

# Report to Executive

Agenda  
Item:

**A.6**

Meeting Date: 5th August 2013

Portfolio: Leader

Key Decision: Yes

Within Policy and  
Budget Framework

Yes

Public / Private

Public

Title: CARLISLE EVENTS PROGRAMME BUDGET

Report of: The Director of Community Engagement

Report Number: CD 45/13

## Purpose / Summary:

The 2013/14 revenue budget identified a non recurring revenue sum of £75,000 for events and activities.

This report identifies activities scheduled (and in some cases delivered) for 2013/14 and seeks the release of the full £75,000 budget to support this work.

## Recommendations:

It is recommended that Executive release the funding of £75,000 approved as part of the 2013/14 budget for use to deliver and/or enhance events and activities as detailed in this report which will promote Carlisle.

## Tracking

Executive:	<b>5 August 2013</b>
Overview and Scrutiny:	
Council:	

## 1. BACKGROUND

- 1.1 Carlisle has benefited from a programme of events which raise the City's profile and provide cultural and community benefit for a number of years. Enhancing this programme in line with the Carlisle Plan vision to '*promote Carlisle as a prosperous City, one in which we can be proud*' directly contributes to the Council's target to deliver a vibrant sports, arts and cultural offer with clear economic benefits through tourism, longer term investment and economic growth

## 2. PROPOSALS

- 2.1 The proposal in this report is to allocate the previously identified budget sum of £75,000 for an enhanced 2013/14 programme of events which support Carlisle Plan outputs. The events highlighted below have been selected for budget support to achieve these objectives.

Event/activity	est. contribution (£000)
Armed Forces Celebration Events	10
Pageant/Great Fair proclamation	25
Tour of Britain 2013 Stage 2 Start	20
*Carlisle Music City, Classical Music Event & Multicultural Carlisle etc	15
Centennial Rally	5
	75

- This event has already taken place and the release of this budget will facilitate appropriate internal virements.

This budget will, where appropriate, compliment the annual budget of £71,200 to provide Fireshow, Upperby Gala and Christmas City Events.

All events are wherever possible be augmented by external sponsorship, fundraising and contributions in kind. Any external sponsorship, fundraising or contributions received may allow additional events to be considered for delivery. To this end the City Council has already sourced sponsorship funding from Story Holmes towards the Pageant. Additionally a countrywide approach has been deployed to seek sponsorship for the Tour of Britain event.

### **3. CONSULTATION**

- 3.1** Consultation on the further development of an enhance programme of events has taken place with a range of partner agencies and organisations which are involved in supporting and facilitating event activity.

### **4. CONCLUSION AND REASONS FOR RECOMMENDATIONS**

- 4.1** Carlisle has benefited from a programme of events which raise the City's profile and provide cultural and community benefit for a number of years. Enhancing this programme in line with the Carlisle Plan will increase the City's sports, arts and cultural offer with clear economic benefits.

It is recommended that Executive release the funding of £75,000 approved as part of the 2013/14 budget for use to deliver and/or enhance events and activities as detailed in this report which will promote Carlisle.

### **5. CONTRIBUTION TO THE CARLISLE PLAN PRIORITIES**

- 5.1** **Enhancing the event programme contributes to** the Carlisle Plan vision to *'promote Carlisle as a prosperous City, one in which we can be proud'*, and its target to deliver a vibrant sports, arts and cultural offer .

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**Appendices  
attached to report:**

**Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers:**

- **None**

**CORPORATE IMPLICATIONS/RISKS:**

**Chief Executive's -**

**Community Engagement –**

## **Economic Development –**

**Governance** – All events organised and run by the Council should be subject to proper procurement, contract terms and risk assessments. These are all factors in ensuring that the Council minimises and manages associated risks and liabilities.

## **Local Environment –**

**Resources** – As part of the 2013/14 revenue budget approved by Council in February 2013, non-recurring revenue funding of £75,000 was approved for 2013/14 for Special Events subject to further reports to the Executive. This report requests the release of this budget to be spent as detailed in the body of the report. This will supplement the existing recurring budget of £71,200.