

REPORT TO: Executive Board
DATE: 20th September 2007
REPORTING OFFICER: Strategic Director – Health and Community
SUBJECT: Capital of Culture – Youth Festival
WARD(S) Borough-wide

1.0 PURPOSE OF REPORT

1.1 To consider proposals for a Youth Cultural Festival in July 2008 as part of Halton's Capital of Culture programme, and to seek approval to begin to commit expenditure to support the event.

2.0 RECOMMENDATION: That orders can be placed to a maximum value of £110,000 to enable the Youth Cultural Festival in July 2008 to take place.

3.0 SUPPORTING INFORMATION

3.1 At its meeting of 29th March 2007 the Executive Board approved Halton's approach to its involvement in Capital of Culture.

3.2 As part of this approved approach was the proposal to host a major Youth Festival in 2008. It was envisaged that all Merseyside's Authorities and their twin towns would be invited to participate in a two day show which highlighted youth performance and offered opportunities to exchange different local cultures.

3.3 A budget akin to the Halton Show (£150,000) is required to host the event. £40k would be made available via the Capital of Culture Company and other forms of funding through sponsorship, grants would be sought.

3.4 To allow the event to go ahead with confidence however, the event needed to be underwritten to a maximum of £110,000. The Executive Board agreed this in principle at its meeting of 29 March 2007.

3.5 The venue for the event will be Spike Island. It will include the culmination of many events which have taken place in the preceding months. These will include workshops, "The Best of" style competitions such a Battle of the Bands or other theatrical performance and sporting competitions. All the other Boroughs within the Merseyside region and the Twin Towns have similar programmes and therefore welding the items together should not prove a problem.

- 3.6 To ensure the event is as inclusive as possible, the use of new technology will allow the posting of messages and images from other parts of the Merseyside Region and their Twin Towns. Opportunities will then exist for everyone to be involved without the need to travel. This style of activity although ensuring freedom to post for everyone will be monitored to ensure integrity. The technology will also allow video images to be seen which could be sent from the event itself.
- 3.7 The bulk of the resources will be spent of providing infrastructure such as stages, marquees, toilets, stewards and other necessary safety and welfare expenditure.
- 3.8 There will also be the opportunity to engage in the event itself. By providing other activity as well as the best of Merseyside, young people will be able to take part in on the day activities such as rock climbing, skateboarding, fashion shows and many other activities which have been brought forward through consultation with the Youth Parliament and young people of Halton.

5.0 **POLICY IMPLICATIONS**

- 5.1 The inclusion of the event within the Liverpool Capital Of Culture 2008 will enhance the reputation of the Borough within The Merseyside District.
- 5.2 At the outset this will be a one year only event.

6.0 **FINANCIAL IMPLICATIONS**

- 6.1 A budget of £150,000 is required to host the event. Capital of Culture Company is contributing £40,000. This leaves a shortfall of £110,000. This sum should be reduced through sponsorship and income, but ultimately this cannot be guaranteed. Such an event needs a significant lead in period, and organisers need to be assured that they can commit budgets to allow the event to go ahead. The budget does not include any costs associated with bringing delegates and parties from our twin towns, which would be covered by existing Town Twinning arrangements. Further details, including financial estimates will be presented to the appropriate PPB(s) on a regular basis.

7.0 **RISK ANALYSIS**

- 7.1 The risk of running an event such as this present many challenging issues
- a) Ensuring the success of the event by inclusion of other towns. This will be addressed through the Cultural forums within Merseyside and through the Capital of Culture Company.
 - b) The production of an event of professional quality. The Event

will be organised by the Promotions and Tourism Team who have over 20 years experience of organising events such as The Halton Show, Vintage Fair Rally and the annual Fireworks event.

- c) The Investment of resources. To release resources of this magnitude could incur a risk of criticism from residents. The issues surrounding the Local Authorities prominence in the Merseyside Region and its growing reputation as a Council which engages with the local population will drive this event forward, Consultation with Young people and The Youth Parliament will ensure representation and an ability to show the event is for the whole of Halton.
- d) Cancellation. There could be many reasons for contemplating cancellation of an event of this magnitude. The experience of running major events in the past has shown that even in poor weather the event can still take place with careful management.

8.0 EQUALITY AND DIVERSITY ISSUES

8.1 Every effort will be made to ensure the event is as inclusive as it can be within the limitations of the budget and resources available.

9.0 IMPLICATIONS FOR COUNCIL’S PRIORITIES

9.1 Children and Young People

The focus of the event is a celebration of young people’s achievements in the area of culture, arts and sport.

9.2 Employment Learning and Skills

The event contributes to Halton’s Capital of Culture programme which provides personal development opportunities for Halton’s residents.

9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

Document	Place of Inspection	Contact Officer
Executive Board Report 29 th March 2007	Municipal Buildings	Howard Cockcroft