

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

COALVILLE SPECIAL EXPENSES WORKING PARTY – 3 APRIL 2019

Title of report	EVENTS UPDATE
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Purpose of report	To update members with regards to 2019/20 events and projects funded within the Coalville Special Expense Area
Recommendations	<p>THAT THE WORKING PARTY</p> <p>1) NOTE THE PROGRESS UPDATE ON 2019/20 EVENTS 2) NOTE THE RESPONSE TO THE CHRISTMAS IN COALVILLE 2018 BUSINESS SURVEY</p>

1.0 EVENT PROGRAMME UPDATE FOR COALVILLE

1.1 2019/20 Event programme

The following event programme is being progressed; members of this working party have been involved in the planning process and have received updates on progress at the event sub-group meetings.

2019/20 COALVILLE EVENTS	2018/19 Allocated budget	Status
<u>18 April to 26 April – St George’s Day</u> (The installation of the English flag in various locations to celebrate St George’s Day)	£100	Planning
<u>22 June – Music in the Park</u> (A celebratory evening of music and entertainment in Coalville Park)	£20000	Planning
<u>23 June – Picnic in the Park</u> (including street entertainers in performance area, live music and community groups)		
<u>2 and 3 August – Coalville by the Sea</u> Family event celebrating the Great British seaside – two day event	£4000	Planning
<u>23 November – Christmas in Coalville</u> Christmas entertainment and festive food and drink festival	£9000	Planning
Total	£33100	

1.2 St George's Day – 23 April 2019

The Council will be flying flags from the Council building (one from the flagpole and two on the front of Stenson House) and the Memorial Clock Tower (four flags around side and one from the top) from Thursday 18 April to Friday 26 April.

1.3 Music and Picnic in the Park – Saturday 22 and Sunday 23 June 2019

The weekend programme commences Saturday 22 June with Music in the Park (6pm to 9.30pm) the event will showcase Ashby Big Band and a 'movies musical' performance (due to the success of the headline act at the Christmas 2018 event and the current popularity of movie musicals in the cinema). The event will follow the same format as in previous years with an evening of music and entertainment. The food offer on the Saturday night is also being extended to include a sweet option.

Picnic in the Park on Sunday 23 June will commence at 12noon, bands performing on the main stage include local school choir Bel Canto, Leicestershire Co-op Band, a Queen Tribute band as the headline act (supporting current trends and the success of Bohemian Rhapsody in the cinema) and local band The Street. The central performance area will showcase the Black Eagles a troupe of totally stunning acrobats from Tanzania (now based in the UK) with a show that progresses through a series of powerful and graceful acrobatic, circus and dance routines. This area will also host local performers and street entertainers.

The main interactive attraction this year is an 18 metre giant inflatable whale on site for the day. Over the course of the day the public will be invited to actually step inside the whale and watch some brilliantly animated performances. The performance will highlight the impact plastic has on our environment through a series of fun learning and theatrical experiences. This aims to support our Recycle more... priority.

Further entertainment and activities for all to engage in will feature throughout the day in the park.

Picnic in the Park also provides an opportunity for local groups and organisations to showcase their work in the community, raise funds, raise awareness of their work and recruit volunteers, to date a number of organisations have confirmed attendance at the event.

This year will also see the return of 'Art in the Park', whereby monsters created by schools in the National Forest at last year's Timber Festival will be situated in Coalville Park.

1.4 Coalville by the Sea – Friday 2 and Saturday 3 August 2019

The event is scheduled for Friday 2 and Saturday 3 August at Needhams Walk, Coalville. A fun packed seaside themed programme is being developed which includes shows and theatre performances, street performers, crafts and donkey rides.

1.5 Christmas in Coalville – Saturday 23 November 2019

This event is in the early planning stage. The main stage has been booked and many businesses and organisations that attended in 2018 have expressed an interest to attend the 2019 event. Permission has been received to use the Belvoir Shopping Centre as in 2018 and consideration is currently being given to the use of Marlborough Square and the opportunity to work with the new market project team.

The event will comprise of a daytime and early evening event focussing on festive attractions and entertainment in the town centre.

Daytime - the event will commence at 10am

- Christmas food, drink and craft market
- Musical entertainment from Hermitage FM
- Brass band
- Performances from local schools and choirs
- Street entertainment
- Santa's Grotto and real reindeer

Early evening – this part of the event will commence at 3pm

- Main stage and large audience area with live music and headline act
- Fun fair
- Firework viewing area - culminating in the countdown to the firework finale
- Street food caters may also be located in this area from 3pm (e.g fish and chips)

1.6 Coalville Events – February to May 2019

A poster showcasing events in Coalville (February to May 2019) can be seen in Appendix one. The next poster will cover the period of June, July and August.

1.7 Further events planned for Coalville in 2019/2020 supported by the district council are as follows:

- 3 to 11 May Coalville May Fair (event extended to cover two weekends to have a greater impact on the town centre)
- 6 – 12 May Coalville Writes
- July/August Monsters on Tour (dates and locations tbc)
- 7 to 22 Sep Hello Heritage (district-wide initiative)
- 15 Sep Coalville Colour Run
- Oct/Nov The Many Faces of Palitoy – a century of toys*
- 26 Oct Poppy Appeal Launch, Memorial Square
- 10 Nov Remembrance Service and Parade
- 11 Nov Armistice Day
- 23 Nov Christmas in Coalville

- Feb 2020 The BIG Weekend in the National Forest (part of the Leicester Comedy Festival 2020)

* Heritage Lottery Fund dependent

2.0 CHRISTMAS IN COALVILLE 2018 BUSINESS SURVEY

- 2.1 At the meeting of CSEWP on 18 December 2018 it was resolved that officers engage with Coalville town centre businesses via a business survey seeking views of local businesses on the Christmas in Coalville 2018 event.
- 2.2 A paper survey was prepared and hand delivered to 193 town centre businesses. Businesses were able to complete and return the paper survey or complete the survey on line. The survey was distributed on Friday 25 January and closed on Monday 4 March.
- 2.3 Seven businesses responded to the survey, representing a 3.6% return rate. Responses were received from the following areas of the town centre: Ashby Road (x1); High Street (x3); Hotel Street (x2) and Belvoir Road (x1).
- 2.4 Four businesses responded positively to attending a future meeting.
- 2.5 A summary of the responses are shown in appendix two.



COALVILLE EVENTS

FEBRUARY - MAY 2019

DOCTOR WHO: AN ADVENTURE IN TIME AND SPACE

TUESDAY 19 FEBRUARY
2.30PM - 4PM
COALVILLE LIBRARY

TRAVEL THROUGH DIFFERENT TIMES AND ERAS WITH OUR FUN DOCTOR WHO - INSPIRED ACTIVITIES | £1 PER CHILD

KING PLEASURE AND THE BISCUIT BOYS



THE WORLD'S GREATEST JUMP, JIVE AND SWING BAND



..... FRIDAY 1 MARCH | CENTURY THEATRE

MARGARET DICKINSON AUTHOR TALK

BOOKS FOR SALE AND SIGNING WILL TAKE PLACE AT THE END OF THE EVENT. TICKETS ARE FREE BUT MUST BE PRE-BOOKED
COALVILLE LIBRARY, | WEDNESDAY 3 APRIL | 1PM - 2PM



COALVILLE SPRING CLEAN

SATURDAY 6 APRIL 10AM - 12NOON | MEMORIAL SQUARE

SATURDAY 13 APRIL

PONGO'S PARTY SHOW

CENTURY THEATRE



COME DRESSED IN YOUR BEST PARTY CLOTHES AND HELP MAKE PONGO'S PARTY A DAY TO REMEMBER



STRIPEY HONEY... IS VERY YUMMY

A THEATRE PERFORMANCE FOR ADVENTURERS AGED 5 PLUS AND THEIR GROWN-UPS
£5 PER TICKET OR £15 FOR A FAMILY OF FOUR TICKETS MUST BE PRE-BOOKED.



..... COALVILLE LIBRARY | THURSDAY 18 APRIL | 3PM - 4PM

MONDAY 6 MAY -
SUNDAY 12 MAY



COALVILLE WRITES

A FESTIVAL OF STORIES, BOOKS AND WRITING

AT LOCATIONS
AROUND COALVILLE



COAL AND CANALS

MUSIC AND FILM COMBINE WITH A FIVE PIECE LIVE BAND

SATURDAY 11 MAY
CENTURY THEATRE

For more info visit www.choosecoalville.co.uk

ChooseCoalville

ChooseCoalville

Appendix two - Christmas in Coalville 2018 – survey with local businesses

- Survey period – Friday 25 January to Monday 4 March 2019
- Christmas in Coalville survey distributed to 193 town centre businesses (170 shops and 23 market stalls), end date extended to Monday 4 March 2019.
- Seven businesses responded to the survey
- 3.6% return rate

Responses received from

- Ashby Road (x1)
- High Street (x3)
- Hotel Street (x2)
- Belvoir Road (x1)

Summary of the responses received

1. Do events in the town centre bring economic benefits to your business?

Yes	2
No	5

2. What impact did the Christmas in Coalville 2018 event have on your business?

Positive	0
Negative	2
No impact	4
No answer	1

3. Do you think more funding would improve the Christmas in Coalville event? (currently £9,000 is allocated from council tax funding to support the event)

Yes	5
No	2

4. How do you think the event could be improved in the future?

Your comments and suggestions	Number of responses
An event which necessitates people circulating around the town may benefit more of the local businesses.	1
More planning and contribution from local businesses	1
I liked the window dressing competition	1
More activity for Memorial Square, increase visual profile of events if on Memorial Square	1
Whilst the Red House is closed, could the car park be used for events?	1
Reduced stall prices for local food businesses to stand as part of the event	1
I believe an ice skating rink featuring sausage and cider stalls would be an absolutely fantastic idea. I'm more than happy to help finance the event however this would not be a charitable donation. This would be (name of business) event as a profit organisation taking revenue from the event along with advertising.	1

5. What do you think could be done to increase the footfall in Coalville during the Christmas in Coalville event?

Your comments and suggestions	Number of responses
A fixed and permanent Friday and Saturday market around the clock tower may encourage people both to come into the town, and stay within the shopping area.	1
More forward planning.	1
Free parking on the car parks	2
Better advertising	1
Better circulation of footfall	1

6. What do you think the council could do to promote Coalville and local businesses over the Christmas period?

Your comments and suggestions	Number of responses
Leaflet every house in the area	1
Advertising by Hermitage Radio	1
Possibly some events in the week, possibly on Fridays	1
Better advertising	1
Promote independent traders over Christmas to the level of Coalville Market	1
Restaurants could be showcased	1
Social media – Facebook training for businesses	1
Free parking on the car parks	1

7. How could the council support your business at Christmas?

Your comments and suggestions	Number of responses
Cancel all car parking charges during December every day	2
None really needed	1
Promote independent traders over Christmas to the level of Coalville Market	1

8. If another event was to be planned for the town centre (at any time of the year), what would you like to see?

Your comments and suggestions	Number of responses
Outdoor farmers/craft/Easter/Xmas market and fun fair	1
Easter Egg Hunt	1
Coalville FABulous (like Ashby FABulous)	1
Wrestling events (indoors and outdoors)	1
Darts events (500 people plus at Hermitage events)	
More festivals throughout the summer, i.e cider festival, beer festival, sausage festival etc would be welcomed heavily by the town.	1

9. In 2020 there is an opportunity to redesign the Coalville Christmas lights, what would you like to see? (please tick all that apply)

Lights on lamp columns	2
Lights on the clock tower	4
Lights on existing planted trees (such as in High Street and Memorial Square)	1
Large Christmas tree in Memorial Square	5
Large Christmas tree in Marlborough Square	2

Your comments and suggestions	Number of responses
More impressive and less embarrassing as small at moment, some houses in the town are better	1
The clock tower should look like Blackpool - it's a unique asset	1
The memorial square is the heart of the town so to concentrate on this area would be good; so that anyone driving through the town would be able to see the display.	1

10. Other comments

Planters around the town all through the year would make the town more attractive to visitors.

Without being rude, the council seem to have a fear of failure. That being said, I would only encourage the council to maintain their fantastic efforts thus far, as all events in 2018 had nothing but a positive impact on the community in general. We just need more! If you do need any help or want a venue to host meetings etc please consider us.

11. I would like to attend a meeting/workshop session to discuss further opportunities to develop and grow the Christmas in Coalville event

Yes	4 (this includes a response by email asking to be kept informed of any future meetings from a business on Jackson Street)
No	4