

CABINET ITEM COVERING SHEET PROFORMA

AGENDA ITEM

REPORT TO CABINET

DATE

**REPORT OF SENIOR
MANAGEMENT TEAM**

CABINET DECISION

Deputy Leader of the Council and Health, Leisure & Culture – Councillor Jim Beall

2019 MAJOR EVENT SUCCESS AND 2020 LIGHTING CALENDAR

1. Summary

This report provides an outline of the impact and visitor responses to the Cycling Festival, City Games and SIRF 2019 for information. The report also sets out the proposed 2020 memorial lighting calendar for approval.

2. Recommendations

1. The success of the Stockton Cycling Festival, Great North City Games and SIRF 2019 be noted
2. The 2020 memorial lighting calendar be approved as attached in Appendix A.

3. Reasons for the Recommendation(s)/Decision(s)

Cabinet continues to support major events as a means of animating our town centres, attracting visitors and bringing our residents together. This report provides a summary of the customer feedback and economic impact of the 3 largest summer events in the Borough. Cabinet are also required to approve the memorial lighting calendar annually.

4. Members' Interests

Members (including co-opted Members) should consider whether they have a personal interest in any item, as defined in **paragraphs 9 and 11** of the Council's code of conduct and, if so, declare the existence and nature of that interest in accordance with and/or taking account of **paragraphs 12 - 17** of the code.

Where a Member regards him/herself as having a personal interest, as described in **paragraph 16** of the code, in any business of the Council he/she must then, **in accordance with paragraph 18** of the code, consider whether that interest is one which a member of the public, with knowledge of the relevant facts, would reasonably regard as so significant that it is likely to prejudice the Member's judgement of the public interest and the business:-

- affects the members financial position or the financial position of a person or body described in **paragraph 17** of the code, or
- relates to the determining of any approval, consent, licence, permission or registration in relation to the member or any person or body described in **paragraph 17** of the code.

A Member with a personal interest, as described in **paragraph 18** of the code, may attend the meeting but must not take part in the consideration and voting upon the relevant item of business. However, a member with such an interest may make representations, answer questions or give evidence relating to that business before the business is considered or voted on, provided the public are also allowed to attend the meeting for the same purpose whether under a statutory right or otherwise (**paragraph 19** of the code)

Members may participate in any discussion and vote on a matter in which they have an interest, as described in **paragraph 18** of the code, where that interest relates to functions of the Council detailed in **paragraph 20** of the code.

Disclosable Pecuniary Interests

It is a criminal offence for a member to participate in any discussion or vote on a matter in which he/she has a disclosable pecuniary interest (and where an appropriate dispensation has not been granted) **paragraph 21** of the code.

Members are required to comply with any procedural rule adopted by the Council which requires a member to leave the meeting room whilst the meeting is discussing a matter in which that member has a disclosable pecuniary interest (**paragraph 22** of the code)

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SUMMARY

This report provides an outline of the impact and visitor responses to the Cycling Festival, City Games and SIRF 2019 for information. The report also sets out the proposed 2020 memorial lighting calendar for approval.

RECOMMENDATIONS

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DETAIL

1. The Borough's event programme continues to grow. Longstanding events like the Billingham Folklore Festival continue to evolve, this year incorporating an ice-dance show which attracted positive coverage from Sky TV, BBC 5Live radio, the Independent and Daily Mail amongst others. Small community events like the Armistice Commemorations occur throughout the Borough and are well attended, as are the indoor events in our libraries, leisure facilities and heritage buildings.
2. The use of our street and building lighting to raise awareness of a particular issue, through our memorial lighting calendar, has effectively become a part of our event programme. Where possible the lighting changes are accompanied by campaign activities or celebrations, particularly on-line.
3. The largest events we stage every year are the Cycling Festival, SIRF, Fireworks and Sparkles. In addition, in 2019 we hosted the Great North City Games for the first time.
4. The City Games, SIRF and Fireworks generate a range of community and economic benefits, some of which are hard to measure or prove but nonetheless genuine. For each of these major events we commissioned independent market research, asking visitors their views on a range of matters related to the event and their perceptions of the place. These questions include information about how much people spend whilst they are at the event, this helps us to calculate likely economic impact.

Stockton Cycling Festival

5. Our Cycling Festival is unique, it celebrates elite riders and mass participation with equal status, putting the big names of the cycling world on the same carriageway at the same time as the families and enthusiasts. Through our partnerships with British Cycling and

Altura Velo 29 spectators get a grandstand view of national championship teams and dramatic road racing. The Riverside event space has demonstrations, stunts and a range of activities. Year-round programmes that encourage and support leisure and competition-cycling culminate at our annual celebration.

6. Stockton Cycling Festival 2019 was a great success, audience numbers were strong and satisfaction was high;
 - 92% positive rating for the Cycling Festival overall
 - 97% of visitors said it was a good use of Council resources
 - 92% said it was good for promoting Stockton as a place to live, work or visit
 - 25% of visitors were from beyond the Tees Valley
 - 20% were visiting the Festival for the first time
 - 65% said events such as this inspired them to become more active
 - Residents attending the event spent an average of £12.19 per capita
 - Non-residents attending spent an average of £17.64 per capita
 - The estimated total audience was 7000 people
 - 92% of those questioned said the Cycling Festival was the main reason for being in Stockton that day
 - Estimated total spend by visitors to the Cycling Festival was £100,972

SIRF 2019

7. SIRF is our signature event, it enjoys a reputation internationally that has been built on more than 30 years of commissioning and presenting world class street art in Stockton. SIRF is an Arts Council National Portfolio Organisation, funded to present high quality work and support the street arts sector. SIRF is part of a commissioning consortium, *Without Walls*, which is also Arts Council funded and which enables us to support the production and presentation of new UK work. SIRF is also actively engaged in supporting the development of community carnival and large-scale outdoor events across the Tees Valley.
8. The way we run SIRF has changed over time, using different models to procure external expertise or deliver in-house for different aspects of this very complex major event.
9. There have been some significant changes to staff and roles for SIRF this year including, the appointment of a freelance Artistic Director, Jeremy Shine. In support of these changes, we have introduced a new management framework, consolidating the links between strategic, managerial and operational delivery.
10. SIRF Carnival is the product of considerable investment and year-round effort, facilitating and supporting groups from across the Borough and beyond. Our carnival groups are assisted by professional artists to help them play their part in a colourful music and dance performance.
11. *Tales of the Tees Valley*, SIRF's 2019 Community Carnival, involved 41 groups with over 1100 participants. The groups included schools, health and wellbeing groups, groups with learning disabilities, LGBTQ groups, and refugee and resettled families' groups. This year participants learned brass instruments, stilt walking, circus skills, dance and costume making. *Tales of the Tees Valley* welcomed 5 new groups from Darlington, Redcar and Hartlepool.
12. We hope to continue this trend by strengthen partnerships across the Tees Valley, working together to create lasting larger scale structures and costumes that can tour across the Tees Valley at events such as Waterfront Festival, Mela and The Festival of Thrift.

13. SIRF demonstrably changes people's perceptions about Stockton and the Tees Valley and local people are justifiably proud of their event. The market research consistently shows solid endorsement for the event and for the Council's investment in it.
14. SIRF19 enjoyed a very high level of approval;
 - 96% positive rating for SIRF overall
 - 94% of visitors said it was a good use of Council resources
 - 93% said SIRF was good for promoting Stockton as a place to live, work or visit
 - 96% said they would recommend SIRF
 - 67% of visitors were from Stockton
 - Residents attending the event spent an average of £16.06 per capita
 - Non-residents attending spent an average of £35.96 per capita
 - The estimated total audience was 59,500
 - Estimated total spend by visitors to SIRF was £1,346,307

Great North City Games 2019

15. Bringing the Great North City Games to Stockton, from its traditional home on Tyneside, was a great achievement, made possible by our reputation for successfully delivering large scale events. The Tees Valley Combined Authority invested alongside Stockton Council as they recognised the potential for the City Games to make a significant contribution to the economy of the area and to the Tees Valley place-promotion ambitions.
16. The event combined Tees 10k, Junior and Mini road runs, a schools sprint competition, the elite track races and the elite long-jump and pole vault competitions. The road runs were staged alongside the river with the Start/Finish area on the Riverside Road.
17. A full programme of activity showcased the River Corridor and featured a Tees Active Community Party at the AirTrail and Tees Barrage, a flotilla of 27 decorated and animated vessels, and a sprint rowing regatta between Victoria Bridge and The Millennium Footbridge.
18. The School Sprint competition involved 18 schools across the Tees Valley, with preliminary rounds selecting the fastest 200 children to race in the heats on the City Games track on the day before the Games. There were masterclass sessions for the children to be coached by elite athletes including Cole Walsh (USA) pole vault, Jaide Stepter (USA) track & field, Tianna Bartoletta (USA) track & field, and the Teesside Tornado Richard Kilty. Races on the Friday determined the final 16 boys and girls for the semi finals and finals which were staged on the day of the City Games. Representatives from Great Run Company cited Stockton as the best Great School Sprint event they have delivered with most school children engaged.
19. The Great Tees Mini, Junior and 10k runs attracted over 1,500 participants who enjoyed the event village and the six entertainment / activation stations to keep runners motivated en route.
20. The unique City Games IAAF approved track allows competing athletes to record official times and records, ensuring it attracts competitors who are preparing for or attempting to ensure selection for major international tournaments. Stockton City Games included 17 GB athletes who had been selected for the World Championships in Doha, alongside several world class competitors from the USA. High profile names included Richard Kilty, Cole Walsh (USA), Nathaneel Mitchell-Blake (GB), Jonnie Peacock (GB), and Allyson Felix (USA). Felix is the most decorated athlete in IAAF World Championships history with 16 career medals. She is the only female track and field athlete to ever win six Olympic gold medals.
21. The City Games provided opportunities for 278 volunteers, working as marshals, kit carriers, fanzone helpers, and in a variety of other roles.

22. A central element of the City Games concept is the live BBC Television broadcast, taking coverage of the event into the households of millions of viewers. BBC Presenters Jeannette Kwakye, Paula Radcliffe and Colin Jackson presented from Stockton High Street throughout the 90minutes of live coverage. The event was also covered by Look North and ITV News. There was over 6 hours of live BBC radio coverage, plus coverage on other radio stations and across various on-line platforms.
23. The on-street surveys during the event revealed a positive picture;
- 92% positive rating for the City Games overall
 - 95% said that the City Games is good for promoting Stockton as a place to live, work or visit
 - 93% said that City Games was a good use of Council resources
 - 68% of visitors were from Stockton
 - 21% indicated it was their first visit to Stockton
 - 73% said they feel more positive about Stockton following the CityGames
 - 82% said they would return to Stockton for another sporting or cultural event
 - 65% said they are more positive in their perceptions of the Tees Valley following the CityGames.
 - residents attending the event spent an average of £12.33 per capita
 - non-residents attending the event spent an average of £16.28 per capita
 - an estimated 16,000 people attended City Games across all sites and sessions
 - Estimated total spend by visitors to City Games was £227,536
 - Estimated value of national broadcast television coverage was £1,260,000
24. Discussions are ongoing with Great Run Company about the potential for the City Games to be hosted within the Tees Valley in future years.
25. Stockton's Firework display and Stockton Sparkles are the remaining major events in the calendar. Sparkles runs for a period of weeks in the lead up to Christmas, commencing with the light switch-on in late November. Sparkles decorations are not removed until after New Year's Day. Stockton's Fireworks have traditionally been staged on November 5th but in recent years, after public consultation, the event has been staged on the closest Sunday to accommodate the size of audiences that are typically attracted. Holding the event on the Sunday allows an earlier firing time which we know is popular with families with young children. The Sunday also reduces the disruption to businesses in the town arising from road closures. Future Firework dates should always be either the 5th or the last Sunday before the 5th. This avoids a clash with Remembrance Sunday on the subsequent weekend.
26. The use of Council controlled decorative and functional lighting for memorial purposes, to raise awareness of a particular event or cause, was formalised by Cabinet in January 2019 and has proved highly popular. The process combines an agreed programme of lighting dates and colours for the year, approved by Cabinet at the beginning of the year, and exceptional additional dates determined by the Leader of the Council during the year in response to events.
27. This report invites Cabinet to agree the programme for 2020, as listed in Appendix A. The list incorporates campaigns that might encompass a range of individually narrow issues/interests and dates which are believed to be the subject of a meaningful campaign by others such that when the lights are switched the general public may have some understanding of the significance of the event/colour.
28. The Council highlights the use of the lighting to mark these campaigns through posts on its Facebook and Twitter feeds. These posts have proven very popular. A Facebook post about the lighting being used to mark Baby Loss Awareness Week and World Mental Health Day reached more than 58,000 people, while a Facebook post about the lighting

being used to mark Remembrance Sunday reached 33,500 people. To put this into perspective, the average reach for a post on the Council's Facebook account is currently around 6,500. Posts that reach high numbers of people, or attract lots of public engagement, serve to increase the visibility of other posts to the Council's Facebook page and other social media platforms.

29. The proposed 2020 memorial lighting calendar is attached as Appendix A.

COMMUNITY IMPACT IMPLICATIONS

This report informs Cabinet of the impact and responses to three events that have already taken place. As there is no decision associated with these events there is no decision which might have greater or lesser implications for any given community. However, every effort has been made in the staging of these events to ensure that they are open and accessible to all communities.

The memorial lighting calendar and the use of lights to celebrate an event doesn't in itself disadvantage or discriminate against any community. However, in considering which events are memorialised there is the potential to reflect the interests of some communities and not others. Bearing this in mind the recommended list covers a diverse range of issues and the public are invited to submit requests for any event or topic to be considered for a subsequent year.

FINANCIAL IMPLICATIONS

There are no financial implications arising from this report, future memorial lighting can be delivered within existing budgets.

LEGAL IMPLICATIONS

The Council has appropriate powers to stage events on its land and has the necessary licenses in place.

RISK ASSESSMENT

The memorial lighting calendar that is the subject of the decision set out in this report is categorised as low to medium risk. Existing management systems and daily routine activities are sufficient to control and reduce risk.

CONSULTATION INCLUDING WARD/COUNCILLORS

None.

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Education related? No

Background Papers

Bluegrass Visitor Survey reports for each of the events;

- Stockton Cycling Festival 2019,
- SIRF 2019,

- Great North City Games 2019.

Ward(s) and Ward Councillors:

Property

Appendix A

DRAFT MEMORIAL LIGHTING SCHEME FOR 2020

DATE	EVENT	LIGHTING COLOUR	Campaigns
Monday 27 January	Holocaust Memorial Day	Purple	National
February <i>(Full month except 4 Feb)</i>	LGBT Awareness Month	Multi	Catch All
Tuesday 4 February	World Cancer Day	Orange	Catch All
Monday 24 February – Saturday 7 March	Fairtrade Fortnight	Blue-Green	National
Sunday 8 March	International Women's Day	White/Purple/Green	National
Saturday 28 March	Earth Hour (8.30pm-9.30pm)	Switched off	National
Thursday 2 April	Autism Acceptance Day	Gold	SBC Autism Friendly Town Centre
Thursday 23 April	St George's Day	Red/White	Saint Day
Wednesday 29 April – Tuesday 5 May	Maternal Mental Health Awareness Week	TBC	Open Request from Raindrops XXX Local campaign
Monday 11 May – Sunday 17 May	National Dementia Action Week	Purple	National SBC Awareness campaign 2020
Monday 1 June – Sunday 7 June	National Volunteering Week	Red/Purple	National
Monday 8 June – Sunday 14 June	National Carers Week	Blue	National
Saturday 27 June	Armed Forces Day	Red/White/Blue	National
Friday 4 September	World Sexual Health Awareness Day	TBC	Catch All
Thursday 1 October	Stoptober	Red	National
Friday 9 October -15 Thursday	Baby Loss Awareness Week	Pink/Blue	Catch All
Saturday 10 October	World Mental Health Day	Purple	Catch All
Friday 16 October	Show Racism the Red Card	Red	National SBC Campaign 2020

Wednesday 11 November	Remembrance Day	Red	National
Saturday 14 November	World Diabetes Day	Blue	National
Wednesday 25 November	International Day for the Elimination of Violence Against Women	Orange	National
December - TBC	Child Sexual Exploitation Awareness Day	Purple	National