

COUNCIL BUSINESS COMMITTEE

Invitation to enter a Competition for Lord Mayoralty 13th January 2011

Report of the Head of Governance

PURPOSE OF REPORT

To enable the Committee to consider whether the Council should respond to an invitation from the Secretary of State for Culture, Media and Sport to enter a competition for a Lord Mayoralty.

This report is public

RECOMMENDATIONS

- (1) **The Committee's views are sought as to whether the Council should submit an application for Lord Mayoralty. If the Committee supports the submission of an application, it should recognise that such support must embrace a commitment for the Council to invest financially in the enhanced profile of the mayoralty should the application be successful**

1.0 Introduction

- 1.1 A letter has been received from the Secretary of State for Culture, Media and Sport, advising that as part of the 2012 Diamond Jubilee celebrations, two competitions are being run for councils. One is for an award of city status, and the other, of interest to this council, is for existing city councils to apply for a Lord Mayoralty. Only one application will be successful in each category.
- 1.2 The style "lord mayor" is conferred by Her Majesty the Queen under the royal prerogative.
- 1.3 The deadline for applications is the 27th May 2011, and details of the application process and the supporting information required to be submitted are appended to this report.
- 1.4 The Council submitted applications for a Lord Mayoralty in 1986, 1991 and 2001, but was unsuccessful on those occasions.

2.0 Proposal Details

- 2.1 The Committee's views are sought as to whether the Council should submit an application on this occasion. Clearly there can be no guarantee that such an application would be successful, as it is likely that many councils will apply, and only one will be successful. If it were successful, this would be a great civic honour for the Council, and could substantially enhance the Council's

profile and reputation, and boost the visitor economy. However, if the Council were to have a Lord Mayor, this would require a commitment to a substantially higher mayoral budget than at present to reflect the status and profile of a Lord Mayor.

- 2.2 Should the Council wish to submit an application, the preparatory work would be led by the Head of Governance, but input would be required from all other Services to provide the relevant information about the Council's area which would be needed to support the application. Details of the contents of the submission required are set out in the appendix.

3.0 Details of Consultation

- 3.1 There has been no consultation. The purpose of this report is to seek members' views as to whether they would wish the Council to submit an application.

4.0 Options and Options Analysis (including risk assessment)

	Option 1: To submit an application for Lord Mayoralty	Option 2: Not to submit an application for Lord Mayoralty
Advantages	<p>If the application were successful, this would be an immense civic honour for the Council and would raise the profile of the Council significantly.</p> <p>This is a rare opportunity to apply for a Lord Mayoralty, and Members may consider that the opportunity should be grasped.</p>	<p>Staff resources would be devoted to other projects.</p>
Disadvantages	<p>There is no guarantee that the application would be successful, and the work required to prepare an application might be abortive, when scarce resources could be devoted to other projects</p>	<p>Loss of opportunity to enhance the Council's reputation and status.</p> <p>Opportunities to make an application for Lord Mayoralty are rare.</p>
Risks	<p>If the application were successful, a Lord Mayor would</p>	<p>Loss of reputation, through giving the impression that the</p>

	<p>have a higher profile than a Mayor, and additional resources would be required in future years to support a Lord Mayoralty</p>	<p>Council does not seek civic honour.</p>
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5.0 Conclusion

5.1 The Committee's instructions are sought.

CONCLUSION OF IMPACT ASSESSMENT

(including Diversity, Human Rights, Community Safety, Sustainability and Rural Proofing)

None directly arising from this report.

LEGAL IMPLICATIONS

There are no legal implications. As a city council the Council is entitled to submit an application for Lord Mayoralty.

FINANCIAL IMPLICATIONS

There would be resource implications in preparing an application submission, in that officers from all Services would be required to provide statistics, information and photographs to meet the guidelines that have been set out by the government for applications. However, such information is available and would simply need collation, and it is felt that this could be done using existing staff resources although it must be recognised that it is inevitable that time spent on preparing the submission will mean that time is not available for other matters.

Should the Council submit a successful bid, there would be financial implications for the future, in that a Lord Mayoralty would have a higher profile than the existing Mayoralty, and would need to be supported by a higher budget than the existing budget. At this stage it is not possible to quantify what such budget requirements might be, but it is essential that the Council should recognise that, if time is to be invested in submitting an application, there must be a commitment to providing the appropriate financial support in the future for an enhanced mayoralty, should the application be successful.

OTHER RESOURCE IMPLICATIONS

Human Resources:

It is intended that the work on the submission of the application would be undertaken through existing staff resources in Governance, with support from Community Engagement (particularly Communications, Marketing and Tourism) and Regeneration and Policy, to provide the information required for the application. This would inevitably mean diverting staff resources from other tasks, and would be subject to other priorities within those Services.

Information Services:

None

Property:

None

Open Spaces:

None

SECTION 151 OFFICER'S COMMENTS

Members are advised to consider the need for increased financial commitment attached to submitting a bid, in the context of Council priorities, financial prospects and value for money.

MONITORING OFFICER'S COMMENTS

The report has been prepared by the Monitoring Officer

BACKGROUND PAPERS

Letter from DCMS 20th December 2010

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