



REPORT TO:	BOSTON TOWN AREA COMMITTEE (BTAC)
DATE:	24.03.2021
SUBJECT:	BTAC REPORT: REVIEW OF 2021/22 EVENTS DUE TO COVID-19
WARD(S) AFFECTED:	BTAC
EXEMPT REPORT?	No

SUMMARY

The BTAC budget incorporates a variety of services for the residents of Boston including the delivery of an events programme, throughout the financial year.

This report provides an update and recommendations on the 2021 programme for the Committee and proposals for a new Summer programme.

The report includes budgeted financial breakdowns covering both financial years, to support the Committee in its deliberations.

The baseline for the events budget annually is £41,500.

RECOMMENDATIONS

That this committee:

- i) Supports the proposed Event plan – Appendix B – for the 2021 events calendar
- ii) If committee choose not to support Appendix B that Appendix C is adopted for the 2021 events calendar

REASONS FOR RECOMMENDATIONS

To ensure the necessary timescales needed for the planning and development of events programme with committee approval.

OTHER OPTIONS CONSIDERED

- Cancel all events planned in the 2021 programme

REPORT

1.0 Introduction

- 1.1 The BTAC budget incorporates a number of services for the residents of Boston including event delivery.
- 1.2 Due to Covid-19 in 2020 Council Officers only delivered one event – the outdoor cinema on Friday 19 September 2020. This event was well received.
- 1.3 Contactors, infrastructure that was booked for other events has either being rolled into 2021 programme or credit notes are available.

2.0 Event Delivery 2021

- 2.1 BTAC last received a report on events at its 5 August 2020 meeting where Members agreed the events programme for the 2021/22 financial year. It was agreed to increase spend by £22,000 total events spend = £63,500 – however due to Covid-19 a revised schedule of events is presented to you tonight.
- 2.2 The Government roadmap predicts events will be able to proceed without limitations from 21 June 2021 however this is fluid and also does not outline what steps event organisers may need to consider when planning events.
- 2.3 Members of BTAC in March 2019 suggested that going forward; the Committee should now try to take steps to hold major events in Boston that attract people from further afield. BTAC at two subsequent meetings have agreed to increase spend on the base line budget.
- 2.4 Outlined in the appendix are two options for BTAC to consider.
- 2.5 Option One (Appendix B) incorporates some larger scale events in addition to the existing community based events. This option aims to keep all the free community events, which people have enjoyed previously but adds some new events that in turn should encourage footfall and benefit the recovery of the Town. A major cost for the budget is return of the Christmas Market & Lights Switch on event (not including the provision of lights) within the budget. Officers have included the expansion of that event into a 4 day Christmas Market on Bargate Green car park.

Option one, would cost BTAC an additional **£6,500** for the financial year and a breakdown of this programme is appended (Appendix B), (the annual baseline budget for events is £41,500).

- 2.6 Option Two (Appendix C) focuses on a limited programme of events - but again features the major attraction of the Christmas Market & Lights Switch on event (not including the provision of lights) within the budget. Officers have included the expansion of that event into a 4 day Christmas Market on Bargate Green car park.

Option 2 is proposed to be delivered within the annual baseline budget for events in 2021/22 of £41,500.

3.0 External Funding and organised Events

- 3.1 Boston Big Local (BBL) continues to be a key supporter of events for Boston residents and its funding has enabled additional community based events in previous years for 2019 & 2020 their funding totalled £42k. Officers are closely working with BBL in hope we are successful to continue working with them and hosting events in partnership with them.
- 3.2 BTAC agreed £13,500 to support the 2020 Fire Garden – this has been rolled into the 2021 event. This event is organised by Boston Borough Council Officers and Transported. Transported have secured £15,000 for the Fire Garden which work is well underway for on the development of sculptures and remote workshops.
- 3.3 Transported are also looking to apply for Arts Council funding to host the Illuminate Parade (Covid safety pending).
- 3.4 External event organisers are keen to have a separate Fair in Central Park. From 2022 applications will be accepted to run one additional Fair, organised and managed by an external company with a fee paid to the Council for the hire of Central Park. This Fair will need to meet Safety Advisory Group expectations and applications will be dealt with via a tender process.
- 3.5 RR Events have also been in talks with Officers to visit twice in 2021 with their continental market as previously successfully held in October 2020. Dates will be confirmed for this as soon as possible.

4.0 Prosperity of the town

- 4.1 The Events programme has led to wider benefits to the wider Town Centre with businesses seeing an increase in their footfall whilst events are being held, and businesses are starting to support the development of the events programme through sponsorship and advertising

CONCLUSION

- 5.1 Following the increase in the number of events and breadth of the programme prior to Covid-19, Boston is developing into a town more noted for its events; with a wide mix of family oriented and more commercially focused events.
- 5.2 The Events Team will continue to establish new relationships with businesses to create further sponsorship opportunities, where feasible, to support the costs of running events. Support from a Member Working Group could also enhance this work towards securing sponsorship.

- 5.3 The current capacity within the Events Team is sufficient to deliver Appendix B programme. However, any ambition to further expand the events programme in the future will require additional resource in order to ensure it is delivered safely. This also includes additional requests from external parties wishing to hold events on Borough Council land.
- 5.4 This report request that BTAC continues to support the Events programme and Members consider the options to increase the budget by £6,500 to allow continued delivery of the programme.
- 5.5 To ensure timescales and the ambitions of BTAC are met, a report on 2022/23 events should be brought to committee no later than September to discuss proposed events.

FINANCIAL IMPLICATIONS

The proposed events budget outlined, is currently showing a shortfall of **£6,500** in Appendix B.

LEGAL IMPLICATIONS

The Council is required to conform to the requirements of the EU Procurement Directive and its own Contract Procurement and Procedure Rules Part 4 (H) of the Constitution.

The Council uses its powers to encourage tourism within the Borough through the Local Government Act 1972, section 144.

CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

None

EQUALITY AND SAFEGUARDING IMPLICATIONS

There are no equality or safeguarding implications within this report, any equality implications arising from an individual event are identified and managed through individual event planning processes and risk assessment.

OTHER IMPLICATIONS

None

CONSULTATION

- Members of the public at events prior to the Covid 19 pandemic.
- Businesses who have supported the events programme.

APPENDICES

Appendices are listed below and attached to the back of the report: -

APPENDIX A	2019.2020 Spend
APPENDIX B	Option 1 - Proposed Events plan 2021
APPENDIX C	Option 2 – Proposed events plan 2021
APPENDIX D	Sponsorship Support package

BACKGROUND PAPERS

Background papers used in the production of this report are listed below: -

Document title	Where the document can be viewed
BTAC report – Review of 2020/21 Events and looking forward to 2021/22 events programme 05.08.2020	https://moderngov.boston.gov.uk/ieListDocuments.aspx?CId=129&MID=1633#A15478
BTAC Report – Review of the 2019/20 Events and looking forward to 2020/21 Events programme 02.10.2019	https://moderngov.boston.gov.uk/ieListDocuments.aspx?CId=129&MID=1475#A14707

CHRONOLOGICAL HISTORY OF THIS REPORT

A report on this item has not been previously considered by a Council body.

REPORT APPROVAL

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Signed off by:	Phil Perry, Assistant Director - Support Services & Partnerships phil.perry@boston.gov.uk

FINANCE PROFORMA

PROFORMA FOR APPROVAL OF THE RELEASE OF RESOURCES

(CAPITAL AND REVENUE BUDGETS)

FROM: Rachel Chatterton

THIS PROFORMA PROVIDES THE FINANCIAL IMPLICATIONS
IN RESPECT OF THE ATTACHED

REPORT: BTAC REPORT: REVIEW OF 2021/22 EVENTS DUE TO COVID-19
REPORT DATE: 24th March 2021

OPTION 1	£ Year 1 2021/22	£ Year 2 2022/23	£ Year 3 2023/24	£ Year 4 2024/25	£ Year 5 2025/26
Revenue					
Appendix B	6,500				
Appendix C	0				
Total Revenue Cost	6,500				

Funding required:		Considered by: BTAC	Date:
Total capital cost	£0		24.03.21
Revenue cost	£6,500		

Financial Services Comments

In 2019.20 BTAC agreed additional events spend of £27,000 for 20.21, but due to Covid-19 the monies were not spent.

As per the forecasted BTAC reserves provided to the committee the additional monies still remains committed but unspent. This means that if Appendix B is approved there will be £20,500 or if Appendix C is approved there would be £27,000 to add to the estimated £118,767 available reserves in 21.22.

Risk

Non

Procurement

Value for Money Efficiency

This FP is valid for 3 months from FP date	If this FP is no longer required please advise Finance	If there are changes to the original report it may invalidate this document, it must be reviewed by Finance.