

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

**COALVILLE SPECIAL EXPENSES WORKING PARTY –
THURSDAY, 15 DECEMBER 2022**



Title of Report	EVENTS UPDATE
Presented by	Paul Wheatley Head Of Property And Regeneration
Background Papers	None.
Financial Implications	There are no direct financial implications as a result of this report. However, members will need to be mindful of the budget pressures when developing the events programme for 2023/24 and ensure all expenditure is either within approved budgets or source external funding.
	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 on the 2022/23 events programme and to consider proposals for member engagement in the planning of 2023/24 events.
Recommendations	THAT THE WORKING PARTY NOTES 1) THE PROGRESS UPDATE ON 2022/23 EVENTS 2) THE PROPOSED MEMBER ENGAGEMENT FOR 2023/24 EVENTS

1. EVENTS 2022 / 2023

1.1 Event programme 2022 / 2023

1.1.1 Delivery of the 2022 / 2023 event programme has concluded.

2022/23 COALVILLE EVENTS	2022/23	Status
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	allocated budget	
St George's Day - 22 April to 29 April 2022 The installation of the English flag in various locations to celebrate St George's Day	£100	Delivered
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	Delivered

1.2 Christmas in Coalville

1.2.1 Christmas in Coalville was delivered on Saturday 26 November in Coalville town centre from 10am to 5pm. The event comprised a Christmas Market, street performers and live and recorded music and fun fair rides. The event was located in three areas: Marlborough Square (including Newmarket), Belvoir Shopping Centre and Needham's Walk car park.

The following was delivered in Coalville Town Centre:

Marlborough Square (partial closure) and Newmarket

- Santa (Coalville Belvoir Rotary Club)
- Real reindeer
- Street performers – four professional sets (Comedy Waiters, Elvis Pressie, Snow Globe and Bubbles/Balloons)
- Festive music and mini stage
- Live music – Leicester Co-op band, local school choirs (Belvoirdale and All Saints) and barrel organist
- Pantomime characters
- Newmarket – regular and guest stalls, music and crafts
- Two small fun fair rides (train and cups and saucers)

Belvoir Shopping Centre

- Christmas Market – food, drink and crafts
- Street performers – three professional sets (Comedy Waiters, Elvis Pressie and Bubbles/Balloons)
- Festive music and mini stage
- Live music – Leicester Co-op band, local school choirs (Belvoirdale and All Saints) and barrel organist
- Pantomime characters

Needham's Walk car park

- Fun fair rides

Competitions

The Best Dressed Window and Have you seen Santa? trail competitions were launched on 26 November. Over 40 shops are displaying the small Santas and nearly 20 shops have entered the Best Dressed Window competition. Winners will be announced w/c 19 December. We have received feedback regarding the voting process, this will be considered when planning the competition in 2023.

1.2.3 The Newmarket Team reported a very busy and successful day. A record footfall count of over 1700 people visiting Newmarket was logged, with 103 children participating in the 'Kid's Club' which is double the normal attendance. Many people stated that they were visiting for the first time, so the event has given the facility good exposure. All traders were very happy on the day, Whirlicious sold out, the Handmade Brownie Company said it was 'an amazing day' and Kool Guys were very happy with the response to their Christmas Special icecreams.

1.2.4 The guest traders in the Belvoir Shopping Centre all reported a very good trading day, with one stallholder ordering in more stock partway through the day and still selling out before the end of trading. Those that attended have already said they will be coming back in 2023. A tenant of Belvoir Shopping Centre said they had a great day, with sales more than double their normal takings, they thought that the event was excellent and they were very pleased to see so many people in Coalville on the day.

1.2.5 Event communication comprised of press, social media releases and councillor radio interviews. Event material (posters and leaflets) were distributed in the town centre from 9 November and road closure letters (Marlborough Square) were distributed to businesses and residents in the vicinity of Marlborough Square on 11 November. Further road and car park closure signs were installed in Marlborough Square on 23 November. Further event communication is included in appendix one, this shows examples of the promotional and marketing materials and an infographic giving an overview of the response to press and social media.

1.2.6 Councillors and visitors to the event were also given the opportunity to give their feedback on the event. A 'snapshot' survey was conducted from the district council information trailer on the day with visitors to the event and CSEWP councillors were emailed a councillor feedback form on 23 November in advance of the event, with responses required by 30 November at 5pm, to ensure that responses could be included in this report. 73 responses were received from the 'snapshot' survey and five responses were received from councillors, these are included in appendix two.

1.2.7 Information relating to Christmas in Coalville events from 2009 to present day is detailed in appendix three, this gives an overview of each event and the budget expenditure and income.

2. CHRISTMAS LIGHTS

2.1 Town centre lights were illuminated from 4pm onwards on 26 November, the lights were automatically lit up through the pre-programmed timers associated with each light. The Council's contractors were on-site to oversee the lights and to address any issues.

2.2 The Christmas lights scheme for 2022 comprises the following:

- 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
- Pea lights in trees on High Street and Memorial Square
- 23 lamp column decorations in the following locations:
 - 6x Ashby Road
 - 8x Memorial Square
 - 6x Marlborough Square

3. 2023 / 24 EVENTS

3.1 Event programme 2023 / 2024

3.1.1 Planning for the 2023 / 2024 event programme should commence early 2023. It is suggested that an Events' Sub Group meeting is scheduled for either Tuesday 17 or 24 January 2023 at 6.30pm whereby councillors can support the planning for the Spring / Summer event, this will then allow recommendations to be reported to the 14 February 2023 CSEWP meeting.

3.1.2 It is suggested that planning for Christmas in Coalville 2023 should commence in June 2023 (after the CSWEP meeting scheduled for 13 June) a further Events' Sub Group meeting could be scheduled for early September.

3.1.3 Proposals that officers were asked to investigate as part of this years' preparation for Christmas in Coalville have also been noted and will be presented to the June meeting. These included an alternative light show / low noise fireworks for the event finale and event location. The information already gathered in the appendices of this report should also be considered when planning for the 2023 Christmas in Coalville event.

Appendix one – Christmas in Coalville – Promotion and reaction – Media and social media coverage

Between 10 and 28 November, there were **seven** pieces of coverage from outlets including: ITV News Central, BBC Radio Leicester, Leicester Mercury, Nub News, Coalville Times, BBC News, Leicestershire Live.

On Facebook, we shared **nine** posts which resulted in a reach of **109,600** people and **1,034** engagements. **Eight** posts were shared in Spotted: Coalville and **13** in We Love Coalville.

We also set up a new Instagram page and created a stream of live updates using the story feature. In total we shared **30** story posts and **3** grid posts which reached **30** accounts.



Feedback - positive

Nice to see so many people in Coalville enjoying the day

Really nice to see people out and about

Fabulous day , well done to all involved

Great to walk round the town today. My first time in ages.



It was great to see the town centre so busy. Loved the table football

Cracking effort from all involved

Loved it

It was better than nothing. My lad loved it

We went up town for an hour and my boys were happy. Not sure what people were expecting

Why do people have to shout down everything, they make an effort to organise something fun, people moan, they don't do anything people moan. Looks to me like the kiddies are enjoying themselves and love the snow Queen and in my opinion that's all that matters !!

Loved these guys. If I was 50+ years younger, I would have been dancing too

Thank you for a fabulous and successful day. I hope everyone enjoyed it as much as I did. KazCraftedBits

this will be good

Might have to pay a visit!

Looking forward to it

Nice to see so many people in Coalville enjoying the day





Feedback - neutral

But what about free parking in town and don't say its free for 2 hrs

Surly the silent fireworks would be ok ? I know wildlife and pets are not keen on the bangs etc I 100% respect that, but it is Christmas after all.Lets put a smile on the kiddies faces.




Really loved it, but the decorations are non existent in coalville especially the precinct! The shop owners are not happy, yet go to Ashby.....

And what about free parking from this weekend and through December and dont say its free for 2hrs

It would be nice if the shops on high street and belvoir road were included x

Except you missed out the High Street Again!

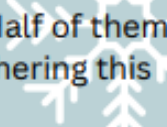




Feedback - negative

Was abit of a let down,hardly anything there

So when are all the Christmas lights going to be switched on?? Half of them weren't on Saturday night? And are the council offices not bothering this year?



Is that it?? Wonderful

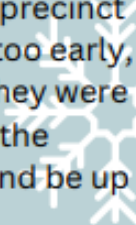


Not quite as dazzling as the promotional material.....

Most dreadful Christmas Market I've ever been to

NWL Need to pump some money into Coalville

We were really disappointed. Ok so we knew there would be no fireworks but no show and countdown to switch on? No decorations in the precinct and a pack 5 rides on the car park. Reindeer are always gone way too early, previous years have always used the fireworks as an excuse but they were gone by 3pm today and fireworks as an excuse this time. All the entertainment is done by 3pm so those who actually want to go and be up there while lights are switched on miss out.



Just a very poor effort all round really


Walked along High Street and nothing to help those shops along there.

The council have really let Coalville down this year



I would make some comment about Christmas lights burning energy when people are finding it hard to heat their homes BUT usually the Xmas lights in Coalville are a few sad looking 60watts flashing on and off a tired tree so I am guessing it won't break the bank

What has it come to when we can't even have some enjoyment. It's once a year!!!



Newmarket

On Facebook (Newmarket Coalville), we shared **six** posts which resulted in a reach of **9,563** people and **590** engagements.

On Instagram (Newmarket Coalville), we shared **one** post, **one** reel and **six** stories which resulted in a reach of **444** accounts and **37** engagements.

Feedback

Everything was top class

warm welcome, lovely crafts for the kids

Lovely atmosphere and very festive

Bit more snow please :)

The funny French people came and spoke with us



Coverage



Festive 'snow'-stopper will illuminate Coalville town centre this Christmas - with launch date later this month

By Coalville Hub News Reporter
10th Nov 2022 | Local News



The Living Snow Globe act from Pop's Pavilion



Coalville: Festive fireworks cancelled over noise concerns

10 November




Coalville's Christmas fireworks show cancelled after council says cost cannot be justified

A living snow globe will instead be the main event

By Les Searrett
10th Nov 2022

Bookmark | Facebook | Twitter | Email | Comments (1)





Media evaluation

Ahead of the event, we received a number of enquiries from ITV News, BBC News, BBC Radio Leicester and also received some negative coverage from Leicestershire Live around the fireworks. We provided a statement to explain that the reason for no fireworks this year was following feedback from residents around noise, and a better use of our budget. Some coverage we received focused on the fact we couldn't afford it, which wasn't an accurate representation. This is something we'll need to be mindful of when discussions around Christmas in Coalville plans start again next year.

On the whole, the event was really well received on social media, with lots of people attending on the day. Positive feedback on Facebook focused on how well organised it was and how many people the event attracted to the town. There was a particularly good response from parents saying how much their children enjoyed the attractions - this was also backed up by the photos that were taken and shared throughout the day.

Negativity stemmed from the lack of fireworks, countdown for the Christmas light switch on and expressions of disappointment in the decorations on the High Street and town centre. It was explained that this was down to feedback that the Coalville Special Expenses Committee had received and was agreed by Cabinet on 8 Nov.

Looking at the neutral comments, there were a few mentions of the free parking. Comments were also received about using silent fireworks for future events and support for shops on the High Street and Belvoir Road.

Appendix two – Event attendee and councillor event feedback

Event attendee responses to the ‘snapshot’ survey – 73 people completed the survey

1. Today I have visited or will be visiting (please circle):
**Santa | Reindeer | Christmas Market | Local shops
 Newmarket | Funfair rides | World Cup Football area**

2. I enjoyed the entertainers / performances (please circle):
**Comedy waiters | Bubbles and Balloons | Elvis Pressie |
 Music and live performances | Snow Globe**

3. I have visited the following service providers:
**Council services (advice and information) | Police
 Fire Service | Local charity stalls**

4. I have had a good day: **Yes | No**

5. Are you sad that there is no main stage and firework finale? :
Yes | No

<p>Question one – in order of most visited</p> <p>1st = Christmas Market 2nd = Local shops 3rd = Santa 4th = Reindeer 5th = Newmarket 6th = Fun fair rides 7th = World Cup football area</p>	<p>Question two – in order of most entertaining</p> <p>1st = Music and live performances 2nd = Snow Globe 3rd = Balloons and Bubbles 4th = Comedy Waiters 5th = Elvish Pressie</p>
<p>Question three – in order of most visited</p> <p>1st = Council services 1st = local charity stalls 2nd = Police 3rd = Fire (only in attendance 3pm to 5pm)</p>	<p>Question four – it was a good day</p> <p>100% of those that completed the survey had a good day</p>
<p>Question five – Are you sad that there is no main stage and firework finale?</p> <p style="text-align: center;">Yes = 42% No = 58%</p>	

Councillor feedback – responses received

Response received from Cllr John Legrys

Did you attend the Christmas in Coalville event on 26 November? Yes

How long did you stay at the event? (hours)

Who did you attend with?

Please score the entertainment and attractions from five to zero

Scoring

5	4	3	2	1	0
Very good	Good	Average	Poor	Very poor	No opinion

Belvoir Shopping Centre and Needham's Walk car park

Attraction	Enter your score from 5 to 0
Christmas market - selection of stalls	3
Stage – music and live performances	4
Street performers: Comedy waiters	4
Street performers: Bubbles and balloons	0
Street performers: Elvis Pressie	0
World Cup football activity	4
Fun fair	5

Other comments

Please type your comments here
My view was that folk were generally happy & were enjoying the seasonal 'atmosphere'.
The fun fair was a significant attraction - and from the private car park owner - his car parks were very full.
I am and continue to be very disappointed with the total lack of seasonal decoration in the privately owned shopping precinct.

Newmarket

Attraction	Enter your score from 5 to 0
Food and drink stalls	3
Market stalls	2
Activities and entertainment	5

Other comments

Please type your comments here
Our markets staff were very pleased with the footfall through the market - I understand that the footfall was around 2k - which is good.
My continued criticism of the market 'fast food' outlets is the lack of choice and no alternatives for customers who want low fat vegan food.

Malborough Square

Attraction	Enter your score from 5 to 0
Santa and Sleigh	5
Real reindeer	5
Stage – music and live performances	3
Street performers: Comedy waiters	0
Street performers: Bubbles and balloons	0
Street performers: Elvis Pressie	0
Street performers: Snow Globe	5
Children’s fair rides	5
Fire engine (3pm to 5pm)	5

Other comments

Please type your comments here

Response received from Cllr Elliott Allman

Did you attend the Christmas in Coalville event on 26 November? Yes
 How long did you stay at the event? (hours) 4hours (2x 2 hour sessions)
 Who did you attend with? My wife and two children (ages 2.5years and 10 months) and with friends and their families

Please score the entertainment and attractions from five to zero

Scoring

5	4	3	2	1	0
Very good	Good	Average	Poor	Very poor	No opinion

Belvoir Shopping Centre and Needham’s Walk car park

Attraction	Enter your score from 5 to 0
Christmas market - selection of stalls	4
Stage – music and live performances	5
Street performers: Comedy waiters	4
Street performers: Bubbles and balloons	5
Street performers: Elvish Pressie	5
World Cup football activity	0
Fun fair	5

Other comments

Please type your comments here

It was disappointing that there were no decorations in the Belvoir Shopping Centre.

Newmarket

Attraction	Enter your score from 5 to 0
Food and drink stalls	5
Market stalls	5
Activities and entertainment	5

Other comments

Please type your comments here
The Newmarket and Marlborough Square area was the best bit for my family, it was more targeted for families with younger children (Santa, reindeer, rides etc.)

Police presence and stall – good to see, thank you.

Malborough Square

Attraction	Enter your score from 5 to 0
Santa and Sleigh	5
Real reindeer	5
Stage – music and live performances	5
Street performers: Comedy waiters	4
Street performers: Bubbles and balloons	5 (my daughter especially loved the bubbles)
Street performers: Elvis Pressie	5 (very funny and my daughter loved them)
Street performers: Snow Globe	5 (this was excellent and something a bit different)
Children's fair rides	5
Fire engine (3pm to 5pm)	0 – didn't see it but my daughter would have loved it! (she is obsessed with Fireman Sam)

Other comments

Please type your comments here
Perfect, very good.

Nice to see a Police Officers walking around.

It was good to see the town centre so busy, however due to the extra visitors to Coalville there was a lot of traffic and I didn't feel very safe moving from Marlborough Square to the Belvoir Shopping Centre with my young family.

Response received from Cllr John Geary:

I was:

- Disappointed with quality of the 'pop up' traders in the Belvoir Shopping Centre (BSC).
- Very disappointed that there were no decorations and no tree in the BSC.
- Pleased to see the fair was up and running again this year
- Very disappointed with the lights this year, it is the worse display so far
- Please with the Christmas trees and lights in Marlborough and Memorial Square, they are very good.
- Disappointed with the decorations on the lamp columns, they are poor
- Disappointed with the lack of decorations on shops in High Street, only a few traders have made the effort to decorate their premises, those that have small trees look good.
- Disappointed that there are no lights in the front of Stenson House this year.
- I was more than pleased with the positive feedback I received from people who were in the town on Saturday afternoon and early evening.

Response received from Cllr Angela Black:

I was unable to attend this year due to illness. It will be interesting to hear feedback.

Response received from Cllr David Everitt:

Unfortunately I was unable to attend.

Appendix three

Christmas in Coalville – an overview of events delivered in Coalville in recent years (2009 to 2022) -

Year	Event overview	BUDGET				Delivered by
		Location	Event expenditure	Event income	Lights budget	
2009	<p>Santa, reindeer, recorded and live music, street performers and walkabout characters, main stage and headline act (celebrity), firework finale, lights switch-on (Memorial Square lights). Charity and community stalls. Road closure of High Street.</p> <p>Fun fair in Needham's Walk car park.</p>	<p>High Street Memorial Square</p> <p>Needham's Walk car park</p>	<p>£22519.00 (GF)</p>	<p>£624.00</p>	<p>£10,200 (CSE) £6611.00 (GF)</p>	NWLDC
<p>Note</p> <p>The closure of High Street was a planned closure under TTRO legislation with Leicestershire County Council, the diversion routes for traffic was possible as Mantle Lane and Belvoir Road remained open.</p> <p>As a result of overcrowding in Memorial Square towards the end of the event, Leicestershire Police closed Belvoir Road, Ashby Road and Mantle Lane as an emergency closure under TPCA legislation. As a result of the use of the emergency closure should a similar event be planned in that location in the future it would require a pre planned road closure under TTRO.</p> <p>Leicestershire County Council have confirmed that they would not authorise a pre planned full road closure in that area due to the significantly detrimental impact it would have on traffic flow, public transport and emergency services access.</p> <p>Leicestershire Police have also confirmed that currently staffing levels could not support such a closure as in 2009 and a pre planned road closure would be the only option that they would support (if approved by LCC).</p> <p>The delivery of this event required significant staffing, this was resourced by NWLDC staff (overtime) and an external event management company providing event marshals and stewards, therefore increasing event management costs.</p>						

Add information from Ashleigh.						
Year	Event overview	BUDGET				Delivered by
		Location	Event expenditure	Event income	Lights budget	
2010	<p>Santa, reindeer, music and community stalls (infrastructure provided by NWLDC).</p> <p>Main stage and headline act (celebrity), firework finale, lights switch-on (Stenson House lights).</p> <p>Fun fair on Needham's Walk car park</p>	<p>Memorial Square</p> <p>London Road car park</p> <p>Needham's Walk car park</p>	£19182.00	£700.00	£11665.00	NWLDC
<p>Note</p> <p>The delivery of an event over a number of locations requires additional staffing stewards, therefore increasing event management costs.</p>						
2011	Santa, reindeer, recorded and live music, street performers, main stage and headline act (tribute), firework finale.	Market Hall car park and Coalville Market	£10502.00	Nil	£11190.00	NWLDC
2012	Santa, reindeer, recorded and live music, street performers, main stage and headline act (tribute), firework finale.	Market Hall car park and Coalville Market	£7500.00*	£250.00*	£17092.00	NWLDC
2013	Santa, reindeer, recorded and live music, street performers, main stage and headline act (tribute), firework finale..	Market Hall car park and Coalville Market	£7500.00*	£250.00*	£19125.00	NWLDC
<p>From 2011 to 2013 Coalville Town Team delivered in November (in advance of the Coalville Christmas Event) a food and drink festival, in 2014 the two organisations agreed to work together to delivery</p> <p>*the expenditure and income for this period is estimated (the event was funded from various budget codes)</p>						

Year	Event overview	BUDGET				Delivered by
		Location	Event expenditure	Event income	Lights budget	
2014	Santa, reindeer, recorded and live music, street performers, main stage and headline act (tribute), firework finale.	Market Hall car park and Coalville Market	£7109.00	£220.00	£16254	NWLDC
	Food and drink market in Belvoir Shopping Centre	Belvoir Shopping Centre	Information not reported	Information not reported	n/a	Coalville Town Team
	<p>Note Options for a laser show were investigated in 2014, reported to the 20 October 2014 CSEWP meeting, however costings received were prohibitive and therefore the option was not progressed.</p>					
2015	Santa, reindeer, recorded and live music, street performers and walkabout characters, main stage and headline act (tribute) and firework finale.	Market Hall car park and Coalville Market	£6310.50	£280.00	£17338.00	NWLDC
	Food and drink market in Belvoir Shopping Centre	Belvoir Shopping Centre	Information not reported	Information not reported	n/a	Coalville Town Team
2016	Santa, reindeer, recorded and live music, street performers and walkabout characters, main stage and headline act (tribute) and firework finale.	Market Hall car park and Coalville Market	£9157.00	£582.00	£16357.00	
	Food and drink market in Belvoir Shopping Centre	Belvoir Shopping Centre	Information not reported	Information not reported	n/a	Coalville Town Team
	<p>Note Options for a laser show were investigated in 2014 (reported to 19 April 2016 CSEWP), a quote of £2000 (starting price) was received, the firework display quote was £1200, councillors voted for the firework display.</p>					

Year	Event overview	BUDGET				Delivered by
		Location	Event expenditure	Event income	Lights budget	
2017	<p>Santa, reindeer, recorded and live music, street performers and walkabout characters, main stage and headline act (tribute) and firework finale.</p> <p>Christmas Market in Belvoir Shopping Centre.</p>	<p>Market Hall car park and Coalville Market</p> <p>Belvoir Shopping Centre</p>	£9147.00	£681.00	£18439	NWLDC
<p>Note</p> <p>In 2017 Coalville Town Team disbanded and ceased to deliver the Food and Drink Market and so NWLDC assumed responsibility for this element of the event and started to develop the Coalville Christmas Market as it remained popular with stallholders and customers.</p> <p>The shopping centre is partially covered and has a high footfall (shoppers and visitors), it is also relatively sheltered which is beneficial when delivering an outdoor event in November.</p>						
2018	<p>Santa, reindeer, recorded and live music, street performers and walkabout characters, main stage and headline act (tribute), firework finale and fun fair.</p> <p>Christmas Market in Belvoir Shopping Centre. Santa, reindeer, recorded and live music, street performers and walkabout characters</p>	<p>Market Hall car park and Coalville Market</p> <p>Belvoir Shopping Centre</p>	£9075.00	£880.00	£19908.05	NWLDC

Year	Event overview	BUDGET				Delivered by
		Location	Event expenditure	Event income	Lights budget	
2019	Main stage and headline act (tribute), firework finale and fun fair.	Market Hall car park and Coalville Market	£9440.00	£2274.00**	£25855.00	NWLDC
	Christmas Market in Belvoir Shopping Centre. Santa, reindeer, recorded and live music, street performers and walkabout characters	Belvoir Shopping Centre				
<p>Note</p> <p>Laser show and lower noise fireworks were researched further in 2020 after the delivery of the 2019 event. This information can be revisited for the 2023 event, however based on information researched to date, the cost of a laser show and lower noise fireworks is greater than that of the standard firework display, it is anticipated that at least £3000 will be required to cover the cost. East Midlands Airport will need to be contacted and consulted about any future plans.</p> <p>** this includes a £1000 sponsorship contribution from Everyone Active and our largest attendance of guest stalls.</p>						
2020	Event not delivered – due to COVID-19 restrictions		£4300.00***	n/a	£25611.00	NWLDC
	*** attractions were delivered in Coalville Town Centre (in line with Covid restrictions) – partially funded by The Welcome Back Fund					
2021	Christmas Market in Belvoir Shopping Centre.	Belvoir Shopping Centre	£10721.00	£495.00	£48673.00****	NWLDC
	Santa, reindeer, recorded and live music, street performers and walkabout characters.					
	Indoor Christmas Market	Newmarket				
	Fun fair	Needham's Walk car park				
<p>Note</p> <p>Due to Storm Arwen (amber weather warning) the main stage and headline act (tribute) and firework finale were cancelled. The Christmas Market and attractions were delivered (despite many other events across the country being cancelled)</p>						

	completely). It was possible to deliver the event in the Belvoir Shopping Centre as the location was less exposed to the severe weather conditions. The event was well supported despite the weather conditions. ****event budget underspend was redirected into Christmas decorations (new bespoke decorations on the clock tower and new polemount decorations)					
Year	Event overview	BUDGET				Delivered by
		Location	Event expenditure	Event income	Lights budget	
2022	Christmas Market in Belvoir Shopping Centre, recorded and live music, street performer and World Cup activities.	Belvoir Shopping Centre	£9,500	£800.00	£29,000	NWLDC
	Santa, reindeer, recorded and live music, street performers and children's fun fair rides.	Marlborough Square				
	Indoor Christmas Market	Newmarket				
<p>Note</p> <p>It was decided to not conclude the event this year with a firework finale. The budget previously allocated to the fireworks, main stage and headline act was reinvested into the main event.</p> <p>CSEWP members have requested that laser show options be considered for 2023, this will be investigated, it is suggested that East Midlands Airport will need to be contacted and consulted about any future plans regarding a light show.</p>						