

## **Appendix C: Budget & Fundraising Briefing Note**

### **Rationale for the Unveiling Event**

The unveiling of the statue provides an opportunity for Grantham's community to celebrate its heritage. The event will be used to promote 'Inspirational Women of South Kesteven' including Edith Smith who served in Grantham as the first female warranted police officer in the country and Harriet Arbuthnot, close friend and advisor of the Duke of Wellington when he was Prime Minister between 1828-1830.

Celebrating the area's rich heritage is part of the Council's plans to regenerate Grantham and to ensure all that the District has to offer continues to be promoted.

The statue is expected to attract thousands of visitors to the area which will increase Grantham and South Kesteven's status as a destination for tourism with the associated benefits that brings.

An increase in visitor numbers to the area will boost the local economy and benefit our local shops and businesses.

The interest from visitors to the area will support the Grantham Museum and enable them to develop their permanent Margaret Thatcher exhibition which already attracts thousands of people each year.

InvestSK is keen to work closely to use the statue and unveiling to attract inward investment and to promote the plans and benefits from the Future High Streets Fund initiative. InvestSK has also developed a film to celebrate 'Inspirational Women of South Kesteven' which complements any wider community legacy work.

The unveiling event is expected to attract a high level of national and international media attention which will provide many opportunities for the Council and InvestSK to showcase and promote the District.

There will be costs to holding an unveiling event of this scale. This has to be balanced against the potential benefit of commemorating one of the most famous people to have come from Grantham, and the opportunity for the statue and unveiling event to attract global attention. It is proposed that an external organisation is engaged to oversee the unveiling, including planning the event, coordinating event logistics, handle stakeholder management and manage communications.

There is an element of cost to hold any successful large scale event which will also include essential elements to ensure that security and public safety is maintained. This will include the provision of essential logistical equipment and personnel for the event such as barriers, stewarding and medical support.

The Council intends to launch a community and business fundraising appeal to secure contributions to fund the event. This will be planned and managed by an external organisation who will prepare the approach and methodology for the fundraising appeal.

The Council could install the statue with no unveiling event. Even holding a 'low key' event means that certain basic costs would be incurred to ensure that the event is both safe and well run. However, the unveiling event is likely to attract a high level of interest from both the general public and the media. It is anticipated that a large number of people will want to attend. In order to fully maximise the opportunities that both the statue and the event will bring, it is proposed that the Council ensures adequate forward funding for the event to celebrate the occasion and maximise the promotional opportunities that the event will bring for Grantham and the District.

The preferred option is for the Council to agree to allocate funding to underwrite the event unveiling works and to launch a fundraising campaign to seek to cover these costs. This would be supported by an external organisation.

If the Council installed the statue without an unveiling event this would miss the opportunity to capitalise on the potential benefits provided by the installation of the statue and to mark the occasion for Grantham and South Kesteven.

### **Summary of the 'Up to £100k'**

No details of the proposed unveiling event have yet been finalised so the plan and budget requirement remain flexible and may be less than £100k. The working assumption is that the event will include 200+ invited guests and a number VIPs with professional style stage, seating, local audio and support for the visiting media.

A provisional budget for the event has been prepared and is shown in Appendix D – whilst the up to £100k figure has been set (subject to approval of the recommendations in this report) the exact allocation is still to be finalised. This consists of the following:

1. £24,250 – SKDC estimated costs, including essential costs for public safety  
Includes: Medical support; stewarding and security; barriers; road closures; basic guest refreshments; event infrastructure; and pre-event security.
2. £50,200 – external events management organisation estimated proposed costs  
Includes: Production and account management for the external events management organisation; audio for guests and media; staging with awning and seating system; media platform; unveiling mechanism; and crew labour and costs.

Beyond the current provisional budget, there are a number of optional extras which have been suggested by the external events management organisation. These are open to consideration but none of these are currently within the assumed plans and would need to be included within the 'up to £100k' total. These optional extras currently total £35,040 and include a PA system for the general crowd; stage lighting; a weather awning for the seated area; a dedicated web page with live streaming; filming and editing of the event; and promotional and commemorative material.

## Ongoing Maintenance of the Statue & Plinth

Ongoing maintenance of the statue and plinth will be met by existing maintenance budgets. This will be reviewed by the Council as part of the annual budget setting process from 2022/23 onwards.

It is proposed that any additional fundraising over the up to £100k to cover the costs of the unveiling event can be used to establish a reserve to fund the future cleaning, maintenance and on-going upkeep of the statue; especially if the costs are greater than originally anticipated.

## Fundraising Plan

The details around the fundraising appeal are yet to be finalised and the update below outlines the current working assumptions. The final plan is subject to agreement with the external event management organisation, upon formally commissioning and contractual arrangements. The external events management organisation cannot be formally engaged to further develop the plans until the authorisation of the budget and expenditure.

The basis, conditions, intentions for the funds, management of the funds and other details will be published as part of the fundraising appeal. The information in this update is not intended to inform prospective donors of the arrangements and should not be read as such. It is intended that the funds raised through the appeal will be used to fund the unveiling event and related activities linked to the Baroness Margaret Thatcher statue. Whilst nothing is finalised, if the fundraising appeal receives funds over and above the cost of the unveiling event and related activities, the excess funds could be used for the following purposes:

- **Ongoing statue maintenance:** Establish a reserve to fund the future cleaning, maintenance and upkeep of the statue and surrounding area.
- **Civic projects to benefit local residents and area:** Reinvestment in future civic projects for the benefit of local residents and/or Baroness Margaret Thatcher's birthplace of Grantham and the wider South Kesteven area.
- **Museum donation:** Make a donation to the Grantham Community Heritage Association (Grantham Museum) which is adjacent to the site of the statue and intends to update their Thatcher exhibition.

The Council's fundraising appeal and intended uses of the funds raised relate to the performance of the Council's functions, powers and duties of the Council. This includes:

- Local authorities may provide and maintain museums and art galleries within its administrative area and may do all such things as may be necessary or expedient for or in connection with the provision or maintenance thereof.
- Local authorities may provide such recreational facilities as they think fit both within and outside their areas.

- Local authorities may encourage persons, by advertisement or otherwise, to visit their area for recreation, for health purposes, or to hold conferences, trade fairs and exhibitions in their area.
- Local authorities have a duty to encourage participation in education and training by persons who are over compulsory school age but under 19.
- Local authorities, through Local Enterprise Partnerships, are responsible for steering and stimulating economic growth in local communities.
- Local authorities, through the delivery of their infrastructure functions (e.g. highways, planning and housing) have a major role to play in meeting economic, social and environmental goals.
- Local authorities have a general power of competence.

The external events management organisation will coordinate the fundraising appeal on behalf of the Council and Council officers will not be directly involved in the fundraising campaign or eliciting donations. A statement explaining the appeal and details of how to make donations will be published on the website. Donations will be asked to be made via electronic bank transfer.

Information around the level of donations received will be reported to Cabinet and the Culture and Visitor Economy Overview and Scrutiny Committee. The personal details of individual donors will remain confidential and will not be published.

The proposed approach to the fundraising appeal, including suggestions from the external events management organisation, are set out below:

1. **Launch appeal:** Information about the fundraising appeal and how to donate will be published on the website. This would be open to the public, businesses and others.
2. **Publicise:** This will be accompanied by communications to seek media coverage.
3. **Letters:** Letters could be sent to possible interested parties and organisations.
4. **Big donors:** Large donations will be sought from specific prospective donors. Through the external event management organisation, this will utilise the relationships, networks and contacts of those who had ties with or have an interest in Baroness Thatcher.
5. **Donor reception:** A VIP and donor reception could be held in the museum or elsewhere, this could be hosted by a high profile national figure.
6. **Donor seats:** It is proposed that up to 50 seats are offered at the unveiling event for bigger donors.
7. **Donor tiers:** There is an option to tier the donor offer/experience on the day of the unveiling for larger donors, depending on the level of donation.