

**Report to: Place and Economic Development Committee, 1<sup>st</sup> November 2021**

**Report of: Managing Director**

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**Subject: COMMONWEALTH GAMES AND QUEEN'S JUBILEE EVENTS IN 2022**

**1. Recommendation**

- 1.1 That the Committee notes the proposed activities to celebrate the Commonwealth Games and the Queen's Jubilee in 2022.**
- 1.2 That the Committee recommends to the Policy and Resources Committee an allocation of £40,000 from reserves for 2022-23 as an enabling budget to support these initiatives.**

**2. The Commonwealth Games**

- 2.1 The 2022 Commonwealth Games are due to take place in Birmingham between 28 July and 8 August. The aim of the Games is to bring people together, improve health and wellbeing, act as a catalyst for change and help the West Midlands region to grow.
- 2.2 The Games have the capacity to deliver significant economic benefits for the West Midlands region through tourism, job creation, skills and business opportunities.
- 2.3 Officers across the Council are working with a range of organisations to help generate benefits from Worcester's proximity to the event, including:
- Promotion of opportunities to local businesses and tourism organisations
  - Encouraging the community to get involved with the Games' Cultural Programme
  - Engagement with the West Midlands Growth Hub to identify tourism opportunities for the city
  - Development of key messaging around active living, health and wellbeing and physical exercise in partnership with Freedom Leisure
  - Supporting sporting facilities in their application to become training venues for teams at the event.
- 2.4 To support and enhance the above activity and to deliver the programme of events associated with any activity there is a need for an enabling budget to help produce promotional materials, undertake engagement activities and work collaboratively with partners on specific tasks. This work will be supported by in-kind contributions from partners including Worcestershire County Council and will enable officers to offer small amounts of seed-corn or match funding to secure contributions for others. Advance scoping work has indicated that a budget of up to £30,000 would be necessary.

**3. The Queen's Platinum Jubilee**

3.1 Next year, Her Majesty The Queen will become the first British Monarch to celebrate a Platinum Jubilee after 70 years of service. Places across the UK are being encouraged to get involved in celebrating this occasion.

3.2 Activities which are already planned include:

- Involvement with the national beacon lighting from Fort Royal Park
- The Community Engagement Team have secured funding to support Worcester residents to organise street parties
- The City will be encouraging communities to get involved in the the Queen's Green Canopy, a tree planting initiative inviting people from across the UK to "plant a tree for the Jubilee"
- Encouraging businesses to get involved through window displays and offers
- Creation and distribution of articles and campaigns highlighting royal links to the historic city of Worcester (e.g. Royal visits, charters)
- The team are working with event organisers to deliver events over the Jubilee weekend

3.3 £10,000 funding is requested to support and enhance the above activities, including entertainment at the beacon lighting, funding for trees as part of the Queen's Green Canopy, and promotion of events.

#### **4. Preferred Option**

4.1 To support a range of activities to maximise the potential benefits of major national events taking place in 2022 to the city, its residents, businesses and visitors.

#### **5. Alternative Options Considered**

5.1 To undertake the range of activities with no enabling budget. Aspects of the programme would continue but the Council may miss opportunities to maximise the potential community and economic impact through collaborative and partnership working and would have limited scope to engage on promotional and supportive activities.

#### **6. Implications**

##### **6.1 Financial and Budgetary Implications**

£30,000 is requested to cover activity related to the Commonwealth Games and £10,000 is requested for activity to celebrate the Queen's Platinum Jubilee. As indicated in the report this is intended to be enabling funds to support specific initiatives and may not therefore be used in full. The activities are specific one-off events; therefore any under-used funds would be returned to reserves at 31 March 2023.

These activities are designed to maximise the impact of the social and economic benefits associated with these events, raising the profile of the city and encouraging inward investment. Such aims fall within the objectives of the City Plan Fund but this is currently fully committed. It is proposed therefore to transfer £40,000 from the risk reserves to the City Plan Fund. This will require approval of the Policy and Resources Committee as part of the budget-setting process.

##### **6.2 Legal and Governance Implications**

The Council will be required to enter into agreements with the organisers to ensure the event can be delivered safely. There will also be road closures to process, as well as contractual arrangements with suppliers to deliver the events.

### 6.3 Risk Implications

Other places within the region will be committing budget to celebrate the Jubilee and to maximise the impact of the Games on their area and the potential economic and social impacts may not be achieved if resources are not committed in Worcester.

### 6.4 Corporate/Policy Implications

The proposed resource allocation will contribute to the delivery of the Tourism Strategy and the forthcoming Cultural Strategy as well as supporting community engagement.

It will also impact on the following priorities as identified in the City Plan:

- A Prosperous City, through the positive economic impacts associated with effective tourism delivery and high-profile events
- A Heritage City with a 21<sup>st</sup> Century Culture, through a vibrant events programme and an engaged cultural sector

### 6.5 Equality Implications

The proposed activities will be reviewed for equality and inclusion implications. It is important to ensure that events and activities are accessible for all members of the community and an equality impact assessment will be carried out.

### 6.6 Human Resources Implications

There are no human resources implications arising as a direct result of this report.

### 6.7 Health and Safety Implications

All events and activities will be managed in a way which is compliant with health and safety requirements. Risk assessments will be carried out on events, in partnership with organisers and the emergency services.

### 6.8 Social, Environmental and Economic Implications

The vitality and vibrancy of the city centre is key in attracting visitors to the city, boosting the economy, encouraging inward investment, and supporting businesses and residents. Residents and businesses will have the opportunity to be involved with national celebrations of the Queen's Platinum Jubilee, leading to enhanced social cohesion.

**Ward(s):**

**All**

**Contact Officer:**

**Helen Mole, Tel: 01905 722309**

**Email: [helen.mole@worchester.gov.uk](mailto:helen.mole@worchester.gov.uk)**

**Background Papers:**

**None**