



**AGENDA ITEM: 6(e)**

**CABINET: 17 January 2012**

---

**Report of: Assistant Director Community Services**

**Relevant Managing Director: Managing Director (People and Places)**

**Relevant Portfolio Holders: Councillors M Forshaw and A Fowler**

**Contact for further information: J Nelson (Extn. 5157) / C A Brady (Extn. 5125 )  
(E-mail:john.nelson@westlancs.gov.uk /  
colin.brady@westlancs.gov.uk)**

---

**SUBJECT: ORMSKIRK MOTOR FESTIVAL**

---

Wards affected: Scott, Derby, Knowsley.

**1.0 PURPOSE OF THE REPORT**

1.1 To seek funding for the running of a second MotorFest event, to be organised and managed by Aintree Circuit Club, in Ormskirk town centre in 2012.

**2.0 RECOMMENDATIONS**

2.1 That sponsorship of up to £17,500 for a second MotorFest event in 2012 be funded from contingencies, offset appropriately by commercial sponsorship or other income generated by the event.

2.2 That the Assistant Director Community Services, in consultation with the Portfolio Holders for Planning & Technical Services and Health & Leisure be given delegated authority to approve a suitable date in 2012 for the holding of the event and to make all appropriate arrangements as necessary.

2.3 That a full assessment be made after the running of the second Motor Fest event as to the feasibility of running future events.

---

---

**3.0 BACKGROUND**

3.1 On 14 September 2010 Cabinet approved funding for the running of a motor festival in Ormskirk town centre, with the proposed date for the event being subsequently agreed as 28 August 2011. The event offered the opportunity to

the West Lancashire community to see and hear vehicles in static displays and controlled parades around the town centre. The entries came from a cross section of the classic and competition motoring / motorcycling world

- 3.2 The MotorFest subsequently took place on 28 August 2011, with approximately 250 vehicles participating in both static displays in the town centre, on Coronation Park and in demonstration parade laps around the town centre. Children's fairground rides and other supporting activities also took place in Coronation Park during the course of the day.
- 3.3 The event was organised by a local motor club, Aintree Circuit Club (ACC), who took care of all vehicle entries, event infrastructure, administration, management and co-ordination of the event on the day, with the Council providing an important supportive role for the staging of the event. ACC have also indicated that they would be interested in being involved in the organising of any future events.
- 3.4 Aintree Circuit Club is a Motor Sports Association (MSA) registered club, experienced in running motor sport events. The MSA is recognised as the sole motor sport governing body for the United Kingdom by the world governing body, the Federation Internationale de L'Automobile (FIA). As the governing body, the MSA is responsible for the governance and administration of all forms of motor sports in the UK.
- 3.5 The event was an outstanding success, a true community family event, with crowds in attendance on the day in the region of 10,000, certainly the biggest event which has been held in Ormskirk in recent times. Businesses that were open on the day were able to take advantage of the increased footfall in the town centre to increase turnover on the day.
- 3.6 The MotorFest received a considerable amount of positive media interest in the run up to and on the day of the event itself. This interest helped raise the profile of Ormskirk both regionally and nationally. The event was also exceptionally well received by the local community and business community with both the Council and ACC having received good post event support. There is an expectation and hope from the public that the event is repeated again in 2012.

#### **4.0 ISSUES**

- 4.1 The event was unique and conceptual and as such the original business plan evolved as the event organisation progressed. After the successful running of the first event we are now in a more informed position in relation to running any future MotorFest events in terms of both the logistical and financial implications.
- 4.2 Again, with the event being a first and organised in a difficult economic climate business sponsorship was difficult to secure, with just a small number of local businesses coming on board. Given the success and profile of the first event, it is hoped should the event be repeated in the future that more local businesses will come on board in support. This, however, cannot be guaranteed and any future event running decisions should not be based on any over-optimistic projected sponsorship income.

- 4.3 The event was a “free” event with no charges being levied to either the public or display vehicles and this no doubt helped underpin its success. The MotorFest cannot really be considered in the first instance as a money making venture, as there is no real opportunity to accrue revenue by charging the visiting public, which is where the majority of income for similar events is generated from.
- 4.4 ACC feel that, such was the interest in the event, the event could be staged on an annual basis and even organised for a suitable date in 2012, if a decision to run the event is made reasonably soon. See Section 6 for the financial details.
- 4.5 As can be appreciated by the scale of the 2011 Motorfest event, a considerable amount of time and effort was devoted to the pre-planning, organisation, promotion and running of the event by Aintree Circuit Club.

## **5.0 PROPOSALS**

- 5.1 Cabinet support and approve the running of a second MotorFest motoring themed event in Ormskirk town centre in 2012, as outlined in the body of this report.
- 5.2 A 2012 event is organised and managed by ACC and a suitable Agreement between the Council and ACC in relation to the availability of financial support and covering all risks and liabilities be drawn up accordingly.
- 5.3 The Head of Leisure & Cultural Services and the Technical Services Manager enter in to early negotiations with representatives from ACC to discuss the staging of a second MotorFest event in 2012 and ensure that a suitable strategy is in place to maximise potential sponsorship income, which would be used to offset the Council’s contribution to the event as appropriate.

## **6.0 FINANCIAL AND RESOURCE IMPLICATIONS**

- 6.1 As can be appreciated by the scale of the 2011 Motorfest event, a considerable amount of time and effort was devoted to the pre-planning, organisation, promotion and running of the event by Aintree Circuit Club.
- 6.2 Should the MotorFest event be agreed to be held again in 2012 then additional funding up to a maximum of £17,500 in support of the event, would need to be made available by the Council to Aintree Circuit Club with publicity and promotion costs, additional to this, being met from existing Council budgets. This sum is to cover the event infrastructure set up costs in relation to traffic management, advance signage, additional policing, additional street cleansing, public toilet and CCTV monitoring operations and also the organisational costs and event management expenses incurred by ACC.
- 6.3 Council staff resources to support the administration of the event would be met from within existing budgets.

## **7.0 SUSTAINABILITY IMPLICATIONS/COMMUNITY STRATEGY**

7.1 The running of successful town centre events will help continue to sustain and promote the vitality of the town centre, which is very important in social and economic terms. It is also in line with the aspirations of the recent Market Towns Initiative, which is identified as a priority project in the Sustainable Community Strategy.

## **8.0 RISK ASSESSMENT**

8.1 With the event being organised and managed by ACC, then the risk to the Council is more in terms of reputation by association plus the obvious potential financial risk for any agreed costs incurred.

## **9.0 CONCLUSIONS**

9.1 The recent MotorFest helped significantly raise the profile of Ormskirk both regionally and nationally.

9.2 The MotorFest presented the opportunity for the Council to be involved in a “good news” event that was well received by both the local / business communities and the event participants.

9.3 If the event were proposed to be held again in 2012 then negotiations, decisions and appropriate funding would need to be in place fairly quickly in order to give a workable lead in time for good event planning. The successful running of the first event has helped provide a good template for the organisation and delivery of any future events.

---

---

### **Background Documents**

There are no background documents (as defined in Section 100D(5) of the Local Government Act 1972) to this Report.

### **Equality Impact Assessment**

A formal equality impact assessment is attached as an Appendix to this report, the results of which have been taken into account in the Recommendations contained within this report

### **Appendices**

Appendix 1

Equality Impact Assessment