

BUSINESS SUPPORT OVERVIEW AND SCRUTINY COMMITTEE

19 MARCH 2014

MEMBER'S ITEM: MAYORALTY BUDGET

Report from: Richard Hicks, Deputy Director Customer Contact,
Leisure, Culture, Democracy and Governance

Author: Jane Ringham, Head of Elections & Member Services

Summary

This report sets out the response to an issue raised by Councillor Osborne concerning the costs of the Mayoralty.

1. Budget and Policy Framework

1.1 Under Medway Constitution Overview and Scrutiny rules (Chapter 4, Part 5, Paragraph 9.1) Councillor Osborne has requested that an item on this matter is included on the agenda for this meeting.

2. The Issue

2.1. Councillor Osborne has requested that an item be placed on the agenda.

2.2. His request specifically was as follows:

I would like a Member's item please on the mayoralty budget stream in more detail including detailed P&L on spending for food, drink etc.

Specifically a breakdown

- i) Change in Mayoralty Budget for the last five years including spend on staffing, mileage, vehicles. This is inclusive of event venue rental of Council premises.
- ii) In-depth analysis on spending for events for the last three years including spend on food, drink and wine for civic events where the Mayor has sent individual invitations

- iii) Spend on advertising, promotion, Christmas cards, photographers or any other use of third-parties to promote a Mayoralty event

3 Deputy Director's comments

- 3.1 Support and co-ordination of the Mayoralty falls within the Democracy and Governance remit of the Deputy Director for Customer Contact, Leisure, Culture, Democracy and Governance and is managed by the Head of Elections and Member Services. The Mayoral team comprises the Mayor's PA and 2 FTE Civic and Ceremonial Officers who act as chauffeurs and mace-bearers.
- 3.2 The budget for the Mayoralty falls within the revenue budget for Member Services, from which staff costs, as well as costs for the Mayoral vehicles, fuel and associated costs are met. There is a specific cost code for Civic Hospitality from which the costs of the various civic events that are organised on behalf of the Council are met, and such events are organised by the Mayoral team. This budget is nominally allocated to each of the regular events and other expenditure headings by officers at the start of the financial year and the total amount is monitored on a monthly and quarterly basis in accordance with normal forecasting requirements.
- 3.3 Invitations for most, if not all civic events are sent by the Mayor on behalf of the Council as a whole, to some or all of the corporate civic guest list that is reviewed regularly and comprises a total of around 280 entries, including all Councillors (usually plus one guest), past Mayors, Mayors of neighbouring authorities, and individuals representing organisations that are significant in Medway etc. There are four events for which the Mayor and/or Deputy Mayor invite a number of personal guests to reflect the occasion (Dedication Service, outgoing Mayor's reception, Annual Council reception and the Mayors annual Garden Party). Where civic events occur on Council premises, except the Corn Exchange the Council does not cross-charge the Mayoralty team for the venue on these occasions (e.g. St George's Centre). The usual charges for these venues range between £300 and £1,400 depending on the number of hours and day of the week.
- 3.4 There is no requirement to promote these events as they are "by invitation only" so no costs are incurred on promotion or advertising. If photographs are required, they are usually taken by members of the Mayoral team, and used on the Mayor's Facebook page for example.
- 3.5 Members will be aware that each Mayor chooses charities for which they will raise money during their year of office. The Mayor's PA organises these in conjunction with the Mayor and Deputy. The money raised is kept in a separate charity account and as a gesture of goodwill the Council does not charge the charity account for the administrative and other support costs such as the time of the Mayor's PA or financial control, for example. The Council has also agreed as a gesture of goodwill that the Mayoralty may use the Corn Exchange at no cost twice a year for charity events. For all other occasions, venue costs are charged separately or as part of the package for refreshments negotiated with the venue managers. All such charity events are

run on the basis that all costs are covered by the money raised from ticket sales, sponsorship, and money raised from raffles or auctions at the event.

- 3.6 To promote these events the Mayor's PA produces photocopied colour posters that are displayed around Gun Wharf, emails Council staff and a database of interested parties, and posts on the Mayor's Facebook page and Eventbrite (a web-based promotional site where people can also order tickets for events). At some charity events, particularly the Mayor's Ball, a photographer has been in attendance who charges guests for any photographs they order and who then contributes a part of the money raised to the Mayor's charity.
- 3.7 From within the Civic Hospitality budget, each Mayor is allocated a sum (around £500) to produce around 500 Christmas cards with accompanying envelopes. These are sent to all Councillors, Mayors in neighbouring authorities, Past Mayors, Parish Councils, MPs, MEPs, individuals on the corporate civic guest list, all schools in Medway and other individuals of note who the Mayor feels have made a significant contribution to the Mayoralty or Medway generally. The production costs vary from year to year, as each Mayor chooses their own graphics, including pictures by schoolchildren, their favourite painting or a montage of images produced with the assistance of the Council's Communications team. However, as can be seen in Appendix 1, the costs have never exceeded the £500 budget.
- 3.8 There are two Appendices attached. Appendix 1 shows, for the financial years 2010/11 to 2012/13 the costs of civic events organised by the Mayoral team. It also shows spend on advertising, promotion, Christmas cards, photographers and other associated and miscellaneous costs. A short description of each event is included. Appendix 2 shows for the financial years 2010/11 to 2012/13 the profit and loss accounts for each of the charity events organised to raise money for the Mayor's chosen charities. Any costs on promotion, advertising, photographers etc are shown as specific items in this Appendix under each event although all such promotion is largely similar to that described in paragraph 3.6 above.
- 3.9 Below is a table showing the budget for activities directly attributable to the Mayoralty for the financial years 2008/09 to 2012/13 as requested. The budget for these items are held within the main Member Services budget (4C222)

Table 1 – Budget and spend on activities directly attributable to the Mayoralty 2008/09 to 2012/13

	2008/09		2009/10		2010/11		2011/12		2012/13	
	budget	spend	budget	spend	budget	spend	budget	spend	budget	spend
	£	£	£	£	£	£	£	£	£	£
Staffing	76,427	77,247	81,539	77,944	79,811	76,280	75,857	76,482	75,854	75,118
vehicles	10,000	16,017	10,400	12,272	10,400	12,509	10,400	12,356	10,400	9,275
vehicle insurance	159	241	165	165	170	170	170	170	170	170
Fuel	3,414	2,942	3,414	3,293	3,414	2,454	3,414	3,185	3,414	3,331
Uniforms	1,033	1,260	1,033	44	1,833	1,273	1,033	94	1,033	1,280
civic regalia	496	320	496	0	495	0	495	230	495	0
civic hospitality	24,993	39,482	25,493	28,747	25,493	33,963	25,493	22,211	25,493	15,590
TOTALS	116,522	137,509	122,540	122,465	121,616	126,649	116,862	114,728	116,859	104,764

Notes

- 1 - RE's Freedom ceremonies
- 2 - Civic reception for National Armed Forces Day
- 3 - Civic reception for HMS Chatham

3.10 Members may find it helpful to note the number of Mayoral engagements attended by the Mayor and Deputy Mayor over the same period as shown below:

Table 2 – Number of Mayoral engagements for period 2008/09 to 2012/13

	2008/09	2009/10	2010/11	2011/12	2012/13
Mayor	417	439	425	391	380
Deputy Mayor	81	99	129	128	155
Total	498	538	554	519	535

3.11 From the costs in Appendices 1 and 2 a summary of the costs for food and drink at civic and charity events is as follows:

Table 3 – Summary of costs for food and drink at civic and charity events for the period 2010/11 to 2012/13

	2010/2011	2011/2012	2012/2013
	£	£	£
Food/soft drink	9,072.13	9,328.34	10,725.39
Alcohol	0	806.21	222.57
All in one price including alcohol	4,460.14	0	0
SUB TOTAL	13,532.27	10,134.55	10,947.96
% of total of civic hospitality budget	53.08	39.4	42.94

- 3.12 Members are asked to note that tea, coffee, biscuits or soft drinks are provided at Admiralty Court, Remembrance Service buffet, French PoW buffet and any miscellaneous small receptions. Wine is usually provided at the Annual Council reception and the High Sheriff's luncheon. Wine is sometimes provided at the outgoing Mayor's reception, Dedication and the Garden Party, subject to the Mayor's wishes, and often it comprises a glass on arrival at the event.
- 3.14 Guests are required to purchase alcohol at any charity events where it is available.
- 3.15 Democratic Services participate in a CIPFA Benchmarking club. In 2012 this comprised a mix of 46 other district, borough, county and Unitary authorities. The latest analysis undertaken by officers was for 2012 and some highlights are shown below. Members should be cautious about direct comparison due to different interpretations about activities and as noted, not all authorities supplied all the data requested by CIPFA.

Table 4 – summary of CIPFA Benchmarking for 2012

	Medway	47 auth's avge
Civic events costs 2011-12	£22,100	£9900 ¹
Cost of civic events per 000 pop'n	0.1p	0.05p ¹
Staff cost per 000 pop'n	0.24	0.23p ²
No of Mayoral engagements:		
Mayor	391	290
Deputy	128	56
Cost of mayoral vehicles per 000 pop'n	0.05p	0.05p ³

Notes:

1 - 19 out of 47 authorities did not supply figure

2 - 11 out of 47 authorities did not supply figure

3 - 19 out of 47 authorities did not supply figure

4. Risk Management

- 4.1 There are no risk implications arising from this report which is responding to a request for information from a Member.

5. Financial and Legal Implications

- 5.1 The financial data relevant to the issue is contained in the body of the report and the appendices.
- 5.2 There are no direct legal implications.

6. Recommendation

- 6.1. Members are asked to note the contents of the report and Appendices 1 and 2.

Lead contact:

Name: Jane Ringham, Head of Elections and Member Services
Tel. No: 01634 332864; Email: jane.ringham@medway.gov.uk

Background Papers

Budget information and transaction listings from Council's Integra system for the cost codes shown below for the financial years 2008/09, 2009/10, 2010/11, 2011 to 2012 and 2012/13:

4C222 04800 000000	4C222 37310 000000 and all subjectives
4C222 21300 000000	X4231 B2000 and all subjectives
4C222 21600 000000	X4231B7500 and all subjectives
4C222 25100 000000	
4C222 25200 000000	
4C222 32200 000000	
4C222 32205 000000	