



Cabinet

Tuesday, 10 October 2023

Rushcliffe Borough Council 50 Years Anniversary Plans

Report of the Director – Neighbourhoods

Cabinet Portfolio Holder for Business and Growth, Councillor A Brennan

1. Purpose of report

- 1.1. The Local Government Act of 1972 reformed local government in the United Kingdom and came into force in April 1974.
- 1.2. The 1974 reorganisation saw Nottinghamshire adopt a two-tier local government structure, with a County Council and eight district councils: Ashfield, Bassetlaw, Broxtowe, City of Nottingham, Gedling, Mansfield, Newark and Sherwood, and Rushcliffe. In 1998, the City of Nottingham became a unitary authority, and these arrangements have since remained unchanged.
- 1.3. The District of Rushcliffe encompassed two former districts, Bingham Rural District and West Bridgford Urban District and part of a third district namely Basford Rural District. The new district was named after the ancient Rushcliffe Wapentake, which had covered part of the area. Rushcliffe means "cliff where brushwood grows" in old English. The new Rushcliffe district was granted Borough status from its creation, allowing the Chair of the Council to take the title of Mayor.
- 1.4. 2024 marks 50 years since the formation of Rushcliffe as a Borough and the authority would like to mark the occasion by delivering a number of projects throughout the year to commemorate the golden anniversary of the Borough.

2. Recommendation

It is RECOMMENDED that Cabinet approves proposals to undertake a series of initiatives to commemorate the past 50 years.

3. Reasons for Recommendation

The 50th Anniversary of the formation of the Borough of Rushcliffe provides an ideal opportunity to recognise the contribution that the Council has made to local, regional and national government, and to celebrate some of the key dates, events and individuals who have given up their time to make a real difference to their communities.

4. Supporting Information

- 4.1. To mark this important milestone in local government and to ensure prudent use of Council resources the celebration will focus primarily on a Rushcliffe Arena atrium-based displays. In addition, a wider communication and media toolkit will be produced, providing social media posts and graphics, a new gold version logo campaign and associated promotional material, which can be used throughout 2024.
- 4.2. The Rushcliffe Arena atrium-based display at the Council's Civic headquarters will provide a historical timeline of the key events since 1974 aided by archive film footage and ephemera to make an interactive experience charting the history of the Borough.
- 4.3. The Borough's existing events programme for 2024 will contain a 50th Anniversary theme with opportunities to mark the anniversary at events such as the Taste of Rushcliffe Food Festival, Lark in the Park, the Celebrating Rushcliffe Awards, and the Christmas lights switch on.
- 4.4. Using existing resources, the Communications Team will create a suite of marketing materials including a Gold Shimmering 'R' logo and gold strap line, with the words 'Celebrating 50 years of Rushcliffe', a dedicated section in Rushcliffe Reports, and a social media photography campaign calling for photo, film, and other material to celebrate the history of Rushcliffe from local residents.

5. Alternative options considered and reasons for rejection

The Council could resolve not to mark the 50th Anniversary of the Borough of Rushcliffe; however, this would be a lost opportunity to celebrate the history and culture of the Borough and the community it represents.

6. Risks and Uncertainties

- 6.1. Due to the current climate of increasing costs and inflation there is a risk going forward that the cost of this celebration could increase, which could cause pressure on budgets or negatively impact quality of service provided. This has been mitigated by using existing resources and events to mark the celebration.
- 6.2. It is uncertain if Central Government or the Local Government Association intend to mark the 50th Anniversary of Local Government in England and if this would have any implication on the project plans that the authority has produced.

7. Implications

7.1. Financial Implications

The authority recognises that in a cost-of-living crisis the Council needs to strike the right balance between marking the 50 Year Anniversary of the Council and prudent financial management, so a budget allocation of £5,000 has been

allocated towards marking this event, with the majority of activity contained within existing resources.

7.2. Legal Implications

There are no legal implications contained within this report.

7.3. Equalities Implications

The 50 Year Anniversary celebrations present an opportunity to celebrate the diversity of the Borough and how it has evolved since 1974 into a multicultural society and celebrate the shared cultural way of life that the Borough has to offer.

7.4. Section 17 of the Crime and Disorder Act 1998 Implications

There is no Section 17 crime and disorder implication contained within this report.

7.5. Biodiversity Net Gain Implications

There are no biodiversity net gain implications contained within this report.

8. Link to Corporate Priorities

Quality of Life	Celebrating the 50th Anniversary of Rushcliffe as a Borough provides an opportunity reflect on the milestone of what the Borough has achieved and to look to the future on how we can continue to enhance the quality of life for our residents
Efficient Services	No direct link
Sustainable Growth	No direct link
The Environment	No direct link

9. Recommendation

It is RECOMMENDED that Cabinet approves proposals to undertake a series of initiatives to commemorate the past 50 years.

For more information contact:	Dave Banks Director of Neighbourhoods Tel: 0115 9148438 dbanks@rushcliffe.gov.uk
Background papers available for Inspection:	Nil
List of appendices:	Nil