

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

**COALVILLE SPECIAL EXPENSES WORKING PARTY –
TUESDAY, 11 OCTOBER 2022**



Title of Report	EVENTS UPDATE
Presented by	Wendy May Cultural Services Team Manager
Background Papers	Minutes of a meeting of the ANNUAL COUNCIL on Tuesday, 23 June 2020 – item 10. Motions (page 54) Agenda Template (nwleics.gov.uk)
Financial Implications	The approved budget for Coalville Christmas Decoration budget is £23,000, the forecasted expenditure is £29,000, requiring a further allocation of £6,000 to support the delivery of the Christmas lights programme.
	Signed off by the Section 151 Officer: Yes
Legal Implications	None
	Signed off by the Deputy 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 2022 / 2023 events and projects.
Recommendations	THE WORKING PARTY NOTES <ol style="list-style-type: none"> 1) THE PROGRESS UPDATE ON 2022 / 2023 EVENTS AND BUDGET ALLOCATION 2) THE UPDATE FOR CHRISTMAS LIGHTS 2022 / 2023 AND THE REQUIREMENT TO ALLOCATE A FURTHER £6,000 TO ENSURE THE DELIVERY OF THE COALVILLE CHRISTMAS DECORATION PROGRAMME

1. BACKGROUND

1.1 Event programme – 2022 / 23

- 1.1.1 The following event programme is scheduled for delivery in 2022 / 23 supported by Coalville Special Expenses budget.

2022/23 COALVILLE EVENTS	2022/23 allocated budget	Status
St George's Day - 22 April to 29 April 2022	£100	Delivered

The installation of the English flag in various locations to celebrate St George's Day		
Queen's Platinum Jubilee Celebrations – Saturday 4 and Sunday 5 June 2022 A Celebratory Event to mark the Platinum Jubilee of the Queen (Music and Picnic in the Park budget)	£20,000	Delivered
Cinema in the Park – 22 July to 2 August 12 days of cinema in Coalville Park	£26,000 Plus a further contribution from the General Fund	Delivered
Christmas in Coalville 26 November 2022	£10,000	Event planning underway

- 1.1.2 Cinema in the Park was delivered from 12 to 23 August, showing 36 films in Coalville Park over 12 days. The event was joint funded by Coalville Special Expenses (£26,000) and General Fund (£15,340) budgets.

Over 4100 tickets were issued for the event, the response via social media was resoundingly positive (further information is provided in appendix one).

Event expenditure and income is summarised below:

Description	Expenditure	Income
Event delivery	£41,340	
Ticket sales		£12,357
Sponsorship		£1,140
Catering		£576
Total	£41,340	£14,073

The income target of £10,000 for the CSE budget was achieved. The additional income of £4,073 has been reallocated to the General Fund to offset the additional funding required to further subsidise the event.

An overview of the event is shown in the infographic in appendix one.

- 1.1.3 Christmas in Coalville is the last event that is scheduled for delivery in the 2022 / 2023 budget. The event is planned for Saturday 26 November, current proposals which can be supported within the allocated budget include:

Christmas market in the town centre (food, drink, crafts and charity stalls)
 Christmas stalls and entertainment from New Market
 Town centre entertainment and street performances
 Santa, sleigh and real reindeer
 Main stage (subject to venue availability)
 Funfair (subject to venue availability)
 Firework finale (subject to the agreed venue for the main stage, confirmation of a suitable 'firing' location and budget availability)

Options for the firework finale are currently being considered, impacting factors that are still to be confirmed is the location of the main stage, the ability to source affordable lower noise fireworks (firework prices have increased significantly), confirmation of a 'firing' location and compliance with the council motion passed on 23 June 2020 regarding firework displays.

Historically Coalville Park has been used as the firing location and due to the distance of Coalville Park from the town centre larger fireworks have been required (which are louder). Alternative options, closer to the town centre were investigated for 2021 and a new firing location and style of display was selected.

Due to the forecasted Storm Arwen and the impact this would have on the firework display with increased risk to buildings and people / crowds, a decision to cancel the firework element of the event was made in advance of event day based on the forecasted amber weather warning and earlier cancellation avoid whole cost payment, limiting the financial loss to the deposit only.

It should be noted that this alternative location and style of display is dependent on favourable weather conditions and could therefore result in a cancellation of this element of the event at short notice.

It should also be noted that rising costs are presenting significant challenges for the delivery of all the elements of the event (as outlined above).

2. CHRISTMAS LIGHTS

- 2.1 The Christmas Lights contract was procured earlier this year and the contract was awarded to Field and Lawn. The substantive contract covers: annual storage, annual installation and removal, annual servicing and testing, testing of brackets, wiring and timers (prior to installation) and an annual stock inventory and condition report. Additional services are available, these include: recycling / disposal of old stock, emergency call out and design, source and purchase of additional lights.
- 2.2 The contract does not cover the provision of Christmas trees in Memorial Square and Marlborough Square. The maintenance and renewal of timers, sockets and wiring is not covered by the contract, this work is contracted local as required.
- 2.3 The Christmas lights scheme for 2022 comprises of the following:
 - Up to 28 lamp column decorations (which includes: 14 existing (new in 2021) and 12 new for 2022 decorations and the remainder from old stock) – the positioning of these decorations is also dependent on stress testing of lamp columns
 - 2x 30ft Christmas Trees in Memorial Square and Marlborough Square (new lights on both for 2022)
 - Four faces of Memorial Clock Tower decorated and illuminated (new for 2021)
 - Pea lights in trees on High Street and Memorial Square
- 2.4 The Coalville Christmas Decorations budget is set at £23,000 in the 2022 / 2023 budget. Due to the newly procured contract and price increases it is now projected that a further £6,000 is required to cover the anticipated expenditure in respect of delivering the Coalville Christmas Decorations programme this year.

3. 2023 EVENT INCOME

- 3.1 Information regarding charges for businesses, charities and organisations attending 2023 events will be presented at the next meeting in line with the budget setting process.

CINEMA IN THE PARK

FRI 12 - TUES 23 AUGUST



MEDIA COVERAGE

Before, during and after, we had 11 pieces of positive coverage.



Outlets include:

- Leicester Mercury
- Burton Mail
- BBC Radio Leicester
- Leicestershire Live
- Staffordshire Live
- Nub News
- Coalville Times

SOCIAL MEDIA

Our captive audience is on Facebook where we find more engagement and conversation of note. Comments were really positive but generally our posts were used to tags friends and family.



FACEBOOK

- 16 posts on This is NWLeics
- 5 posts on We Love Coalville
- 6 posts on Spotted Coalville
- 114,764 people reached
- 14,842 engagements

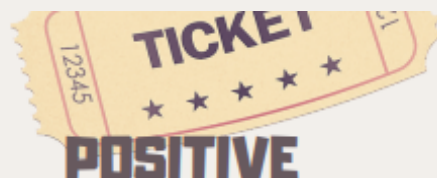
TWITTER

- 14 posts on NWLeics
- 3946 impressions
- 197 engagements
- Average engagement rate of 5.7%



Social media conversations and written feedback

Feedback



"Had a fantastic time, loads of choice of films for all ages, great value too."

"Absolutely love this event & Elvis on the last night was fantastic 😊 a big thank you to the organisers - looking forward to next year 😊"

"It was a great event. I know most of us criticise the council but when you guys do well, you deserve praise. Well done and here's to more events like this."

"Loved it. I hope it's back next year.."

"Went twice. Had a fab time and so lucky with the weather !!"

"Loved it! Went 3 times!!! Can Goonies please be at a weekend next year... it's my most favourite film ever, but last 2 years I've been at work when it's on! 😊 lol"

"I personally think its great that your putting it on this year. Looking forward to seeing what your showing."

"It's £8 at the odeon so good price."

"Honestly, I've heard such good feedback on the whole set up - well done it's a massive achievement and such a boost for the area."

"Absolutely amazing Thanks so much for putting this on. Had a great evening with my friends watching Elvis."

"Fabulous films for all ages. I thoroughly enjoyed Elvis. So well organised and the atmosphere was tip top. I will definitely support future showings. Halloween and Christmas films maybe?? Please try. We can wrap up warm with a hot drink."



Feedback



NEGATIVE

"£3 each is a lot you can go to the Cinema
for £5.00. "

"Is it free ENTRY? parks are public
places "

"This was free last year, how come there is a
charge this year?"

"Is this event being run by the same people
that did it last year but under a new name??
The same people that went bust owing lots of
companies thousands of pounds? I think it is
wrong that this is allowed to happen! For
anyone that doesn't know, here's a link with the
details."

"Why are you charging for entry? I've just
moved here from Hertfordshire and in
Watford they offer cinema in the park and it's
free."

"still a joke how this is still going ahead."



Feedback



"Shame the new Elvis film is showing on the night I'm working."

"Do the stalls take cash or card?"

"Keep trying to book but The link isn't working"

"All very well if you can get to Coalville from outlying areas. Could do with something like this in Castle Donington!"

"Are the toilets still closed?"

"Hi why is there nothing like this at Spittal park Donington we miased out on jubilee and now again. Lots of people here i am sure would love to go but cant get to Coalville not everyone can get on a bus then navigate to the park "

"Alot of activities are starting later children break up in Leicestershire on 8th July. Please could someone take note of that lol This Is NWLeics"

"Thunder storms Monday and tuesday"

Evaluation



On the whole, the event was really well received, and we had a lot of positive feedback from everyone that went. We ran a competition for both residents and staff, both which went down well. Over 128 comments were left on our post about the competition, with 45 shares and 8,334 people reached. On the iNet, 18 staff members took part in the competition and were encouraged to share the event with friends and family on their personal social media channels. We also engaged with businesses, and ran a number of adverts during the films. When Olivia Newton-John died, we also asked Big Events Co to put a tribute on the screen, which viewers enjoyed.

We received some negative comments linked to a previous event in Harborough from The BIG Events Co. and allegedly companies were owed money. We explained that we appointed The BIG Events Co. through our procurement process and have robust procedures in place to minimise risks to the success of our events.

Queries around the cost were also addressed. Last year we were able to use the Government's Welcome Back Fund which covered the costs. This year, we still subsidised the event heavily to make it as affordable as possible.

Other neutral comments were responded to, these were mostly general enquiries and feedback, with some around the location. We explained that events like this could be arranged by parish and town councils using their own budgets.



Coverage

Film season line-up revealed

BOHEMIAN Rhapsody, Grease and The Lion King will be among the films to appear on the big screen at Coalville's Cinema in the Park.

From August 12 to 23, there will be 36 screenings with three time slots per day at 11am, 2.30pm and 6.30pm.

Other films include children's classics such as Moana, Frozen and The Incredibles. There will also be something for Marvel fans, musical

lovers and blockbusters such as Dirty Dancing and Pretty Woman. Details of the closing night film are being kept under wraps.

Councillor Tony Gillard, portfolio holder for business at North West Leicestershire District Council, said:

"We're a line-up of event as for even

throwback classics and a good mix of children and family-friendly films.

"There's even something for musical lovers and Marvel fans and then there's the blockbuster hits for everyone in between."

Tickets are £3, free for children

You'd better shape up... great films for summer

GREASE PART OF MOVIE MAGIC AT VENUE NOT TOO FAR FROM BURTON

By HELEN KREFT

Film and Theatre Correspondent

As the summer holidays roll in, it can be difficult to think of activities to keep children entertained - especially ones that don't cost the earth.

So how about taking your youngsters to see films including Frozen and Grease 2 in a park in not-to-far-away Coalville?

Tickets cost just £3, with children two and under going free. What's more, mum and dad will love to see classics such as Grease, starring the late Dame Olivia Newton-John.

North West Leicestershire District Council's Cinema in the Park events will be held at Coalville Park, in London Road, with three screenings a day from today until Tuesday, August 23. The line-up includes:

Today:
■ 11am - Secret Life of Pets
■ 2.30pm - Moana
■ 6.30pm - Bohemian Rhapsody



■ 11am - The Bad Guys
■ 2.30pm - The Lost City (2022)
■ 6.30pm - Pretty Woman

■ 6.30pm - Fantastic Beasts: The Secrets of Dumbledore
■ 11am - Beauty and the Beast (live action)
■ 2.30pm - Aladdin (live action)
■ 6.30pm - TBC

Friday, August 18:
■ 11am - Sing 2
■ 2.30pm - The Goonies
■ 6.30pm - Dirty Dancing

Saturday, August 20:
■ 11am - Sonic 2
■ 2.30pm - Spider-Man: No Way Home
■ 6.30pm - Mamma Mia

Sunday, August 21:
■ 11am - Frozen 2
■ 2.30pm - West Side Story (2021)
■ 6.30pm - Ghostbusters: Afterlife

Monday, August 22:
■ 11am - Zootopia
■ 2.30pm - Mortal Kombat
■ 6.30pm - Morbius

Tuesday, August 23:
■ 11am - Beauty and the Beast (live action)
■ 2.30pm - Aladdin (live action)
■ 6.30pm - TBC

food and refreshments will be available, but don't forget to bring your own seats/blankets. Use main centre car parking and then walk to the park. Visit <https://thefilmfestival.co.uk/coalville-cinema-in-the-park/>

The silver screen returns to park for holiday 12-day movie fest'

By STAFF REPORTER

COALVILLE'S Cinema in the Park returns this week. Bohemian Rhapsody, Grease and The Lion King are among the films to appear on the big screen in the park, which was due to be launched today (Friday August 12).

From now until Tuesday, August 23, there will be 36 screenings with three time slots per day from 11am, 2.30pm and 6.30pm.

Other films include children's classics such as Moana, Frozen and The Incredibles. There will also be something for Marvel fans, musical lovers and blockbusters such as Dirty Dancing and Pretty Woman.

Details of the closing night film are being kept under wraps, but it's hoped that the event will end with a show-stopping finale.

Organised by North West Leicestershire District Council (NWLDC), tickets are £3 per person, and free for children aged two and under.

For the full line-up and tickets, visit www.thefilmfestival.co.uk/coalville-cinema-in-the-park/

During the event, food and refreshments will be available and customers are encouraged to bring their own seats and blankets to sit on. Parking is available in the large car park and blue badge holders will be able to use the accessible spaces at St. Wilfrid's Church car park.



Flashback to last year's Cinema in the Park

Cllr Tony Gillard, portfolio holder for business at North West Leicestershire District Council, said: "We're really pleased with the line-up for our Cinema in the Park event as there really is something for everyone."

"We've got 30s and 90s throwback

classics and a good mix of children and family-friendly films. There's even something for musical lovers and Marvel fans and then there's the blockbuster hits for everyone in between."

"We look forward to seeing you all there!"

The line up and dates for the films on show

The final tonight's screening is being kept under wraps, but here's the programme for the rest of the week.

Friday, August 12:
11am - Secret Life of Pets
2.30pm - Moana
6.30pm - Bohemian Rhapsody

Saturday, August 13:
11am - Sonic 2
2.30pm - Grease
6.30pm - Grease

Sunday, August 14:
11am - The Bad Guys
2.30pm - The Lost City (2022)
6.30pm - Pretty Woman

Monday, August 15:
11am - Sing
2.30pm - The Lion King (live action)
6.30pm - Grease

Tuesday, August 16:
11am - Incredibles 2
2.30pm - Frozen
6.30pm - Fantastic Beasts: The Secrets of Dumbledore

Wednesday, August 17:
11am - Trolls World Tour
2.30pm - Coco
6.30pm - The Batman (2021)

Thursday, August 18:
11am - Secret Life of Pets 2
2.30pm - Space Jam: A New Legacy (2021)
6.30pm - Operation Mincemeat

Friday, August 19:
11am - Sing 2
2.30pm - The Goonies
6.30pm - Dirty Dancing

Donington Manor House and garden up for two awards

DONINGTON is Bath's England.

area of the garden being 'the impressive food range