

**Report of the Managing Director of Liberty Leisure Ltd.****EVENT OPTIONS APPRAISAL – CULTURAL SERVICES****1. Purpose of report**

To seek approval for the programme of events to be delivered in the Borough by Liberty Leisure Limited (LLL) for the year 2022-23.

**2. Background**

In 2016 the Council approved Local Authority Trading Company (LATC), LLL, adopted the council's 'Broxtowe Events Strategy, 2015 and beyond' as agreed in the Management Agreement between the LATC and the council. This strategy influenced the annual programme of events delivered by the company from 2017-21. The Committee is asked to consider the proposed options for the delivery of events for the financial year 2022 – 2023.

**Financial Implications**

Liberty Leisure Ltd is expecting a Management Fee from the council of £845,000 in 2022-23.

Option A in appendix 1 will be contained within the Liberty Leisure Ltd events budget requiring no further management fee to the company

Options B in appendix 1, the original council funded Event Officer Post (Grade 5, 30 hours) will be required and will need to be full time costing £27,289 with this cost being additional to the management fee for 2022-23.

Option C in appendix 1 will require £60,934 in addition to the management fee to cover additional 1.5 FTE Event Officers Posts and increased base budget incorporating existing council events.

**Recommendation**

**Committee is asked to:**

- 1. RESOLVE that one of the programme options be approved.**
- 2. RESOLVE that an additional Full Time Event Officer post be approved.**
- 3. RECOMMEND to Council that the chosen option carries a ring-fenced event delivery budget, separate to the operational and staffing budgets of the Local Authority Trading Company.**

**Background papers**

Nil.

## APPENDIX 1

Event strategy and options

In 2016 the council approved Local Authority Trading Company (LATC), LLL, adopted the council's 'Broxtowe Events Strategy, 2015 and beyond' as agreed in the Management Agreement between the LATC and the council. This strategy influenced the annual programme of events delivered by the company from 2017-21 with the council's 'leisure' committee approving a proposed programme each year.

The total average annual revenue budget to run the events programme for 2017, 2018 and 2019 is as follows:

Staff costs to plan and deliver events (2.1 FTE staff)	Costs of event infrastructure and admin costs	Partner and ticket income	Balance
£67,430	£106,860	(£33,450)	£140,840

The costs of delivering an annual events programme have remained consistent between 2017-2019 while the management fee to the company reduced by £165,500 during this time and by a total of £315,000 by 2020-21.

It should also be noted that staffing and event infrastructure costs did increase year on year and are expected to increase further in 2022. This means that the company will be able to deliver less event services with the same budget.

LLL have made significant staffing reductions during the pandemic in order to mitigate its income losses and achieve a balanced budget. The ongoing financial effects of the pandemic will continue affect the company's ability to deliver the same service as before the pandemic into 2022-23.

The events team was reduced to 1.1 full time equivalent staff during the pandemic. Prior to the 2020-21 financial year the council approved the allocation of funds to create an additional 30-hour Event Officer post. The reinstatement of this post for full time hours (37) would enable the options detailed in appendix 2 to be delivered.