

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

**COALVILLE SPECIAL EXPENSES WORKING PARTY –
TUESDAY, 14 JUNE 2022**



ADDITIONAL PAPER – Agenda item 6. Events Update (section 1.2 Queen’s Platinum Jubilee Celebrations)

1.2.3 Queen’s Platinum Jubilee plan – CEO briefing note (5 May 2022)

In celebration of the Queen’s Platinum Jubilee events were delivered in Coalville on Saturday 4 and Sunday 5 June in Coalville Park. In advance of the Jubilee extended weekend bunting and flags were installed in Coalville, Memorial Clock Tower and Stenson House were lit red, white and blue, shops and businesses participated in a best dressed shop window competition and 70 original artworks were installed in the town centre in celebration of 70 years of service of Queen Elizabeth II.

a) Saturday 4 June – 6pm – 9.30pm – the sun shone and an evening of live entertainment on the main stage from Silcone taxis (soft rock, funk music) and Steve King Big Band (1940’s style) was delivered, including street performers, catering stalls and a bar.

b) Sunday 5 June – 12noon – 5.30pm – with a very wet start to the day (and a number of other events being cancelled) it was decided that ‘rain would not stop play’ in Coalville. An afternoon of live entertainment was delivered including: Hey Beatles, Queen II, Leicestershire Co op band, Baby big top circus shows, climbing wall, fair rides, craft stalls and catering. Despite a number of our stallholders and caterers cancelling on the day we were still able to deliver the event which was well attended, supported and appreciated by local people.

1.2.4 Event promotion and reaction – detailed in appendix one

Appendix one – Event promotion and reaction

QUEEN'S PLATINUM JUBILEE CELEBRATIONS

Promotion and reaction 25 April - 10 June

Media Coverage

Ahead of the event and during the event, there was a good amount of media interest to promote what was taking place in Coalville to celebrate the Queen's Platinum Jubilee.

Radio

There were three interviews covering the competitions, events and tree planting with Fosse 107 and BBC Radio Leicester.



Print

The Coalville Times and Leicester Mercury both printed articles about the competitions and events in Coalville.

Online

The events and competitions were also promoted online thanks to Staffordshire Live, Nub News and Leicestershire Live.

Queen's Platinum Jubilee Celebration, Coalville Park

From 6pm until 9.30pm, with soul, funk and rock 'n' roll four-piece, The Silicone Taxis and jazz music from The Steve King Big Band.

Family entertainment includes Baby Big Top Circus, a climbing wall plus skate and scooter and graffiti workshops.

In total, we issued 6 press releases which resulted in 15 pieces of coverage with three on radio, 5 in print and 7 online.

Social media

Our captive audience is on Facebook where we find more engagement and conversation of note.



26 posts on ThisIsNWLeics Facebook page
(including two Facebook events)
17 posts on We Love Coalville
104,505 people reached
1,923 engagements



17 posts on NWLeics Twitter page
6,559 impressions (people
reached)
244 engagements



We found people were really positive about the event but mostly used our posts to share the news with friends and family by tagging them.



Conversation of note and feedback



Positive



"Thank you for inviting Family Crafts Made With Love to your Jubilee event. Due to the adverse weather conditions we really didn't know whether to attend on the day or not. However, we decided to attend. From the moment we arrived we were made welcome and the organisation for a large event was commendable to all concerned.

Several times during the day staff checked that us stall holders were ok. The caretaking teams never stopped cleaning all areas of the field and bins all day.

The music was well received and people didn't want to leave. The range of activities for all ages was great and added to the success of your event.

I had a lovely day, even with the rain! I met some amazing people and several people came to see me as they had previously met me at Newmarket Indoor market."

"Yes despite the rain we had a decent event and would be happy to attend any other events you have planned."

"I was there yesterday and it was really nice. Really nice to see so many local people."

"Looks like a good weekend, will be there weather permitting."

"Thanks for the 110% job you and the rest of the team did to bring it all together."

"Looking forward to it!"

"It was a fabulous event, thanks for putting it on." "I have a craft stall at the event on Sunday, very excited."

"We had a great time! A fab event and a brilliant crowd, thanks for having us."

"It was a fantastic event yesterday and such a pleasure to be part of it - a grand job by yourself and the team and hopefully you're having a bit of downtime this week!"

"I just want to say thank you and all your wonderful team for your help in making this such a wonderful event, despite the weather. It was a real privilege and pleasure to be part of this event and serving the community in this way and we look forward to being able to do so again."

"Brilliant!" "Looks good!"

"Thanks great day. Would love to do another event comes up again."

"Really enjoyed it, especially the COOP band. Brilliant as always."



Conversation of note and feedback



Negative



"Does it need to be so loud? I can hear it a mile away and its making me feel sick."

"My display isn't added."

"Gonna be a wet one."

"Lovely weather for it."

"These photos do not do the windows justice at all."

"Can someone retake those photos please? They aren't very good."

"Shame the boards aren't bigger."

"Can someone retake those photos please? They aren't very good."

"Can't get out our back gate for fencing!!"

"I thought u were NW Leicestershire CC. Why is it only in Coalville."

"Just in Coalville? What about other areas of NWLeic?"





Neutral



"Is this still happening despite the forecast?"

"Random question. Does anyone know if it will be free parking at the weekend for the jubilee celebrations?"

"Please can you confirm what time the Beatles tribute band will be playing? Many thanks."

"Hi what time are the bands on please?"

"Are rides free for the children?"

"Are the stalls still on? There is a thunderstorm warning all day, I don't want my gazebo to fly away again!"

"Do you have an itinerary for the band performances please?"

"What time will queen be performing?"

Evaluation

The positive comments far outweighed any negative comments we had which were mostly in relation to the weather or things that were out of our control. Based on the comments, there are things we could look to do for future events, like offering free parking in our car parks. We could also think about sharing an itinerary so people can see what time the acts are on although these queries may have been a result of the weather. In future events, if the weather forecast is for rain, we could share a post to be clear that the event is still going ahead. With regards to the comments about the photos of the Best Dressed Window displays, it was explained that the photos were taken on a particularly sunny day when there was more glare, and close to the road which made it difficult. The aim of the competition was for people to vote for their favourites whilst they were in the town centre and not rely on social media to choose. The comment about the rides was also addressed in a post to explain to visitors that most of the event was free including the climbing wall, graffiti workshop, Baby Big Top Circus and other activities – the rides and inflatables were the only things that required a charge.