

DECISION-MAKER:	OVERVIEW AND SCRUTINY MANAGEMENT COMMITTEE		
SUBJECT:	CITY STATUS – 50 TH ANNIVERSARY CELEBRATIONS		
DATE OF DECISION:	16 JANUARY 2014		
REPORT OF:	ASSISTANT CHIEF EXECUTIVE		
<u>CONTACT DETAILS</u>			
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STATEMENT OF CONFIDENTIALITY
None

BRIEF SUMMARY

This report briefly outlines the work underway under the leadership of Southampton Connect, to develop plans to celebrate the 50th anniversary of Southampton being awarded city status during 2014.

RECOMMENDATION:

- (i) That the Committee considers and notes the report.

REASON FOR REPORT RECOMMENDATIONS

1. To ensure the Committee is aware of what is being considered in relation to the 50th anniversary celebrations.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

2. None.

DETAIL (Including consultation carried out)

3. Southampton was awarded city status on 24 February 1964. To commemorate and celebrate the 50th anniversary of this event, a programme of events and activities is being organised throughout the year.
4. As this is an event for the whole city, on 12th December 2013, Southampton Connect agreed to take a coordinating role on the anniversary celebrations and provide leadership to facilitate close working on this by all sectors. At the meeting Connect agreed to establish a sub-group to take this forward. Southampton City Council, Southampton Solent University, SVS, Hampshire Chamber of Commerce and Business South are represented on this group.
5. A number of logos were designed by Southampton City Council. The Leader presented these at the meeting of Southampton Connect and they agreed a preferred version which will be used for all events. The logo is attached as Appendix 1 with different versions available for use in colour and black and white. It is the intention that the logo will be used on promotional material for

new and existing events throughout the year and on the websites of partner organisations. The logo will be made available to download from the Discover Southampton website for any organisation in the city that wishes to use it.

6. A launch event has not yet been confirmed but there are a number of events planned in February and the sub group is considering which of these could be used to launch the 50th celebrations. These include:
 - 4 February – Business Works event hosted by Business South at the Grand Harbour Hotel.
 - 13 February – Mayor’s reception at SeaCity Museum to launch the Ship to Shore exhibition.
 - 24 February – Mayoral celebration service at St Mary’s church to mark the 50th anniversary date.
7. A number of events will be taking place in the city throughout the year. Many of these are annual events which will be ‘badged’ with the 50th logo. A number of organisations have agreed to do this and a list of these is available at Appendix 2. Work is ongoing to incorporate more events into this list. In addition, the Nuffield Theatre is organising a major event in Guildhall Square called Architect Assemble in the summer of 2014. This will involve a temporary stadium being built and used to host a programme of performances and events by arts organisations in the city over a two week period.
8. Work is also underway to build on the ‘50 pledges’ initiative proposed at the recent 2020 Vision Conference organised by Southampton Solent University. This will involve key city organisations, individuals, and communities making pledges to improve the city. The initiative provides an opportunity to galvanise organisations, business and communities to come together and make a commitment to taking local action. Options for how this will be taken forward are under discussion, but the intention is to involve the Southampton Citizens Panel which is due to be established in the near future.
9. A number of other initiatives to mark the occasion are being explored. These include:
 - City dressing, including 50th anniversary flags and window stickers.
 - Opportunities for residents to organise their own street parties.
 - A number of commemorative supplements in the Southern Daily Echo.
 - Working with residents to collect their memories and photos from the past 50 years.
 - Projects with schools which will link the past and the future.
 - A time capsule.
 - Commemorative souvenirs (e.g. pin badges).
10. It has been agreed that the Discover Southampton website (www.discoversouthampton.co.uk) will act as the main portal for hosting and disseminating information about the celebrations. Information will be hosted in the ‘Live’ section of the website with signposting from the homepage. All Connect organisations have agreed to link to this information from their own websites.

RESOURCE IMPLICATIONS

Capital/Revenue

11. Southampton Connect has agreed funding of up to £10,000 to support the activities.

Property/Other

12. No implications at this stage

LEGAL IMPLICATIONS

Statutory power to undertake proposals in the report:

13. The duty to undertake overview and scrutiny is set out in Part 1A Section 9 of the Local Government Act 2000.

Other Legal Implications:

14. None.

POLICY FRAMEWORK IMPLICATIONS

15. None.

KEY DECISION? No

WARDS/COMMUNITIES AFFECTED:	All
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SUPPORTING DOCUMENTATION

Appendices

1.	50 th Anniversary logos
2.	List of events

Documents In Members' Rooms

1.	None
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Equality Impact Assessment

Do the implications/subject of the report require an Equality Impact Assessment (EIA) to be carried out?	No
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Other Background Documents

Equality Impact Assessment and Other Background documents available for inspection at:

Title of Background Paper(s)	Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)
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1.	None	
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