With regard to the proposed programme of events relating to the Peterloo Massacre 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 and Customer Services' Arts and Engagement Team. It is envisaged this would be in the region of £5K.

8. RISK

- 8.1 Outdoor events can and do post significant organisational and technical challenges due to their location, occasionally unkind weather conditions and large crowd numbers often involving a high level of children. If an event is not properly organised and managed due in part to a lack of experience and expertise then there is a risk to public safety and ultimately the reputation of the Council should an accident or incident occur. In order to protect the public and the safe management of an event only experienced event officers will manage the events and support community organisers with advice. In addition to this the Council operates an Event Notification process whereby organisers' risk assessments and Event Management plans are carefully considered by appropriate Council staff.
- 8.2 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.

9. CONCLUSION

- 9.1 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 was created to oversee key civic events from Whit Friday Brass Band Contest, Armed Forces Day and Remembrance Services to the Borough's flagship Christmas celebration and its Town Team Switch On events. The Panel proposes that the civic event dates put forwards in the report are adopted.
- 9.2 The Events Panel fully recognises that these are by no means 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.
- 9.3 2019 will see the delivery of one additional nationally significant event which the Council wishes to mark: The bi-centenary of the Peterloo Massacre and a programme of events have been put forward in this report.
- 9.4 Significantly this report also includes the proposed plans for the corporate 2019 Christmas celebrations. Whilst this has traditionally taken place in Ashton the Panel is proposing that it is relocated to Stalybridge in 2019 to allow for the ongoing landscaping of Ashton Market Square.
- 9.5 With regard to the borough's Town Christmas Switch On Events the Panel is recommending that the named towns all receive a free Christmas tree, tree lights and the install and de-install. In addition to this the Panel proposes a new lighting scheme for the

key civic buildings in the borough as set out in this report. These recommendations will ensure that the Town Christmas Switch On Events continue to be safe and affordable whilst also highlighting the Council's commitment to supporting community events where possible.

10. RECOMMENDATIONS

- 10.1 As set out at the front of the report.

APPENDIX 1

Whit Friday Brass Band Contest Prizes

Tameside Council overall 2019 Overall Prizes

Prize name	Prize fund allocation
Open 1 st Prize	£2000 and receipt of the Tameside Rose Bowl Trophy
Open 2 nd Prize	£1000
Open 3 rd Prize	£750
Overall 1 st Section Prize	£500
Overall 2 nd Section Prize	£400
Overall 3 rd Section Prize	£350
Overall 4 th Section Prize	£300
Local 1 st Prize	£750 and receipt of The Brian Hill Memorial Trophy.
Local 2 nd Prize	£600
Local 3 rd Prize	£400
Youth 1 st Prize	£200
Youth 2 nd Prize	£100
Total prize fund	£7350

1.2 Whit Friday Brass Band venues 2019

Contest	Venue
ASHTON, BROADOAK	ASHTON RUGBY CLUB
DROYLSDEN, THE BUSH,	THE BUSH INN
DENTON,	DENTON CRICKET CLUB
DUKINFIELD,	THE ALBION PUBLIC HOUSE
DUKINFIELD,	THE TAME VALLEY HOTEL
HEROD	HEYROD VILLAGE HALL
HURST VILLAGE, ASHTON UFC	ASHTON UNITED FOOTBALL CLUB
STALYBRIDGE, CARRBROOK	CARRBROOK VILLAGE
STALYBRIDGE CELTIC	BOWER FOLD
STALYBRIDGE LABOUR	STALYBRIDGE LABOUR CLUB
MOSSLEY	SEEL PARK