

TEWKESBURY BOROUGH COUNCIL

Report to:	Executive Committee
Date of Meeting:	18 November 2020
Subject:	Tewkesbury Together 2021
Report of:	Head of Development Services
Corporate Lead:	Deputy Chief Executive
Lead Member:	Lead Member for Economic Development/Promotion
Number of Appendices:	None

Executive Summary:

Tewkesbury Together 2021 is a celebration to mark 900 years since the consecration of Tewkesbury Abbey, alongside 550 years since the Battle of Tewkesbury. This report outlines the aims for Tewkesbury Together, plus a proposal for potential funding from the Council.

Recommendation:

- 1. To allocate £25,000 from Reserves to support Tewkesbury Together 2021.**
- 2. To delegate authorisation of the spend to the Head of Development Services and the Head of Finance and Asset Management, in consultation with the Lead Member for Finance and Asset Management and the Lead Member for Economic Development/Promotion.**

Reasons for Recommendation:

- To enable celebrations to mark 900 years of the consecration of Tewkesbury Abbey and 550 years since the Battle of Tewkesbury.
- To provide a lasting cultural legacy.

Resource Implications:

The Council is currently facing significant financial challenges and will need to offer an appropriate amount of money to support 2021. Officers consider £25,000 to be an appropriate figure in the current circumstances.

Legal Implications:

None at this stage.

Risk Management Implications:

None at this stage.

Performance Management Follow-up:

Tewkesbury Together 2021 will be reported through the usual channels, including the Council's Performance Tracker.

Environmental Implications:

None at this stage.

1.0 INTRODUCTION/BACKGROUND

- 1.1 Tewkesbury Together 2021 is a celebration to mark 900 years since the consecration of Tewkesbury Abbey, alongside 550 years since the Battle of Tewkesbury. Tewkesbury Together plans to embrace Tewkesbury's heritage with a year of historical, cultural and family celebrations. Tewkesbury Together was conceived to inspire all generations, and the whole community of Tewkesbury to become more engaged in its heritage, developing the town's unique historical significance and helping it to attract increased social and economic benefits before, during and after 2021.
- 1.2 The Council has been supportive of 2021, recognising the value to the local community, as well as the opportunity to positively impact on the local economy and attract visitors to the area. A Steering Group was established over three years ago, of which the Council is a member. Other members of the group include representatives of Tewkesbury Town Council, the Library service, Tewkesbury Abbey, Battlefield Society, Roses Theatre, local volunteers amongst others.

2.0 TEWKESBURY TOGETHER 2021

- 2.1 Tewkesbury Together aims to provide a major celebration, with a year of events and occasions to mark this significant date. A series of initiatives and events are currently in development, but at the core will be involvement across the community, as well as the positive impact on tourism and the local economy. For the year itself, the group is planning twelve months of celebration and commemorations. They plan to produce and support a wide-ranging array of events in the town next year, including new events and tying into existing events. The Steering Group has outlined that the events produced will all be designed to engage, identify, explain and share different aspects of Tewkesbury's history across the community, as well as encourage visitors and positive promotion.
- 2.2 However, with the uncertainty of COVID-19, it has also been difficult for the Steering Group to plan effectively. The ability of the Group to plan will also be impacted by the funding available. As the year goes on, and restrictions may be removed, this will enable plans to be made with an extra degree of certainty. The 2021 celebrations will take on extra significance following the COVID-19 restrictions that have been in place during 2020.
- 2.3 To enable the events to be delivered, funding will be required. At this point, a figure of £25,000 would assist 2021 Tewkesbury Together in developing its plans and demonstrate support from the Council. It would also enable potential match-funding via external funders, ensuring that financial support from Tewkesbury Borough Council provides the greatest possible value.

2.4 Therefore, it is requested that a sum of £25,000 is allocated towards the 2021 celebrations. It is recommended that the Steering Group submit a proposal for the funds, which is then delegated to the relevant Heads of Service and Lead Members for approval.

3.0 OTHER OPTIONS CONSIDERED

3.1 None at this stage.

4.0 CONSULTATION

4.1 Council Officers sit on Tewkesbury Together 2021 Steering Group, therefore Officers are fully engaged on the plans for 2021.

5.0 RELEVANT COUNCIL POLICIES/STRATEGIES

5.1 Council Plan.

Community and Economic Development Service Plan.

6.0 RELEVANT GOVERNMENT POLICIES

6.1 None.

7.0 RESOURCE IMPLICATIONS (Human/Property)

7.1 As outlined within the report.

8.0 SUSTAINABILITY IMPLICATIONS (Social/Community Safety/Cultural/ Economic/ Environment)

8.1 Tewkesbury Together 2021 will have a significant cultural impact on Tewkesbury and the surrounding area. It will also act as a big community celebration and draw to tourists. This will have a subsequent impact on the local economy.

9.0 IMPACT UPON (Value For Money/Equalities/E-Government/Human Rights/Health And Safety)

9.1 None.

10.0 RELATED DECISIONS AND ANY OTHER RELEVANT FACTS

10.1 None.

Background Papers: None.

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Appendices: None.