

AGENDA ITEM:

REPORT TO:	MERSEYSIDE FIRE & RESCUE AUTHORITY MEETING
DATE:	24TH JUNE 2010
REPORT NO.	CFO/112/10
REPORTING OFFICER:	ASSISTANT CHIEF EXECUTIVE & TREASURER
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SUBJECT:	BLUE LIGHTS HORSE OF THE YEAR SHOW 2010 - EVENT UPDATE

THERE ARE NO APPENDICES TO THIS REPORT

Purpose of Report

1. To update Members of Merseyside Fire & Rescue Service Fire Authority about the Blue Lights Horse of the Year Show 2010 to take place on 22-25 July 2010 at Aintree Racecourse. The 2010 show will build on the success of the 2008 and 2009 events at this joint community safety festival and display with Merseyside Police and North West Ambulance Service.

Recommendation

2. That Members of Merseyside Fire & Rescue Service Fire Authority Committee:
 - (a) Receive an update about the 2010 show plans;
 - (b) Note the positive involvement of North West Ambulance Service and other agencies.

Introduction & Background

3. In 2008 and 2009 Merseyside Police and Merseyside Fire & Rescue Service staged a community event called the Blue Lights Horse of the Year Show. In both years the events were successful large community audiences and a large number of emergency services competitors in the related equestrian competition.

4. The 2009 event built on the success in 2008 and increased the scale of the public event, offering families a fun and inexpensive day out. It also gave the chance for the emergency services to showcase their services and how they work together. Audiences of over 1,000 were attracted on each of the three show days. The event added entertainment attractions in the form of a mini-farm, pony rides; vehicle displays etc and targeted competitors through specialist and in-house publications. The event raised £5,000 for the charity, Riding for the Disabled Association.
5. Following on from the success of the previous years events, it was authorised by MFRA to host a Blue Lights Horse of the Year Show in 2010. This year's show will be held over four days, with the public event days on 23rd, 24th, 25th July at Aintree Racecourse, home of the Grand National. MFRA Members are invited to attend any of the event days as desired, with complimentary seats.
6. Enhancing our working relations with the region's emergency services, this year's event is now being managed and organised alongside Merseyside Police and (for the first time) the North West Ambulance Service. North West Ambulance Service has been a great addition to the organising committee and intends to showcase their service and engage with the community audience.
7. There is expected to be a large-scale display of historic and current vehicles from the three services including the police matrix team, our Search and Rescue Team and even Merseyside's first ever police car.
8. In addition the Highways Agency, Merseytravel and the Territorial Army have become involved.
9. Merseyside Fire & Rescue Service and Merseyside Police will attend a total of 10 Pony Education Days in 2010, delivered to local primary school classes at Aintree Racecourse and increase their presence within the community and deliver safety messages.
10. Following his attendance in 2009, Paralympian Gold medallist Lee Pearson will deliver a display to the public as part of the closing day celebrations on Sunday 25th July. The organising committee are extremely appreciative of his generous and kind support of the show.
11. The event is a showcase to the community and aims to:
 - Spread community safety messages by allocating a large proportion of free tickets to community groups.
 - Raise awareness of equestrian sport amongst local children and communities.
 - Be a showcase for the achievements of disabled athletes.

- Provide a forum for both organisations to help deliver a safer Merseyside through community engagement.
- Develop strong working relations with the Blue Lights and demonstrate this strength and allegiance to the community.
- Raise awareness of the careers available in the emergency services.

Overview

12. In the accompanying equestrian competition 60 competitors from UK emergency services have been attracted to date including police horses from Lancashire and Greater Manchester.
13. The Armed Forces are enthusiastic about delivering a catering tent as a training exercise for their military cooks, serving hot and wholesome meals to event volunteers. This is subject to approval from the Racecourse, but will be a fantastic addition to the event.
14. The event has been very positively received by potential sponsorship and it is anticipated that the cost to the public sector partners will be minimised. Funding of over £40,000 has been sourced from external sponsorship already.
15. A sponsors and services closing drinks reception will be staged at Aintree Racecourse on Sunday 25th July at 1700hrs. All Members are invited if they wish to attend, please confirm through Committee Services.

Financial Implications and Value for Money

16. The budget for the event for 2010 is £55,000. This cost will be covered by sponsorship and general sales of tickets and registration fees. It was originally anticipated that there would be a contribution of £5k each from MFRA and Merseyside Police Authorities. Officers are optimistic that the whole cost of the event can be covered by external funding sources.
17. Key sponsors include telent, Health Care Infection Technologies and Merseytravel have committed contributions in excess of £40k.

18. In addition sales and contributions for tickets raised are expected to be in the region of £8k. The table below summarises the current position.

	Current Forecast Blue Light Budget £'000
Total Forecast Expenditure	<u>55.0</u>
<u>Income</u>	
Entries/ticket sales	-8
Sponsorship Confirmed	-40
Police Contribution	-5
Fire Contribution	-5
Forecast Surplus	<u>-3.0</u>

19. The charity, Cash for Kids, are the show's chosen charity to support and will attend the events with bucket collections. In return Magic FM will promote the show on air and the breakfast show presenter will attend the event on Friday 23rd July.

Equality & Diversity Implications

20. The Blue Lights Horse of the Year Show as in 2008/9 features an entertainment programme sourced through community groups where possible, by cultural and ethnic dance groups from local and young people. An active volunteer programme will provide opportunities for people from all backgrounds within our communities to develop by being involved in the event, learning new skills and in so doing, enhancing their potential for employment.
21. The 2009 show featured a guest prize presentation from the 24 gold medals winner, Lee Pearson. Lee will attend and perform at the 2010 event to showcase disability in equine sport.

Contribution to Achieving the Vision:

"To Make Merseyside a Safer, Stronger, Healthier Community"

22. The Blue Lights event aims to contribute significantly to improving and embedding health in our workforce and the greater emergency services and having an overall positive impact on community safety through the delivery of key messages.