

Response to Request for Information

Reference FOI 000656
Date 2 December 2016

Council Awards Event at Park Hall Ramada – 30.11.16.

Request:

I am not sure what the correct name for this event was but I believe it was organised by the Council and was associated with achievements of individuals or groups to the benefit of the community. The venue and date should correctly identify the subject of this Fol request.)

- 1) What was the net cost or income to Wolverhampton City Council of this event? That is, taking all sponsorship and all other income from external sources, and having paid all costs, what balance remained?
The costs associated with event management (which included stage set, design, audio, visual and room dressing) came to £6,100

Certificate frames cost £65.46.

Citations: £250.00

Ramada Park Hall - £4527.92 (ex. VAT)

Wolverhampton Trophy Centre - £404.93 (ex. VAT)
- 2) Under which department of the Council was this event organised?
This event was organised jointly by the Civic Support Team and Corporate Communications
- 3) What was the target audience for this event?
The event was primarily to honour the unsung heroes of Wolverhampton. However, by inviting the media to the event and featuring it on the Council's social media channels we wanted to reach the public too.
- 4) Where was it publicised?
The event was publicised extensively in advance on a dedicated website, social media, direct email and through the press. This was both during nomination stage (there were 6 categories open to all) and as part of the wider Prince Albert 150 programme of celebration events.

[NOT PROTECTIVELY MARKED]

- 5) What was deemed to be the positive outcome for the City and its Council Tax payers?

The awards – as part of the Prince Albert 150 programme – were extremely well received by the public, it was an opportunity for the city to celebrate its history and mark this unique anniversary.