



## Committee and Date

Cabinet

31<sup>st</sup> May 2017

## UK Recovery Walk 2018

**Responsible Officer: Jayne Randall and Gavin Hogarth**

e-mail: [jayne.randall@shropshire.gov.uk](mailto:jayne.randall@shropshire.gov.uk)  
[gavin.hogarth@shropshire.gov.uk](mailto:gavin.hogarth@shropshire.gov.uk)

Tel: 01743 253979

Tel: 01743 253982

## 1. Summary

- 1.1 The purpose of this report is to gain support and approval for the Shropshire Drug & Alcohol Action Team (DAAT) to submit a bid for Shrewsbury to host the UK Recovery Walk 2018.
- 1.2 The UK Recovery Walk is an annual event held each September as part of International Recovery Month. The overarching aim of the UK Recovery Walk is to celebrate recovery and freedom from drug and alcohol dependence publically to inspire others.
- 1.3 The UK Recovery Walk is publicised as a cost neutral venture for the host town. Since its inception in 2008, the walk has been delivered annually, wholly through funds raised by FAVOR UK.

## 2. Recommendations

- 2.1 It is recommended that Cabinet:
  - (A) Support the submission of an expression of interest to host the UK Recovery Walk 2018 and if invited, Cabinet give delegated authority to the Portfolio Holder for Health and Adult Social Care to submit a full bid to FAVOR UK by the end of June 2017.
  - (B) If successful, it is recommended Cabinet support the formation of a cross party Shrewsbury Recovery Walk Steering Group, to take forward the planning and implementation of the walk.

## **REPORT**

### **3. Risk Assessment and Opportunities Appraisal**

- 3.1 Hosting the UK Recovery Walk in Shrewsbury would provide an opportunity to highlight the achievements of the Shropshire recovery community, alongside the valuable, lifesaving work of our drug and alcohol treatment services. Hosting the walk would put the county town, and Shropshire as a whole, into the national focus throughout National Recovery Month 2018. Additionally, hosting the walk would bring economic benefits to Shrewsbury through attracting around 5000 participants to the town. Other opportunities include strengthening community engagement to develop community resilience and promoting the quality of the recovery services.
- 3.2 Alongside the positives that hosting the UK Recovery Walk would bring to Shrewsbury, there are also a number of associated risks that need to be considered. A full risk assessment has been completed and attached as Appendix 1. Whilst the current and previous UK Recovery Walks have been fully funded by FAVOR UK, the available funding has reduced over the last 2 years due to the reduced sponsorship. The position of FAVOR UK is that, in the event of insufficient funds being available, there would be no expectation for the host to underwrite any financial shortfall and the event would be cancelled. However, with the host authority for the walk being nationally publicised in July 2017, following assessment of bids, there is a reputational risk associated with this course of action. In the eventuality of funds not being available through FAVOR UK, the funds will be generated through local fundraising and sponsorship opportunities being sought by the Shrewsbury Recovery Walk Steering Group in collaboration with other appropriate local partnerships and the Shropshire recovery community.

### **4. Financial Implications**

- 4.1 The UK Recovery Walk is publicised as a cost neutral venture for the host town. Since its inception in 2008, the walk has been delivered annually, wholly through funds raised by FAVOR UK. However, it is important to note that in recent years the charity have seen a significant reduction in the amount raised to support the costs of the walk. In 2014, £45,000 was raised towards the walk through sponsorship from three national drug treatment providers. In 2017, this figure reduced to £15,000 following the withdrawal of two of the main national sponsors. Additional fund totalling approximately £10,000 has been raised through smaller sponsorship deals, donations and local fundraising events.
- 4.2 Further Financial information is provided under section 6

### **5 Background**

- 5.1 The UK Recovery Walk is an annual event that is held each September as part of International Recovery Month, people in recovery alongside friends, families and carers come together from all over the country to provide hope and inspiration to those who are struggling to overcome dependence. The walk is a family event and is followed by a celebration event that includes live music alongside arts and sports

activities. The purpose of the walk is to demonstrate that recovery from dependent drug and alcohol use is achievable and is a celebration of this.

- 5.2 The UK Recovery Walk is overseen by FAVOR UK. The charity takes a central role and is heavily involved in the local planning of all elements of the walk including leading on the financing of the walk through a range of sponsorship deals and fundraising initiatives.
- 5.3 The walk is now in its 9<sup>th</sup> year. Last year's event was held in Halton, Widnes and was attended by over 5000 people. This year the walk will be held in Blackpool on the 9<sup>th</sup> September 2017.
- 5.4 The process of bidding to host the UK Recovery Walk 2018 is in two stages. Initially a 'Note of Interest' must be submitted FAVOR UK on the 1<sup>st</sup> June 2017. Shropshire may then be invited by FAVOR UK to submit a full bid by the 28<sup>th</sup> June 2017. Shropshire would be notified as to whether the bid has been successful in July 2017.
- 5.5 To explore the feasibility of hosting the walk a Steering Group was established made up of key stakeholders from Shropshire Council, Shrewsbury Town Council, West Mercia Police, Highways and Transport, University Centre Shrewsbury and Shrewsbury Business Improvement District (BID). The role of the group was to assess the implications for Shrewsbury hosting the UK Recovery Walk and to determine the support of partners.
- 5.6 There has been a high level of participation and engagement from partners in the process. Public Health England have also been positive to the prospect of the walk taking place in the West Midlands and have committed to ongoing support.
- 5.7 In order to ensure the submission of a strong bid for Shrewsbury, key partners have shown a commitment to waive fees for key elements of the walk. University Centre Shrewsbury have committed to waive hire costs to use the university as a venue for the FAVOR UK conference and Shrewsbury Town Council have waived hire costs for the use of the Quarry Park as a venue for the walk start point and post walk celebration event.
- 5.8 A proposed route (please see appendix 2) is a 1.5 mile circular route, starting and ending at the Quarry Park. The route, which covers much of Shrewsbury town centre, has been designed to showcase key sights of the town. It is estimated the walk would take all attendees around two hours complete.
- 5.9 The walk will necessitate a number of rolling road closures to be in place. This will result in some major routes into Shrewsbury town centre closed for a period of 30 – 45 minutes in the period on the Saturday in question. Whilst measures such as traffic marshals and advance notice of road closures will be in place, there will still be a level of disruption to the town on the day of the walk. This, despite the economic advantages of bringing a large number of people into the town, will have some impact upon shops, businesses and residents.
- 5.10 Based upon previous attendance an expected 5000 people could attend the walk if which would bring economic benefits to Shrewsbury and the surrounding areas.

## **6.0 Resource Implications**

- 6.1 The UK Recovery Walk is publicised as a cost neutral venture for the host town. Since its inception in 2008, the walk has been delivered annually, wholly through funds raised by FAVOR UK. However, it is important to note that in recent years the charity have seen a significant reduction in the amount raised to support the costs of the walk. In 2014, £45,000 was raised towards the walk through sponsorship from three national drug treatment providers. In 2017, this figure reduced to £15,000 following the withdrawal of two of the main national sponsors. Additional fund totalling approximately £10,000 have been raised through smaller sponsorship deals, donations and local fundraising events.
- 6.2 The charity takes a central role and is heavily involved in the local planning of all elements of the walk including leading on the financing of the walk through a range of sponsorship deals and fundraising initiatives. All funds raised for the UK Recovery Walk are administered by FAVOR UK. Whilst the walk and all associated activities are planned locally through a multi-agency planning group, the financial 'sign-off' for each element of the walk will be made by the charity.
- 6.3 Alongside the walk and celebration event, there is an expectation that the town that is awarded the bid will also have responsibility for hosting:
- A Civic Reception, held to formally welcome the walk to Shrewsbury and a Celebration event to announce the host the following years walk. These events are traditionally held on the last Friday and Saturday of the July proceeding the walk.
  - The FAVOR UK National Conference that is held the day before the walk.
  - A 'Sleepover' Event on the Friday night before the walk for individuals, families and groups wishing to spend the night in the host town before the walk begins.
  - A Recovery church Service on the Friday night before the walk.

- 6.4 The Table below details the projected costs for the essential elements for Shrewsbury hosting the UK Recover Walk alongside potential income.

**Table 1: Costs and Income**

<b>Area</b>	<b>Cost</b>	<b>Potential Income from FAVOR UK and Registrations</b>
<b>Civic Reception</b>		
Shirehall Council Chamber (Venue)	Free of Charge	
Catering	£200	
<b>July Celebration Event</b>		
Venue	£120	
Catering	£200	
<b>FAVOR UK Conference</b>		
University Centre Shrewsbury (Venue)	None (£868 cost waived by University Centre Shrewsbury)	
Catering	50 Delegates: £472.50 100 Delegates: £945 150 Delegates: £1417.50	50 Delegates: £1000 100 Delegates: £2000 150 Delegates: £3000 To be paid by delegates
Speakers	£1000	
<b>Friday Night Sleepover</b>		
Shrewsbury Sports Village (Venue)	£1056.60	50 Attendees: £500 100 Attendees: £1000 150 Attendees: £1500 To be paid by attendees.
Staffing	£238.87	
<b>Friday Night Recovery Service</b>		
Service at Holy Spirit Church	No Charge	
Refreshments	£150	
<b>Recovery Walk</b>		
Traffic Marshals	£660	
<b>Post Walk Celebration Event</b>		
Quarry Park Hire	None (£475 cost waived by Shrewsbury Town Council)	
Stage Hire	£2880	
Toilet Hire	£1308	
Entertainment	£2000	
First Aid Provision	£840.96	
Waste / Litter Disposal	£21.60	
		£15,000  Potential FAVOR UK raised sponsorship
<b>TOTAL</b>	<b>£11,148.53 - £12,093.53</b>	<b>Upto £19,500</b>

- 6.5 In the eventuality of funds not being available through FAVOR UK, it is proposed that funds are generated through fundraising and local sponsorship opportunities being sought by the Shrewsbury Recovery Walk Steering Group in collaboration with other appropriate local partnerships and the Shropshire recovery community.

## **7. Additional Information**

N/A

## **8. Conclusions**

- 8.1 In conclusion it is recommended that Shrewsbury submit a bid to host the UK Recovery Walk 2018.
- 8.2 It should be noted that in recent years, due to lack of competing applications, the recovery walks were awarded to Halton and Blackpool on the strength of their submitted Note of Interest without the need to submit a full bid.
- 8.3 If Shrewsbury is selected to host the UK Recovery Walk 2018, it is recommended that a cross party Shrewsbury Recovery Walk Steering Group, made up of key stakeholders from Shropshire Council, Shrewsbury Town Council, West Mercia Police, Highways and Transport, University Centre Shrewsbury and Shrewsbury Business Improvement District (BID) amongst others, is formed to oversee the planning of the event.
- 8.4 The next steps can be summarised as follows:
- Thursday 1<sup>st</sup> June 2017: Submission of 'Note of Interest' to FAVOR UK
  - Wednesday 28<sup>th</sup> June 2017: If invited, submission of full bid to FAVOR UK.
  - Late July 2017: Notification of outcome of bid submission.
  - September 2017 – September 2018: Walk planning overseen by Shrewsbury Recovery Walk Steering Group.

**List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)**

None

**Cabinet Member (Portfolio Holder) - Health & Adult Social Care**

**Local Member - To Be Agreed**

**Appendices - Risk Register, UK Recovery Walk – Potential Shrewsbury Route**