

**OFFICE OF THE POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE
DECISION RECORD**

Decision Record Number: **18/2022**

Title: **North East Lincolnshire Armed Forces Day**

Executive Summary:

Armed Forces Day is a weekend celebration event that attracts up to 120,000 people, most of which will be drawn from the Humber area. It is a family celebration with an opportunity to engage with attendees and inform them of how to engage with the work of the OPCC.

Decision:

That funding of £15,000 is provided to AFMET North East Lincolnshire Community Interest Company in exchange for sponsorship opportunities at the Armed Forces Day and in all promotional marketing for the event.

Background Report: Open

Police and Crime Commissioner for Humberside

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with my code of conduct.

Any such interests are recorded below.

The above decision has my approval.

Signature



Date 14/03/2022

**POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE**

**SUBMISSION FOR:
DECISION**

OPEN

Title: North East Lincolnshire Armed Forces Day

Date: 7.3.2022

1. Executive Summary

Armed Forces Day is a weekend celebration event that attracts up to 120,000 people, most of which will be drawn from the Humber area. It is a family celebration with an opportunity to engage with attendees and inform them of how to engage with the work of the OPCC.

2. Recommendation(s)

That funding of £15,000 is provided to AFMET North East Lincolnshire Community Interest Company in exchange for sponsorship opportunities at the Armed Forces Day and in all promotional marketing for the event.

3. Background

June 2022 will be the largest free Armed Forces Day held on the East Coast of England. North East Lincolnshire's Armed Forces Day (AFD22) will be held over the weekend of Friday 24th June (community Carnival) Saturday 25th June (Armed Forces Day proper) and Sunday 26th June (continuation and additional flying displays). The full programme including parades, entertainment, flying displays and capability demonstrations to capture and build on public support for our armed forces community and to raise awareness of the vital works done by the UK Armed Forces across the Globe.

AFD22 flags will be raised one week before on 18th June. A full programme of totally 'inclusive' public events to promote all our Armed Forces will be delivered to attract and secure the best possible integration between civil and military communities. Street parties and other alfresco events around and in the main activity areas will be encouraged to ensure veterans, cadets, servicemen and women together with the general public can meet safely. A full detailed programme is being published and will be distributed when approved by the Events Safety Advisory Group, Police and Emergency Services forum.

The event is expected to attract circa 70,000 plus (Often 180,000 over the totality of the weekend)

There is an agreement with the local Radio station to broadcast 'live' AFD22 who will use all means to ensure AFD22 information is positive and informative, and its purpose properly communicated across the region. This joint approach will ensure structure and consistency of message; information can be accessed on a dedicated website and further information will be disseminated on social media which is considered a valuable tool for delivery of key messages.

Delivery of a successful AF Weekend will cost approximately £100,000 which is funded entirely through a combination of sponsorship, trade income, MOD grant and contributions from members of the Armed Forces Team. Sponsors are promoted on information leaflets and also through a variety of location outlets (banners, media commentary for air displays) which has worked well over the last few years.

4. Options

There are three options.

Option 1 - Do nothing - don't fund

This option is not recommended as it would be a lost opportunity for the Commissioner to engage with local people and raise awareness of the work of the office.

Option 2 – Fund partial contribution

Similar to option 1 the PCC could make a partial contribution but this would then require further sponsors to be identified.

Option 3 – Fund full amount

This option is recommended because it allows the PCC to capitalise on the sponsorship opportunity and secure the opportunity to capitalise on the pre – event communications.

5. Risks

The risks are minimal to the investment. There is money available due to underspend in core budget in 2021 due to impact of COVID, less travel etc and therefore this can be used to support the event as one off funding.

6. Contribution to Delivery of the Police and Crime Plan

This investment will contribute directly to aims one and two of the Police and Crime Plan through Engaged, Resilient and Inclusive Communities and Safer Communities.

7. Financial Implications

The budget requirement is £15,000 which will secure the event for 2022.

8. Legal Implications

None

9. Equalities Implications

N/A

10. Consultation

- AFMET have been in wide consultation with partners in creating the event.

11. Communication Issues

Opportunity for positive PR specifically to the residents of North East Lincolnshire but potentially beyond also.

12. Background documents

- None

13. Publication

OPEN

This matrix provides a simple check list for the things you need to have considered within your report. If there are no implications please state

I have informed and sought advice from HR, Legal, Finance, OPCC officer(s) etc prior to submitting this report for official comments	Yes
Is this report proposing an amendment to the budget?	Yes
Value for money considerations have been accounted for within the report	Yes
The report is approved by the relevant Chief Officer	Yes
I have included any procurement/commercial issues/implications within the report	Yes
I have liaised with Corporate Communications on any communications issues	Yes
I have completed an Equalities Impact Assessment and the outcomes are included within the report	N/A
I have included any equalities, diversity and or human rights implications within the report	N/A
Any Health and Safety implications are included within the report	Yes

I have included information about how this report contributes to the delivery of the Commissioner's Police and Crime Plan	Yes
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