

28 April to 14 May	King Charles III Coronation Celebrations	A series of events / activities to celebrate the coronation of King Charles III	£4,000	£6,624.18	£2,690.11 ¹	£3,934.07	Delivered
	¹ grant received from Bardon Community Fund, this allowed additional activities (dressing the town centre, art initiatives and the Coronation photo area)						Delivered under budget
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	£25,900	£16,000	£2,432.00	£13,568	Delivered under budget
25 Nov	Christmas in Coalville	A day of Christmas festivities in Coalville town centre (details of programme for the day to be discussed at a future meeting of CSEWP Events sub group meeting)	£14,600	£14,600 ²	£1152.00 ³	£13,448	Delivered
	² This is still an estimate as departmental recharges (waste, parks and event overtime is to be confirmed)						Delivered under budget
	³ The target income for the event was £600, this has been exceeded.						Delivered under budget
25 Nov to 3 Jan 2024	Coalville Christmas Decorations	Town centre Christmas decorations, comprising of lamp post mounted decorations, bespoke decorations on Memorial Clock Tower, pea lights in trees (High Street and Memorial Square) and one large Christmas tree (Memorial	£30,000	On target	On target		Delivered

		Square)						
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1.2 Christmas in Coalville

1.2.1 Christmas in Coalville was delivered on Saturday 25 November in Coalville town centre from 10am to 5pm. The event comprised a Christmas food, drink and craft market, street performers, live and recorded music, mainstage and fun fair rides with a laser show finale. The event was in four areas: Belvoir Shopping Centre, Newmarket, Needham's Walk and Market Hall car parks.

The following was delivered in Coalville Town Centre:

Belvoir Shopping Centre

- Christmas Market – food, drink and crafts
- Santa (Coalville Belvoir Rotary Club)
- Street performers – four professional sets (The National Elf Service, Elvish Pressie, Elf stilt walker and Bubbles)
- Festive music and mini stage
- Live music – Leicester Co-op band, local school choirs (Belvoirdale, St Clare's and St John the Baptist), Thornley dance group, Coalville Community Choir, Century Theatre Academy and barrel organist John Finney
- Pantomime characters (Century Theatre)
- Two small fun fair rides (train and cups and saucers)

Newmarket

- Indoor market and festive guest stalls
- Music
- Kid's Club crafts
- Caricaturist – Paul Rose
- Festive characters

Needham's Walk car park

- Main stage
- Bar
- Laser show

Market Hall car park

- Fun fair rides

Competitions

The Best Dressed Window, Best Illuminated Window and "Where's the Elf?" trail competitions were launched on 25 November. Nearly 40 shops are displaying the small elves and nearly 30 shops have entered the window competitions. Winners will be announced w/c 18 December. Voting is via an online and paper process and the Chairman voted for his favourite window in early December.

1.2.3 The Newmarket team reported a very busy and successful day.

- 1.2.4 The guest traders in the Belvoir Shopping Centre all reported a very good trading day.
- 1.2.5 Event communication comprised of press, social media releases and a radio interview. Event material (posters and leaflets) were distributed in the town centre from 23 October. 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.

2. CHRISTMAS LIGHTS

- 2.1 Town centre lights were illuminated from 4pm onwards on 25 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 2023 comprises the following:
- A 9 metre Christmas Tree in Memorial Square
 - Four faces of Memorial Clock Tower decorated and illuminated
 - Pea lights in trees on High Street and Memorial Square
 - 22 pole mounted decorations
- 2.3 New electrical infrastructure (power cables, timers, residual current device (rcd)) was installed in the trees on High Street and Memorial Square, Memorial Square Christmas tree and on lamp columns throughout the town centre, this is to ensure that the infrastructure supports the lights and reduces issues.
- 2.4 There have been issues with the lights on Memorial Square Christmas tree, although they work continuously for over 48 hours they will randomly trip out, we are working to rectify the problem.

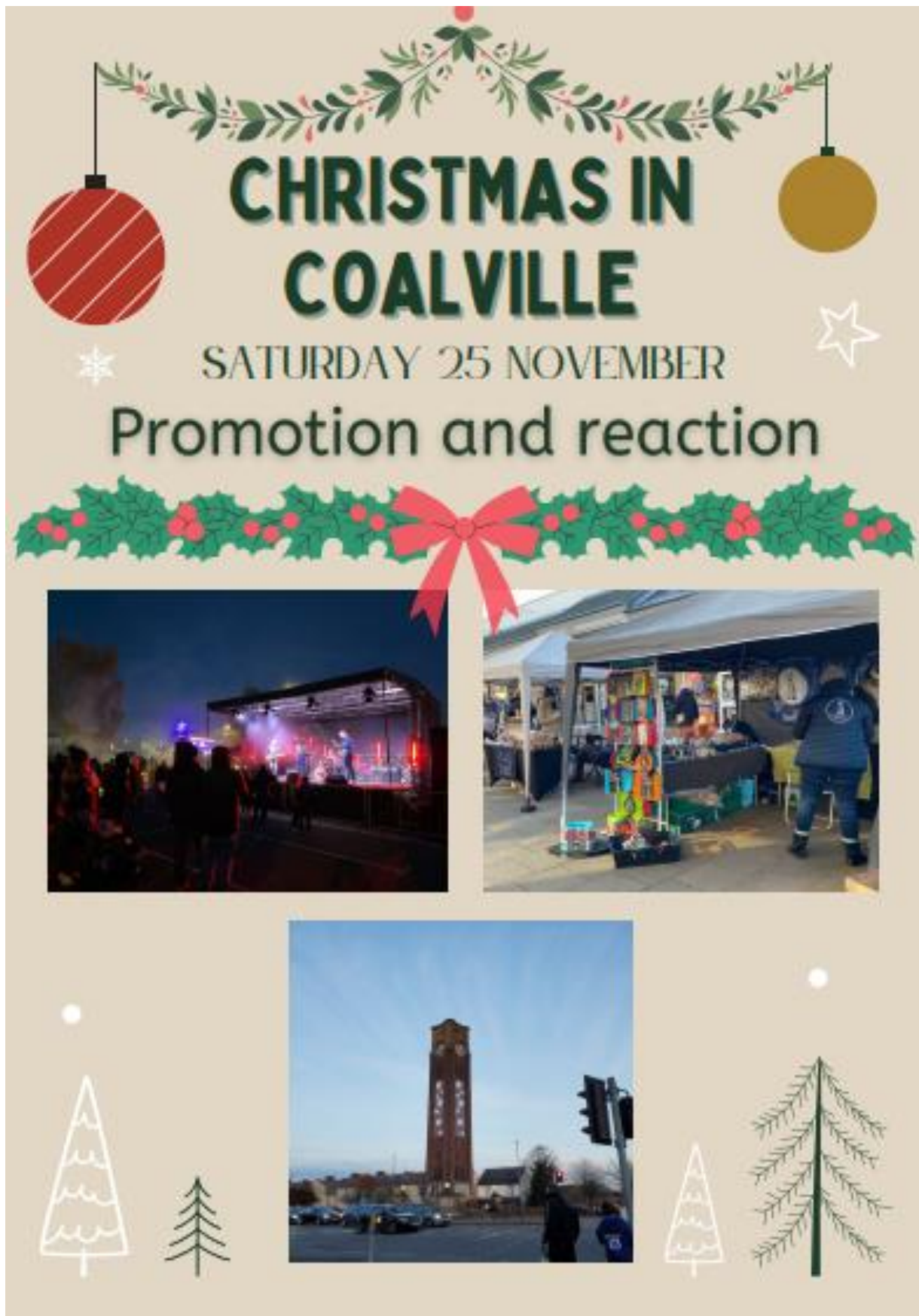
3. 2024 / 25 EVENTS

3.1 Event programme 2024 / 2025

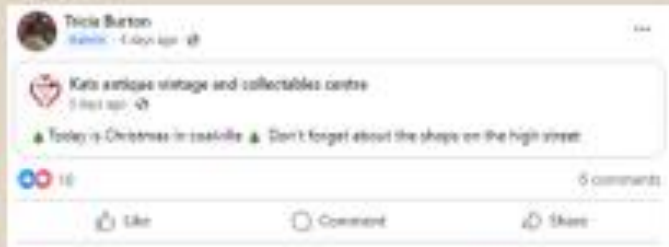
- 3.1.1 2024 has the potential to be a high-profile year for Coalville with celebrations of 125 years of Coalville Park, 50 years of NWLDC and reopening of Marlborough Square all falling within the coming 12 months. To accommodate these opportunities, it is proposed that planning for the 2024 / 2025 event programme should commence early in the 2024 calendar year. It is suggested that an Events' Subgroup meeting is scheduled for either Thursday 18 or 25 January 2024 at 6.30pm (via MSTeams) whereby councillors can support the planning for the Summer event, this will then allow recommendations to be reported to the 13 February 2024 CSEWP meeting.
- 3.1.2 It is advised that planning for Christmas in Coalville 2024 should commence in June 2024 (after the CSWEP meeting scheduled for 11

June). A further Events' Subgroup meeting could be scheduled for early September.

Appendix one



WE LOVE COALVILLE PAGE



5 Posts






SOCIAL MEDIA



This is NWLeics

- **8** Posts ● **91** Shares
- **289** Reactions
- **81** Comments
- **47,349** People Reached

● **5** Posts ● **6** Shares

● **30** Likes

● **0** Comments

● **600** People Reached



thisisnwleics



NEWS COVERAGE

1 x News release = 2 pieces of coverage:
Nub News and Fosse 107 interview

District Council will not use reindeer for 'entertainment'
at festive events - including Christmas in Coalville



FOSSE 107

FEEDBACK



Positive



"Great event, looking forward to seeing the great window displays in the run up to Christmas."

"Brilliant day walking round , plenty of laughs, loads to see and do , Then the lights switch on , well what a disappointment "

"What a fabulous day! Well done all those that obviously worked so hard to make it a brilliant day."

"My cats thank you for not having fireworks they got terrified to death over November 5th weekends"

"Looking forward to buying some delicious Viennese whirls from Whirlicious at Newmarket Coalville"

"Fantastic idea ,lazer show instead of fireworks"

"Least you've brought the stage back this year. Was sorely missed last year"

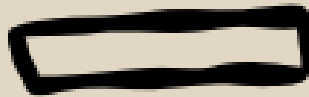
"Fancy this with the kids Danielle x"

"Just been into town it's really good"

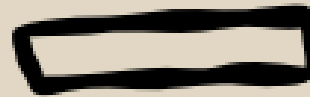
Newmarket

"Had a lovely breakfast there this morning"

"My kids loved it there this morning! They declared today Grinch Day"



Negative



"Coach shower of shine....
again why bother"

"I never thought of parking
in town, I was going to park
in Ibstock. Thanks."

"so glad the fireworks were
cancelled for the laser
show...environmental
impact my arse...yet fair
running generators all day
is ok..."

"Isn't Christmas usually
the 25th of December?"

"Christmas in November"

"parking was definitely an
issue today"

"no parking spaces when we came this
morning so turned and came home only
coalville can have a big switch on and
take up 2 parking lots!!!! well done !!!"



Constructive



"Hope you will be advertising other
events being held in the Shire in the
run up to Christmas and not just
Coalville and Ashby."



11

Positive Comments



7

Negative Comments

