
REPORT TO THE MEETING OF THE EXECUTIVE 9 October 2019**PORTFOLIO: ENTERPRISE****REPORT FROM: STRATEGIC DIRECTOR****SUBJECT: THE BEAGLE EVENT (REVISED)****1 DECISION BEING RECOMMENDED**

- 1.1 To approve the revisions to the composition and delivery of the Beagle Project.
- 1.2 To note the revisions to the capital works to be undertaken at Wallasea Island.
- 1.3 To note the associated draft Event Management Plan and Equality Impact Assessment.

2 REASON/S FOR RECOMMENDATION

- 2.1 To enable effective and timely planning and execution of the Wallasea Event and the Revised Beagle Event.

3 SALIENT INFORMATION

- 3.1 On 10 July 2019, the Executive approved the Beagle Event (the “Event”) as a Silver project for delivery by the Council. However, following further consideration of the risks around the staging of the Event, particularly concerned with the logistical challenges of accessing Wallasea Island, operational changes are proposed which will significantly mitigate those risks. This report asks for these changes to be approved.
- 3.2 These changes will also affect the proposed capital works at Wallasea Island which have previously been noted by the Executive on 6 February 2019. These changes are also presented for noting in this report.

4 REVISED PROPOSALS

- 4.1 It is proposed that the original Event is reconfigured into two, smaller events; one at Wallasea Island (the “Wallasea Event”) and one at the Freight House (the “Revised Beagle Event”). These two events will remove and/or substantially mitigate key areas of risk which exist within the original plan.

The Wallasea Event

- 4.2 It is proposed that there will an opening ceremony to mark the completion of the works to construct the observation platform and the new car park which will have been funded by the Council by way of grant to RSPB. This will be a private event and not open to the public.

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- 4.3 Working with local schools and the Community Rail Partnership, the Council will run a competition asking students to create either a poster or a piece of creative writing which commemorates the bicentenary of HMS Beagle; the winning entries to be displayed on railway platforms across the Greater Anglia line which runs through the district. The winners and classmates will be invited to the opening ceremony at Wallasea Island. The RSPB will take the children on a wildlife tour of the nature reserve and they will get their chance to be young explorers and follow in the footsteps of Darwin by hunting mini-beasts and recording their observations.
- 4.4 Special guests/VIPs will be invited to the opening ceremony to meet the children and present them with a prize. The winning entries and runners up will also be displayed at the Revised Beagle Event.

Revised Beagle Event

- 4.5 This will be a public event and comprise the attractions and activities planned to be part of the original Event but instead will be located at the Freight House in Rochford – to include the whole building, the car park and the gardens down to the reservoir – on the weekend of 30/31 May 2020.
- 4.6 Having a fixed building rather than a marquee gives the Council greater opportunity to display more items safely and create a better quality and more diverse experience than the original Event; plus, the central location of the Freight House and its proximity to major road and rail routes improves accessibility. The gardens provide a perfect backdrop for food and beverage vendors plus picnic space. In the car park at the back of the site we would have the emergency service vehicles on display.
- 4.7 The cost of delivery of the Revised Beagle Event is significantly lower than the original plan, primarily because there is no need to include a transport option and so the costs associated with operating a park and ride scheme are removed. A draft Budget and Funding Plan is set out in Confidential Appendix 1 with a total budget of approximately £15,000 for the two days. The detailed plan is confidential due to the commercial sensitivities of ensuring best value can be obtained through a procurement process.

5 ISSUES ADDRESSED BY REVISED PROPOSALS

- 5.1 The Revised Beagle Event is intended to be cost neutral to the Council and the expected costs of delivering the attractions outlined above are intended to be recovered through sponsorship, grant funding and ticket sales.
- 5.2 The Revised Beagle Event is modelled on c1500 people (760 tickets) attending on each day of the two-day event. This puts it on a par with Wild Woods Day and because the target audience has a wider reach (see below), this is felt to be a realistic number.

- 5.3 It remains a risk, however, that a full cost recovery model will fail to recover all its costs if 100% of tickets are not sold. However, because the cost of the Revised Beagle Event is so much lower than the original (approximately one-third of the cost), the overall quantum of exposure of the Council to costs arising from demand risk is lower.
- 5.4 For the Revised Beagle Event, this equates to approximately £1500 for every 10% (76 tickets) not sold. It is proposed that this risk is mitigated by various plans which will be put in place as part of the project framework to generate demand. Engagement with stakeholders to date has been overwhelmingly positive and there is a reasonable expectation that demand for this event will be high. However, if demand falls below 60%, i.e. fewer than 456/760 tickets are sold then this would expose the Council to c£6000 unrecoverable costs and so the viability of the event and the project as a whole will be reviewed with the Portfolio Holder for Enterprise.
- 5.5 The Revised Beagle Event will specifically focus on STEM (Science, Technology, Engineering and Maths) with the addition of an Arts element, making it “STEAM”. This puts the Revised Beagle Event in line with the Essex 2020 Year of Science and Creativity which is being promoted by Essex County Council, Chelmsford City Council and Anglia Ruskin University as part of the British Science Festival in 2020. The focus will, therefore, be on education for all ages. Exhibitors will tailor their content to make it accessible, interesting and fun for all ages.
- 5.6 Ticket price is a product of cost and, with a full cost recovery model, the full costs are passed through to the consumer. The draft Budget and Funding Plan set out at Confidential Appendix 1 contains a suggested pricing strategy which reduces the average ticket price by approximately 40% compared to the original proposal.

6 PREVIEW EVENT

- 6.1 It is proposed that there is a private drinks reception (the “Preview Event”) at the Freight House on the evening of 29 May 2020, the night before the Beagle Event. The Preview Event is wholly dependent on whether sufficient sponsor funding can be achieved. If it cannot, then the Preview Event will not take place. The budgeting for the Preview Event will be modest as the intention is that all additional sponsor funding will be used to contribute to the cost of the Beagle Event itself.
- 6.2 As the Beagle Event will have been set up, the Preview Event gives an opportunity for the sponsors, the exhibitors, VIPs, the press, the competition winners and Members to view the exhibitions before they are open to the public.

7 CAPITAL WORKS AT WALLASEA ISLAND

- 7.1 A budget of £50,000 was included in the Council's 2018/19 capital programme for the Heritage Growth Project and on 6 February 2019 the Executive noted that these monies were intended to be utilised to fund an HMS Beagle viewing platform, drainage culvert with vehicular crossing point and car park facilities at Wallasea Island to be used for the original Event and which would provide a long term legacy for the District and bring in associated tourism.
- 7.2 Moving the Beagle Event to the Freight House and having a much smaller, private event at Wallasea Island means that the car park does not need to be constructed in the location previously planned. This also means that the culvert is not required. It is proposed instead that the monies be used for the following:

Viewing platform	c£16,000
Interpretation (at viewing platform; lagoons and car park)	c£8,000
Surfacing at toilet area	c£600
Benches (at viewing platform and lagoons)	c£2,500
Improvements to existing overflow car parking and surfacing at key pedestrian areas	c£19,000
TOTAL	c£46,100

- 7.3 As construction is not likely to be able to start until Spring 2020 the funding is subject to Council agreement to slip any unspent portion of the £50,000 capital budget into 2020/21. Works would not commence until a memorandum of understanding is in place with the RSPB.

8 RISK IMPLICATIONS

- 8.1 The draft Event Management Plan (EMP) is set out at Confidential Appendix 2.
- 8.2 A Project Team has been set up to deliver the event and project management will be assisted and reported by the Council's Project/Programme Management Office (PMO) as a Silver project. Work has begun to identify the critical path and supporting work streams.

9 CRIME AND DISORDER IMPLICATIONS

- 9.1 Crime and disorder implications will be considered as part of the project's risk register and Safety Advisory Group (SAG).

10 ENVIRONMENTAL IMPLICATIONS

- 10.1 Environmental implications will be considered as part of the project's risk register and SAG.

11 RESOURCE IMPLICATIONS

- 11.1 The pricing strategy is not designed to deliver a surplus and is therefore modelled on full cost recovery assuming 100% sales. Commercial ventures would normally work on 60% sales and aim to make up to 40% profit. This means that the Council is still assuming demand risk and would have to underwrite costs resulting from less than 100% sales. This is the same principle as the original plan but the overall risk is mitigated because:

- 11.1.1 The ticket price is lower and so should appeal to more people; therefore the projected ticket sales are more likely to be achieved; and

- 11.1.2 The overall financial exposure to the Council is lower in value (c£15,000) compared to £50,000 for the original Event.

12 LEGAL IMPLICATIONS

- 12.1 Legal implications will be considered as part of the project's risk register and within the context of the RDC/RSPB Memorandum of Understanding for the wider Heritage Growth Project.

13 PARISH IMPLICATIONS

- 13.1 Parish implications will be considered as part of the project's risk register and SAG.

14 EQUALITY AND DIVERSITY IMPLICATIONS

- 14.1 The Equality Impact Assessment is attached at Appendix A.

I confirm that the above recommendation does not depart from Council policy and that appropriate consideration has been given to any budgetary and legal implications.

LT Lead Officer Signature:



Angela Hutchings

Strategic Director

Background Papers:-

None.

For further information please contact Angela Hutchings on:-

Phone: 01702 318169

Email: angela.hutchings@rochford.gov.uk

If you would like this report in large print, Braille or another language please contact 01702 318111.

Equality Impact Assessment – Revised Beagle Event

Stage	Title	Purpose
1	Preliminary Assessment	Initial assessment of possible impact.
2	Equality Risk Assessment	Scoring to assess the level of risk.
3	Equality Impact Assessment – Addressing Impact	Level of detail depends on risk assessment scoring but any removal or reduction in service must go through Stage 3.
4	Sign Off	Approval and decision making details
5	Implementation	Action Plan to implement and minimise impact.

Stage 1 – Preliminary Assessment

Question	Response/Consideration
1.1 Decision being assessed	RDC to stage a public event to commemorate HMS Beagle
1.2 Lead Officer	Angela Hutchings – Strategic Director
1.3 What are the aims or function of the decision being recommended?	To proceed with the event
1.4 Which policies relate to the delivery of this decision?	Tourism, culture and heritage

Question	Response/Consideration
1.5 Who are the main audience, users or customers who will be affected?	Members of the public attending the event
1.6 As a result of this decision being implemented will members of the community be treated less favourably and so contribute to inequality?	Potentially yes, if the event is not organised with reference to equality issues.

Equality Aims – consider how the decision meets the three Equality Aims listed in the Equality Act.

Aim	How does the decision meet the equality aim?
To eliminate unlawful discrimination, harassment and victimisation	The event will be open to all.
To advance equality of opportunity between people who share a protected characteristic and those who do not	The event will be open to all but some of the attractions may not be accessible to all people
To foster good relations between those who share a protected characteristic and those who do not	The event will be designed to promote equality.

Stage 2 – Equality Risk Assessment - Protected Characteristic Groups

Place an 'X' in against either 'positive impact', 'negative impact', 'no impact' for each protected characteristic group

2.1 Assess the Equality Risk

	Age	Disability	Gender	Race	Sexual Orientation	Religion	Gender Reassignment	Marriage/Civil Partnerships	Pregnancy/Maternity
Positive impact									
Negative impact		X							
No impact	X		X	X	X	X	X	X	X

2.2 Conclusion – if there is 'No Impact' for all of the protected characteristics then stages 3 – 5 do not have to be completed

Some of the exhibitions within the event may not be accessible to all disabled people e.g. visually impaired

Stage 3 – Equality Impact Assessment – Addressing Impact

Question	Response/Consideration
3.1 What is the reason for the proposed decision?	To create a community event to commemorate HMS Beagle and its legacy for the community
3.2 What consultation activity has been undertaken or is planned?	We will be asking exhibitors to have regard to accessibility as part of their exhibitions and we will review their plans as part of the overall accessibility of the event. We will liaise with local disability groups to identify areas for improvement.
3.3 Service Users – What methods are used to monitor the characteristics of service-users with protected characteristics?	We will ensure volunteers on site are trained to assist visitors with protected characteristics and that visitor numbers are polled on site as part of ongoing visitor satisfaction feedback.

<p>3.4 Referring to Stage 2, which 'protected characteristic' group(s) are most likely to be affected by this decision? Describe any negative impacts identified in more detail.</p> <p>Outline ways in which negative or positive impacts will be addressed?</p>	<p>Accessibility for disabled people is most likely to be affected. The site is modified for use by persons with restricted mobility but accessibility of the exhibits themselves will need to be kept under review.</p>
<p>3.5 If the decision involves a service/policy being reduced/removed, will this lead to missed opportunities to promote equality of opportunity?</p>	<p>Not applicable</p>

3.6 What outcome does this assessment suggest we take? Select one option and action to be taken			
Option	Outcome	Tick Selected Option	Explanation
<p>1</p>	<p>Continue with proposed decision No discrimination or adverse impact identified</p>	<p><input type="checkbox"/></p>	
<p>2</p>	<p>Continue with proposed decision Suitable adjustments to lessen the impact identified</p>	<p>X</p>	<p>During the planning stages mitigations can be identified and implemented.</p>
<p>3</p>	<p>Continue despite adverse impact or missed opportunities to promote equality</p>	<p><input type="checkbox"/></p>	<p>Justification must be included and consideration of the plans in place to reduce the impact</p>
<p>4</p>	<p>Stop and rethink Actual or potential discrimination identified</p>	<p><input type="checkbox"/></p>	

What plans are in place to monitor the actual impact of the proposal?	Event management planning, continuous review and visitor feedback.
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Stage 4 – Sign-off

	Details
Director/Assistant Director approved by:	Angela Hutchings
Date:	13 th September 2019
Member Approval (Date and Title of Committee):	"[Executive/Council/PFH title and Date]"
Committee Decision:	"[Executive/Council/PFH decision/resolution wording]"

Stage 5 – Implementation

5.1 Referring to **Stages 1 (preliminary assessment), Stage 2 (equality risk assessment) and Stage 3 (equality impact assessment)** please list what tasks/actions you will take to minimise the impact of this change.

Task	Outcome	Lead	Resources	Deadline
Event management planning	Ensure equalities issues are identified and mitigated	Angela Hutchings	Steven Greener	December 2019
Continuous review	Ensure equalities issues are identified and mitigated	Angela Hutchings	Programme Management Office as a Silver project	May 2020

Task	Outcome	Lead	Resources	Deadline
Visitor satisfaction	Ensure visitors are supported and issues identified and resolved	Angela Hutchings	Holly Boyd	May 2020