

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

**COALVILLE SPECIAL EXPENSES WORKING PARTY –
TUESDAY, 14 DECEMBER 2021**



Title of Report	EVENTS UPDATE
Presented by	Wendy May Cultural Services Team Manager
Background Papers	
Financial Implications	All financial implications have been included either within the current year budget monitoring or within the 2022/23 budget proposals. These are separate reports on the same agenda as this item. Signed off by the Section 151 Officer: Yes
Legal Implications	There are no legal implications directly arising from this report. Signed off by the Deputy Monitoring Officer: Yes
Staffing and Corporate Implications	Insert any staffing or corporate implications to be considered. Signed off by the Head of Paid Service: Yes/No
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 UPDATE FOR 2021/22 COALVILLE SPECIAL EXPENSES COMMUNITY GRANT SCHEME THAT THE WORKING PARTY RECOMMENDS 4) THE PROPOSED EVENTS PROGRAMME AND ASSOCIATED BUDGET 2022/23 FOR CONSIDERATION BY CABINET

1. BACKGROUND

1.1 Event programme – 2021/22

1.1.1 Delivery of the event programme for 2021/22 has concluded. 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	£13990	£13990	Delivered
Miscellaneous events	£0	£0	Reallocation of this budget to the Christmas in Coalville event

1.2 Christmas in Coalville

- 1.2.1 Delivery of the event this year was not as planned, this was a huge disappointment to residents that had planned to attend and to the team that had worked very hard this year planning an extra special event (due to the cancellation of the 2020 Christmas Event because of Covid restrictions).

The arrival of Storm Arwen saw the cancellation of the main stage, fireworks and fun fair. The Christmas Market (a reduced offer due to stallholder cancellation or non-attendance on the day), a visit from Santa and reindeer, the lights switch on and a comprehensive entertainment programme in the day from musicians, school choirs and street performers brought Christmas cheer and many visitors to Coalville on the day.

Despite the weather and curtailment of the event there was an increase in footfall in the town centre and occupancy of the district council car parks was higher than normal, suggesting that there were more visitors in Coalville.

Coalville Newmarket reported a busy day; there was a festive atmosphere in the market with guest stalls and entertainment. Traders reported a busy and successful day.

- 1.2.2 Social media overview – please refer to appendix one for a summary of media and social media coverage for the Christmas in Coalville.
- 1.2.3 Two town centre competitions: 'Have you seen Santa?' and 'Best Dressed Window' will run throughout December and Santa, Elf and sleigh will be visiting Coalville on

Saturdays in December and Christmas week on 20, 21 and 22 December bring further festive cheer to Coalville town centre. Additionally there is a programme of events happening in Newmarket and 'Coalville this Christmas' information has been compiled – please refer to appendix two for further information.

1.3 Proposed Events Programme 2022/23

1.3.1 The following events programme was reported to the October meeting and has been included in the budget process for 2022/23.

Event	Proposed Date/Event detail	Proposed 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	£1,800
c. Cinema in the Park	23 July to 7 August (16 days including three weekends)	£10,000*	£16,000
d. Coalville by the sea	2 day event – date to be confirmed	£4000	£500
e. Christmas in Coalville	26 November 2022	£10,000	£600

*A further £16,000 has been included as an 'earmarked reserve' which is an underspend as a result of cancelled events in 2021.

2. CHRISTMAS LIGHTS

2.1 New Christmas lights for 2021 have been installed and were switched on at the Christmas in Coalville event on 27 November.

2.1.1 The new lights comprise:

- a) Bespoke Christmas decorations for Memorial Square (full colour and light changing settings)
- b) New 'pole mount' decorations for Memorial Square (full colour)
- c) New 'pole mount' decoration for Marlborough Square

2.1.2 Due to Storm Arwen there were some initial problems with some of the lights, which included water ingress and broken connections, these have now been rectified.

3.0 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	Approved
3	Coalville foodbank / New Life Church	Building Together	04/10/2021	£250.00	£299.99	Approved

3.1.2 Councillors are encouraged to promote the grant scheme with local groups and organisations.

Appendix one – media and social media overview




Christmas in Coalville

Saturday 27 November




Promotion and reaction



Traditional media

1 x press release = 4 pieces of coverage including the Leicester Mercury, Coalville Times and Nub News





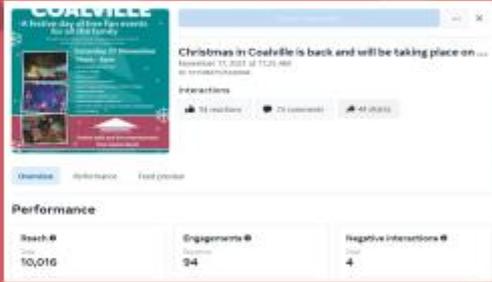


Social Media



THISISNWEICS

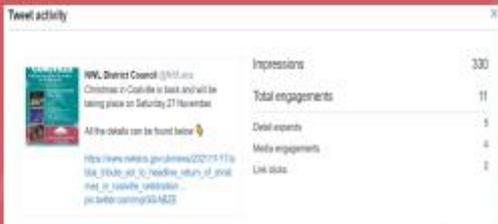
- 7** Posts
- 165** Shares
- 240** Comments
- 4,784** Engagements
- 51,881** People reached





NWLEICS

- 5** Posts
- 2,948** Impressions
- 62** Engagements
- 2.5%** Engagement rate



We Love Coalville page

9
Posts

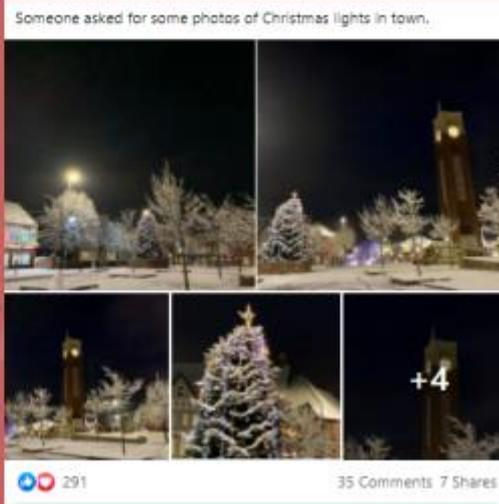
44
Shares

384
Likes

147
Comments



Snow and Christmas lights in Coalville what could possibly go wrong? So with today's snow I thought I would go into the town with the snow on the trees and the Christmas lights non on I should have looked at using the white break out how wrong could one be! I'm not a negative person but what lights how disappointing the lights are embarrassing to say the least no effort has been put into them at all and the shopping centre is a joke no Christmas spirit at all. I have to thank our fantastic local shop keepers for bringing the Christmas spirit into our town Coalville with their fantastic window displays to a big thank you to you all for your amazing efforts. I have taken a few pictures around the town as in a photograph I will only take the best pictures I can and tonight the snow made the pictures of this awful effort by our council once again.



Social Media feedback



Positive



Looks absolutely stunning. This looks beautiful. So pretty x
Looks lovely, thank you for sharing.
We can't wait to perform a couple of sets on Saturday. Absolutely beautiful!!! yay!
omg can we go? Brilliant..love xmass lights switch on in coalville always great event shall we go?
Coalville winter wonderland beautiful. What time will the lights be switched on? Thaw out at Newmarket Coalville
the waiters are back on Saturday!
I'll be at the Abba bit!



Negative



Pathetic, why no tree in Marlborough square this year?????
I've just been into the town the light are embarrassing and a joke no effort what so ever it's the snow on the trees that makes it look OK believe me once again the council has let us down and its been left to our amazing shop keepers to bring the Christmas spirit into Coalville. The lights very disappointing to think they made a big thing about switching them on unbelievable!!!
Very disappointed like many others to see yet again council failing to utilise the memorial square. With the precinct looking like a building site and no Christmas tree Except for the lovely shop windows around Coalville the rest looks like a grinch Christmas sadly
the state of the precinct is disgusting... and as for the organisation!!!!
I'm sorry but the weather isnt even bad now, how can it be a family day out with nothing happening?
Why is it Council don't look at weather in advance and plan that way it should of happened last week. Weather apps can give you a predicted forecast. So stupid really.
Obviously someone with a clipboard and a fancy job title knows best
How disappointing
yeah that's the fireworks what about the fair, who's decision was that? Clearly yours.. Only 2 decent things that happens in Coalville is the fairs every year let's be honest.
Absolutely ludicrous for a tiny bit of snow falling
So there will be no entertainment and no funfair, what is the point?? Was going to come with my daughter but dont know if I'll still go now
What a shambles as always . Well at least we got that new market to look forward too
Only a bit of snow it will be gone when it should start what a disappointment.



Constructive



how about not having fireworks? Pointless just have the light switch on and everything else
I think it would look lovely if Memorial Square was lit up at night all year round. Would make the town look so more welcoming.
just seen this notice of christmas in coalville, has it not been advertised anywhere,?
could you tell me if you will be letting the fireworks off in the park?.dont want to be a kill joy but could you use the silent ones??.I live that close to the park it feels my my windows are going to cave in,PLUS its so not fair on my cats,Stop being selfish.
What time will the light switch on be? Thanks
Where can we park
Is any of this indoors?
Be better without the fireworks My dogs have only just got over the last 3 weeks worth
Is this all still going ahead?

SUMMARY

The negative comments that were received were in relation to cancelling the event and the issues around the weather. These comments were addressed by explaining that the high winds meant that certain aspects of the event wouldn't be able to go ahead safely. It was also reiterated that a reduced event still went ahead and that plenty of visitors still came along to support the town centre. Constructive comments were around fireworks and from previous feedback, it was explained that the fireworks had been moved to a more central location to reduce noise impact on nearby residents. We also received a number of generic enquiries around timings which could be better communicated next year. Overall, most of the comments were people tagging friends and family members which helped to spread the word about the event.

37

Positive
comments

291

Neutral comments (mainly
tagging people or general
enquiries)

51

Negative
comments

Appendix two – Coalville competitions, events, attractions and activities

Best Dressed Window Competition

Vote for your favourite Christmas shop window this year and be in with a chance of winning a local shopping voucher worth £10. Vote and enter www.nwleics.gov.uk/santa

Have you seen Santa?

Can you help us find Santa in

- ✧ Coalville
- ✧ Ashby da la Zouch
- ✧ Castle Donington
- ✧ Ibstock
- ✧ Kegworth
- ✧ Measham

There are lots of Santa's hiding in each town or village - just find 10 of them, note their locations and complete the online form at www.nwleics.gov.uk/santa for a chance to win a local shopping voucher.





CHRISTMAS

AT



NEWMARKET

MARLBOROUGH SQUARE, COALVILLE

<p>27 NOVEMBER 12noon - 2.30pm - Live entertainment Gastric Band</p> <p>2 DECEMBER 9am - 4pm - Christmas hamper launch, free gift with every hamper bought</p> <p>2 DECEMBER 10am - 12noon - Wreath making workshop</p> <p>4 DECEMBER 10am - 1pm - Children's activities 1pm - 3pm - Santa's grotto</p> <p>7 DECEMBER Little Christmas trees giveaway</p> <p>9 DECEMBER 5pm - 8pm - Late night shopping, live entertainment - Gastric Band and free mulled wine and mince pies</p> <p>10 DECEMBER 10am - 12noon - Christmas decoration workshop</p>	<p>11 DECEMBER 1pm - 3pm - Santa's grotto</p> <p>16 DECEMBER 5pm - 8pm - Late night shopping, Christmas carols and free mulled wine and mince pies</p> <p>17 DECEMBER 10am - 12noon - Christmas decoration workshop</p> <p>18 DECEMBER 10am - 1pm - Children's activities 1pm - 3pm - Santa's grotto</p> <p>21 DECEMBER 10am - 1pm - Children's activities 1pm - 3pm - Santa's grotto</p> <p>23 DECEMBER 1pm - 3pm - Santa's grotto</p>
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GET IN TOUCH

01530 454773

@CoalvilleMarket
 Newmarket Coalville
 @newmarketcoalville

markets@nwleicestershire.gov.uk

COALVILLE THIS CHRISTMAS

NOVEMBER

- 27 | 10am – 5pm – Christmas in Coalville | Coalville town centre
- 27 | 12noon - 2.30pm - Live entertainment - Gastric Band | Newmarket, Marlborough Square, Coalville
- 29 | Hermitage FM Italian charity night | La Torre, High Street, Coalville

DECEMBER

- 2 | 9am - 4pm - Christmas hamper launch, free gift with every hamper bought | Newmarket, Marlborough Square, Coalville
- 2 | 10am - 12noon - Wreath making workshop | Newmarket, Marlborough Square, Coalville
- 3 | 10am - 12noon - Christmas decoration workshop | Newmarket, Marlborough Square, Coalville
- 4 | 10am - 1pm - Meet Santa and Elf | Belvoir Shopping Centre, Coalville
- 4 | 10am - 1pm - Children's entertainment | 1pm – 3pm – Santa's grotto | Newmarket, Marlborough Square, Coalville
- 4, 5, 11 and 12 | 11am and 3pm – Panto, Jack and the Beanstalk | Century Theatre Coalville
- 5 | 9.30am – Coalville Santa Run / Walk | Facebook @Coalville santa run
- 7 | Little Christmas trees giveaway | Newmarket, Marlborough Square, Coalville
- 9 | 5pm - 8pm - Late night shopping, live entertainment - Gastric Band and free mulled wine and mince pies | Newmarket, Marlborough Square, Coalville
- 10 | 10am - 12noon - Christmas decoration workshop | Newmarket, Marlborough Square, Coalville
- 11 | 10am - 1pm Meet Santa and Elf | Belvoir Shopping Centre, Coalville
- 11 | 1pm – 3pm – Santa's grotto | Newmarket, Marlborough Square, Coalville
- 11 | Soul, Motown and Reggae Night | Lyric Rooms, Ashby
- 16 | 5pm - 8pm - Late night shopping, Christmas carols and free mulled wine and mince pies - Newmarket, Marlborough Square, Coalville
- 17 | 10am - 12noon - Christmas decoration workshop | Newmarket, Marlborough Square, Coalville
- 18 | 10am - 1pm Meet Santa and Elf | Belvoir Shopping Centre, Coalville
- 18 | 10am - 1pm - Children's entertainment | 1pm – 3pm – Santa's grotto | Newmarket, Marlborough Square, Coalville
- 19 | Desford Colliery Band | Century Theatre, Coalville
- 21 | 10am - 1pm Meet Santa and Elf | Belvoir Shopping Centre, Coalville
- 21 | 10am - 1pm - Children's entertainment | 1pm – 3pm – Santa's grotto | Newmarket, Marlborough Square, Coalville
- 22 | 10am - 3pm Meet Santa and Elf | Belvoir Shopping Centre, Coalville
- 23 | 10am - 1pm Meet Santa and Elf | Belvoir Shopping Centre, Coalville
- 23 | 1pm – 3pm – Santa's grotto | Newmarket, Marlborough Square, Coalville
- 23 | 2pm Christmas Music and mince pies | Hermitage FM, Memorial Square, Coalville
- 24 | Christmas carols | Newmarket, Marlborough Square, Coalville

For more information visit www.nwleics.gov.uk/whatson | All information was correct at the time of printing

