

**NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL**

**COALVILLE SPECIAL EXPENSES WORKING PARTY - TUESDAY, 22 OCTOBER 2019**

Report Title	<b>EVENTS UPDATE</b>
Contacts	<p>Cultural Services Team Manager 01530 454769 <a href="mailto:wendy.may@nwleicestershire.gov.uk">wendy.may@nwleicestershire.gov.uk</a></p> <p>Head of Economic Regeneration 01530 454773 <a href="mailto:mark.fiander@nwleicestershire.gov.uk">mark.fiander@nwleicestershire.gov.uk</a></p>
Purpose of report	To update members with regards to 2019/20 events and projects funded within the Coalville Special Expenses area.
Recommendations	<p><b>THAT THE WORKING PARTY</b></p> <ol style="list-style-type: none"> <li><b>1) NOTE THE PROGRESS UPDATE ON 2019/20 EVENTS</b></li> <li><b>2) NOTE THE 2020/21 PROPOSED CSEWP EVENT PROGRAMME</b></li> <li><b>3) NOTE THE PROGRESS UPDATE ON CHRISTMAS LIGHTS</b></li> <li><b>4) NOTE THE 2020/21 PROPOSED COALVILLE PROJECT EVENTS PROGRAMME</b></li> <li><b>5) NOTE THE PROGRESS UPDATE ON 2019/20 GRANT SCHEME</b></li> </ol>

**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.

<b>2019/20 COALVILLE EVENTS</b>	<b>2019/20 Allocated budget</b>	<b>Status</b>
<b><u>18 April to 26 April – St George’s Day</u></b> (The installation of the English flag in various locations to celebrate St George’s Day)	£100	Delivered
<b><u>22 June – Music in the Park</u></b> (A celebratory evening of music and entertainment in Coalville Park)	£20000	Delivered
<b><u>23 June – Picnic in the Park</u></b> (including street entertainers in performance area, live music and community groups)		
<b><u>2 and 3 August – Coalville by the Sea</u></b>	£4000	Delivered

Family event celebrating the Great British seaside – two day event		
<b><u>23 November – Christmas in Coalville</u></b> Christmas entertainment and festive food and drink festival	£9000	Planning
<b>Total</b>	£33100	

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

Music and Picnic in the Park delivered a very successful weekend of music, arts and entertainment in Coalville Park. The weekend was warm and sunny and both events were very well attended and saw great support from Coalville and district wide residents. Attendance figures on Saturday evening saw a slight increase on 2018 numbers and Sunday was very busy attracting over 5500 visitors with participants engaging with all areas of the event.

The main interactive attraction this year was an 18 metre giant inflatable whale on site for the day. Over the course of the day the public stepped inside the whale and watched some brilliantly animated performances. The performances highlighted the impact plastic is having on our environment. This attraction aimed to support our Recycle more... priority.

Event feedback is detailed in Appendix one.

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

Coalville by the Sea 2019 was delivered as a two day event building on the success of the extended event in 2018. This year the event was delivered from Needham's Walk car park, this was a last minute change of plan due to the saturation of the grassed area. The event worked very well in the alternative location and gave the event more space. No complaints were received about the new location.

The introduction of the donkey rides this year proved a huge success and the small fee charged per ride gave the event an income stream for the first time.

The event continues to receive sponsorship from by P & R Building Supplies Ltd who provided the sand for the sand pit, the council is very grateful for their support and we hope that they will support the event in 2020.

## 1.4 Christmas in Coalville – Saturday 23 November 2019

**Date:** Saturday 23 November – Christmas in Coalville  
**Locations:** Belvoir Shopping Centre and market car park, Coalville 10am to 5.30pm  
**Summary:** A daytime and early evening event focussing on festive attractions and entertainment

Daytime - the event will commence at 10am

- Christmas food, drink and craft market in Belvoir Shopping Centre (utilising the central area and avenue leading to High Street) – over 20 stallholders confirmed to date
- Musical entertainment from Hermitage FM (as in 2018)
- Brass band (sessional)
- A comprehensive programme of street entertainment and street performers
- Santa's Grotto and real reindeer
- Nativity character trail
- Christmas Toy trail
- Best dressed shop window competition

These activities and attractions will be located within the shopping centre and the wide pavement area of Belvoir Road (exact locations to be confirmed).

Late afternoon/early evening – this part of the event will commence at 3pm from the Market Hall car park

- Main stage and large audience area with live music and headline act
- Firework viewing area - culminating in the countdown to the firework finale
- Street food caters will also be located in this area from 3pm (e.g fish and chips, sausage stall, roasted chestnuts and beer bus)
- Fun fair – from 12.30pm

Shop window competition and Christmas trail

- We will be engaging with businesses encouraging them to participate in these initiatives. We will be working the Coalville Community Action Group with the aim of getting more businesses involved this year.

A TEN licence has been granted as there are licensable activities scheduled for the event. An event management plan and risk assessment are currently being complied, these will be shared with relevant partners and the district council's insurers in advance of the event.

#### 1.5 Coalville Events – September to November 2019

A poster showcasing events in Coalville (September to November 2019) can be seen in appendix two.

#### 1.6 Further events planned for Coalville in 2019 supported by the district council are as follows:

- 12 Oct to 11 Nov The Many Faces of Palitoy exhibition – a century of toys (part of an 18 month project by Coalville Heritage Society, the district council and partners)
- 26 Oct Poppy Appeal Launch, Memorial Square
- 10 Nov Remembrance Service and Parade

- 11 Nov Armistice Day
- 6 Dec Vienna Festival Ballet presents Snow White at Century Theatre

## 2.0 2020/21 PROPOSED CSEWP EVENTS PROGRAMME

2.1 Event planning and development work will commence early 2020.

<b>2020/21 PROPOSED COALVILLE EVENTS – supported by CSEWP</b>
<b>22 April to 29 April – St George’s Day</b> The installation of the English flag in various locations to celebrate St George’s Day
<b>Saturday 20 June – Music in the Park</b> A celebratory evening of music and entertainment in Coalville Park
<b>Sunday 21 June – Picnic in the Park</b> An afternoon of entertainment and family fun including street entertainers in the performance area, live music and community groups
<b>Friday 7 and Saturday 8 August – Coalville by the Sea</b> Family event celebrating the Great British seaside
<b>Saturday 28 November – Christmas in Coalville</b> Christmas entertainment, music, arts and produce

2.2 At the meeting of the events sub group on 17 September 2019 a number of new event ideas for 2020 were suggested and opportunities to develop existing events, the ideas are summarised as follows:

- Picnic and in the Park – to look at attractions for teenagers such as a climbing wall or graffiti wall.
- Cinema in the Park – Coalville Park to host an outdoor cinema, this would be a paid for ticketed event.
- Inflatable days – the event at Coalville Rugby Club is very popular, an additional event could be considered for Coalville to complement this event.
- Christmas 2020 – to look at extending the offer into other areas of the town.

2.3 Officers will further investigate and cost up the suggestions, a budget request of up to £5000 has been included in the budget papers to support the implementation of these suggestions in the next financial year.

### 3.0 2020/2021 COALVILLE PROJECT EVENTS PROGRAMME

- 3.1 A request has been approved by the Coalville Project to allocate up to £10,000 for the development of events in Coalville in 2020/21, this is to continue the successful development of previous events, such as: Ballet at Century Theatre, Coalville Colour Run, Coalville Writes, May The Toys Be With You exhibition, The many faces of Palitoy, Bel Canto school choir and The BIG Weekend in the National Forest.
- 3.2 Coalville Steampunk Festival 2020 (provisional date Saturday 26 and Sunday 27 September) – a town centre event. Bringing science fiction and science fantasy that incorporates technology and aesthetic designs inspired by 19th-century industrial steam-powered machinery to Coalville town centre.

The establishment and future development of this festival will create a new attraction for Coalville, responding to the growing demand for more events and attractions in the town centre. The festival will have three main elements – day time free entertainment on the Saturday and Sunday, a Saturday night Steampunk Cabaret Show, and specialist retail offer.

- 3.3 VE DAY 75 (Monday 4 to Monday 11 May 2020) – celebration and commemoration

When VE Day dawns on 8 May 2020 it will be 75 years since the end of the war in Europe. National and international celebrations will take place from 8 May to 10 May 2020.

The district council is proposing the following celebrations to mark the occasion (the information below is provisional and will be developed according to the budget available and feasibility of implementing the ideas):

#### **VEDay75 in the Park – a celebratory afternoon in Coalville Park, entertainment and afternoon tea | Friday 8 May, 2pm to 4pm | Lead: Cultural Services Team**

- an open invitation to residents and groups of Coalville and district to join in an afternoon of entertainment and afternoon tea – bring your own food to share with friends and family
- live singer and music/pa by Hermitage FM
- table and chairs provided
- decorate the park (red, white and blue – flags and bunting)
- incorporate national protocol – ‘Toast the Nation’

#### **Decorate the town ‘Red, White and Blue’ – Monday 4 to Monday 11 May 2020 | Lead: Cultural Services Team (liaising with Grounds Maintenance and Property Services)**

- Work with Coalville Community Action Group to encourage local businesses to
- Union flags on town centre buildings
- Union flags on Memorial Clock Tower
- Light up Civic buildings and landmarks - red, white and blue
- Light up Memorial Square – red, white and blue (check what is possible)

## **VEDay75 Community Grant – 1 October 2019 to April 2020 | Lead: Community Focus**

The district council is making funding available to support celebratory initiatives which could include a tea party, an exhibition, a talk, a social event for young and old, a dance with a VE Day 75 celebratory theme/connection. Groups can apply for a one off grant of £250 with no match funding required.

[https://www.nwleics.gov.uk/pages/ve\\_day\\_75th\\_anniversary\\_grant](https://www.nwleics.gov.uk/pages/ve_day_75th_anniversary_grant)

## **VEDay75 Civic Church Service – Sunday 10 May 2020, 10.30am | Lead: Cultural Services Team**

- Christ Church, London Road
- Follow National Protocol

3.4 An overview of events planned for Coalville in 2020 supported by the district council are as follows:

- 5 to 10 Feb The BIG Weekend in the National Forest (part of the Leicester Comedy Festival 2020)
- 1 to 10 May *Coalville May Fair (provisional event – to be confirmed)*
- 4 to 11 May VE Day 75 – celebrations and commemorations
- 5 to 20 September Hello Heritage (district wide event)
- *September Coalville Colour Run (provisional event – to be confirmed)*
- 26 and 27 Sept Steampunk Festival
- 24 Oct Poppy Appeal Launch, Memorial Square
- 8 Nov Remembrance Service and Parade
- 11 Nov Armistice Day

## **4.0 CHRISTMAS LIGHTS**

4.1 The Christmas lights are scheduled for installation with our contractor Field and Lawn for 'switch on' at Christmas in Coalville on 23 November 2019.

4.2 Members at the meeting on 11 June 2019 recommended that £2,000 be allocated from Coalville special expenses to the Christmas lights budget to fund additional decorations if feasible. This recommendation was supported by Cabinet on 16 July 2019.

4.3 Options for adding to the Christmas lights were investigated and further funding via sponsorship from a local business has been secured enabling the purchase of additional decorations and installation and take down for 2019.

4.4 The additional decorations for 2019 will comprise of seven sets of 50 meter pea lights (including the installation of power and timers to two lamp columns) which will be used to decorate seven trees located on the Mantle Lane approach to Memorial Square.

## 5.0 COALVILLE SPECIAL EXPENSES COMMUNITY GRANT

5.1 The Coalville Special Expenses Community grant is to support and encourage a range of community activities, initiatives and events that meet the needs of residents in these wards: Coalville, Bardon, Snibston, Thringstone and Greenhill. You can apply for up to £250 no match funding is required. There is no deadline for this grant scheme.

5.2 Year to date four applications have been received, one has been successful – refer to the table below.

Name of applicant	Project name	Amount applied for	Total Project Cost	Status	Comments
Heartland Youth for Christ	Satellite	£250		Unsuccessful	Do not met the grant criteria
Without Walls Christian Fellowship	The Singing Café	£250	£4682.33	Successful	
Moweth Peer Support Group	"Keep us going"	£250	£483.60	Unsuccessful	The project was not sustainable. Offered alternatives support
Thringstone Miners Social Centre	Social bingo (for the isolated and vulnerable)	£127.50	£127.50	Pending	Received 08/10/19 still being processed

5.3 The grant is administered by the Community Focus Team, further promotion and communication of the grant is currently underway with A boards (containing large A1 posters) located at various locations in Coalville. The grant will continue to be promoted via social media, press releases and the district council website.

5.4 Members are asked to help to promote the grant and to encourage groups to apply for the grant. Further information and the application form is available as follows:

[https://www.nwleics.gov.uk/pages/coalville\\_special\\_expenses](https://www.nwleics.gov.uk/pages/coalville_special_expenses)

# SOCIAL MEDIA REACTION TO MUSIC AND PICNIC IN THE PARK



## POSTIVE COMMENTS

"What a fab family day out it was - well done to all involved!"

"Well done to all the organisers of this year's Picnic and Music in the Park. We really enjoyed both events."

"We had a terrific day. Thank you!"

"Well done to all involved today. Great time."

"Today was fabulous. Really shows off our town in a positive manner."

"Great afternoon at the park. The amount of people that turned up was fantastic."

"We had a great time... as always!"

"We thoroughly enjoyed it today and felt there was a really positive community spirit."

"Well done to all concerned for putting on a brilliant weekend. Wonderful to see so many families spending time together and enjoying the entertainment. Best year yet."

"Fab event. Well done everyone 🍷 So well organised and loads to do and see 🍷 The helpers were great 👍"



## NEGATIVE FEEDBACK

Bar too small

I didn't know it was happening

The event was poorly advertised

I was a little disappointed with the sound on the main stage

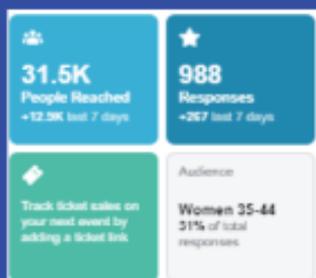
They should have had better bands

Why can't there be more events like this?



## Facebook Event

We spent £75 on an advert that would boost the event on Facebook. This resulted in the event being seen by 31,500 people, with 988 of those actively responding to say they were interested in coming. There were numerous other social media posts on both Facebook and Twitter that enjoyed lots of success.



### Newspaper coverage

Our news release was not picked up by any media outlets. This is an indication of local newspapers not publishing events without organisations also taking out a paid advert.

## Feedback received from event traders

- A big congratulations to you all at the council for arranging yet another great weekend of music & entertainment for Picnic & Party in the Park event at Coalville Park the weekend just gone. You can tell a lot of hard work goes into organising and delivering this great event for the local community. We received many compliments from the public about how lovely and enjoyable the day was going. In addition a special mention to the litter pickers who kept the area so clean at all times, this is so important and is a frustration for me at other events I go to where by the bins are over flowing. (Not events run by NWLDC). Very happy with trading and do please keep me in mind for next year so I can pencil off in my diary. Well done to all.
- Just a very quick note to say thank you for inviting us to be a small part of your event in Coalville yesterday. It was a friendly event and a real treat to work somewhere so well organised with such helpful staff onsite throughout the day. Please pass on our thanks to all of your team. Your communication prior to the day was clear and timely and the pitch fee realistic for our size of unit. Our sales were good at about two thirds of what we would consider to be a busy day. There were longer queues at the more traditional food offers close to us but we were happy with the number of customers we served. Once again thank you for including us and hopefully we added something a little different to the mix. We would love to work with you again in the future.
- It was a fantastic event, totally surpassed my expectations! Well done to all involved, please let me have the dates for the upcoming events.
- Well done to the whole team on putting on a really great event, think it was probably the best one yet. We had a good day on our stall too, which was nice! But looked like everyone was enjoying themselves a lot, thought as a team you all did a fab job. Thumbs up if I had the emoji! Smiley face will have to do! ☐
- It really was fantastic! Amazing organisation. Thank you for having us!

## Feedback received from performers

- Thank you once again for booking the Ashby Big Band for the Saturday night music in the park. I hope you were happy with the band as we would love to do it again next year. I went to picnic in the Park today to see my Grandson perform (He came to see me on Saturday). It was a great family atmosphere today. Thank you so much for booking the band for Music in the Park again this year.
- Thanks for a great event. Looking forward to 2020 already. You all do a great job.
- It was again a lovely day and a great atmosphere. Thank you so much for your Booking and your teams help and support.
- Thank you for your hard work in organising the event. As always it was a wonderful event to be involved in and we all had a fabulous time. (Like you say, an

absolutely bonus about the weather too!) Once again, thanks for including us, and here's to the next event!

- There were a couple of things we wanted to pass onto you: having music played at the same time in both performance areas really didn't work, it was very distracting and took away from both performances, also your colleagues began to remove/ pack down decorations, bunting and barriers from about 4pm which gave the feeling that the event was finishing, hopefully that didn't impact too much on when our audience/ customers left the park. Thanks for the opportunity, it was a great day and always a joy to share our performances in our local community. You all did a great job.

### **Feedback received from local groups and charities**

- Friends of Thringstone would like to thank you for putting on the event. We met some interesting people, and hopefully will get some new information from people for our history archives.
- I just wanted to thank you for allowing Healthwatch Leicester and Healthwatch Leicestershire to attend the Picnic in the Park event at Coalville at the weekend. The event was particularly well organised and we were grateful to receive such clear and concise instructions from you throughout the process. This is sadly not the norm with many events and it was refreshing to receive instructions in such a timely manner. There was a lovely relaxed atmosphere throughout the day and it was obvious to see how much people from the local community enjoyed the varied and enjoyable entertainment that was provided. We would be very grateful if you would be kind enough to keep us informed of any events you organise in future that feel it would be worthwhile for us to attend. Please would you extend our thanks to your colleagues at North West Leicestershire District Council for their hard work in helping to arrange such a worthwhile event?
- We certainly enjoyed the day and it was definitely a success for Coalville Heritage Society. Thanks to all the NWLDC team. Ps (Can we have the coffee man there earlier next year)
- Well done a superb event (again). Thank you for your help with our marquee and the opportunity to display.
- It was such a beautiful event, and so well organised!
- The Rotary Club of Coalville enjoyed the day. Our raffle went down well and the winners were delighted with their prizes. The selection of food stalls and the bar were impressive this year. Good weather makes such a difference too. Something we would like to comment on is that there appeared to be lack of advertising the Event. In the past there have been posters about advertising Proms and Picnic in the Park and friends of one of our members, who live in Ibstock, were actually unaware that it was being held. We often see posters for events in Ashby and feel that better advertising could be done to promote events in Coalville. The Sunday appeared to be well attended but thought there were

fewer people about on the Saturday evening. Thank you to the team for their help in making it a good weekend. This year is going fast and I expect we will soon be discussing Christmas events!

- My colleagues who were there on the day told me how successful it was and that there was a really nice atmosphere.



# COALVILLE EVENTS

SEPTEMBER - NOVEMBER 2019

## DOUBLE CELEBRATION

CELEBRATING 10 YEARS FOR HERMITAGE FM AND 15 YEARS FOR CENTURY CINEMA | INCLUDES FILM - RED JOAN (12A)

FRIDAY 6 SEPTEMBER 7.30PM | CENTURY THEATRE

TUESDAY 24  
SEPTEMBER

BIG WOODEN HORSE PRESENTS

## MONSTERSAURUS LIVE!

CENTURY  
THEATRE

THIS ENERGETIC SHOW FULL OF THRILLS, SPILLS, MAGIC AND MAYHEM WILL DELIGHT THE WHOLE FAMILY - WITH ORIGINAL MUSIC AND PLENTY OF AUDIENCE PARTICIPATION!



## COUNTERFEIT 60S

SATURDAY 5 OCTOBER 7.30PM | CENTURY THEATRE



## THE MANY FACES OF PALITROY

A CENTURY OF TOYS EXHIBITION

SATURDAY 12 OCTOBER - SUNDAY 10 NOVEMBER 10AM - 4.30PM | HEARTWOOD CONFERENCE CENTRE, COALVILLE LE67 3NR

## SPLENDIFEROUS ROALD DAHL FUN!

COME ALONG FOR A FIZZ-WHIZZING EVENT CELEBRATING ALL THINGS ROALD DAHL. SUITABLE FOR ALL AGES, DROP IN EVENT, £1 PER CHILD

WEDNESDAY 16 OCTOBER 10.30AM | COALVILLE LIBRARY

## REMEMBRANCE DAY SERVICE AND PARADE

SUNDAY 10 NOVEMBER

PARADE LEAVES CHRIST CHURCH APPROX 10.35AM

## ARMISTICE DAY

MONDAY 11 NOVEMBER 10.50AM

MEMORIAL SQUARE



FOOD AND DRINK | FAMILY ENTERTAINMENT | CHRISTMAS LIGHTS SWITCH ON!

## CHRISTMAS IN COALVILLE

SATURDAY 23 NOVEMBER | BELVOIR SHOPPING CENTRE AND MARKET HALL CAR PARK



BOOK TICKETS FOR



VIENNA FESTIVAL BALLET PRESENTS

## SNOW WHITE

THURSDAY 5 DECEMBER | CENTURY THEATRE

