

SURREY COUNTY COUNCIL

CABINET

DATE: 23 OCTOBER 2012

REPORT OF: MRS HELYN CLACK, CABINET MEMBER FOR COMMUNITY SERVICES AND THE 2012 GAMES

LEAD OFFICER: SUSIE KEMP, ASSISTANT CHIEF EXECUTIVE

SUBJECT: SUPPORT FOR NATIONAL MAGNA CARTA 800TH ANNIVERSARY CELEBRATIONS



SUMMARY OF ISSUE:

To adopt the resolution(s) being proposed by the national Magna Carta 800th Anniversary Organising Committee to all local authorities with a direct involvement/connection with the Magna Carta 800th anniversary in 2015, to support a range of national celebratory activities and to approve in principal a £5m contribution to the funding for a new visitor centre, with £3m of additional match funding being raised externally.

RECOMMENDATIONS:

It is recommended that the Cabinet:

1. supports and endorses all recommendations in the model resolutions 1-20 which includes the proposal for a National Holiday on 15th June 2015 to celebrate the 800th anniversary.
2. approves in principal a £5m contribution to the funding for a new visitor centre, with £3m of additional match funding to be raised externally, subject to appropriate project governance and management being put in place, which is delegated to the Cabinet Member for Community Services and the 2012 Games in consultation with the Leader of Council and the Assistant Chief Executive.

REASON FOR RECOMMENDATIONS:

15th June 2015 will be the 800th anniversary of the sealing of the Magna Carta at Runnymede. The Magna Carta established the Rule of Law and Human Rights; it effectively challenged for the first time the divine right of Kings. The Magna Carta Trust has established "The Magna Carta 800th Anniversary Organising Committee" to organise and coordinate the commemoration of this important anniversary.

This committee has established model resolutions and these are set out in Section 1 below. Proposals (i) – (iv) and (vi) – (xx) are general resolutions seeking SCC support for activities that are broad ranging promotional activities to raise the profile of the anniversary. (v) proposes a National Holiday on 15th June 2015. It is recommended that these are supported.

<u>DETAILS:</u>

Magna Carta Trust Resolutions

1. The resolutions proposed by the National Magna Carta 800th Anniversary Committee which Surrey County Council is asked to support are:
 - (i) This Council resolves that it will participate in this celebration and in the run-up to the 15 June 2015.
 - (ii) The Council will proclaim and observe a Magna Carta day whether the 15 June or another appropriate date each year in 2013 and 2014.
 - (iii) and/or will conduct a Magna Carta week in coordination with the other Magna Carta towns in England.
 - (iv) and/or will seek to enlist other suitable bodies within the County such as libraries, schools, colleges and universities, and other relevant organisations to participate in the run-up and observation of the date of the sealing of the Magna Carta.
 - (v) and/or will petition Parliament to declare 15th June 2015 as a national holiday. This has already been supported unanimously by the House of Commons in a recent vote on a Ten Minute Rule Bill promoted by Eleanor Laing MP.
 - (vi) The Magna Carta Trust's 800th Anniversary Committee proposes the following of special relevance to local Councils:
 - (vii) enlist local MPs to join and participate in the All-Party Group of Members of Parliament.
 - (viii) support local Magna Carta exhibitions in public libraries within the County.
 - (ix) encourage suitable museums, galleries, churches, etc to have Magna Carta exhibitions.
 - (x) encourage a Magna Carta evensong and Sunday services in churches.
 - (xi) petition the Royal Mail for commemorative stamps for each of the Magna Carta towns and first day covers promoted here.
 - (xii) encourage the Royal Mint to coin commemorative coins and on the reverse feature each of the Magna Carta towns.
 - (xiii) participate in developing a Magna Carta tour and promote it in a brochure and web presence to encourage tourism in all the Magna Carta towns.
 - (xiv) press the Department of Education to include the relevance of the Magna Carta in the revised history programme of the schools' syllabus.
 - (xv) encourage the distribution of the British Council Magna Carta booklet in schools throughout the County.

- (xvi) encourage local schools to take part in the English Speaking Union debate in the academic year 2014/2015.
 - (xvii) take part in the British schools' essay contest in 2014/2015.
 - (xviii) support the announcement of activities both within the County and nationally in the media and new media.
 - (xix) encourage the university to have an open lecture on the Magna Carta in 2015 and schools to organize school assembly talks on the Magna Carta.
 - (xx) encourage local radio (and television) stations to cover the Magna Carta celebrations and make available to local media appropriate academic and other spokesmen on the Magna Carta.
2. It should be noted that this report is solely about the request from the National Magna Carta 800th Anniversary Committee to adopt their model resolutions – and it does not seek to address the opportunity that this occasion presents for Surrey in terms of more locally organised events/activities to celebrate and definitively mark the Magna Carta and its octo-centenary.
 3. The sealing of the Magna Carta in Runnymede is a major part of Surrey's heritage and cultural identity, and the 800th anniversary will be an occasion of national and international prominence and significance. There will be strategic leadership from the County Council to ensure that the focus of this celebration is Runnymede and, working with partner organisations and stakeholders from across the County, we want to ensure that through the opportunity of the 800th anniversary, that this important historic event is fully promoted and celebrated - for the benefit of residents and visitors now, and in the future.
 4. Details of this ambition for the Magna Carta 800th Anniversary initiative in Surrey will be brought to Cabinet in due course for their consideration.

Visitor Centre

5. For a number of years there has been some concern at the quality of the visitor experience at this historically important site in Runnymede. One of the key ambitions for the 2015 anniversary (at both local and national level) is to provide new visitor facilities and arrangements (and improved site presentation/interpretation arrangements) at a standard consistent with the significance of the site.
6. Provisional plans for a Visitor Centre by Runnymede Borough Council indicate a cost of £8 million (to include capital build costs and associated fees). The County Council will make a £5 million contribution to this on the basis that £3 million is raised as match funding from other sources to enable the development to proceed. An active campaign to raise these funds is being managed by Runnymede BC.
7. Surrey County Council is putting in place robust project management and governance arrangements to ensure an appropriate level of leadership and involvement as befits this scale of investment in the project. The details of this will be delegated to the Cabinet Member for Community Services and the 2012 Games in consultation with the Leader and Assistant Chief Executive.

8. The project (along with the requisite local improvements to the highway) has a very tight timescale to ensure completion in time for the 2015 celebration. The provisional timescale is that work will commence on site late 2013 with build/fit-out completed by February 2015. There will be some capital draw down to service cost of fees in the design and development stage, as well as a requirement for capital for stage payments during construction.
9. Surrey County Council is supporting this scheme because of the tremendous importance of Magna Carta in terms of heritage education, economic development, tourism and great pride in our county. The County Council is further seeking to ensure a state of the art facility within an impressive, sustainable, and architecturally distinguished landmark building that will tell the story of Magna to both local and international visitors. Through the events in 2015 and the Visitor Centre, the profile of Surrey will be enhanced both nationally and internationally which will benefit the area in both the short and longer term.

Tourism research (based on the Cambridge Model)

10. In the Economic Impact on Tourism in Runnymede 2011 Report, Tourism South East Research Unit estimated that in 2011 1,767,000 tourism day trips were made to Runnymede (lasting more than 3 hours and taken on an irregular basis) and an estimated 150,000 staying trips were spent in Runnymede, of which around 107,000 were made by domestic visitors (71%) and 43,000 by overseas visitors (29%).
11. Direct expenditure generated by tourism in Runnymede for 2011 was estimated to be £102m which translated to £136.6m worth of income for local businesses through additional indirect and induced effects. This tourism-related expenditure is estimated to have supported 1,759 FTE jobs in Runnymede or 2,379 actual jobs if considering part-time and seasonal employment. These jobs are spread across a wide range of service sectors from catering, hospitality and retail to public service jobs such as in local government, and not just tourism. Based on our estimates, total tourism related expenditure supports 4% of these jobs in Runnymede.
12. The potential additional tourism to Runnymede for the Magna Carta visitor Centre in the future could therefore have a significant impact on the local economy as well as to the County as a whole. A modest 10% increase in tourism arising from a new visitor centre would add an additional £13.6m per annum of income to the area.
13. Operational management arrangements for the new visitor facility will be determined jointly by Surrey County Council and Runnymede BC but it is not envisaged that the County Council will have a direct management role or responsibility (or any financial commitment) to the facility once it has been opened.

<u>CONSULTATION:</u>

14. This matter has been discussed with the Leader of Council, Cabinet Member for Community Services and the 2012 Games and the Surrey County Council Heritage Champion.

RISK MANAGEMENT AND IMPLICATIONS:

15. The Expression of Support being sought by the National Magna Carta 800th Anniversary Organising Committee for these resolutions does not create any risk management issues for Surrey County Council.
16. The risks associated with building the Visitor Centre are centred on the extra £3m match funding not being raised. If this is the case, Surrey CC would not put forward the balance of the £5m capital monies following any capital draw down for cost of fees for the design and development stage as described in paragraph 8. The estimated costs of these fees will be in the order of £250,000.
17. Significant work has already been undertaken at risk by Runnymede BC. Their Corporate Management Committee is determining all the risks in respect of proceeding further with the Visitor Centre on 1st November 2012. Should Runnymede Councillors not agree to proceed, the funding contribution of £5m will not be committed.

Financial and Value for Money Implications

18. There are no additional budget requirements involved with supporting the resolutions proposed by the National Magna Carta 800th Anniversary Organising Committee. These can all be supported as part of the services business as usual operations.
19. If the recommendation is approved, the £5m contribution for the Magna Carta visitor centre will be added to the County's capital programme.

Section 151 Officer Commentary

20. The Section 151 Officer (Chief Finance Officer) confirms that all material financial and business issues and risks have been considered / addressed within the report.

Legal Implications – Monitoring Officer

21. The Expression of Support being sought by the National Magna Carta 800th Anniversary Organising Committee for these resolutions does not create or establish any legal situation for Surrey County Council.

Equalities and Diversity

22. The Magna Carta was sealed at Runnymede and is therefore an important historic event for the county of Surrey and its residents. The resolutions are inclusive and aim to promote universal understanding of the importance of Magna Carta – locally, nationally and internationally. With particular respect to (x) we will encourage participation from all denominations and ethnic groups. A full Equalities Impact Assessment (EIA) will be prepared in conjunction with Runnymede BC.

Climate change/carbon emissions implications

23. The planned facility will have direct impacts through construction and during its operation, and furthermore provides an opportunity to demonstrate and communicate the council's active commitment to embedding sustainability in its own operations. In response to this, the visitor centre will be designed and constructed to achieve BREEAM Very Good as a minimum standard, in line with the Council's Energy and Carbon Plan. This will place the building in the top quartile for environmental performance and will consider impacts of construction materials, energy, health and well-being for building users, sustainable travel access, ecology and water demand. Opportunities will be taken to demonstrate to visitors, these design features and their environmental, social and financial benefits.

WHAT HAPPENS NEXT:

- Surrey County Council confirms adoption of these resolutions with the National Magna Carta 800th Anniversary Organising Committee.
- Arrangement to promote resolutions that require local actions (either directly by SCC – or via stakeholders) are put in place.
- A report will be presented to the Cabinet Member for Community Services and the 2012 Games and the Leader for approval detailing appropriate governance and project management to be put in place to oversee the Visitor Centre construction and development.

Contact Officers:

Peter Milton
Head of Cultural Services
Tel: 020 541 7679

Rhian Boast
Directorate Business and Administration Manager, Customers and Communities
Tel: 020 8541 9447

Consulted:

The Leader of Council
David McNulty, Chief Executive Officer SCC
Chris Norman, Local Member for Chertsey, SCC
SCC rep on the local Runnymede Magna Carta 800th Anniversary Steering Group
Paul Turrell, CEO of Runnymede BC

Annexes:

None

Sources/background papers:

- Letter from St Albans 24 October 2011 on behalf of the National Magna Carta 800th Anniversary Organising Committee.