

**NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL**

**COALVILLE SPECIAL EXPENSES WORKING PARTY –  
TUESDAY, 15 AUGUST 2023**



<b>Title of Report</b>	<b>2023/24 EVENTS UPDATE</b>
<b>Presented by</b>	Paul Wheatley Head of Property and Regeneration
<b>Background Papers</b>	None
<b>Financial Implications</b>	There are no direct financial implications arising from this report. All proposals are within Cabinet's 2023/24 events budget. The financial implications are covered in the Finance Update report (agenda item 4). <b>Signed off by the Section 151 Officer: Yes</b>
<b>Legal Implications</b>	The holding of events in Coalville is a discretionary service. The CSEWP recommends to Cabinet the events it wishes to run in the year and are funded using the events budget held by Cabinet for this purpose. <b>Signed off by the Monitoring Officer: Yes</b>
<b>Staffing and Corporate Implications</b>	Staff resources are used to manage and deliver the agreed events programme with the associated costs charged to the Special Expenses budget. <b>Signed off by the Head of Paid Service: Yes</b>
<b>Purpose of Report</b>	To present an update of the 2023/24 events programme to Coalville Special Expenses Working Party.
<b>Recommendations</b>	<b>THAT THE WORKING PARTY NOTES THE PROGRESS MADE AGAINST THE 2023/24 EVENTS AND CHRISTMAS LIGHTS PROGRAMME</b>

**1. SPECIAL EXPENSES EVENTS BUDGET**

- 1.1 The budget available for Coalville Special Expenses Working Party to deliver the 2023/24 events programme is £84,440.

**2. 2023/24 EVENTS PROGRAMME**

- 2.1 As approved by Cabinet on 31 January 2023 having considered the recommendations of the Coalville Special Expenses Working Party, the approved events programme for 2023/24 is as follows:

<b>Date</b>	<b>Event</b>	<b>Description</b>	<b>Allocated budget</b>	<b>Status</b>
28 April to 14	King Charles III Coronation	A series of events / activities to celebrate the coronation of King Charles III, to include:	£4,000	Delivered

May	Celebrations	<ul style="list-style-type: none"> <li>Decorating the town centre – bunting, shop window competitions etc.</li> <li>The Coronation Big Lunch</li> <li>Art Around Town (externally funded by a grant)</li> </ul>	£2,690.11 (grant)	
18 June	Picnic in the Park	A free family event in Coalville Park, featuring a main stage, live music, craft and food stalls, on field activities and entertainment and local charity stalls	£20,000	Delivered
25 Nov	Christmas in Coalville	A day of Christmas festivities in Coalville town centre	£14,000	Advanced planning
25 Nov to 4 Jan 2024	Coalville Christmas Decorations	Town centre Christmas decorations, comprising of post mounted illuminated decorations (where permitted), bespoke decorations on Memorial Clock Tower, pea lights in trees (High Street and Memorial Square) and a large Christmas tree in Memorial Square *public realm works prohibit the inclusion of a large tree in this location in 2023	£30,000	Advanced planning – installation contract agreed until January 2027
Other events and recharges			£440	
Event management and organisation costs			£16,000	
<b>TOTAL EXPENDITURE</b>			<b>£87,130.11</b>	
<b>FUNDED BY</b>				
Base Budget			£84,440	
External Grant			£2,690.11	
<b>TOTAL FUNDING</b>			<b>£87,130.11</b>	

### 3.0 Picnic in the Park

3.1 Picnic in the Park was delivered in Coalville Park on Sunday 18 June. The event had good weather resulting in very good attendance, with no incidents or accidents reported. It was unfortunate that the event concluded with a thunderstorm and very heavy rainfall at 5pm, however this only reduced the mainstage programme by 30 minutes. Refer to appendix one for further information about the event.

### 4.0 Christmas in Coalville - 25 November 2023

4.1 Plans for the event are progressing well. A meeting of the Events subgroup of CSEWP was held 29 June, 6pm, via MS Teams. A comprehensive report was circulated to all CSEWP members in advance of the meeting. The meeting discussed in detail the plans for the event, refer to appendix two for the meeting notes.

4.2 Members present at the Events subgroup supported officers to progress the following:

Location	Activity
Belvoir Shopping Centre (BSC)	Christmas Market – food, drink and crafts and street performers (entertainers and music)
Needham’s Walk Car park	Main stage with local performances (dance group, local schools and a headline act, laser show finale and snow cannons)
Newmarket	Christmas stalls and activities
Fun fair	Younger children’s rides to be located in the BSC (avenue off High Street). The remaining car parks to be allocated as a priority for customer car parking. Officers will work with the fun fair operator to consider alternative locations to host the fun fair (it should be noted that a suitable location might not be found).
Real reindeer	Will not be used at the event this year.
Marlborough Square	The public realm works will have commenced by November 2023, therefore, the square will not be available for event delivery purposes. A construction pause beginning w/c 20 November to 31 December 2023, has been included in the public realm works programme to ensure that access to businesses in the area during the pre-Christmas period is available.
Event layout	Refer to Appendix 3.

## 5.0 Christmas Lights programme

5.1 At the meeting of the Events subgroup on 29 June, 6pm via MS Teams a comprehensive report was circulated to all CSEWP members in advance of the meeting. The meeting discussed in detail the lights programme, refer to appendix two for the meeting notes.

5.2 The Coalville Christmas lights display for Christmas 2023 is proposed to comprise of the following (refer to Appendix 4):

- 22 pole mounted decorations on lamp columns (25 working decorations in stock)
- Memorial clock tower wall mounted decorations
- Pealights in trees (High Street and Memorial Square trees)

- Christmas tree lights for a large Christmas tree in Memorial Square

5.3 The reliability of Coalville's Christmas lights is dependent upon three factors:

Structural integrity of the mounting  
Resilience of the power supply  
Function of the lighting unit

The Council has undertaken early work on all three aspects this year with the aim of reducing the likelihood of illuminations failing.

5.4 The annual inspection and testing of Coalville's steel lighting columns has been completed. The report has passed 22 lamp columns for use this year (a loss of one compared to last year).

5.5 In recent years there have been problems with the reliability of the power supply to a number of the illuminations. Earlier this year all the power cables were removed from the trees in High Street, for repair or replacement. Upon detailed inspection it was concluded that it was better to install new cabling in October / November as the illuminations are erected. Additionally, timers and power supplies will be checked and replaced as required.

## **6.0 Matters For Future Consideration**

6.1 As stated in section 3 above the streetlighting columns used to support the Christmas illuminations are required to be stress tested each year. As a general rule more columns are ruled unsuitable for use to support our illuminations each year. This year, one additional column has become unavailable and the Council has been given early warning that an additional six columns may not pass the stress test next year.

6.2 Whilst street light columns may fail the stress test for supporting other equipment it does not mean they are in immediate danger of failing as a streetlight. It is unlikely therefore that we will see Leicestershire County Council Highways undertaking significant lighting column replacement. This presents the possibility that none of the streetlight columns in Coalville can be certified to support Christmas illuminations in the future, which would leave the town unable to provide a festive light show.

6.3 It is proposed that a report is presented to CSEWP giving options for alternative Christmas lighting with a reduced dependency on lamp columns. This is a significant piece of work and will require sufficient time to prepare comprehensive information and options. This is likely to have budgetary implications and the estimated expenditure for Christmas 2024 will be considered as part of the 2024/25 budget setting process.

Appendix 1 – Picnic in the Park, 18 June 2023

# Picnic in the Park



## Public and media reaction

### Media coverage

The Communications Team issued a press release to promote the event ahead of it taking place which resulted in **three** pieces of coverage. One from the Coalville Times (**print**) and two from Nub News (**online**). Following the event, the event received **two** further pieces of coverage to share its success. These were also from the Coalville Times and Nub News.

**Picnic in the Park makes its return for the first time since the pandemic**



**Big turnout for Coalville's Picnic in the Park as local residents make the most of sunny day and free event**



**Visitors to Coalville's Picnic in the Park event also find out more about the letters to Tomorrow project**



**Picnic in the Park claimed a success as an estimated 2,500 people attend**

COALVILLE Picnic in the Park has been a success after more than 2,500 people were estimated to have attended.  
Last Sunday, over 100 Coalville people were estimated to have attended the picnic in the park for the first time since the pandemic.  
Despite the main stage programme being cut short by 15 minutes due to a heavy rainstorm, guests enjoyed a picnic in the park with

**Coalville's family friendly Picnic in the Park is returning this weekend - for the first time since lockdown**



# Social media

2 - 19 June

## Stats and results

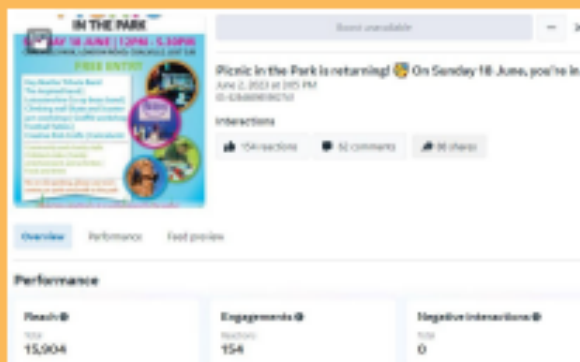
The event was also promoted across the council's corporate social media accounts, including Facebook and Instagram. In total there were **eight** posts that were shared before, during and after the event. Our posts were also shared **four** times in the We Love Coalville Facebook group. These were the results that we got:



**Posts: 6**  
**Reach: 41,777**  
**Engagements: 359**



**Posts: 2**  
**Reach: 104**  
**Engagements: 12**



# Public response

## Social media comments

### Summary

We didn't receive any negative comments about the event on social media. Most of the comments were from people tagging friends and family members and comments around it "looking good." We did receive some queries about an itinerary of the bands which we responded to by sharing on social media as a post. There were a couple of posts about the forecasted rain but on the day, it held off until 5pm.

**"this looks good xx if weathers nice x"**

**"Will there be times for when the bands are playing please? "**

**"Escape Coalville will be there. We've got games for sale and some exciting news about what's coming next!"**

**"Kayaking on? 🐾"**

**"Hey Beatles - The Premier Beatles Tribute we're looking forward to playing! 😊😊😊 "**

**"Missed it oh no! Next year would you like a belly dancer? I see there was drumming "**

**"Had a Fabulous day as a stall holder, thank you all so much for a great event. And yes, I did get rather wet at the end "**

# Picnic in the Park

Coalville Park, Sunday 18 June 2023





## **Appendix 2 - Notes of the meeting of Coalville Special Expenses Working Party Events sub group - Thursday 29 June 2023, 6pm via MSTeams**

### **1. Welcome**

Attendance: Cllr M Burke, Cllr D Everitt, Cllr M French, Cllr J Geary, Cllr J Legrys and Cllr M Wyatt

Officers in attendance: Wendy May, Paul Wheatley and Barrie Walford

### **2. Apologies**

Cllr J Page, Cllr J Windram and Cllr L Windram

### **3. Declarations of interest**

Councillor J Legrys declared a registerable interest in all items as a volunteer at Hermitage FM

Councillor M Wyatt declared a registerable interest in all items as the owner of two businesses in Coalville.

### **4. Appointment of Chairman**

Cllr David Everitt nominated by Cllr Wyatt. No opposition

### **5a. - Christmas in Coalville 2023**

- WM outlined proposals for Christmas in Coalville 2023 as set out in the meeting report. This included changes to accommodate the public realm works to Marlborough Square, removing live animals from the event, proposals to allocate use of Needham's Walk Car park to accommodate a main stage with local performances and laser show finale and snow cannons and the potential relocation of the main fair.
- Members of the committee subgroup debated the merits of relocating the fun fair and likely loss of car parking space.
- Members of the committee approved the proposals set out in appendix one of the report and concluded to not include the fun fair for Christmas in Coalville 2023 whilst retaining a series of smaller rides within the Belvoir Centre avenue connecting to High Street.

### **5b. - Christmas Lights**

- WM outlined proposals for Christmas Lights in Coalville 2023 as set out in the meeting report.
- Members of the committee approved the proposals set out in appendix three of the report.
- In addition, Members concluded to contact all business within the town to encourage them to participate in two competition this year: 1. Christmas shop window competition and 2. Christmas shop window illumination competition to be judged and awarded by both the public and by the chairman.
- Finally, Members supported a proposal for the North West Leicestershire District Council Customer Services Centre to be decorated to celebrate the festivities.

### **Date of next meeting**


No further meetings of the event subgroup are scheduled for 2023. WM will provide any necessary updates via CSEWP meeting and emails to councillors.

## Appendix 3



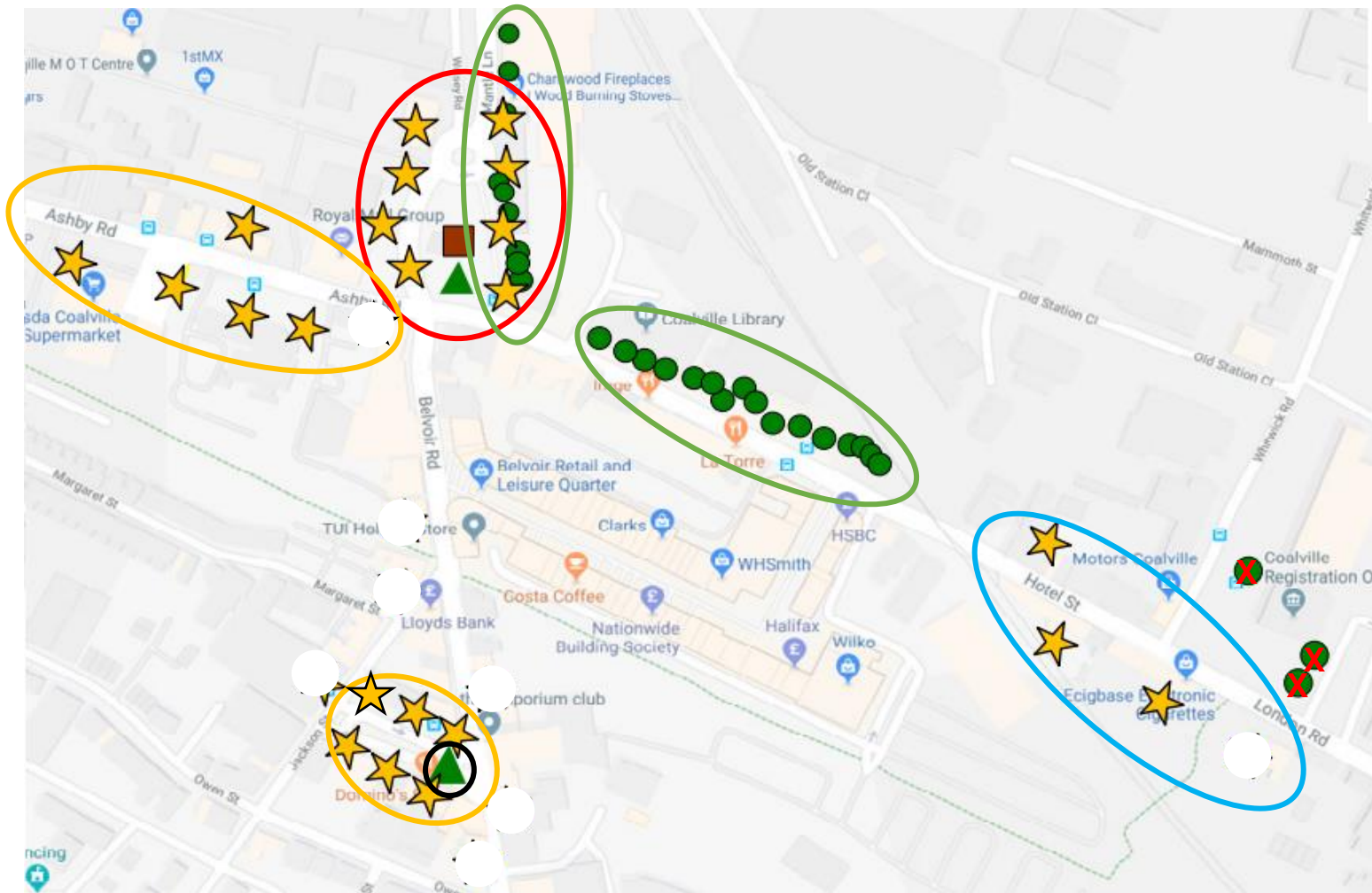
# CHRISTMAS IN COALVILLE 2023



**A town centre car park**  
 Fun fair\* - to be confirmed

\*this element of the event needs further consideration. A balance needs to be struck between providing car parking for customers to the event and taking out spaces for event delivery. In recent years the car parks have been near capacity when accommodating visitors to the event. This element is a lower priority and smaller rides aimed at young children could be accommodated in the Belvoir Shopping Centre (avenue off High Street).

## Appendix 4 - Location map – Coalville Town Centre



	1x 9 metre Christmas Tree (2023 only) 1. Multi coloured lights (Memorial Square)		Numerous trees on Memorial Square (bright white lights)
	22 x pole mount decorations		Clock tower – 8x wall mounted panels
	Numerous trees along High Street (warm and bright white lights)		*Removed from 2022 scheme (due to building works) *introduce a new scheme in this area in future years (to be confirmed)

### Pole mount designs



4 of each design (8)




Bright white snowflakes and warm white lights\*  
mixture of each design (12)  
\*New for 2022



2 blue and 1 red (3)

Pealights in trees – High Street and Memorial Square

 installation suspended for 2023  
1x 9 metre Christmas Tree (Marlborough Square) – the tree with warm and bright white lights will be reinstated in 2024 (post public realm improvements)