

Executive Decision Report

Economic Recovery : Covid-Safe Events

Decision to be taken by: City Mayor

Decision to be taken on: 13 July 2021

Lead director: Mike Dalzell



City Mayor

Useful information

- Ward(s) affected: Castle and Belgrave Wards
- Report author: Mike Dalzell
- Author contact details: 0116 454 2931
- Report version number: v1

1. Summary

This report sets out a programme of Covid safe events to be staged throughout the summer and to celebrate Christmas, that will support the economic recovery of the city. Festivals and events have always played a large part in attracting people to the city but due to the desire to limit numbers and avoid mass crowds, new events and different formats are being introduced.

Approval is sought for up to £365,000 funding from Covid recovery funds to support these programmes.

2. Recommendations

The City Mayor is asked to:

- Approve additional budget of up to £365,000 to support a programme of Covid safe festivals and events in the City. To be funded from the money set aside to support COVID recovery.

3. Supporting information including options considered:

The extended period of lockdown and restrictions that Leicester has endured has hindered businesses from trading freely and dissuaded many people from coming to the city. The Summer in the City festival is intended to encourage families back into the city centre to enjoy a wide range of free family fun.

The organised activities are spread out across the various public spaces to encourage movement around the city centre and to avoid crowding. The festival is planned to take place over a 6-week period starting in mid July. The Summer in the City would be held instead of the annual City Festival which is normally designed to attract crowds.

Summer activities will be typically family friendly and free. This will include mobile street theatre performers, summer reading challenges, regular access to the book bus, the installation of a pop up beach on Humberstone Gate and fun interactive floor art.

There will also be a programme of interactive sport pop ups involving the major sports clubs in the city, a mobile skate park and a series of promotions from agencies to encourage health and wellbeing including lunch time fitness hours in Town Hall Square and Green Dragon Square.

The Christmas programme will include the ice rink at Jubilee Square and additional finance is budgeted to manage the risk that COVID requires capacity at the rink to be reduced and / or that customer demand proves less than in previous years reducing ticket income. Other elements will include Santa returning to Green Dragon square, a programme of online content as in 2020 and a celebration of the many years of Tableaux displays in Town Hall square.

4. Details of Scrutiny

Meetings have been held with City Mayor, Deputy Mayor Cllr Piara Singh Clair and Executive.

5. Financial, legal and other implications

5.1 Financial implications

This report seeks an additional £365,000 of revenue funding to support festivals and events in the City, during 2021/22.

It is proposed £250,000 is allocated to support any income shortfall from the Christmas ice rink due to the possibility of reduced capacity and/or less demand, as well as supporting the wider offerings to encourage people back to the city centre.

In addition, £115,000 is requested to support the 6 weeks of summer activities in the City, as well as various pop up sport events.

This additional budget will be funded from the money set aside for COVID recovery.

Amy Oliver, Interim Head of Finance

5.2 Legal implications

The Authority should take into account the Government's roadmap and continually assess this to ensure compliance and working in a safe environment.

Any services required for the running of any events should be in accordance and compliance with the Council's Contract Procedure Rules and the Public Contracts Regulations 2015.

Seema Patel, ex 1406

5.3 Climate Change and Carbon Reduction implications

The main climate emergency implication of the proposed programme of events will be from the additional travel it generates. This could be addressed by encouraging visitors to come into the city centre by bike or e-bike where they can and hence providing an opportunity to promote both the city's enhanced network of cycle routes, as well as the new e-bike hire scheme when it is fully launched.

Duncan Bell
Climate Change Manager
454 2249

5.4 Equalities Implications

There are no direct equality implications arising from this report.

Sukhi Biring, Equalities Officer, 454 4175

5.5 Other Implications (You will need to have considered other implications in preparing this report. Please indicate which ones apply?)

6. Background information and other papers:

Leicester Economic Recovery First Steps - November 2020

7. Summary of appendices:

No

8. Is this a private report (If so, please indicated the reasons and state why it is

No

9. Is this a “key decision”?

No