

Title of Report	EVENTS UPDATE
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<b>Financial Implications</b>	No financial implications.
<b>Purpose of Report</b>	To update members with regards to 2019/20 and 2020/21 events and projects funded within the Coalville Special Expenses area.
<b>Recommendations</b>	<b>THAT THE WORKING PARTY</b>  <b>1) NOTE THE PROGRESS UPDATE ON 2019/20 EVENTS</b> <b>2) NOTE THE 2020/21 PROPOSED CSEWP EVENT PROGRAMME</b> <b>3) NOTE THE PROGRESS UPDATE ON CHRISTMAS LIGHTS</b> <b>4) NOTE THE PROGRESS UPDATE ON 2019/20 GRANT SCHEME</b>

## 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	2019/20 Allocated budget	Status
<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> Family event celebrating the Great British seaside – two day event	£4000	Delivered
<b><u>23 November – Christmas in Coalville</u></b> Christmas entertainment and festive food and drink festival	£9000	Delivered
<b>Total</b>	£33100	

## 1.2 Christmas in Coalville – 23 November 2019

- 1.2.1 Christmas in Coalville was celebrated on 23 November, 10am to 5.30pm and attracted crowds from Coalville, the district and wider area. The main daytime event programme was delivered from Belvoir Retail and Leisure Quarter and late afternoon and mainstage entertainment was located in Coalville Market car park to enable event delivery in a safer and lower risk area. There were no security, lost children or first aid incidents reported.

It is estimated the event this year attracted more people to Coalville on the day (despite the weather) than in recent years. There was an increase in the number stallholders in the Belvoir Shopping Centre compared to the 2018 event (we had a reserve list) which is helping to grow the event and is developing the quality of the event.

A number of local charity groups also benefitted from attending the event and local schools provided entertainment in the performance area and on the main stage.

Additional attractions during the day included the judging of the Best Dressed Window Competition and the Reindeer Trail – engaging over 50 town centre businesses.

The event poster and a list of the entertainment schedule and can be seen in Appendix one.

A poster showcasing December events can be seen in Appendix two.

- 1.2.2 Event income for 2019 saw a significant increase on the 2018 event, our income this year was £2222.00 compared to £880.00 in 2018. This is due to an increase in stallholders and also £1000 sponsorship from Everyone Active.

- 1.2.3 Below is an overview of feedback we have received from businesses and organisation that attended Christmas in Coalville:

*Just want to say wow. What an event. It was amazing I'm so pleased I was able to be a part of it. Is it possible to book myself on for next year and if you have any other events I would love to know about them.*

*Thank you for inviting me to have a stall at your event. Thoroughly enjoyed it. Should you have any other events coming up, please keep me in mind.*

*On behalf of Heart of England Chorus, can I say how much we enjoyed the event, and how well organised the two "stages" were. It is quite a challenge to find a way of providing microphones for our style of singing. The main stage was just fantastic. We would love to come and sing in Coalville (or any other venue in the district) that the Council are organising. Please put us on your list for both the VE Day celebrations and for Picnic/Proms in the Park.*

*It was a brilliant event – well done to all involved! I had a smile on my face all day, seeing the community come together, supporting and enjoying the event ☺*

*Thanks so much for including Weigh Hey on Saturday. I honestly had the best day and did some excellent trade as a result of it. Hope to be able to support future events!*

*We had a great day playing in and around Coalville centre. We found the event extremely well organised and it ran very smoothly from our point of view. We'd like to congratulate you all on creating a fantastic atmosphere in Coalville, well done to you all and we look forward to working with you again next year.*

*It was a lovely event and we all enjoyed it.*

- 1.2.4 Pre and post event promotion and reaction was undertaken via a number of Facebook pages, these included: Our own three pages - This is NWLeics, Choose Coalville, Coalville Indoor Market and external pages – Recommend Coalville\*, the Coalville Crier\*, This is Coalville\* and Interested in Regenerating Coalville. It's worth noting that there were no conversations about Christmas in Coalville on the starred groups. A comprehensive overview of traditional and social media responses to Christmas in Coalville is detailed in Appendix three.

In summary, one press release was issued in advance of the event and was picked up by a number of media sources including the Coalville Times and BBC Radio Leicestershire, this gave pre and post event coverage.

A paid advert was also placed in the Coalville and Hugglescote Community Eye which featured the event poster (full page) and details of the event included on the front page, the publication has an 8,000 distribution.

Social media and specifically Facebook was used as the main method of communication. In advance and during the event 20 posts and one Facebook event were issued, in total this resulted in 76,970 people reached and 4,989 people actively engaged.

Further to this 50 event posters and 1000 postcards were printed and distributed to local shops and businesses.

The negative comments picked up on social media this year were regarding the fireworks. There were varying comments about the fireworks and in summary of the comments offered on social media 97 were positive, four were neutral and 18 were negative.

- 1.2.5 The date for Christmas in Coalville 2020 has been agreed as Saturday 28 November 2020.

## **2.0 2020/2021 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 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

2.3 The meetings of the events sub-group are scheduled as follows, at 6pm in room 141 of the council offices:

- Wednesday 26 Feb, 6pm
- Wednesday 13 May, 6pm
- Wednesday 16 Sep, 6pm

### 3.0 CHRISTMAS LIGHTS

3.1 The Christmas lights were installed on schedule by our contractor Field and Lawn.

### 4.0 COALVILLE SPECIAL EXPENSES COMMUNITY GRANT

4.1 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.

4.2 A total of £877.50 has been spent from the budget this does include £250 from an application received and approved in 2018/19 but was paid 2019/20 budget.

4.3 Year to date seven applications have been received, three have been successful, two are pending a decision and two have been unsuccessful – refer to the table below.

Name of applicant	Project name	Amount applied for	Total project cost	Status	Comments
Heart of 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	'Keeping us going'	£250	£483.60	Unsuccessful	The project was not sustainable. Alternative support offered.
Thringstone Miners' Social Centre	Social bingo (for the isolated and vulnerable)	£127.50	£127.50	Successful	

Friends of Coalville Park	Coalville Park Wildlife Box Trial	£250	£251.01	Successful	
Friends of Greenhill Tenants Association	Greenhill Family Christmas Party	£247.93	£247.93	Pending	
Coalville Community Action Zone	Brighter Coalville	£245.60	£245.60	Pending	

Appendix one - event poster and entertainment and attractions schedule



# CHRISTMAS IN COALVILLE

A festive day full of free fun events for all the family

Brought to you by North West Leicestershire District Council working with the Belvoir Shopping Centre

**Saturday 23 November**  
**10am - 5pm**

**Belvoir Shopping Centre and Market Hall car park**

- Food, drink and craft market
- Santa's grotto
- Real reindeer
- Festive stalls
- Family entertainment
- Main stage performances from 2.30pm
- Fairground rides
- Spice Girls Experience (tribute act)
- Christmas lights switch on
- Fireworks finale at 5pm
- Free parking



Sponsored by **everyone ACTIVE**




North West Leicestershire District Council

[www.choosecoalville.co.uk](http://www.choosecoalville.co.uk)

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# CHRISTMAS IN COALVILLE

## ENTERTAINMENT PROGRAMME


### Belvoir Shopping Centre


10am - 10.30am	Leicestershire Co-op Band	1pm - 1.20pm	The Heart of England Chorus
10.30am - 11am	The Heart of England Chorus	1.30pm - 2pm	Leicestershire Co-op Band
11.15am - 11.45pm	Dick Whittington characters	2.15pm - 2.40pm	Dick Whittington characters
11.45am - 12noon	Leicestershire Co-op Band	2.45pm - 3.30pm	Music by Hermitage FM
12noon - 12.30pm	Belvoirdale Primary School choir	3.30pm - 4pm	Leicestershire Co-op Band
12.40pm - 1pm	Leicestershire Co-op Band	4pm	Music by Hermitage FM

### Market area - main stage

2.15pm	The Heart of England Chorus
2.45pm	Leicestershire Co-op Band
3.15pm	Bel Canto choir
3.35pm	Welcome from NWLDC Chairman
3.55pm	The Spice Girls Experience
5pm	Everybody count down! 3, 2, 1... Christmas lights switch on, fireworks!

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CHOOSE  
COALVILLE

# COALVILLE CHRISTMAS EVENTS

DECEMBER 2019



## QUIZ NIGHT

£4 ENTRY INCLUDING HOMEMADE SOUP, A ROLL AND HOMEMADE MINCE PIE

THURSDAY 5 DECEMBER 7PM | HERMITAGE FM





VIENNA FESTIVAL BALLET PRESENTS

## SNOW WHITE

THURSDAY 5 DECEMBER | CENTURY THEATRE



## CONSTRUCTION CLUB

SATURDAY 7 DECEMBER | SATURDAY 21 DECEMBER

6 - 12 YEARS  
COALVILLE LIBRARY  
10.30AM





## DESFORD COLLIERY BAND



SUNDAY 8 DECEMBER 7.30PM | CENTURY THEATRE

## FESTIVE TALK

COME ALONG FOR A FESTIVE TALK BY EDDIE SMALLWOOD ON 'CHRISTMAS THROUGH THE AGES'.  
HOT DRINK AND MINCE PIES ARE INCLUDED IN THE TICKET PRICE. TICKETS MUST BE PRE-BOOKED

TUESDAY 10  
DECEMBER  
12NOON - 1PM  
COALVILLE  
LIBRARY



FIVE STAR THEATRE PRESENTS



## DICK WHITTINGTON



SATURDAY 14 AND SUNDAY 15 DECEMBER | CENTURY THEATRE



## CAROLS AROUND THE CHRISTMAS TREE



WITH HERMITAGE FM

SATURDAY 21 DECEMBER 3.30PM | MEMORIAL SQUARE | COMPLIMENTARY MINCE PIE AND HOT PUNCH

SATURDAY 7 DECEMBER – SATURDAY 21 DECEMBER

FREE SATURDAY CAR PARKING

For more info visit [www.choosecoalville.co.uk](http://www.choosecoalville.co.uk)

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# CHRISTMAS IN COALVILLE 2019 PROMOTION AND REACTION



## TRADITIONAL MEDIA

1 x news release  
Issued: Monday 18 November



Coverage before the event:

- Coalville Times
- Burton Mail
- Leicester Mercury
- BBC Radio Leicester

Coverage after the event:

- Coalville Times
- BBC Radio Leicester





# FACEBOOK

The Facebook event for Christmas reached 39,100 people with 1,100 responding to say they were either coming or interested in attending.

- £100 spent on promoting the event on Facebook
- 39,100 people reached
- 1,600 event responses
- A further 9,948 reached through three posts on the event
- An additional 1,157 engagements



## POST ENGAGEMENT

POSTS 13 - 22 NOVEMBER

POSTS: 7  
IMPRESSIONS: 10,104  
ENGAGEMENTS: 520

POSTS ON 23 NOVEMBER

POSTS: 10 (3 VIDEOS)  
IMPRESSIONS: 17,818  
ENGAGEMENTS: 1,712

## TOTAL REACH AND ENGAGEMENT ON FACEBOOK



# TOP FACEBOOK COMMENTS



What a lovely Christmas  
fayre in town today!  
Well done to everyone  
who organised it!

Some lovely Stalls 😊  
well done everyone x

*Credit where credit is due*

It was lovely to see so many  
people having a good  
time. Well done NWLDC.

Brilliant day x

Thought it was a great  
event. Well done  
coalville. Too much  
negativity over a few  
fireworks. Let's hope we  
have some more next  
year as the majority enjoy  
them. (Shame about the  
low cloud!)



The stalls all looked  
lovely. We enjoyed a  
walk around this  
morning 😊 was nice  
and busy



Well I've heard that  
Coalvilles lights switch  
on event was better  
than Leicester.

My kids loved it today in the  
precinct seeing santa, the  
reindeers, the rides, the brass  
band - there's always someone  
to moan isn't there. Well done  
Coalville it was nice to see a  
lovely atmosphere in town



How many complaints  
do you get that nothing  
ever goes on in  
coalville. I for one  
thought it was very well  
done today. lovely to  
see a great atmosphere  
and so many people  
around town.  
Concentrate on the  
positives rather than  
the tiny few ignorant  
people that complain  
please.

Well done Coalville..  
Fireworks and  
entertainment was great  
(shame about the cloud but  
that's life)  
People call Coalville but I  
for one love how we  
remember our loved and  
lost ones at remembrance  
and love how they get the  
community together for  
this, picnic in the park and  
obviously Xmas..  
It's not like the council  
don't give enough notice  
this is going to happen..  
I also enjoy positive  
comments..  
be happy Coalville people. I  
wouldn't want it any other  
way

As a visitor to  
Coalville I was  
suitably  
impressed, and  
please to see so  
many people  
enjoying  
themselves



Just been into Coalville  
for a few bits. Fabulous  
atmosphere, lovely to  
see so many families  
and many smiling  
faces. Well done to all  
concerned







# FIREWORKS



The only negative comments picked up on social media this year were regarding the fireworks.

There are some people in the community who believe there should not be fireworks at all, or that they should not be as loud as they were. The main reason stated for this viewpoint is the impact that fireworks have on dogs and other animals. Fifteen people made negative comments about fireworks.

We also monitored an almost equal number of people (14) countering these claims and defending the use of fireworks at the event.

Unfortunately, this year the low cloud affected the success of the fireworks- although there was a lot of understanding amongst the comments monitored that this could not be helped.

## THE NEGATIVE

Today has been lovely. I had to cut it short to come home to walk my dogs before the fireworks. I had my radio on full and the Hoover going, my house was shaking like there were bombs going off!! Absolutely ridiculous in a built up area!!! Runed was has been a lovely day!!

**They were blooming loud as we could hear them here at Bardon x they were only on for a short while though x**

I agree that it was a lovely day, and not being negative, just think the day would've been just as lovely without the fireworks.

Not a fan of fireworks upsets wildlife, dogs and cats and goes up in smoke waste of money.

## THE POSITIVE

Come on folks the fireworks were ok apart from the cloud being to low.

My grandchildren love it. It was only on for 5 mins, it was not loud I live right next to the park.

Well done Coalville for today, don't stop the fireworks next year just because of the odd few moaners. I have a dog too and she is fine

Are the fireworks really an issue? Surely the kids and adults alike like the loud fireworks. For the sake of 10mins was brilliant x

Goodness why so many of you moaning don't you want your kids to have the experience of never ever being allowed to see fireworks

## TOTALS



# TWITTER



Events like Christmas in Coalville tend to work best on platforms like Facebook, but we still promote using Twitter for the audiences that prefer this channel.

## Before the event

Six tweets - Reached 6,405 people | Directly engaged 280 people

## On the day of the event

9 tweets - Reached 10,019 people | Actively engaged 356 people



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