Executive Report
Report of Executive Head of Organisational Development
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**National Armed Forces Day 2015**

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<tr>
<th><strong>Executive Summary</strong></th>
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<td>Armed Forces Day is held annually in June to celebrate and commemorate the service of men and women in the British Armed Forces. It is marked by a series of activities across the UK, with one town or city being chosen as the location for a highly prestigious National Armed Forces Day event.</td>
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<td>With its strong historic and present day military links, this report makes the case for Guildford submitting a bid to host the national event on 27 June 2015. This would give our residents and others in the region an opportunity to show their appreciation for serving and former Armed Forces personnel and, particularly relevant during the time of the First World War centenary commemorations, to remember the sacrifices they made and continue to make.</td>
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<td>We would also expect significant benefits to the local economy through the large number of visitors who would attend the event. The extensive regional and national media coverage that we would receive would also do much to promote Guildford as an attractive destination across the UK.</td>
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<td>The report asks the Executive to recommend that the Council endorses a bid from Guildford to host National Armed Forces Day 2015 and approves the required budgetary provision in respect of the overall cost, which is estimated to be £325,000.</td>
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<th><strong>Recommendation to Council</strong></th>
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<td>The Executive is asked to recommend to Council that:</td>
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<td>(a) Guildford’s bid to host National Armed Forces Day on 27 June 2015 be endorsed;</td>
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<td>(b) a supplementary estimate of £50,000 be approved for 2014/15 and provision of £275,000 be made in the 2015/16 budget to meet the estimated costs of hosting the event, to be funded from:</td>
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<td>(i) £25,000 grant from the Ministry of Defence;</td>
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<td>(ii) £150,000 of the 2013/14 underspend transferred to an earmarked reserve established for this purpose; and</td>
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(iii) estimated income of £150,000 to be derived through sponsorship, advertising and concessions; and

(c) the Executive Head of Environment, in consultation with the Lead Councillor for Environment, be authorised to take all necessary action to deliver the National Armed Forces Day event.

**Reason for Recommendation:**
To endorse the submission of a bid to the Ministry of Defence (MoD) and, subject to its outcome, to allow Guildford to make budgetary provision and take all necessary action to host National Armed Forces Day in 2015.

1. **Purpose of Report**

1.1 This report seeks the endorsement of Guildford’s bid to host National Armed Forces Day in 2015 and, if successful, recommends that the Council makes the necessary budgetary provision to facilitate this.

2. **Strategic Framework**

2.1 Hosting National Armed Forces Day would support the Sustainability theme of the Corporate Plan by encouraging the local community to work actively with partners to improve where they live in ways that matter to them.

2.2 We and many other representatives of the local community signed a community covenant with representatives of the Armed Forces at a ceremony at ATC Pirbright in April 2013. We believe that hosting National Armed Forces Day will give our residents an unparalleled opportunity to show their appreciation for serving and former Armed Forces personnel. This underpins the core statement of mutual support between our civilian and local Armed Forces communities set out in our covenant.

2.3 We estimate based on the experience of others that have held the event that hosting this prestigious event in Guildford would bring over £1 million into the local economy and would, therefore, support the Economy theme in the Corporate Plan. It would also attract extensive national and regional media coverage and publicity, thereby promoting Guildford as an attractive visitor destination across the UK.

3. **Background**

3.1 Armed Forces Day (formerly Veterans’ Day) is held annually on the last Saturday in June to celebrate and commemorate the service of men and women in the British Armed Forces. It is marked by a series of activities across the UK, with one town or city being chosen as the location for a National Armed Forces Day event.

3.2 Since being renamed Armed Forces Day in 2009, the national event has been held at Chatham, Cardiff, Edinburgh, Plymouth and, last year, Nottingham. Stirling will be the host in 2014. Senior representatives of the Royal Family,
Government and Opposition attend, together with the Chief of Defence Staff and heads of the Army, Royal Navy and Royal Air Force.

3.3 As an example of the scale, 2,000 current and former service personnel marched through Nottingham City Centre on Armed Forces Day in 2013. It is estimated that 120,000 people attended the parade and festival sites and that over £1m was brought into the local economy.

4. **National Armed Forces Day 2015**

4.1 In November 2013, following consultation with the Leader of the Council and other lead councillors, we submitted an expression of interest to the MoD to host National Armed Forces Day on 27 June 2015.

4.2 Since then, we have been developing our plans for such an event in Guildford. A synopsis of the proposals is attached as Appendix 1 to this report. Key features include:

(a) a service of thanksgiving and celebration of the role of the Armed Forces at Guildford Cathedral;

(b) a formal parade, march-past, salute and inspection in Guildford High Street followed by a civic reception;

(c) Guildford Military Show at Stoke Park, featuring military displays, bands and fly pasts and concluding with a Drumhead Service, Beating Retreat and Sunset Ceremony; and

(d) proms and picnic in the park.

4.3 We presented our proposals to Wing Commander Tracey Broome of the MoD on 11 April 2014 and toured the key venues and locations for the event. In particular, we emphasised Guildford’s strong historic and present day links with the Armed Forces, excellent venues and locations and our experience of hosting major events, such as the Olympic Torch Relay, cycling races and large music festivals. We are confident that we have made a strong case that Guildford would host a successful event. We were also able to present a long list of supporters of a Guildford bid, as shown in Appendix 2.

4.4 The timing of Armed Forces Day in 2015 is particularly poignant, being the first that coincides with the centenary commemorations of the First World War. The centenary will cause many residents to reflect on the events of the First World War and the experiences of men and women here and overseas. As such, we will work with our partners on a series of military-related exhibitions, events and activities leading up to Armed Forces Day, which both enable residents to show their appreciation for serving and former Armed Forces personnel and to recognise the sacrifices they and their families make on our behalf.

4.5 To date, a project team of officers led by the Executive Head of Environment and overseen by the Lead Councillor for Environment has worked up our plans.
Should our bid be successful, we will establish a steering group comprising the Leader and Managing Director of the Council and senior representatives of partner organisations (e.g. Surrey County Council, Police, MoD etc.) to provide the strong overall leadership required to deliver the event. Sub-groups comprising representatives of relevant organisations would also be established as shown below.

4.6 We would need to appoint a full-time project manager on a fixed-term contract to manage and plan the event on a day-to-day basis, with support being provided by existing officers with experience of organising previous large-scale events.

5. Financial Implications

5.1 Based on the costs of previous National Armed Forces Days and our experience of the Olympic Torch Relay, we are working on the basis that the Council should budget for total costs of £325,000, consisting of £50,000 in 2014/15 and £275,000 in 2015/16 to host the event. Whilst detailed costings cannot be made available at this stage, the operational logistics for managing an event of this size are substantial and significant items would include licence fees, site facilities, staffing, dressing the town and traffic management. Indicative costings are set out below:

- Infrastructure (staging/fencing etc) £55,000
- Toilets/waste management £45,000
- Project manager £45,000
- Event licences £40,000
- Marketing/entertainment £40,000
- Stewards/marshalls £30,000
- Emergency services £25,000
- Park and ride/road closures £15,000
- Catering £10,000
- Transportation £5,000
- Communications & IT £5,000
- Contingency £10,000
- Total £325,000

5.2 The funding for the costs will come from a grant of £25,000 from the MoD, an income target of £150,000 and a transfer of £150,000 from earmarked reserves.
For the latter purpose, we are recommending that the Council approves the transfer of £150,000 of the 2013/14 underspend to this new reserve.

5.3 We would seek to generate the remainder of the income (£150,000) through sponsorship, advertising and concessions. We propose offering a three-tier sponsorship package (gold, silver and bronze) to provide sponsors with highly attractive public relations and advertising opportunities.

5.4 The Borough and surrounding area is home to a number of significant global businesses and wealth creators and we enjoy strong relationships with many at Board level. We are confident that we will reach our income target, although the risk of falling short and the associated financial implications for the Council need to be acknowledged.

6. Legal Implications

6.1 We can rely on Section 1 of the Localism Act 2011, which gives us the power “to do anything that individuals generally may do” (the general power of competence) to provide the necessary power and authority to host this event.

7. Human Resource Implications

7.1 If we are successful in securing National Armed Forces Day for Guildford, we will need to appoint a full-time project manager on a fixed-term contract to manage and plan the event on a day-to-day basis.

7.2 Support will be provided by existing officers across a range of disciplines and, for some, preparations will have a significant impact upon their time. This will have consequences on other areas of their work, which will need to be managed.

8. Conclusion

8.1 National Armed Forces Day is an extremely high profile and prestigious event in the UK calendar. In 2015, this will be only further enhanced by its coincidence with ongoing commemorations marking the centenary of the First World War.

8.2 Guildford has strong historic and present day links with the Armed Forces and National Armed Forces Day would give our residents and others in Surrey and beyond an unparalleled opportunity to show their appreciation for serving and former Armed Forces personnel and to remember the sacrifices they made and continue to make.

8.3 We expect attendance significantly in excess of 60,000 people, bringing an estimated £1 million into the local economy. Extensive regional and national media coverage would also promote Guildford as an attractive visitor destination across the UK.

8.4 Perhaps most importantly, we believe that Guildford would host a national event worthy of leading the nation in honouring our Armed Forces.
9. **Background Papers**

National Armed Forces Day 2015: Synopsis of Guildford’s Bid

10. **Appendices**

Appendix 1: National Armed Forces Day 2015: Indicative Programme of Events
Appendix 2: Supporters of Guildford’s bid to host National Armed Forces Day 2015