

31 January 2025

Title UKSPF – MOBO Awards 2025 - Newcastle
Report of: Mark Stamper, Head of Economic Delivery
Portfolio: Culture, Creative, Tourism and Sport

Report Summary

The purpose of this report is to request approval to provide a funding contribution toward costs of hosting the MOBO Awards 2025 in Newcastle in February 2025. Funding will be drawn from the 2022-25 UK Shared Prosperity Fund allocation and the activity set out in this report meets the UKSPF Investment Plan approved by Government and the Implementation Plan originally agreed by the former North of Tyne Combined Authority (NTCA).

In 2022, the former NTCA as a designated 'lead authority' was allocated funding of £47.1m for 'core UKSPF' and £4.1m for the 'Multiply' adult numeracy programme, until March 2025 and covering the areas of Newcastle, North Tyneside and Northumberland. NTCA was also allocated £3,043,546 of Rural England Prosperity Fund. The UKSPF programme is being delivered in line with the Investment Plan agreed by Government.

In September 2022, the NTCA Cabinet delegated responsibility to the Chief Executive in consultation with the Director of Finance and relevant Cabinet Members to approve the commissioning approach and subsequent grant agreements and/or contracts associated with the Shared Prosperity Fund (Minute no 34 Resolution 5). In May 2024, the North East Combined Authority (North East CA) Cabinet agreed that 'the formal decisions which the former North East Combined Authority and the former North of Tyne Combined Authority made be treated as decisions of the Authority.' (Cabinet meeting 7 May 2024, Minute no C6/5/24 (4)). The North East CA is now the Lead Authority for the former NTCA's UKSPF programme.

This report includes one project requesting a total of £321,000 UKSPF Communities and Place funding to 31st March 2025.

Recommendations

The Chief Executive, in consultation with the Director of Finance and Investment, the Monitoring Officer, the Mayor and relevant Cabinet Member (s) and in accordance with the scheme of delegation, is recommended to approve the following funding award, and authorise entry into required agreements to facilitate approvals, as set out in this report:

- A total of £321,000 of UKSPF funding to be awarded to Newcastle City Council to deliver the MOBO Awards 2025 and related community engagement and festival fringe activities.

To authorise the Director of Finance and Investment and Monitoring Officer to prepare the necessary documentation and enter into contract with the lead applicants (Newcastle City Council).

A. Summary of Investment Proposal (Context)

Newcastle City Council will host the MOBO Awards 2025 – Newcastle on 18th February 2025. The project costs are expected to total £642,000, of which £321,000 of UKSPF funding will be provided by the Combined Authority.

In the build up to the ceremony itself, the intention is to deliver a series of events that include workshops, panel talks, masterclasses and networking opportunities across NewcastleGateshead, which will engage 300 people. Further fringe showcases are expected to attract 2,250 attendees.

The applicant has acknowledged that although the MOBO event would take place, the related fringe activities that benefit and impact communities, would not be possible and enabling this activity is the primary use of the funds provided by the Combined Authority.

1. Background

- 1.1 The UK Shared Prosperity Fund (UKSPF) will invest in economic growth and regeneration in the regions of the United Kingdom (UK), replacing the previous European Structural and Investment Funds (ESIF).
- 1.2 The UKSPF Delivery Plan for the Northumberland, North Tyneside and Newcastle area sets out a more inclusive area and is built on three key aims:
 - Creating a more social and inclusive economy - one which promotes wellbeing across all communities by ensuring wealth is retained locally and distributed more equitably.
 - Addressing inequality and poverty, enabling our residents to access opportunities at every stage of their lives.
 - Driving better coordination of education, skills, employment, and health activities to help more people move into good work, and progress in work.

2. The Investment Proposal

- 2.1 Newcastle will be the host city for MOBO (Music of Black Origin) in 2025 after winning a competitive bidding process. This presents a number of opportunities to arrange multiple fringe events that are aimed at unearthing emerging talent from the hardest to reach and diverse talent in the city and wider North East region.

This will include specific activities such as: –

- 4 x Music showcase events taking place in venues across Newcastle and Gateshead including The Glasshouse International Centre for Music, World Headquarters and Hoochie Coochie.
 - Multiple workshop opportunities for songwriting, recording, music production that will again take place in studios and venues across the city.
 - A black music summit that will engage over 300 young people, participating in talks, master classes and networking opportunities with national and international music industry professionals.
 - The city will also be dressed in MOBO branding, and a full marketing campaign will be produced.
- 2.2 The project will increase tourism in a quiet winter month of February while creating hundreds of opportunities for young people to engage with one of the most prestigious music industry award ceremonies in the World.
 - 2.3 The proposal will be delivered in Newcastle and Gateshead as the host and fringe venues will be based there but engagement opportunities will be taken up by people from across the North East Combined Authority area.
 - 2.4 Timescale: -
 - Key awards ceremony –18 February 2025
 - Workshops will begin – 10 January 2025
 - Live music showcases – weekend of 14 – 16 February 2025
 - Black music summit - 17 February 2025
 - MOBO City takeover – weekend of 14– 16 February 2025
 - 2.5 The project will be driven and managed by Newcastle City Council.
 - 2.6 The core MOBO team based in London will lead on the main awards event leaving the Newcastle City Council, supported by key MOBO team members to support.
 - 2.7 Newcastle City Council has assembled a partnership of key music development organisations in Newcastle and Gateshead including Generator, Northern Roots, The Glasshouse International Centre for Music and Interval Records to assist on logistical organisation and programming and has

established an advisory group including representatives of a wider network of those people working with groups in Afro Caribbean communities.

2.8 Which key beneficiaries will the proposal target and how: -

- Over 6,000 people will attend the main MOBO event with the majority being out of region overnight stays.
- 300 people will be engaged with the Black Music Summit.
- A further 1600 people will engage with MOBO associated Fringe showcases.
- A total of 30 activities will be produced as part of the event.
- The total number of volunteers required to support the production of events will be 35.

3. Outputs and Outcomes

Outputs	24/25
Number of enterprises receiving grants	12
Number of organisations receiving non-financial support	30
Number of local events or activities supported	35
Number of people attending training sessions	300

Description of Outcomes	Timeframe for achievement	Totals
Number of volunteering opportunities created as a result of support	35	35
Increased visitor numbers	8,250	8,250
Improved engagement numbers	300	300

4. Timetable for Implementation

Milestone	Forecast Date
Proposal Start Date	01/09/2024
Financial Completion Date	31/03/2025
Anticipated Proposal Completion Date (date by which all outputs/outcomes will have been achieved)	21/02/2025
MOBO Awards 2025 – Newcastle Fringe Events	13/02/2025 to 17/02/2025
MOBO Awards 2025 – Newcastle (Utililita Arena)	18/02/2025

5. Evaluation -

5.1 An evaluation will be delivered by the organisers of the MOBO Awards 2025 – Newcastle

6. Appraisal

6.1 The appraisal of the business case provided by the applicant has been assessed and is rated green on all aspects.

6.2 RAG Assessment

Overall RAG assessment		
Risk Rating	Strategic case	Green
	Commercial case	Green

	Economic case	Green
	Financial case	Green
	Management case	Green
	Overall rating	Green

6.3 Recommended Conditions of Funding

The award of funding would be subject to the following proposed funding conditions.

No.	Conditions
1.	The Recipient warrants to North East CA that the Project is and will be compliant with the Subsidy Control Rules. The Recipient shall ensure that the Subsidy Control Rules are complied with at all times in respect of the delivery of the Project.

B. Potential Impact on North East Combined Authority Objectives

1	Deliver a Successful Awards event	<p>Specific – The delivery of a successful MOBO Awards 2025 – Newcastle event on 18th February 2025.</p> <p>Measurable – amount of visitors to the event exceeding 6,000. Amount of regional, national, and international media coverage.</p> <p>Realistic – MOBO awards are already secured for Newcastle and the event is the 2nd largest music industry awards ceremony in the UK which always sells out.</p> <p>Time Bound – The Award Ceremony will take place on Tuesday 18th February; the date has been agreed and is fixed.</p>
2	Deliver a successful fringe programme to compliment the awards	<p>Specific – Deliver multiple events, workshops, panels, talks, master classes and networking opportunities in Newcastle Gateshead during the led up to the Awards.</p> <p>Measurable – We anticipate over 300 people will be engaged with the various activity and a further 1600 people attending fringe related showcases.</p> <p>Realistic – We have assembled a partnership of regional music development agencies all of whom have a strong and proven track record in organising, promoting, and delivering similar events.</p> <p>Time Bound – These events must be delivered in the month leading up to the main awards ceremony.</p>
3	Raise the profile of the North East Region as one that can host major events	<p>Specific – The hosting of this event which is one of international standing alongside other international events such as the Women’s Rugby World Cup 2025 and Men’s Euros in 2028.</p> <p>Measurable – MOBO will produce press report outlining coverage and the value of the coverage.</p> <p>Realistic – All of the above events have been secured and will be produced in the region.</p> <p>Time Bound – As above the events are all confirmed and must be delivered on specific dates.</p>

C. Key risks

A summary of key risks relating to the investment proposal is included below:

The risks associated with the delivery of the project outlined in the report are actively managed at several levels. Strategic risks associated with the delivery of the UKSPF programme are managed through the maintenance of a Risk Register and monitoring by the North East CA's UKSPF Programme Board. Risks at a project level are managed by the project sponsor and as a part of the regular claims and monitoring activity undertaken by the Programme Assurance Team.

D. Financial and other resources implications

The financial profile for the project/programme is included below:

As a result of this report £321,000 UKSPF funding will be awarded to Newcastle City Council. UKSPF Funding will be allocated to the appropriate investment priority and intervention within the UKSPF Investment Plan and monitored in delivery in the usual manner; funding will be defrayed against the following profile:

Funding source	2024/25	Total
<i>North East CA Investment Fund (£)</i>	£321,000	£321,000
<i>Private Sector Leverage (£)</i>	£321,000	£321,000
Total (£)	£642,000	£642,000

E. Legal implications

The comments of the Monitoring Officer have been incorporated into the body of the report.

F. Equalities implications

The North East CA follows the Public Sector Equality duty and this report has due regard to the need to achieve the objectives set out under s149 of the Equality Act 2010.

An Equalities Impact Assessment has been undertaken for UKSPF and the implications of this will be considered in the project mobilisation and delivery stage.

G. Consultation and engagement

Significant consultation was undertaken in the original development of the NTCA UKSPF Investment plan, which included several stakeholder events and the establishment of a strategic stakeholder group.

H. Appendices

None

I. Background papers

None

J. Contact officers

Name: Lesley Strickland

Title: Senior Economic Development and Regeneration Officer

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K. Glossary

UKSPF	United Kingdom Shared Prosperity Fund
UK	United Kingdom
North East CA	North East Combined Authority
NTCA	North of Tyne Combined Authority
NoT	North of Tyne
NE	North East

L. Consultee

Cabinet Member:	Director/Head of Service:	Director of Finance and Investment:	Monitoring Officer:
Yes	Yes	Yes	Yes