

Resources Scrutiny Commission

6 December 2018



Report of: Tim Borrett, Director: Policy, Strategy and Partnerships

Title: Global Parliament of Mayors Annual Summit – post-event report

Ward: N/A

Officer Presenting Report: Tim Borrett, Director: Policy, Strategy and Partnerships

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Recommendation

That Resources Scrutiny:

1. Notes the report
2. Provides feedback to inform any future event planning

The significant issues in the report are:

- Bristol hosted 67 mayors from 36 countries, along with representatives from 12 international networks. The summit and its fringe events directly included over 2,500 local citizens in various engagement activities.
- The estimated economic value to the city of this was approximately £330,000
- The event budget was £291,212 and, of this, Bristol City Council contributed £40,754
- Bristol City Council's contribution predominantly paid for additional staff time and appropriate security of the event. All hospitality was covered by external private funding
- The event produced a formal Declaration to which Bristol is a signatory, along with a Summit report and video which both showcase the city
- Several new collaborations and partnerships were catalysed through arranging and hosting the event

1. Summary

On 21 – 23 October 2018 Bristol hosted the Global Parliament of Mayors (GPM) Annual Summit. The council acted as primary organiser of the event and underwrote costs up to a value of £150,000.

The city delivered the GPM's largest and most successful summit to date, with an ambitious event programme which cost £291,212. Of this, the city council's contribution (subject to final confirmation) is £40,754. The balance was funded through private sponsorship (£155,990), grant funding (£66,257) and underwriting from the West of England Combined Authority (£28,211). This funding was sourced and secured by the city council, working with a local contractor on the private sponsorship element.

Event management was undertaken by local firm Richmond Event Management working in partnership with BCC and Focal Point Event Management.

The Summit attracted 67 mayors from 36 countries, along with representatives from 12 international networks and various industry partners, experts and guests. There were a total of approximately 200 visitors to Bristol. This is worth an estimated £330,000 to the city's economy, based local supplier spend and estimates from Visit Britain that visiting delegates spend an average of £856 per head on a single conference-based international visit.

The event programme was formed in partnership with the GPM Secretariat in The Hague, focusing on migration, urban security and health. Declarations on these topics were passed by voting member mayor's during the summit.

2. The GPM Annual Summit in detail

The GPM Declaration

These are developed each year, and in 2018 Bristol put in extensive work ensuring the content was progressive on the key topics (migration, urban security and health). The final Declaration is available at Appendix B and <https://globalparliamentofmayors.org/global-parliament-mayors-gather-bristol-declaration-2018/>

Engagement and involvement

City partners were involved from the beginning, with an 'Action Board' set up in November 2017 to explore varied opportunities for the summit to bring benefit to the whole city. The International Strategy Board received a full debrief on the Summit on 21st November 2018, and fed back their own experience, which was overall very supportive of the event taking place in Bristol.

Through various strands of engagement 2,580 local citizens were involved in some capacity. In terms of partner and city engagement:

- 39 student ambassadors from University of Bristol and University of the West of England chaperoned mayors and ran a 'Mock Parliament' on the final summit day
- Community events were run by Bristol-based groups and community leaders including the African Voices Forum, Pakistan Association Bristol and representatives from the Bristol Jamaican diaspora. These brought relevant mayors to meet Bristol communities on the final summit evening
- Bristol Museum held a World in Bristol day focused on migration and partly funded by a GPM-related grant from Open Societies Foundation

- Circomedia performed at the Sunday night opening reception, which was funded by a grant from British Council
- Three GPM-related Festival of Ideas events were run on topics around democracy and populism, funded by a GPM-related grant
- Bristol's City Poet wrote and performed a poem written for the summit on the opening night. This is reproduced on page 29 of the summit report (Appendix A)
- Bristol Women's Commission co-delivered a Women in Leadership session open to 60 Bristol guests
- Two dinners were organised by Mouthful, involving mayors and young people from disadvantaged backgrounds in Bristol
- Tours took place to showcase the city and region:
 - Innovation Tour (with EngineShed/SetSquared, Watershed)
 - Harbourside Tour focusing on harbourside regeneration (organised by Business West and including SS Great Britain)
 - Roman Baths visit, Bath (organised by Bath and North East Somerset Council)
 - Bristol Housing Festival visit
 - Clifton Suspension Bridge and Visitor Centre
- Bristol Airport provided complementary VIP treatment for mayors travelling through the airport as in-kind support to the summit
- Industry partners and supporters with a Bristol presence included Womble Bond Dickinson, University of Bristol, University of the West of England, Arup, Wessex Water, Mott MacDonald, Deloitte, Bristol Port Company, Ramboll, Arcadis and Business West. Local partners and businesses were also involved in five industry roundtable sessions during the summit
- Bristol Aerospace Museum hosted the formal dinner to showcase the region's aerospace and engineering expertise
- Ten local firms showcased the city and region's innovation and trade sectors at the formal dinner as part of an exhibition co-hosted with the city's universities.
- First Bus branded the No.1 bus for the Summit days and sponsored Summit transport

Financial

- The closing budget for the entire summit and all tertiary events totalled £291,212
- Of this:
 - the direct event management costs of the summit were £147,900
 - a working partnership on migration was formed with the OECD and included an agreement to support summit work and showcase the OECD Champion Mayors Network, costing £62,528. This cost was underwritten by the West of England Combined Authority and from this £28,211 is being drawn upon, with the remainder covered by a grant monies from Open Society Foundations
 - A total of £155,990 was raised in private sponsorship
 - Additional value of £17,750 was delivered as 'in-kind' and 'value added' support from private partners, including Mott Macdonald producing the official Summit Report and First Group branding a bus.
 - A total of £66,257 grant monies were applied from the British Council and Open Society Foundations
 - All hospitality costs such as catering, venue hire, transport and welcome-evening entertainment were covered by private sponsorship and grants contracted for those specific purposes
 - The residual balance of £40,754 was covered by the council's underwriting.

This sum is subject to the processing of final sponsorship and grant monies, and may vary slightly from the time of writing due to issues such as payments being made in foreign currencies and subject to fluctuating exchange rates. However any variance is anticipated to be minimal

- All sponsorship was sought through a professional agency with a tender awarded to a local SME, Brightelm Ltd. Sponsorship was subject to formal sponsorship agreements, ensuring a strict code of conduct applied and that no benefits other than those specifically contracted for the summit were conferred.
- The sponsors and supporters which financially contributed were:

Arcadis LLP	£2,000
Arup	£12,000
Bird	£35,000
Bristol Airport	£2,000
British Council	£10,000
Bristol Port Company	£490
Business West	£1,000
Cordant Group PLC	£5,000
Deloitte	£10,000
Mott MacDonald	£20,000
NEC Europe Ltd	£10,000
Ramboll	£5,000
University of Bristol	£10,000
University of the West of England	£15,000
Wessex Water	£15,000
Womble Bond Dickinson LLP	£15,000

Media

Media and communications work was a joint effort with other partners including the GPM Secretariat in The Hague.

Post-event analysis shows that Bristol City Council activity drove the majority of mainstream media coverage. In summary:

- 83 individual pieces of media coverage were secured
- 32 international media outlets from 15 countries covered the summit
- The total potential reach of UK media coverage (based on outlet circulation/viewer statistics) was over 150 million 'opportunities to see'. International reach cannot be calculated due to limits on council monitoring systems
- Tonal analysis of mainstream media coverage showed that it was 99% positive in tone
- Approaching the summit there was a 269% increase in GPM's Twitter followers (from 158 to 583) and #Bristol was the predominant hashtag used in related posts over the three days of the summit across 560 posts from 279 users globally, predominantly in the UK and United States.
- #GPMSummit became a Bristol 'trend' during the event meaning it was one of the

most talked about things on Twitter in the city at the time.

- There were just under 2,500 active engagements (such as post-sharing and clicking links in Tweets) with the @GPMayors account.

Outputs and Outcomes to date

As previously noted the primary outputs of the summit were the formal declaration (Appendix B) and summit report (Appendix A). Two videos were also produced, one focusing on documenting the summit to increase its transparency and engagement (<https://www.youtube.com/watch?v=QqEK1EYkVVc>), the other on the impacts for Bristol in hosting the event (<https://www.youtube.com/watch?v=Py3F8VYDdkk>).

Whilst typically international relations focuses on long-term outcomes, there are several immediate outcomes from the summit:

- Cities were recognised as a valuable influence on international agreements by bodies including the United Nations High Commissioner for Refugees regarding migration and the World Health Organisation regarding health policy
- Bristol was approached by credible and influential international bodies including the British Council and Wilton Park, building ongoing relationships with the possibility of skills exchanges and externally funded hosting of future roundtable events on key issues. The Summit was moderated by the Chief Executive of Wilton Park
- Bristol has been invited to join key international networks of strategic value: OECD Champions Mayors and Mayors' Migration Council
- Strengthened links with US Conference of Mayors, including the potential to develop a Bristol-US Business Forum
- Undertaking ongoing work with Open Society Foundation and OECD on Bristol's approach to migration and inclusivity
- Opportunities for professional development and knowledge-exchange with OECD on housing, inclusive growth and transport
- Alongside other UK city leaders (who met together for the first time ever as a side-meeting to the summit), Bristol committed to enhanced joint working with Core City and Combined Authority partners on engagement in national policy relating to air quality, skills and the Comprehensive Spending Review
- Several proposals have come forward for city-to-city skills exchanges, including with Hannover, Bilbao and Bogor City
- Momentum created from community events to strengthen links between Bristol and cities overseas, including a proposal to work on a Strategic Agreement with Kingston, Jamaica
- Commitments from partners for the summit outcomes to feed in to future Bristol events, such as the 2019 Festival of Ideas
- Improved local understanding to potential access to new funding grants, including British Council Creative and Social Economies Funds
- Bristol Mayor Marvin Rees was elected as co-chair of the GPM Executive Committee

Lessons learned and experience gained

The learning below was gathered from colleagues and partners following the summit, considering what went well and what could be improved. In summary, the GPM Project Board concluded that there are many benefits to the city from delivery of such events, but that the resources and skills required are extensive and external resources or partners are

likely to be necessary in order to deliver them.

Early planning and engagement is crucial and decisions to run such events should be supported with strong business cases which demonstrate a return on investment.

It should be noted that these reflections and those below do not necessarily indicate that the threat or issues manifested during planning and delivery of the GPM Summit. In many cases they are based on learning from successful approaches taken.

With this in mind, the GPM Project Board proposes that the council notes the following suggestions for running successful similar events:

Process and Governance

Before confirmation of hosting:

- Ensure there is a single point of ownership from a Director within the council and a council team resourced to deliver the project, including formalise project management support
- Ensure there is a clear, realistic and timely approach to raising sponsorship and hiring an event management company. The council does not have internal capacity (and, in some limited areas, expertise) to deliver an international level summit without external support. These costs must be understood and factored in to the business case, with an allowance for optimism bias
- Ensure any event has a clearly defined programme and scope which is mutually understood and agreed by all parties

After confirmation:

- Agree governance structure and Project Board straight away, with agreed Terms of Reference and the ability to expand membership as required
- Assign dedicated Project Management support
- Ensure any procurement processes are undertaken in good time and with appropriate advice and support
- Agree minimal viable project based on pre-agreed event specification and clearly communicate this. Identify any 'nice to haves' and 'additional opportunities' as quickly as possible. Ensure decisions about these are taken by the Project Board.
- Any Project Board should clearly identify delegated authority within its Terms of Reference, providing clarity on everyone's ability to make decisions and act
- Key issues such as safety and security require robust early assessment and the ability to respond to any changing circumstances (particularly those outside the council's control)

Funding and budget

- The council should not assume any international summit or major event can necessarily be delivered at nil cost to the public purse. The business case should articulate threats and opportunities in this regard and provide a full assessment before a decision is made to run an event
- Agree an approach to sponsorship as early as possible, with an 18-month lead-in time being preferable to ensure approaches are made before potential funders set annual budgets
- Develop a sponsorship prospectus as early as possible and be sure that any event partners are well sighted about sponsorship proposals and the packages offered.

These should be based on a mutual-value proposition, not simply a request for funding

- Approach sponsors in a joined-up way which is cognisant of any other requests those bodies may have received (or may receive in future) from the council
- Ensure an open-book approach to budget management is designed in to the event, enabling transparency and accountability
- Ensure cost forecasts are based on a realistic assessment of requirements, including that for major events things such as design, wayfinding, catering and more needs to be of a certain quality to attract investment and attendance

Partners

- Engage partners early, but be realistic of their capacity to directly contribute time, expertise or funding. Set out agreed roles and responsibilities in writing, and allow that the council will need to commit staff resource to coordinating and overseeing partner contributions
- Work with trusted partners and, if there is no previous relationship, be sure to consider risk appetite before making any commitment
- Clearly agree invitation and registration process with partners, ensuring clear lines of responsibility and that there is a single database as a 'source of truth'

3. Policy

Hosting the summit accorded with the council's approved International Strategy under 'Outcome 4: city leadership'. It also accorded with principles of the council's Corporate Strategy 2018 – 23 to i) Maximise opportunities to work with partners and other stakeholders locally, nationally and globally; and ii) Build city resilience, improving our ability to cope with environmental, economic or social 'shocks and stresses'.

Hosting the summit was agreed by Cabinet on 7th November 2017 and was noted in the council's Business Plan 2018/19.

By voting in favour of the Summit's declarations the council has indicated that it will consider these in its future policy development and collaborative efforts, though any specific actions will be subject to formal decision making through the council's normal channels.

Appendices:

- Appendix A – Global Parliament of Mayors Summit Report
- Appendix B – Global Parliament of Mayors – Bristol Declaration

LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

Background Papers:

Bristol City Council – Corporate Strategy 2018 – 23 (<https://www.bristol.gov.uk/policies-plans-strategies/corporate-strategy>)

Bristol City Council Business Plan 2018/19 (<https://www.bristol.gov.uk/policies-plans-strategies/corporate-strategy>)

Bristol City Council Cabinet paper – 7th November 2017 (<https://democracy.bristol.gov.uk/documents/g2840/Public%20reports%20pack%2007th-Nov-2017%2016.00%20Cabinet.pdf?T=10>)