

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

COALVILLE SPECIAL EXPENSES WORKING PARTY – 16 DECEMBER 2014

Title of report	EVENTS UPDATE
Contacts	Head of Community Services 01530 454832 john.richardson@nwleicestershire.gov.uk Cultural Services Team Manager 01530 454601 goff.lewis@nwleicestershire.gov.uk
Purpose of report	To update members with regards to 2014/15 events funded within the Coalville Special Expenses Area
Recommendations	THAT THE WORKING PARTY NOTES THE UPDATE ON 2014/15 AND PROVISIONAL 2015/16 EVENTS

1.0 2014/15 EVENT PROGRAMME FOR COALVILLE

1.1 The following events have been delivered in Quarter 3 (October/November/December)

Coalville Food and Drink Festival and Christmas Lights Switch-on

The Council's Christmas event was combined (for the first time) with the Town Team's Food and Drink Festival on 22 November. This event encompassed Coalville Town Team Food and Drink Festival during the day and the Council's Christmas Light Switch On event outside Coalville Market from early afternoon.

A day of food, drink and entertainment and even a world record attempt (co-ordinated by Churches Together) began Coalville's official festivities. Santa's Grotto and real reindeer were positioned on the new paved area at the entrance to the Market Hall and over 300 children visited Santa throughout the afternoon. Britain's Got Talent stars Kieran and Sarah rounded off an afternoon of live entertainment, which was organised by Hermitage FM. Approximately 3,000 people turned out to watch the Switch-on and Firework finale.

Customer feedback was invited via the Councils social networking twitter account and some of the comments are listed below:

- *Great effort by all involved – brilliant*
- *We think the entire day was a great success and a fun day for all the family. Amazing to see Coalville so busy and many happy faces*
- *Nice , excellent. Best yet*
- *Lots of messages arriving at Hermitage FM saying event was fantastic*

Paul Tallett, Director of Coalville Town Team said "I'm proud that we have been able to put on an event which would rival that put on by a city centre. It was a fantastic day, which I'm sure succeeded in putting everyone in the Christmas spirit". In another letter to Coalville Times on 5/12/14 Paul stated that both events complimented each other perfectly.

Other suggestions received for next year's event included;

- condensing the firework display ie shorter but higher impact
- utilise a larger stage with better speaker amplification
- more Christmas Lights in and around the area ie Market building and/or adjacent tree line

Free car parking in both Coalville and Ashby started on this date and will run until 20 December 2014. (The same number of Saturdays as in the 2013 Christmas trading period) but it started a week earlier to include the Coalville event. (Ashby Christmas event took place on Saturday 29 November).

1.2 Coalville Christmas Decorations

The annual Christmas Lights contract for 2014/15 was budgeted at £12,500 which includes testing, minor repairs, energy consumption, storage, erection/removal of decorations.

An additional £2,500 is required from balances in 2014/15 to remove all pea/festoon lighting from all the trees in High Street (as they have been insitu for a number of years). The current contract ends in March 2015, after which the Council will be undertaking a new procurement process for Christmas decoration work from 2015 onwards. A budget figure of £15,500 has been included to reflect potential increased costs from the procurement process.

1.3 Proposed 2015 Coalville Specials Events Programme

- Sunday 21 or 28 June 2015

Picnic in the Park Provisional Budget £11,000 (to include a Proms in the Park concert on Saturday evening prior to Picnic in the Park, extra budget of £2,000 to be funded from balances)

- Friday 7 August 2015

Coalville by the Sea Provisional Budget £1,700

- Saturday 21 November 2015

Christmas in Coalville Provisional Budget £8,000