



## Report to Policy Committee

**Author/Lead Officer of Report: Wendy Ulyett/Gary Clifton Report Authors**

**Tel: 0114 273 4129**

**Report of:** Kate Martin

**Report to:** Strategy and Resource Committee

**Date of Decision:** 15<sup>th</sup> March 2023

**Subject:** Kings Coronation & Eurovision Song Contest Fringe Celebrations

Has an Equality Impact Assessment (EIA) been undertaken?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
If YES, what EIA reference number has it been given? Ref No 1476				
Has appropriate consultation taken place?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Has a Climate Impact Assessment (CIA) been undertaken?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
Does the report contain confidential or exempt information?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
If YES, give details as to whether the exemption applies to the full report / part of the report and/or appendices and complete below:-				
The appendix ESC ATUK 9 <sup>th</sup> Feb.pdf is covered by the original NDA relating to Eurovision Song Contest.				
"The appendix is not for publication because it contains exempt information under Paragraph 3 of Schedule 12A of the Local Government Act 1972 (as amended)."				

### **Purpose of Report:**

**This report sets out key events taking place in May 2023 which will mark moments in history in the lives of all our communities.**

The Coronation of King Charles III will be a once in a lifetime experience and a chance to celebrate a day history is made; whilst the hosting of the Eurovision Song Contest in the UK provides an opportunity to celebrate Sheffield and South Yorkshire's Ukrainian and diverse communities.

The report to Strategy & Resource Urgency Sub-Committee on 8<sup>th</sup> August 2022 identified that should our hosting bid not be successful, there would be a commitment to host a smaller cultural 'fringe' style festival. Since then, and through collaboration with the BBC, the proposed Eurovision Song Contest Fringe event, as outlined in this report, presents significantly more benefits than originally anticipated.

It should be noted that the NDA to which Sheffield City Council and stakeholders agreed, is still current.

These events take place on consecutive weekends, presenting a number of opportunities:

- to engage very different communities from across the city & local region;
- to support residents with the cost of living crisis by providing free of charge celebrations
- to draw increased footfall into the city centre to provide additional opportunities for local businesses

The report outlines the opportunities and seeks approval of the plans and funding required.

### **Recommendations:**

#### **It is recommended that the Strategy and Resources Committee:**

- Approves the plans and notes the resources required to deliver an event for the King's Coronation in the Peace Gardens, under the banner of 'The Lord Mayor's Coronation Party' and to deliver the Eurovision Song Contest fringe event(s) in the Devonshire Green;
- Notes that in line with communications from the Secretary of State, SCC supports communities to engage in Street Parties, Coronation Big Lunch and The Big Help Out opportunities.
- Approves for the revenue costs of up to £296,000 to be funded from the Council's reserves (Flexible Development Fund reserve) to ensure the events are delivered, this includes financial support of £5,000 for each of the seven Local Area Committees to deliver local community events as is appropriate for the specific community.
- Notes that an application for grant funding of £30,000 has been submitted to Arts Council England which will reduce the funding required from the reserves if successful. The acceptance of this grant is subject to a formal approval by External Funding team and Director of Economy, Skills and Culture.
- Notes that additional funding may be provided by both DCMS (via SYMCA) and BBC (but not confirmed at this stage) which will reduce the funding requirement from the reserves further. The acceptance of this funding is subject to a formal approval by External Funding team and Director of Economy, Skills and Culture.

### **Background Papers:**

Coronation Plan\_V2 (discussion paper) – cross party meeting re options for Coronation event (1<sup>st</sup> Feb 2023)

Letter from Secretary of State for DLUC regarding His Majesty King Charles III's Coronation

ESC ATUK 9<sup>th</sup> Feb.pdf (Confidential)

Lead Officer to complete:-		
1	I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed, where required.	Finance: Natalia Govorukhina
		Legal: Hanoof Iqbal
		Equalities & Consultation: Bashir Khan
		Climate: Jessica Rick
	Legal, financial/commercial and equalities implications must be included within the report and the name of the officer consulted must be included above.	
2	<b>EMT member who approved submission:</b>	Kate Martin
3	<b>Committee Chair consulted:</b>	Cllr Terry Fox
4	I confirm that all necessary approval has been obtained in respect of the implications indicated on the Statutory and Council Policy Checklist and that the report has been approved for submission to the Committee by the EMT member indicated at 2. In addition, any additional forms have been completed and signed off as required at 1.	
	<b>Lead Officer Name:</b> Wendy Ulyett Gary Clifton	<b>Job Title:</b> Marketing Manager – Visitor Economy Service Manager – Major Events
	<b>Date:</b> (Insert date) 2 <sup>nd</sup> March 2023	

## 1. PROPOSAL

### 1.1 > **The Coronation of King Charles III – 6<sup>th</sup> May 2023**

It is proposed that the main focus of SCC activity is to deliver a one-day event on Saturday 6<sup>th</sup> May 2023. This will be held in the Peace Gardens, with a focus on providing typically British entertainment, in line with the pomp and ceremony of this historic occasion.

The time of the live broadcast of the Coronation will dictate the start and finish times of the event but it is envisaged to run between 11am and 6pm (subject to confirmation).

The focus of the day will be to encourage people to enjoy the spectacle of the coronation via a large screen sited in the Peace Gardens. The area will be awash with 'red, white & blue'.

This will be delivered under the banner of '**The Lord Mayor's Coronation Party**'.

The Peace Gardens will be turned into an informal event arena where people can stand or sit for a while and watch as much or as little of the pageantry as they want to. Communications will lead in an invitational style, so Sheffield citizens feel they are invited to join the party, to bring their own refreshments (no glass will be allowed) so to create a family friendly atmosphere at minimal cost to people attending.

Clearly, there will be opportunities to utilise the hospitality businesses around the city centre if people wish to purchase refreshments and sit awhile, whilst others may cast a fleeting glance as they go about their usual Saturday business.

A staged area will be the focal point for traditional live musical performances e.g. brass bands; swing bands etc playing music from a range of genres to appeal to all age ranges.

These performances will take place before and after the live broadcast of the coronation so as to enhance the event, rather than detract from the broadcast.

There will be a programme of high quality street entertainment and activation throughout the day to engage people and encourage them to participate in any small way which will make it memorable for them – for many, the Coronation will be a once-in-a-lifetime occurrence and we want to create a positive 'where were you when...' memory.

At a time when many citizens of the city are dealing with the cost of living crisis, this is an opportunity to provide them with a positive experience.

Engaging the retail & hospitality sectors in the city centre, by supporting them with appropriate window dressing materials, and siting some of the street entertainment alongside busy areas of the city centre will provide further engagement and encouragement to participate in the event.

In addition to the outdoor activities, there is also an opportunity to host a short sequence of events to commemorate the life of Queen Elizabeth II and to include: an exhibition in the Winter Garden of the books of condolence in respect of the death of HM Queen Elizabeth II; a tree planting ceremony aside the commemorative stone masonry in the Winter Garden.

The combined association of the armed forces veterans are also keen to support a commemorative Coronation event and we will continue to work with them to explore possible options.

➤ **Additional activity:**

It is further proposed that we support communities to make a weekend of the celebrations: -

As per the recent communication from the Secretary of State, DCMS is encouraging local authorities to further support communities to celebrate the Coronation weekend by encouraging street parties or Street Meet events by relaxing road closure rules and making residents aware of the support available.

These street party activities might take place on 6th May (although we'd like people to come to the Lord Mayor's Coronation Party) or on 7th May when communities are being encouraged to come together as part of the Coronation Big Lunch. There is further opportunity for communities to engage with the voluntary sector through the Big Help Out on 8<sup>th</sup> May. These national projects also have online support available, with national sponsors on board.

As previously demonstrated at the time of the late Queen Elizabeth II's Platinum Jubilee celebrations, the LACS have a part to play in engaging and encouraging communities to come together, by the dispersal of small grants to support community activities which are focussed on these wider plans, and which will demonstrate benefit to the needs of a specific community.

We have been notified of a potential collaboration with the BBC for Sheffield to be included in broadcasts relating to the live concert which has been announced for the evening of Sunday 7<sup>th</sup> May; information is currently limited and is not budgeted for within this report. Some funding may be available via an additional contribution provided by DCMS (via SYMCA) and BBC. The funding will be held at MCA level and is likely to be subject to an application process. The acceptance

of this funding will be subject to a formal approval by External Funding team and Director of Economy, Skills and Culture.

➤ **Eurovision Fringe Festival – Saturday 13<sup>th</sup> May**

At the time of submitting the Eurovision Song Contest bid, and as outlined in the Strategy & Resource Urgency Sub-Committee report of 8<sup>th</sup> August 2022 we committed to delivering a cultural festival in celebration and support of Ukraine even if our bid was not successful. Eurovision Fringe Festival builds on that commitment. Similarly, we recognised the need to strengthen our relationship with the BBC to ensure the city saw long term benefit from the good work that had begun with the bidding process. The Eurovision event will be licenced by the BBC which will anchor the event as 'official' with Eurovision branding and local media engagement. The appended ESC ATUK 9<sup>th</sup> Feb.pdf document identifies Sheffield's inclusion in the BBC planning process, the range of options that will be supported under the licensing agreement and a proposed financial package to facilitate some activity (this information is restricted by the original NDA).

It should be noted that the deadline of 10<sup>th</sup> March, for notifying the BBC of our intentions precedes the date of this report being presented. A confidential paper has been submitted but which indicates plans are subject to the recommendations of this report being accepted.

**Our Eurovision Fringe Festival will be a day of two-halves:** A daytime cultural festival of arts and entertainment to celebrate our communities and, in line with the broadcast time of the Eurovision Song Contest final during the evening, a Eurovision Party which brings different communities together in a celebration of international cohesion.

**Day time culture:** Taking place on Devonshire Green, we will take all of the positive learnings from our Women's Euros 2022 fan party events to present a family focussed cultural festival.

This event will be open to all, to encourage communities to come together to celebrate diversity through live entertainment and arts.

We will work with our communities, particularly the Association of Ukrainians in Great Britain (AUGB) and Sheffield's newest sister city – Khmelnytskyi in western Ukraine - to produce an authentic festival and cultural arts programme which will amplify the voices of communities, especially Ukrainians.

The goal is to bring artists from all walks together to share in a Ukrainian Eurovision experience. Being mindful that we want this fringe event to have wide appeal, we will also bring in some popular

entertainment which has previously evidenced their ability to engage with our local audience.

Specifically in celebrating Ukraine, Sheffield & South Yorkshire's communities and the nation's success in winning the 2022 Eurovision Song Contest, we will bring together a medley of musicians, from Ukrainian folk singers to more contemporary musicians. We are hopeful (subject to visa applications) to include artists from Khmelnytskyi in western Ukraine and from within communities who have settled across South Yorkshire.

This event will run until early evening to lead into the second half of our Eurovision Song Contest fringe event:

**Night time celebrations:** We will create a truly eclectic Eurovision vibe which will enthrall all Eurovision lovers to gather around the main stage at Devonshire Green. As with the Coronation event, communications should lead with an invitation to 'bring your Eurovision Party to town....'

The main focus will be a live broadcast of the Eurovision Song Contest final. We will work with curators to bring an awesome ensemble of musical talent that will wow audiences as the party begins (and before the broadcast starts).

This will be supported by street entertainers such as baton twirlers, stilt walkers, unicyclists and acrobatic dancing – this will animate the entire festival site to enhance the experience of partying to a large screen broadcast of the Eurovision Final.

The overall aim of the Eurovision Fringe festival will be to embrace all communities and foster greater understanding between cultures and communities, especially the Ukrainian community

➤ **Additional Activity**

We will continue to work with the BBC to understand the full range of activity contained within the licensing agreement and to make third parties aware of any potential opportunity for engagement where it is deemed to enhance an existing programme.

## **2. HOW DOES THIS DECISION CONTRIBUTE ?**

- 2.1 This proposal supports our ambition for Sheffield to be a flourishing, sustainable and inclusive city.

These events will encourage footfall and extended dwell time in the city centre which will help to support businesses (in turn, these will be encouraged to participate with branding and engagement).

The target audience for these events is predominantly local and sub-regional (South Yorkshire) rather than a leisure tourism visitor market. However, it should be noted that the Sheffield's Coronation event will be included in national tourism agency listings.

These events will promote civic pride and community engagement and cohesion. The Eurovision Song Contest fringe event will support our commitment to strengthening our relationship with the BBC with the intention of bringing further opportunities for collaboration to Sheffield.

The events will be inclusive – open to all and free of charge, and communities will be engaged locally to support programming.

With focus on supporting Ukraine, we will be able to celebrate Sheffield's position as a City of Sanctuary. A focus on the Eurovision Song Contest presents opportunities to celebrate wider community groups including LGBT+.

Events across both weekends will be delivered in line with SCC EDI policy.

### **3. HAS THERE BEEN ANY CONSULTATION?**

- 3.1 The Council is not required to undertake public consultation. We have consulted with representatives from the Ukrainian community.

### **4. RISK ANALYSIS AND IMPLICATIONS OF THE DECISION**

#### **4.1 Equality Implications**

- 4.1.1 Decisions need to consider the requirements of the Public Sector Equality Duty contained in Section 149 of the Equality Act 2010.

This is the duty to have due regard to the need to:

- Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Act;
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

The Equality Act 2010 identifies the following groups as a protected characteristic: age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex and sexual orientation.



An EIA has been prepared and highlights that both events which are free present significant opportunities to engage with local residents from different age and community demographics over two consecutive weekends.

The Coronation of King Charles III will be a once in a lifetime experience and a chance to celebrate a day when history is made. It will support Sheffield residents living with the cost of living crisis to enable them to participate by providing free of charge celebrations

The Eurovision fringe events on 13<sup>th</sup> May will include a concentration of focus on engagement with resettling and refugee communities and with the LGBT+ community as well as a range of other diverse communities in Sheffield.

There are also opportunities to include the different communities across Sheffield and South Yorkshire through cultural activations.

## 4.2 Financial and Commercial Implications

- 4.2.1 The table below outlines total funding required for both events, £296,000 in total. The report seeks approval of funding these costs from the Council’s reserves (Flexible Development Fund reserve).

<b>Funding requirement</b>	<b>2023/24 financial year</b>
<b><u>Eurovision Fringe Event</u></b>	
Infrastructure	£72,000
Activities and Street entertainment	£40,000
Communications, Branding and Marketing	£28,000
Cultural programme	£55,000
<b>Total Funding required</b>	<b>£195,000</b>
<b><u>King's Coronation</u></b>	
Infrastructure	£21,000
Activities and Street entertainment	£22,000
Communications, Branding and Marketing	£23,000
Financial support for Local Area Committees	£35,000
<b>Total Funding required</b>	<b>£101,000</b>

The King’s Coronation costs include financial support for each Local Area Committee to deliver local community events as is appropriate for the specific community. LACs are also being encouraged to support community engagement with applications for National Lottery Funding grants (up to £10,000).

An application has been submitted to Arts Council England for £30,000 which includes £40,000 match funding from the Council. If

this application is successful, the funding required from the reserves will be reduced. The acceptance of this grant is subject to a formal approval by External Funding team and Director of Economy, Skills and Culture.

An additional contribution may be provided by DCMS (via SYMCA) and BBC but at this stage the details are still not confirmed. The funding will be held at MCA level and is likely to be subject to an application process. Subject to confirmation of additional broadcast opportunities, any additional contribution will further reduce the funding requirement from the reserves. The acceptance of this funding will be subject to a formal approval by External Funding team and Director of Economy, Skills and Culture.

It is important to note that these additional funding opportunities will not be signed off early enough to facilitate services being procured, therefore the report seeks approval of the revenue costs of £296,000. If applications for funding are successful, funding requirement from the reserves will be reduced accordingly.

All procurement should comply with Financial Regulations, Council's Contract Standing Orders, Procurement Guidelines and any other relevant policies or procedures.

#### 4.3 Legal Implications

- 4.3.1 The report suggests that holding of the proposed events would be a step towards enrichment of economic, social and culture life of the residents. These two events involve an aggregate expenditure of £296k. A part of that amount may potentially be recouped if some of the funding applications moved for these purposes are successful.

Council has a key role in supporting, promoting and encouraging community events. The council has a positive duty to promote or improve the economic, social and environmental well-being of its area. Section 145 of the Local Government Act 1972 empowers the Local authorities to arrange or contribute towards the expenses for the provision of entertainment. The Committee, keeping in view any implications highlighted by Finance and impact of any competing interests, has the power to note and approve the recommendation as set out in this report.

All procurement, in delivering the above events, should comply with the Council's Contract Standing Orders, Procurement Guidelines and any other relevant policies or procedures.

#### 4.4 Climate Implications

- 4.4.1 The Climate Impact Assessment has been completed and indicates a 'moderate' to 'significant decrease' in CO2 emissions compared to

before. Mitigations will be in place to reduce waste; use active travel; limit energy sources and use existing resources where possible and safe to do so.

#### 4.4 Other Implications

- 4.4.1 Operational staff will be engaged within their substantive posts. Additional resources are identified within the budgets.

### 5. **ALTERNATIVE OPTIONS CONSIDERED**

- 5.1 An option not to create a public celebration of the King's Coronation and/or Eurovision has been considered. This would lead to there being no public record of King Charles III Coronation being celebrated as a civic event.

At the time of bidding to host the Eurovision Song Contest, SCC's commitment was to engage with and support Ukrainian communities across South Yorkshire; and to create a cultural event in support of Ukraine should the Eurovision Song Contest bid not be successful. If no celebration is delivered, this commitment would remain unfulfilled leading to Sheffield City Council's reputation would be damaged.

### 6. **REASONS FOR RECOMMENDATIONS**

- 6.1 Recommendations are made on the basis that celebrations to commemorate the Coronation of King Charles III and the hosting of the Eurovision Song Contest in the UK will:
- provide opportunities to create inclusive events for Sheffield's communities to celebrate
  - will drive footfall and increase dwell time in the city centre in support of local businesses
  - enable neighbourhood communities to come together
  - show support for Ukraine and other diverse community groups

