

DECISION-MAKER:	CABINET
SUBJECT:	TENDER FOR A CONTRACT FOR CITY CENTRE MARKETS, EVENTS AND OTHER ACTIVITIES
DATE OF DECISION:	13 NOVEMBER 2012
REPORT OF:	LEADER OF THE COUNCIL

STATEMENT OF CONFIDENTIALITY:

None

BRIEF SUMMARY:

City Centre Management has previously been provided by Streets Ahead Southampton under a Service Level Agreement. This came to an end on 3rd August 2012 when the company took the decision to no longer operate and this work has been taken back in-house by the Economic Development team. They are now working to progress management in terms of working with traders and other organisations to make the City Centre a more vibrant place and working to make better use of and increase income from city centre space. It is proposed to go out to tender for a contract for events for City Centre outdoor spaces. This would involve a long term three year contract, with a provider(s) who deliver markets, events, promotions and other activities within the whole of the City Centre. The contract would be structured so that the provider(s) were not given exclusive rights to the provision of events. This would enable other organisations to utilise the areas for other activities. The Council would retain control of the co-ordination and programming of events.

RECOMMENDATIONS:

- (i) To delegate authority to the Director for Environment and Economy, following consultation with the Head of Finance and IT (CFO), Head of Legal, HR and Democratic Services, and Senior Manager Property and Procurement; to produce, finalise and approve the range of documents necessary for the tender of a contract for City Centre markets, events and other activities using the most appropriate procurement route.

REASONS FOR REPORT RECOMMENDATIONS:

1. Outdoor space in the City Centre has the potential to provide more events and other activity to the entertain residents, visitors and workers of Southampton and help to increase in footfall in the City Centre.
2. Increased activity will also generate an increased income for the City Council.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED:

3. The option of the Council doing nothing could lead to a stagnation of the City Centre activity and footfall.
4. The Council could tender more than one long term (3-5 year) contract awarded on the basis of geographic areas (i.e. one for Guildhall Square, one for the Precinct, etc). This has been rejected as this could lead to administrative confusion, lack of oversight, co-ordination and flexibility.

5. The Council could tender more than one long term (3-5 year) contract awarded on the basis of function (i.e. one for markets, one for promotions, etc). This has been rejected as the markets promotions and events are not independent but more interdependent and symbiotic by nature.
6. The Council could instigate shorter term arrangements that are ad hoc with SCC actively promoting opportunities. This has been rejected as using space within the City Centre has the potential to contribute to the vision set out in the City Centre Masterplan to create a city that is a great place to do business, visit and live. To achieve this longer term co-ordination and flexibility is required which short term arrangements do not meet.
7. The Council could bring the management of all markets, events and promotions in-house (and not tender space in the City Centre for these activities). This would include appointing staff to take to manage this process. This has been rejected as the Council has no expertise in this area.

DETAIL (Including consultation carried out):

- 8 City Centre Management includes:
 - Working with local traders and other organisations to promote and improve the area, attract businesses and provide a safe shopping and leisure environment.
 - Ensuring that city centre space is used for maximum effect, for the enjoyment of residents and visitors but also as an important asset provides maximum income to the council.
9. City Centre Management has previously been provided by Streets Ahead Southampton under a Service Level Agreement. This came to an end on 3rd August 2012 when the company took the decision to no longer operate. A transitional agreement was put in place to ensure that City Centre management passed smoothly to the Council's Economic Development team whose role now covers:
 - Co-ordinating and overseeing promotions, some events and the various markets
 - Liaising with the City Centre retailers
 - Developing new ways of increasing footfall
 - Ensuring that the concerns regarding SCC activity within the area are processed and pursued
 - Increasing and coming to a better understanding regarding the retail intelligence available
 - Encouraging ideas and innovatory thinking for the development of current and future public realm
 - With retailers developing local employment opportunities
 - Promoting current Central Government thinking with regard to City Centre retail

10. New management arrangements for the City Centre include the setting up of a public/private City Centre Steering Group which will be led by the Economic Development team. The aim of this group is to increase the footfall to the City Centre and encourage the use of the area for leisure and retail.
11. Alongside this action, it is proposed that use of key city centre space is tendered via a contract. Within the City Centre there are three areas:- Guildhall Square, the Precinct (outside Westquay) and the Bargate. Currently, these areas do not fulfil their potential both in terms of delivering income for the council and for providing a range of varied events, promotions, markets and entertainment. Examples of activities include (this is not an exhaustive list):
 - Arts and collectables
 - Fashion and clothing
 - Markets (e.g. general, specialist, Christmas, food)
 - Sports
 - Health
 - Transport
 - Charity
 - Media, Product and Finance Promotion
 - Entertainments
 - Open Air Food Court
 - Fairground
 - Public Sector (e.g. SCC, HM Forces, Emergency Services)
 - Outdoor theatre
 - Live music
 - Temporary ice rink
 - Temporary art exhibitions

Such events have the potential to support the objective to make the City Centre more vibrant, increase footfall and maximise income for the Council.
12. It is proposed to go out to tender for a contract to cover City Centre events for all three areas to offer a three year contract with a provider/providers who deliver markets, events, promotions and other activities. (One of the proposed areas is currently under contract and discussion must take place with both legal services and procurement, should this site be included in this proposed contract.) A three year contract will enable the Council to review how space is used and developed particularly in relation to Guildhall Square as Southampton's new arts complex fronting Guildhall Square, is due for completion in 2015. This area has enormous potential to be used for activities which will promote and support the City's new Cultural Quarter.
13. The contract would be structured so that the provider(s) were not given exclusive rights to the provision of events. This would enable other organisations to utilise the areas for other activities.

14. The Council would retain the key role to co-ordinate events including prioritising events to ensure that they were consistent with Council objectives and in particular, that they compliment and support the ambitions set out in the City Centre Masterplan. Forward planning and programming would be used to achieve this with the Events Team and Economic Development teams working together. There are robust event application procedures already in place to aid this coordination.
15. In addition, the Events Safety Advisory Group will ensure safe and well managed events are appropriately licensed and supported. The contract will require these processes to be followed.
16. Consultation has taken place with frontagers e.g. the affected shops and businesses, as part of the planning process.

RESOURCE IMPLICATIONS:

Capital/Revenue:

17. It is the aim of this action to put to tender a wide range of events, promotions and markets for the City Centre. This would generate an income to the Council which is anticipated to be an increase on the current income from these events, promotions and markets. It is anticipated that this income would be based on a guaranteed annual return to the Council. Allowing for the tendering process, this expected increase in income will be reflected in the 2014/15 income target.

An increased income target will be submitted as part of the February 2013 report to Council regarding 2013/14 budget proposals. All costs relating to the events will be met by the successful bidder.

Property/Other:

18. None.

LEGAL IMPLICATIONS:

Statutory power to undertake proposals in the report:

19. Powers to undertake this are contained in Section 1 Localism Act 2011.

Other Legal Implications:

20. In due course, an application to extend the existing Licensing Act premises licence for 56 days per annum premises licence to 365 days per annum, may be made.
21. Planning Approval and Highways VIIa has been applied for two areas (Appendix 1 Planning Applications)

POLICY FRAMEWORK IMPLICATIONS:

22. The policy implications are contained with Planning Southampton to 2026, Southampton City Council Local Development Framework, Core Strategy, (pages 24-26, 4.4 - 4.4.10).

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KEY DECISION? No

WARDS/COMMUNITIES AFFECTED:	Bargate
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SUPPORTING DOCUMENTATION

Appendices:

1.	Planning Application Maps
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Documents In Members' Rooms:

1.	None.
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Integrated Impact Assessment

Do the implications/subject of the report require an Integrated Impact Assessment (IIA) to be carried out.	/No
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Other Background Documents

Integrated 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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