

Arena Events for Culture and Economy

Date: 1 September 2022

Report of: Head of Employment and Skills

Report to: Chief Officer Culture and Economy

Will the decision be open for call in? Yes No

Does the report contain confidential or exempt information? Yes No

Brief summary

- The report concerns commissioning a multi-year zero value contract with the Leeds first direct arena (the Arena) that supports the Council to book and pay the Arena for events as and when required.
- Culture and Economy (C&E) service hold several large-scale public events each year at the Arena, which is the only indoor venue in Leeds that has capacity for 5,000 to 10,000 attendees.
- Examples of annual C&E events include the Leeds Apprenticeship Recruitment Fair (LARF), the “SEND, Next Steps – preparing for adulthood event”, the Leeds Digital Careers Festival and the Leeds Creative Skills Festival.
- Previous LARF events have been very successful and is an example of a commercial model where exhibitors, such as employers, rent stall space from the Council. The income generated collectively covers the costs of the event. LARF supports Leeds residents looking for information, advice and guidance about apprenticeships and employment opportunities.
- Using the above business model, the contract will be self-funding.
- The events contribute to the city’s and Council’s ambitions including effective partnership working and commissioning and ongoing engagement with communities and individuals.

Recommendations

- a) The Chief Officer Culture and Economy is asked to authorise the direct award of a 5 year £0 value contract to ASM Global Ltd for the hire of the Arena to facilitate call-off orders totalling up to a maximum of £500,000 over the period of the Contract. The contract award is in the best interest of the Council relying on public contracts regulation 32 (2) (b) where the works, supplies, or services can be supplied only by a particular economic operator as the competition is absent for technical reasons. The technical reason is the Arena is the only indoor venue in the City that has capacity for 5000 to 10,000 attendees.
- b) The overall contract will be self-funding from income generated by exhibitors at the events.

What is this report about?

- 1 To award a five year zero value contract to ASM Global Ltd for the hire of the Arena to facilitate call-off orders to book various Culture and Economy events as and when they occur.

What impact will this proposal have?

- 2 The proposal will provide employability and skills opportunities, information, advice and guidance to up to 5,000+ citizens of Leeds attending each themed event.

How does this proposal impact the three pillars of the Best City Ambition?

Health and Wellbeing

Inclusive Growth

Zero Carbon

3 by

- offering employment opportunities, information, advice and guidance to residents seeking to enter different employment sectors
- ensuring residents engage in culture and their health and well-being and
- promoting sustainable lifestyles in the city.

What consultation and engagement has taken place?

Wards affected:

Have ward members been consulted?

Yes

No

- 4 Culture & Economy Chief Officer and Heads of Services have been consulted on the expected future event types when preparing this large scale event venue facilitation contract.

What are the resource implications?

- 5 A commercial model exists where exhibitors, such as employers and training providers, rent stall space and that income collectively covers the costs of the event and facilitates attendees looking for opportunities, information advice and guidance to attend cost free. The contract enables the hiring of the Arena and allows the income generated from these events to be collected at a later date.

What are the key risks and how are they being managed?

- 6 Funding risk is minimised by the nature of a zero value overarching contract as the Council does not commit to any spend until each specific event is planned.

Events coordination and promotion will take place by members of the Culture and Economy, who have prior experience arranging multiple successful large scale public events at the Arena.

The initiative is self-funding from income recovered from exhibitors at events.

What are the legal implications?

- 7 The director City Development may award a contract using public contracts regulation 32 (2) (b) where the works, supplies, or services can be supplied only by a particular economic operator

as the competition is absent for technical reasons. The technical reason is the Arena is the only indoor venue in the City that has capacity for 5000 to 10,000 attendees.

Options, timescales and measuring success

What other options were considered?

- 8 A soft market survey of large scale indoor venues in Leeds was undertaken between September 2021 and December 2021 as part of the preparations for the LARF 2022 event and no other suitable venues in Leeds were identified that could accommodate the capacity of 200+ exhibitors and 5000 attendees.

How will success be measured?

- 9 The number of successful Culture and Economy events held over the contract period, the number of successful outcomes for exhibitors and attendees in the city, leading to employment, engagement in cultural activities in the City and/or healthier and sustainable lifestyles.

What is the timetable and who will be responsible for implementation?

- 10 October 2022 - zero value five year contract award to commence October 2022 and run until December 2027.
- 11 Subsequent call-off orders raised in line with Culture and Economy requirements for the duration of the contract.

Appendices

- None

Background papers

- None