

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

**COALVILLE SPECIAL EXPENSES WORKING PARTY –
TUESDAY, 12 OCTOBER 2021**



Title of Report	EVENTS UPDATE
Presented by	Wendy May Cultural Services Team Manager
Background Papers	
Financial Implications	As previously highlighted to this committee, precepts will need to be increased by 13% in future years to maintain the current level of expenditure. The Events Programme for 2022/23 as detailed in this report requires an additional budget of £3k, which means precepts will need to increase further if the programme is agreed. Alternatively, the committee could choose to make savings in other areas of their budgets to fund this programme. The Committee must also be mindful that the projected income may not be achieved, and plans may need to be revised during the year to balance the budget as a result. Equally, if additional income is received further opportunities can be explored.
	Signed off by the Section 151 Officer: Yes
Legal Implications	None.
	Signed off by the Monitoring Officer: Yes
Staffing and Corporate Implications	None.
	Signed off by the Head of Paid Service: Yes
Purpose of Report	To update members with regards to 2021/22 events and Projects and proposals for 2022/23 events funded within the Coalville Special Expenses.
Recommendations	THAT THE WORKING PARTY NOTES 1) THE PROGRESS UPDATE ON 2021/22 EVENTS 2) THE UPDATE FOR CHRISTMAS LIGHTS 2021/22 3) THE PROPOSED EVENTS PROGRAMME AND ASSOCIATED BUDGET FOR 2022/23 4) THE UPDATE FOR 2021/22 COALVILLE SPECIAL EXPENSES COMMUNITY GRANT SCHEME

1. EVENT PROGRAMME UPDATE FOR COALVILLE

1.1 Event programme – 2021/22

1.1.1 Delivery of the event programme for 2021/22 is progressing, event delivery is supported by Covid safe measures and adjustments to event delivery remain in place. Some event delivery has not been possible due to Covid restrictions and regulations. There is currently an anticipated underspend of £20,700 against the Event Programme budget (due to nil expenditure and nil income against Music and Picnic in the Park and Coalville by the Sea).

2021/22 COALVILLE EVENTS	2021/22 allocated budget	Anticipated expenditure	Status
St George's Day - 22 April to 29 April 2021 The installation of the English flag in various locations to celebrate St George's Day	£100	£100	Delivered
Music and Picnic in the Park - Saturday 19 and Sunday 20 June 2021	£20000	Nil	Cancelled
Coalville by the Sea - Wednesday 14 to Saturday 17 July 2021	£4000	Nil	Delivered (by an external event management company)
Coalville Festival of Leisure	Nil	Nil	Cancelled
Christmas in Coalville 27 November 2021	£9000	£9000	Proceeding
Miscellaneous events	£4990	£4990	Reallocation of this budget to the Christmas in Coalville event

1.1.2 Coalville by the Sea – the event this year was delivered by an external event management company and was not funding from the CSE budget. The success of this event was mixed this year, some attendees enjoyed it others didn't enjoy it. Covid resulting in some of the scheduled acts being unable to attend and therefore affected the event programme. The event was delivered in the first week of the school holidays and it was noticeable quieter in the town and district. It is possible to resolve these issues and to investigate alternative event delivery options in the future.

1.1.3 Coalville Festival of Leisure – this event did not take place as the event organiser decided not to proceed with the delivery of the event.

1.1.4 Christmas in Coalville – the event planning is underway with key elements of the event already booked. The 2021 event is summarised as follows:

The event will be held in Coalville town centre using various locations due to challenges faced this year as some of the town centre is being developed and to create as much space as possible for the event (to reduce crowding etc.). The event is summarised as follows:

Coalville town centre (various locations)

- Say hello to Santa and Elf (maintaining social distancing)
- Meet the reindeer
- An engaging and eclectic mix of street entertainers
- Guest food, drink and craft stalls
- Live music (various artists)

Market Hall car park – from 3pm onwards

- Main stage, various acts and finale
- Fireworks (delivered in accordance with the council resolution. An alternative launch location will be considered to minimise impact on residential areas, this is currently being investigated)
- Funfair (until 9pm)

Newmarket, Marlborough Square

- Business as usual – including festive food, drink and craft stalls
- Live music and entertainment

Due to this event not being delivered in 2020 and to support public expectation that the 2021 event will be 'bigger and better' adding the budget for 'miscellaneous events' to the Christmas in Coalville budget will increase the budget for the event this year to £13,990. Event delivery costs this year are expected to increase as additional costs are anticipated to support the implementation Covid safe measures.

1.2 Coalville Events 2021/22 – General Fund budget

1.2.3 Listed below is an overview of events being delivered in Coalville in 2021/22 supported by the district council:

Date	Event	Status
22 to 25 April	Drive in Cinema	Delivered
24 May to 30 June	Coalville Outdoor Art Gallery – 'Living in the National Forest'	Delivered
28 May to 6 June	Coalville May Fair	Delivered
12 July to 5 Sept	Coalville Outdoor Art Gallery on tour (Conkers)	Delivered
23 July to 1 August	Love Parks Week	Delivered
4 to 19 Sept	Hello Heritage (district-wide initiative)	Delivered
19 Sept	Coalville 5km Fun Run (to replace the Coalville Colour Run) – new event, new location (Snibston Colliery Park)	Delivered
25 and 26 Sept	Coalville Steampunk Festival	Cancelled for 2021
Oct/Nov	Poppy Appeal and Remembrance Commemorations	Progressing
December	Drive in Cinema	Proposed (tbc)
3-7 February 2022	The BIG Weekend in the National Forest (part of the Leicester Comedy Festival 2022)	Confirmed – planning in pro

1.2.2 Cinema in the Park (free outdoor cinema) – this event was a huge success, with over 6000 people attending the event. Social media comments were very positive and there is a call for the event to be delivered in 2022. A survey undertaken after the event gave the following information:

- 186 visitors took part in a post event survey and **99% of them said that they would attend a similar event in the future and 84% of people rated the event eight out of ten or above**
- **84% of them said that they would be willing to pay** for a similar event in the future
- **On average people said they would be willing to pay £3 for a ticket**

Refer to appendix one for further information.

1.2.3 Steampunk 2022 – it is hoped that the Steampunk event will take place in the future. The following factors will need to be considered: budget (originally secured for 2019 as part of the Coalville Project priority work), securing a suitable event organiser and ensuring that the town centre and Snibston Colliery Park can accommodate the event.

1.3 Proposed Events Programme 2022/23

1.3.1 It is proposed that the following events programme is presented as part of the budget planning process for the 2022/23 budget.

Event	Proposed Date/Event detail	Budget	Projected income
a. St George's Day - (installation of flags)	Friday 22 April to Friday 29 April 2022	£100	Nil
b. A Celebratory Event to mark the Platinum Jubilee of the Queen (Music and Picnic in the Park budget)	Saturday 4 and Sunday 5 June 2022	£20,000	£2,800
c. Cinema in the Park	23 July to 7 August (16 days including three weekends)	£26,000* <i>£6,000 allocated from the General Fund 'Events and Art Programme' budget</i>	£16,000 (based on £3 per ticket (adult) and £10 per family (up to 2x adults and 4x children))
*The budget of £26,000 assumes an income of at least £16,000 therefore a real cost of £10,000, this is proposed to enable tickets to be subsidised as the event was free of charge in 2021. The income of £16,000 is an estimate and is not guaranteed, equally the estimated income could be exceeded and therefore the overall cost of the event could be reduced. An allocation of £6,000 from the general fund (events and arts budgets) is proposed, this is to subsidise tickets attendees from outside of the CSE area.			
d. Christmas in Coalville	26 November 2022	£10,000	£600

1.3.2 The budget allocated for event delivery in 2021/22 was £38,090 with a target income of £4,400. The proposed budget for event delivery in 2022/23 is £56,100 with a target income of £19,400. To support the proposed 2022/23 event programme would require the event budget to be increased by £3,010 in 2022/23 compared to the 2021/22

budget. Alternatively an amount of the underspend against 2021/22 events could be earmarked for investment in the 2022/23 event programme.

2. CHRISTMAS LIGHTS UPDATE

2.1 New Christmas lights for 2021

2.1.1 The Christmas lights have been ordered, this includes:

- a) Bespoke Christmas decorations for Memorial Square (full colour and light changing settings – colour settings/changing colours will be considered when they have been installed).
- b) New ‘pole mount’ decorations for Memorial Square (full colour)
- c) New ‘pole mount’ decoration for Marlborough Square – for installation in 2022 to complement the new public realm area.
- d) Funds remaining in the budget will be invested in the scheme to replace and upgrade existing lights.

2.1.2 Christmas light installation is on schedule and will be installed and ready for ‘switch on’ on Saturday 27 November to coincide with the Christmas in Coalville event.

3. COALVILLE SPECIAL EXPENSES COMMUNITY GRANT

3.1 The Coalville Special Expenses Community grant is set up 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. Applications are invited for up to £250 and no match funding required. There is no deadline for this grant scheme.

The 2021/22 scheme is active and applications are encouraged. All enquiries should be directed to Jessica Lloyd-Davies, Community Focus Support Officer within the Community Focus Team

https://www.nwleics.gov.uk/pages/coalville_special_expenses

3.1.1 Below is a summary of the applications received in 2021/22

	Applicant	Project Name	Date Received	Amount Requested	Total Project Value	Application Status
1	Charles Booth Centre	Allotment Notice Board	17/06/2021	£250.00	£252.00	Approved
2	Friends of Greenhill Tenants Assoc	Friends of Greenhill Reading Club	02/09/2021	£204.00	£204.00	Pending

Cinema in the Park 26 July – 4 August 2021

Promotion and reaction







Traditional Media

During the event, media covered the details including **Coalville Nub News** and an interview with Cllr Tony Gillard on **BBC Radio Leicester**.

The key messages that were included were:

- We've worked with Fleckney Group to bring Cinema in the Park to Coalville Park between 26 July and 4 August
- 30 free films over 10 days, including: Harry Potter, Dirty Dancing, Grease, Toy Story, Jungle Book, The Lion King and Bohemian Rhapsody
- Although the event is free, it's still a ticketed event and booking is required through the Fleckney Group website at www.events.fleckneygroup.co.uk/cinema-in-the-park
- The event forms part of NWLDC's schedule of activities for Love Parks Week which aims to encourage people to use and celebrate their local park
- Funding from the Welcome Back Fund has been used to subsidise the cinema to encourage people back into the town centre
- We are committed to supporting Coalville to be a vibrant and family friendly town and events like this are just one of many positive things that are happening here







SOCIAL MEDIA

5 Facebook posts from @ThisisNWLiecs

- Reach: 62,446
- Engagement: 12,789
- Comments: 658
- Shares: 231

4 Twitter posts from @NWLeics

- Impressions: 4,283
- Engagement: 232






9 posts



66,729 People reached



13,015 People engaged

Social media comments



Positive



"Loved every minute of it."

"This has been brilliant, enjoyed a few films! Very well done, thank you."

"It has been brilliant so far. Let's hope for more events and experiences like this. Thank you"

"We loved last night! Thankyou...I hope you do this again"

"Fab. Thank you. Especially to the person that suggested it"

"It has been a wonderful 10 days. Managed to see three films. Many Thanks"

"We had an amazing couple of afternoons last week in the park! My girls really enjoyed watching the films! Thank you



"...it was amazing thank you so much NWLDC for this ❤️"



Negative



"Yet again, in Coalville! How about some other areas in NWleicestershire?"

Is it going anywhere else?

Coalville again!!! what a shock 😲

Constructive comments

To whom this may concern,

May I start this off on a high and thank you for the cinema event that as been put on at Coalville park, well done. Myself and the family are looking forward to the films that we are booked in to.

But, as a resident next to the park entrance on London Road we found that the noise level from the showing of TENET last night was extremely high, which this did not help when putting our daughter down to bed and for ourselves with this. After speaking to Phil, the site manager regarding this he sent his (I'm hoping) sound engineer to turn it down, which resulted in very little difference. I do hope you can get this right for the rest of the evening showings or I feel that I would have to take my complaints further.

Altogether, I see the benefits of what events like this can do to our community and do wish that they were more, because it brings us all together to share the enjoyment from it.

Please try to get this right for the direct local residents and for the rest of the evening showings.

"Hiya, will there be subtitles on the film?"

"is the cinema still on today with it raining? or are we gonna just get soaked"

"Who do you contact or how do you book disabled parking as it says needs to be booked but doesn't give any options to make sure a booking?"

Summary

The only negative comments that were received were in relation to noise and location. The event management company worked with the resident to manage the noise levels and provided a solution. It was also explained to residents that Coalville was chosen as it was the area most in need of a boost following the impacts of COVID-19 which the Welcome Back Fund, used to subsidise the event aimed to achieve. Constructive comments relating to subtitles, weather and disabled parking will be better communicated if we looked to do the event again in the future.

51

Positive
comments

605

Neutral
(mainly
people
tagging or
enquiries)

3

Negative
comments

Survey responses

Following the event, **186** people took part in a survey to tell us how they found their experience. On average, visitors rated their experience **9.37** out of 10.

We also found that **58%** of people found out about the event from social media whilst **13%** were informed through signage and **29%** found out through word of mouth via friends and family members.