



## Royal Sutton Coldfield Town Council Meeting 21 February 2017

### Agenda Item 166

#### Summer in Sutton Coldfield

Council is recommended to approve events to be delivered by the Town Council under the six-pillar plan Summer in Sutton Coldfield and for the events to be funded from the £100,000 approved by Full Council in December 2016 as part of the 2017/18 budget for the Amenities, Leisure and Community Services Committee, Cultural and Heritage Budget.

#### 1. Purpose of Report

To advise Council of the proposed arrangements for the Town Council to provide an ambitious programme of inclusive, community oriented events to take place in Sutton Park, the heart of the Town, on Saturday 1 July and Sunday 2 July 2017 and to seek Council approval to utilise the £100,000 budget identified for Summer in Sutton, as part of the six pillar plan, towards the cost of providing the events.

#### 2. Recommendations

**Council is recommended to approve: -**

- a) **That the City of Birmingham Symphony Orchestra (CBSO) be commissioned** to perform an open-air concert at Sutton Park on the evening of Saturday 1 July 2017.

The concert programme would be drawn from the Orchestra's varied repertoire to ensure that there would be *something for everyone*. It is likely that the programme will also be expanded to enable local choirs and music groups to showcase their talents as part of a programme prior to the 'main event'.

The event would be held at the Boldmere Gate entrance to Sutton Park in the field adjacent to the sea scout hut. Initial discussions have been held with both BCC and the Park Users Group – both are extremely supportive of the location.

- b) **That the CBSO be commissioned** to provide a 10-piece 'mini- orchestra' to perform a programme specially designed for a young audience on the morning of Sunday 1 July.

This performance would be preceded by craft activities and would launch a programme of activities to take place throughout the afternoon that would include further performances by local artists, individuals and groups again offering an outstanding opportunity to illustrate the breadth and diversity of talent we have in the Town.

- c) **That the Acting Town Clerk be delegated to apply for formal permission** from Birmingham City Council to use the park for the proposed event.

- d) **That the Acting Town Clerk be delegated to be the lead event organiser** on behalf of the Town Council, in terms of the applications for use of the park and the necessary licences that would be required in order to run the event and that the Acting Town Clerk oversees the arrangements for the management of the event.

- e) **That the Town Council engages the services of a professional, specialist event management and production company** with the relevant experience and expertise in delivering large outdoor events of this nature to put in place the arrangements for delivery of the event.

This would include ensuring all the necessary Health and Safety assessments are carried out, that relevant licences are obtained, the provision of event personnel, liaison with the CBSO on technical requirements, staging the event, marketing, press, PR, putting box office arrangements in place, overseeing the arrangements for food and drink concessions, coordinating volunteers and the programme of activities for the events

- f) **That the Town Council approves a contribution of £100,000** towards the cost of the event from the budget for Summer in Sutton previously approved by Full Council.

### **3. Background**

Town Hall Symphony Hall (THSH) are the current Arts Champions for Royal Sutton Coldfield. This is a Birmingham City Council (BCC) initiative where BCC has teamed up

with Birmingham arts organisations to enable residents get closer to the city's world-class arts offerings.

The Arts Champions change geographic focus every three years with the aim of ensuring wider access to the full range of world-class arts for Birmingham's communities. THSH has been the arts champion for Royal Sutton Coldfield since April 2014 providing advice and support within the community to promote and deliver new activities. The activities provided as part of this initiative have been particularly successful on Falcon Lodge where a number of projects have been delivered bringing music and choirs to a wider audience.

In order to maximise the opportunities of the THSH partnership the Town Council proposes to bring the world- class City of Birmingham Symphony Orchestra (CBSO) to Royal Sutton Coldfield and for a concert to be held at the heart of the community in Sutton Park.

This would provide an outstanding opportunity to showcase Royal Sutton Coldfield and Sutton Park. We would also be working closely with an arts organisation that is both world renowned but is also part funded itself by Birmingham City Council – a positive demonstration of the opportunities for mutual collaboration.

#### **4. Legislative Framework**

The provision of entertainment and support of the arts is within the powers and duties of Town and Parish Councils. The powers are set out in the Local Government Act 1972, s. 145.

As the proposed events could be provided within the statutory powers of the Town Council any funding allocated for the events would not need to be considered and accounted for the under the Local Government Act 1972 S. 137 rules.

#### **5. Financial Implications**

The total costs of staging the events is estimated to be £125,000. It is expected that income from ticket sales and sponsorship would contribute at least £25,000 resulting in an anticipated net cost to the Town Council of £100,000.

The estimated costs are summarised as follows: -

Insurance, Technical & Production Costs (including 5% contingency)	£95,200
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CBSO professional fees	£21,000
Other Artists Fees	£ 5,000
Box Office, Marketing Press & PR	£ 3,800

**Total** **£125,000**

At this stage these detailed costings are 'Commercial in Confidence' as negotiations to finalise the event are yet to be concluded. They are, however, the result of discussions with a production company familiar with similar events.

It is envisaged that the ticket pricing for the proposed CBSO concert on 1<sup>st</sup> July would be (the below should be considered indicative only at this stage and may be subject to change): -

- £10 per Adult
- £5 per Child ( 16 years and under)
- £5 per concession, seniors, students, people with disabilities
- £20 for a family of four (2 adults/ 2 children or 1 adult /3children.

It is envisaged that the subsidised rates which are to be finalised would be available to residents of Royal Sutton Coldfield in the first instance for a limited period of time. This would be achieved via post code controls through the box office provider. After this period, the rates would also be available for residents outside of Sutton Coldfield.

The maximum capacity of the venue for the event is for 7,500 people (subject to final confirmation).

In order to generate sufficient income to contain the net cost at £100,000 there would need to be 3,000 tickets sold (a conservative 40%) – for example 2,000 Adults and 1,000 Concessions – to generate £25,000.

This is before any sponsorship income, income from food and drink concessions and any grant funding, where a number of opportunities are being actively explored.

It is proposed that the event on 2<sup>nd</sup> July would be a free but ticketed event.

A further report will come back to Finance & General Purposes Committee when these details are confirmed.

Council is recommended to approve the recommendations set out in section 2 of this report.

**Olive O'Sullivan**

**Acting Town Clerk**