



Cabinet

Report for:	Cabinet
Title of report:	Mayoral Service
Date:	10 th December 2024
Report on behalf of:	Councillor Adrian England, Leader of the Council
Part:	I
If Part II, reason:	N/A
Appendices:	Community Impact Assessment
Background papers:	None
Glossary of acronyms and any other abbreviations used in this report:	SLT – Strategic Leadership Team CAD – Community Action Dacorum

Report Author / Responsible Officer

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Corporate Priorities	Community Engagement Service Improvement and Delivery Vibrant Communities Sustainable Future Proud and Thriving Borough
Wards affected	All

<p>Purpose of the report:</p>	<p>To provide an overview of proposals for the future operation of the Mayoral Service and seek approval for the development of the Mayor's Future Fund.</p>
<p>Recommendation (s) to the decision maker (s):</p>	<p>That Cabinet:</p> <ol style="list-style-type: none"> 1) Notes the overview of the Mayor's support service as highlighted in the report. 2) Agrees the development of a Mayor's Future Fund (MFF) working in conjunction with Community Action Dacorum (CAD) as set out in section 4 and delegates authority to the Assistant Director, Legal and Democratic Services in consultation with the Leader of the Council to finalise the Service Level Agreement to oversee the operation of the MFF. 3) Note the Mayoral Events Programme as set out in section 5.4.
<p>Period for post policy/project review:</p>	<p>The Mayoral Service is kept under continuous review by the Mayor, Leader of the Council and the Monitoring Officer and updates and changes are proposed when required.</p>

1 Introduction/Background:

- 1.1 The ancient office of the Mayor dates back to a time when Mayors had much wider authority and power than they do today. In some authorities, the role of the Mayor includes wider powers, but in Dacorum Borough Council, it is primarily a civic and ceremonial role, with the exception of chairing Council meetings
- 1.2 However, the importance of the position is still widely recognised and remains the highest office that the citizens of a borough, through their elected representatives, can confer. It makes the holder their “First Citizen”. This means that within the Borough, the Mayor ranks above everyone except the Royal Family and the Lord Lieutenant of Hertfordshire - the county’s personal representative of the monarch.
- 1.3 The role of the Mayor is different from that of a Councillor and the Mayor acts in a non-political manner when carrying out this civic role.
- 1.4 The Deputy Mayor will carry out the civic role of the Mayor when the Mayor is unable to do so.
- 1.5 Each Mayor will adopt their own personal approach to the role but, in all cases, there is a responsibility to uphold the dignity of the office.
- 1.6 The Mayor and Deputy Mayor have an important and varied role, which they perform for the Council and residents of Dacorum. The role and function are set out in Part 2 of the Constitution as follows:
 - to uphold and promote the purposes of the Constitution, and to interpret the Constitution when necessary;
 - to preside over meetings of the Council so that its business can be carried out efficiently and with regard to the rights of Councillors and the interests of the community;
 - to ensure that the Council meeting is a forum for the debate of matters of concern to the local community and the place at which Councillors are able to hold the Cabinet and Committee Chairmen to account;
 - to promote public involvement in the Council’s activities;
 - to be the conscience of the Council;
 - to attend and perform such civic and ceremonial functions as the Council, and he/she, determines appropriate; and
 - to encourage and support the voluntary sector within the Borough.
- 1.7 The resources provided by the Council to support the Mayor are proportionate and modest and reflect a modern and streamlined approach to the Mayoralty in the context of the challenging financial environment for Local Government and for the communities that the Council serves.
- 1.8 The function of the Mayoralty is supported by different teams in the Council. The day-to-day support for the Mayor, including management of the Mayor’s attendant support, is provided through the Democratic Support Team whilst event management support is provided through the Communication and Engagement Team.
- 1.9 The support service to the Mayoralty is kept under continuous review and any changes required are agreed with the Mayor and Deputy Mayor to ensure that the service can evolve to meet changing requirements, demands and expectations of the public and Mayoralty.
- 1.10 This report is prepared to keep all Members updated on a number of changes proposed and it sets out proposals for how the Mayoralty could develop so that it reflects a more modern and relevant function and can further support community organisations in the Borough.

2 Key Issues/items for consideration

The report will focus on three proposals for future service delivery as follows:

- Arrangements for the Mayor's Car and support and ceremonial aspects of the role;
- Fundraising and charitable support – Mayor's Future Fund;
- Principles for the events programme and how it will be developed each municipal year.

3 Arrangements for the Mayor's Car

- 3.1 Historically, a prestige car for the sole use of the Mayoralty has been made available, along with two Mayor's Attendants who serve as chauffeurs and perform the function of the Mayor's Attendant/Macebearers.
- 3.2 The suitability of the current Civic Car has been reviewed and options for its replacement have been considered by SLT, relevant Portfolio Holders and the Mayor.
- 3.3 Feedback provided through this consultation highlighted that the Mayor's car and chauffeur service should fulfil the following criteria:
 - Provide a consistent, secure and reliable service for the Mayor to attend events as required.
 - If the Borough is to have a car for the First Citizen, it should be designed to promote the Borough and project the values of the Council.
 - The car should support the climate change agenda.
 - Any car should be cost effective and efficient.
 - Consideration should be given to whether the car could be available for other Council uses.
- 3.4 Accordingly, proposals have been agreed for a refreshed approach to the provision of the Mayor's car.
- 3.5 The current car has been replaced with a Kia multi-use electric vehicle which supports the Council's Climate Change priorities. The vehicle has a suitable electric range so that it can fulfil the multi-use function proposed.
- 3.6 The new electric car will be used to support the Courier service when it is not in use as the Mayor's car and, if required, it can be used for other service requirements, such as attending meetings across the Borough, when it is not required for the Mayoralty.
- 3.7 Through this approach, the Council will be able to remove two petrol vehicles from its fleet, (the prestige Mayor's Car which has now been returned and the Courier Van). This is a positive step towards the Council's climate change commitments.

Ceremonial aspects of the Mayoralty

- 3.8 The Mayor is the Borough's First Citizen and is considered to be the representative of His Majesty the King within the Local Authority's area.
- 3.9 The Office of Mayor is the highest honour the Council can bestow upon a Member and reflects a high level of public service and the esteem, respect and regard in which the holders are held.
- 3.10 Therefore, as a matter of civic protocol, there are some ceremonial arrangements that should be adhered to; specifically in respect of receiving any member of the Royal family or the Lord-Lieutenant, who is the official representative of His Majesty the King for the county of Hertfordshire. When the Lord Lieutenant is attending an event, in their official capacity in Hertfordshire, they should be received with the same degree of etiquette and protocol afforded to any member of the Royal Family. A separate protocol for receiving a

member of the Royal family or the Lord Lieutenant as their representative should be referred to for these formal occasions.

- 3.11 The Mayor also has a role to Chair the meetings of the Council in an impartial manner.
- 3.12 Otherwise, the role and duties of the Mayor are civic and ceremonial, undertaken on behalf of the Borough. These are varied and cover many aspects, but include:
- Acting as an Ambassador for the Borough
 - Upholding Civic Pride
 - Promoting the Borough
 - Encouraging and supporting Local Industry, Business and Commerce
 - Supporting Local Charities and Community groups
 - Representing the Council at Civic, Social, Cultural, Charitable, Religious/Faith and many other wide- ranging functions and events
 - Receiving Official Visitors
- 3.13 Due to the nature of the role, there are no statutory requirements governing the day-to-day activities of the Mayor.
- 3.14 The Mayor's chain and badge of office are the outward signs of the civic office held, i.e. its insignia. The Mayor should wear the chain at ceremonial occasions, such as the Civic Service, Remembrance Sunday parade and service, Royal visits and when chairing Council meetings. The Mayor may also wear the chain, when officially invited as Mayor, to external functions.
- 3.15 Civic chains should never be worn with a military uniform. However, a Mayor, who is a member of the clergy, may wear full canonicals with the chain over the gown. Similarly, the chain may be worn over academic dress.
- 3.16 The Mayor should not wear the civic insignia in another area without express permission from the Council for that area. This is called obtaining chain clearance.
- 3.17 Robes of Office are also available and should only be worn on very formal or special civic occasions. There is no formal requirement for the Mayor to wear robes whilst chairing meetings of the Council and whether to do so, or not, is the choice of each Mayor.
- 3.18 The Mace is a symbol of authority and should only be used on very formal occasions, (when the Mayor is wearing Robes of Office), unless there are special circumstances such as school visits where it may be seen as important for educational purposes. The Mace is carried by a Mace Bearer and immediately precedes the Mayor.

4. Fundraising and Charitable Support

Current Arrangements

- 4.1 Currently, the Mayor nominates a chosen charity at the start of their one-year term of office. Typically, these are local charitable organisations. Various fundraising events may take place across the year where funds are collected and then transferred to the nominated charity. A key event, which is supported by Council staff, is the annual civic dinner where, in the past, a raffle with donated prizes has been held, and funds are raised for the Mayor's nominated charity.
- 4.2 The Council has limited staffing resource or budget available to support the Mayor with charitable and fundraising events outside the regular events programme.

The Council's events programme includes the following events in Mayor's civic calendar:

- **Mayor Making Annual Council and function afterwards**

- **Windrush celebration (and flag raising)**
- **Raising of the Pride Flag (and any other relevant flag raising ceremonies)**
- **Armed Forces Day**
- **Remembrance Day parade and service**
- **Mayor's Civic Dinner**
- **Mayor's Civic Service**

In addition, the Mayor is invited to, and attends, a number of events and visits organised by third parties such as schools, local charities and other organisations both with Dacorum and the wider Hertfordshire area.

- 4.3 The Mayor's contribution to charitable activities and fundraising is constrained by local governments' resource limitations and it is considered that there is an opportunity to create a partnership with the voluntary sector, which could help to increase the profile of the Mayor for fundraising opportunities and provide a consistent approach to fundraising to each new Mayor.
- 4.4 In the Constitution, the role description for Dacorum Mayor includes "supporting the voluntary sector" and not expressly "fundraising". However, fundraising is compatible with the role of the Mayor, especially if it is in partnership with the voluntary sector rather than substantially funded via Council resources.

Mayor's Future Fund

- 4.5 At the request of the Mayor and Deputy Mayor, Officers have developed a proposal for the establishment of a "Mayor's Future Fund" brand which aims to achieve increased resource for more activities/events through a better partnership and devolved ownership of the fundraising.
- 4.6 The core principle is that the Mayor's Future Fund (MFF) will create a way for smaller charities who cannot support a year's commitment to the Mayor, to be usefully involved in sharing the organising burden of event support by participating in a slot within a month-by-month calendar of events. This will enhance the Mayor's role through the opportunities of partnership, it will build community spirit and provide the opportunity for devolved voluntary fundraising.
- 4.7 Such a partnership is a way for the Mayor to support smaller charities by embedding "The Mayor of Dacorum" into their event and enhancing their fundraising reach just as their involvement enhances the activity of the Mayor. The key point is that most of the MFF fundraising will be organised by the charities, and so the Council, through the Mayor, is not the organiser of events or the administrator for the fund, but the Mayor would attend and support the events as an invited 'guest of honour'. The Council will therefore only organise the formal end of year Civic Dinner and the other events described in section 4.2 above and any surplus money raised at the Civic Dinner event could be passported through to the MFF administered by Community Action Dacorum (CAD).
- 4.8 The Charity sector at large, through CAD, believe that they can generate up to 12 events per year and collaborate to raise significant funds, if those funds are collected by CAD on behalf of the MFF. Fundraising is expected to be boosted by a) the draw of "the Mayor" and b) the impetus to the smaller charities to have access to funding raised in return for their resourcing and promotion of events. The Mayor's attendance comes with the agreement to use the MFF branding as the central funding brand, but this will be administered by CAD.
- 4.9 Charitable donations over the last 5 years have ranged from £6,000-£10,000 per year and the aim will be to increase this amount through the MFF.
- 4.10 The MFF would also mean that there is no need to review or seek funding to support through other Council funds such as the Community Grants Budget or Community

infrastructure Levy and this will enable those funds to be allocated in accordance with current allocation processes.

Governance of the Mayor's Future Fund

- 4.11 While Community Action Dacorum will be responsible for the MFF, and the receipt and distribution of all funds received, the Council and the Mayor will be closely associated with the funds. Therefore, while the Council will not be legally responsible for the fund, it needs to ensure that there are appropriate safeguards in place to protect the reputation of the Mayor.
- 4.12 Accordingly, a detailed Service Level Agreement will be developed with CAD to document the key responsibilities of each partner including:
- Financial accounting of money received through the MFF and distribution of proceeds
 - Agreement on how funds from the MFF will be distributed to charities and the Mayor's involvement in that process
 - Reporting to the Council on funds received and their distribution
 - Event management responsibilities including insurance
 - Promotion and advertising
 - Civic protocol
 - The Council's immediate ability to terminate support for the MFF if there are any issues which adversely impact the reputation of the Mayor
- 4.13 From a Dacorum perspective the MFF should require no financial support once it is up and running as this will all be done through CAD. There will be some officer time required to ensure that CAD are complying with their obligations in the SLA, but this can be overseen by the Democratic Services team within existing resources.

Why Community Action Dacorum?

- 4.14 Community Action Dacorum is the infrastructure body for the voluntary and community sector in Dacorum. It exists to guide and support the sector and acts as a membership body for the small organisations the Future Fund aims to support. It is therefore appropriately positioned with the voluntary sector organisation in the Borough, and its charitable objectives would fit with the role of distributing funding, CAD also has a long track record of supporting its members by performing this role. CAD is therefore ideally placed to deliver the Future Fund on behalf of the sector and the Mayor.

5. Mayoral Events Programme

- 5.1 The Council has a very small in-house events team that supports, manages, and delivers the Council's events programme. This modest events programme is agreed annually by the Strategic Leadership Team and the Portfolio Holder for People and Transformation. A budget is agreed, (usually as a reserves draw down), on an annual basis to support the programme.
- 5.2 The resources available to support the Mayor effectively set the parameters for the scale and scope of Mayoral activity for any given year. It is considered that the current level of resources reflect the requirements of a modern mayoralty, whilst also recognising the impact of the cost of living crisis amongst our communities and the challenging Local Government financial landscape.
- 5.3 The development of the programme also includes the establishment of clarity on roles and responsibilities in relation to each event. It is very important that all events are managed effectively to maximise impact and minimise risk to the Council and the people who attend, and to ensure that the Council's limited resources are used in the most effective way.

- 5.4 The Council's events programme includes the following events in Mayor's civic calendar:
- Mayor Making Annual Council and function afterwards
 - Windrush celebration (and flag raising)
 - Raising of the Pride Flag (and any other relevant flag raising ceremonies)
 - Armed Forces Day
 - Remembrance Day parade and service
 - Mayor's Civic Dinner
 - Mayor's Civic Service
- 5.5 These main Mayoral events are managed by the central events team in order to make the most of the expertise and contacts within the service, to ensure value for money and to ensure risks such as health and safety are mitigated effectively. Due to resourcing and budgetary constraints, it is not possible to grow the civic programme in year without the provision of additional resource or by replacing previously agreed events.
- 5.6 The programme does not include the many events and engagements which the Mayor attends as a dignitary. These diary commitments are managed through the Democratic Support team. There are opportunities to promote these events and to publicise the Mayor's attendance afterwards. In order to do this effectively, some background information is required before these engagements, and the Head of Communications and Engagement and the Democratic Support Manager will work together to ensure that this is provided and that communication activity is effective following events.
- 5.7 If agreement is reached to create the Mayor's Future Fund, any additional attendance at events arranged through CAD will be managed as part of the Mayor's usual diary management.
- 5.8 In order to ensure that the incoming Mayor's ambitions can be understood and resourced, it is proposed that an early induction meeting in late May each year is held. This will be attended by the following people:
- The Mayor
 - The Deputy Mayor
 - The Strategic Director (People and Transformation)
 - The Strategic Director (Corporate and Commercial services)
 - The Democratic Support Manager
 - The Head of Communications and Engagement and
 - The Assistant Director of Legal and Democratic Services.
- 5.9 This will allow work to start early on the Mayor's civic events. This meeting will also provide an opportunity for the Mayor to be inducted into their role.
- 5.10 Following this initial meeting, monthly meetings will be held between the Mayor, the Head of Communications and Engagement and the Democratic Support Manager to discuss the engagements and events for the month ahead. Opportunities to consider whether the Mayoral brand can be applied to other events in the wider programme can be developed as part of these discussions, along with consideration of opportunities to fundraise for the Future Fund at other Council events.

5 Options and alternatives considered

The main change proposed by this report is the establishment of the Mayor's Future Fund. Alternative options for fundraising have been considered including reviewing the Council's existing small grants scheme and greater fundraising direct through the Council's existing officer team, but the MFF was considered the most cost effective as it requires little Council officer oversight and leaves existing voluntary sectors grants in place for other funding opportunities.

6. Consultation

- 6.1 There has been consultation with the Council's Strategic Leadership Team, and Cabinet Members.
- 6.2 The report has also been considered by the Finance and Resources Overview and Scrutiny Committee. Two changes have been proposed to the report to take account of comments received through the Scrutiny process. Firstly, it has been agreed that the Mayor should be able to select a charity of their choice to be included within the Mayor's Future Fund programme of events where the charity is willing and has the capacity to assist with the fundraising activities. This will ensure that a Mayor who has close links with a particular charity will be able to include that charity as part of the programme.
- 6.3 Secondly, consideration had been given to an alternative way to start Council meetings rather than a formal procession into the meeting by the Mayor. The alternative proposed was that the Mace is placed on the table in front of the dais prior to the start of Council meetings instead of a formal procession taking place. However, concerns were raised through Scrutiny that this could undermine the importance and ceremonial aspect of the Mayor entering the room and commencing the meeting. It has therefore been agreed to keep the procession into the Council Chamber at the start of Council meeting to ensure that the meeting retains a degree of formality.

7. Financial and value for money implications:

The changes proposed in the report will be cost neutral to the Council. The proposal for CAD to oversee the Mayor's Future Fund should save officer time from running events directly with an aim to increase funding for the local charities.

8 Legal Implications

There are no direct legal implications arising from the report as CAD will have direct responsibility for the administration and fundraising activities. However, as set out in paragraphs 4.11- 4.13, a Service Level Agreement will be developed with CAD to ensure that the governance and decision making of the fund has a formal structure which can be overseen by the Council.

9 Risk implications:

The only risk identified relates to a third party managing and allocating funds raised on behalf of the Mayor. This risk will be managed through the governance processes and procedures to be agreed within the SLA.

10 Equalities, Community Impact and Human Rights:

There are no Equalities, Community Impact or Human Rights implications arising from this report. The Impact assessment is annexed to the report.

11 Sustainability implications.

There are no sustainability implications arising from this report.

12 Council infrastructure (including Health and Safety, HR/OD, assets and other resources)

There are no implications arising from this report.

13 Statutory Comments

Monitoring Officer:

This is a report of the Monitoring Officer in his service capacity as Assistant Director, Legal and Democratic Services and therefore comments have been incorporated within the report.

S151 Officer:

The recommendations will have no direct financial impact on Dacorum, although this would have the potential to release officer time currently spent on arranging future charity events. The finance services team will support the monitoring and management of a future agreed SLA.

14 Conclusions:

The changes proposed in this report are required to ensure that the operation of the Mayoralty continues to be effective and maximises the community impact of the Mayor during their Mayoral year. The recommendations align with the Council's Corporate Plan, particularly noting the introduction of a fully electric vehicle for the Mayor. The recommendations in the header of this report are therefore presented to Cabinet for approval.