



Derby City Council

**Communities Scrutiny Review Board
11 September 2017**

ITEM 10

Report of the Strategic Director of Communities
and Place

Large Capacity Events at Derby Arena

SUMMARY

- 1.1 The Communities and Scrutiny Review Board requested information on the number of large capacity events booked at Derby Arena in the financial year 2016/17 and the revenue regenerated from these events. Information was also requested on future large capacity event bookings for the current financial year and the revenue they are estimated to generate.
- 1.2 For the purposes of this report a large capacity event is defined as any event with a capacity of 1,000 and above, this includes track and infield sporting events and conferences/trade shows as well as cultural performances.
- 1.3 In 2016/17 Derby Arena hosted 32 events of which 13 were classed at large capacity events these produced a net income contribution to the venue of £253,830. In the current financial year, 2017/18 Derby Arena is presently forecast to host 32 events of which 11 are classed as large capacity events and are estimated to provide a net income to the venue of £265,000.

RECOMMENDATION

- 2.1 The Communities and Scrutiny Review Board are requested to note the information detailed within the report.

REASONS FOR RECOMMENDATION

- 3.1 This report contains the information requested by the Communities Scrutiny Review Board in order that the Board can review the contribution of large capacity events at Derby Arena.

SUPPORTING INFORMATION

- 4.1 The breakdown of large capacity events at Derby Arena for 2016/17 and 2017/18 are included in Appendix 2.

- 4.2 Some large capacity events can be booked many months in advance. Events already booked at Derby Arena, but beyond 2017/18 include the comedians Russell Brand, Ed Byrne, Sarah Millican and Jason Manford as well as the musical presentation, 'The Magic of Motown'.
- 4.3 Derby Arena opened in March 2015 as an iconic regional facility. The multi-purpose design, with its range of auditorium formats enables the venue to host a diverse programme of sporting events as well as cultural and commercial events such as rock and pop, comedy, conferences, exhibitions and award ceremonies.
- 4.4 Unique in its design the venue boasts a 250m cycle velodrome, 13 badminton courts, café and bar, 150 station gym facilities, studio and other ancillary areas. From an events perspective, since opening, the venue has hosted local, national and international events, some of which have been televised for worldwide broadcast.

OTHER OPTIONS CONSIDERED

- 5.1 None applicable to this report.

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Estates/Property officer Service Director(s) Other(s)	Olu Idowu - Head of Legal Services Mazer Hussein - Group Accountant, Communities and Place Liz Moore - Head of HR Claire Davenport – Director of Leisure, Culture and Tourism
For more information contact: Background papers: List of appendices:	Peter Ireson 01332 255441 peter.ireson@derby.gov.uk None Appendix 1 – Implications Appendix 2 Breakdown of large capacity events at Derby Arena 2016/17 & 2017/18

IMPLICATIONS

Financial and Value for Money

- 1.1 In 2016/17 Derby Arena hosted 13 large capacity events which produced a net income contribution of £253,830. In the current financial year Derby Arena is presently forecast to host 11 large capacity events, which are estimated to provide a net income of £265,000.

Legal

- 2.1 None arising from this report

Personnel

- 3.1 None arising from this report

IT

- 4.1 None arising from this report

Equalities Impact

- 5.1 The Arena is fully accessible for disabled people and we encourage external hirers to adopt our Companion Scheme of free tickets for carers and personal assistants of disabled people to make sure they meet the requirements of the Equality Act.

Health and Safety

- 6.1 None arising from this report

Environmental Sustainability

- 7.1 None arising from this report

Property and Asset Management

- 8.1 None arising from this report

Risk Management and Safeguarding

9.1 None arising from this report

Corporate objectives and priorities for change

- 10.1 Two of the Council's 8 priority outcomes which are key to delivering its vision are 'making the most of our assets' and 'being more commercial'.
A 'varied, sustainable programme of events for the local community to enjoy' and 'visitors attracted to the city by Derby's cultural offer' contributes to the Council's pledges.

Appendix 2 Breakdown of Large Capacity Events at Derby Arena held in 2016/17 and held/booked in 2017/18 to date

Date 2016/17	Event Title & Description	Standard Ticket Costs	Gross Capacity	Net Revenue Generated including Catering
17/06/17	The Hallé Orchestra: The world famous Hallé Orchestra playing a school's only performance presented in association with the Derbyshire Music Partnership.	n/a	1,800	
09/07/16	Grand Prix & Madison Cycling: A regional cycling event with a range of groups cycling including male and female groups as well as a Madison event.	£5.00	1,500	
14-15/7 & 24-25/11/17	Graduation Event: University of Derby hosts its 3 day long July and 2 day long November graduations at Derby Arena. With approximately 2,000 graduands, guests and staff attending per session.	n/a	n/a	
1-5/08/17	National Junior Cycling Championships: A 5 day long busy National Junior Championships hosted by British Cycling saw over 1,000 competitors and accompanying spectators.	n/a	1,500	
25/09/17	I Do Wedding Fayre: Nationally recognised wedding fayre with a wide range of exhibitors for all areas of the big day and catering available in the	n/a	n/a	

	show area.			
15/10/16	The Happy Mondays, Bluetones and Cast: Unique gig with iconic bands as part of Sean Barker's testimonial year.	£33.00	3,000	
05/11/16	Catfish & The Bottlemen- The Brit Breakthrough award winners kicked off their latest UK tour at Derby Arena, selling out in minutes.	£20.00	3,500	
20/11/17	National Taekwondo Championships: British Taekwondo hosted their National Championships, across 20 taekwondo mats all age groups across the day to be crowned champion. Over 1,000 competitors take part with family and friends cheering them on from the seats.	n/a	n/a	
05/12/16 – 03/01/17	Cinderella: 48 performances of Derby LIVE's celebrity Pantomime starring Eilish O'Carrol and Richard Blackwood.	£12.00 - £29.00	1,400	
04/02/17	National Omnium Cycling: British Cycling's National Omnium for Men & Women combines a range of track cycling races to gain points to win the final race and be given the sought after national striped jerseys.	£10.00	1,500	
11/03/17	Boxing: Popular local promoter Raging Bull hosted a fight night with a range of bouts from local	n/a	1,800	

	to national importance.			£253,830
22/03/17	Venturefest Conference: Venturefest East Midlands is the region's premier business event generating innovation and growth.	n/a	n/a	

Date	Event Title & Description	Standard Ticket Costs	Gross Capacity	Anticipated Net Revenue Generated including Catering
2017/18				
09/05/17	Professor Brian Cox Live: This show took audiences on a dazzling journey through space and time, delving into 'high science' and freewheeling on the edges of the known cosmos.	£30.00 - £40.00	3500	
11/05/17	Shawn Klush: The World's most successful Elvis Tribute Artist with original Elvis band members and an orchestra.	£25.00 - £48.00	2,280	
12/05/17	The King of Pop: World leading Michael Jackson Tribute artist with iconic guitarist Jennifer Batten.	£21.00 - £28.00	2,280	
21/06/17	The Hallé Orchestra: The world famous Hallé Orchestra playing a school's only performance presented in association with the Derbyshire Music Partnership.	n/a	1,800	

08/07/17	Jimmy Carr: The best of, ultimate gold, greatest hits tour, by one of the UK's best loved and hardest working comedians.	£27.50	2,280	
12-14/07 & 23-24/11/17	Graduation Event: University of Derby hosts its 3 day long July and 2 day long November graduations at Derby Arena. With approximately 2,000 graduands, guests and staff attending per session.	n/a	n/a	
26/08/17	Derby Arena – Grand Prix: A regional cycling event with a range of groups cycling including youth riders and para cyclists.	£10.00	1,500	
1/10/17	I Do Wedding Fayre: Nationally recognised wedding fayre with a wide range of exhibitors for all areas of the big day and catering available in the show area.	n/a	n/a	
05-31/12/17	Beauty & The Beast: 45 performances of Derby LIVE's celebrity Pantomime starring Gwen Taylor and Ben Faulks.	£13.50 - £31.00	1,400	
17.02.17	UK National Omnium Championships: British Cycling's National Omnium for Men & Women combines a range of track cycling races to gain points to win the final race and be given the sought after national striped jersey.	£10.00	1,500	£265,000