

**NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL**

**COALVILLE SPECIAL EXPENSES WORKING PARTY –  
TUESDAY, 10 DECEMBER 2024**



<b>Title of Report</b>	<b>2024/25 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 the 2024/25 events' budget.  The draft 2025/26 events' programme is subject to confirmation of the 2025/26 Coalville Special Expenses approved budget. <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 Coalville Special Expenses Working Party (CSEWP) recommends to Cabinet the events it wishes to run in the year using its available budget <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 2024/25 events and Christmas lights programme.
<b>Recommendations</b>	<b>THAT THE WORKING PARTY NOTES:</b>  <b>1) THE PROGRESS UPDATE ON 2024/25 EVENTS</b> <b>2) THE PROGRESS UPDATE ON 2025/26 EVENTS</b>

**1. EVENTS UPDATE**

**1.1 Event programme 2024/2025**

1.1.1 Delivery of the 2024/2025 event programme has concluded. All events were delivered as planned and within budget.

Date	Event	Description	CSE budget	Additional budget* for 2024	Actual expenditure	Income	Status
29 & 30 June	Music in the Park and Celebrate 125 years	Two free family events in Coalville Park, featuring a	£20,000	nil	£19,135	£2,915	Delivered

	of Coalville Park	main stage, live music, craft and food stalls, on field activities and entertainment and local charity stalls					
23 Nov	Christmas in Coalville	A day of Christmas festivities in Coalville town centre	£14,600	£5,000 (General Fund)	Est. £19,000	Est. £,1835**	Delivered
23 Nov	Christmas lights programme	Installation of Christmas lights and trees in Coalville town centre	£30,000	£20,000 (UKSPF)	Est. £48,500	nil	Delivery underway 23.11.24 to Jan 2025

\*An award of £5,000 from the Council's general fund budget has been allocated to the 2024 Christmas in Coalville event and £20,000 to the Christmas lights programme as part of the Council's UKSPF investment programme, specifically the Coalville town centre and Marlborough Square project.

\*\*The income received is generated from stall fees and event sponsorship from Everyone Active (Whitwick and Coalville Leisure Centre).

1.1.2 Additional funding was secured from the Council's general fund and UKSPF investment programme, allowing for additional activities and entertainment and new Christmas lights and decorations for Marlborough Square.

## 1.2 Christmas in Coalville and Christmas lights 2024

1.2.1 Christmas in Coalville was delivered on 23 November 2024 in Coalville town centre from 10am to 5pm. Due to Storm Bert which resulted in high wind and heavy rainfall, original plans had to be changed. Advanced changes had been made but, on the day, the main stage, programmed performances and the fire and snow cannon finale had to be cancelled.

1.2.2 Despite Storm Bert, many elements of the event were delivered and many people attended to support the event, attractions that were still delivered included:

- a) The Christmas food, drink and craft market and satellite stage were in Belvoir Shopping Centre and the funfair in Needham's Walk car park.
- b) Street performers delivered entertainment throughout the town during the event (The National Elf Service, Living Snow Globe, bubbles and stilt walks and end of show light show).
- c) The satellite stage hosted performances from Thornley Dance Academy, Century Theatre pantomime characters, Century Theatre Academy, Leicestershire Coop Band with support from Coalville Public Radio who did competitions with the audience and live coverage of the event, their support was excellent and kept the audience entertained throughout the day.
- d) The shops in the Belvoir Shopping Centre were also very helpful and permitted many stall holders to occupy spaces outside their shop frontage.

- 1.2.3 Newmarket hosted regular and guest stalls and entertainment, starting their Christmas trading period, with more events planned over the coming weeks. Some scheduled outdoor attractions were moved to Newmarket, these included the face painter and snow globe crafts.
- 1.2.4 The event had a strong community focus this year and was supported by many local charities including: Coalville Belvoir Rotary Club, Coalville Public Radio, MRC Community Action and Century Theatre Academy. Scheduled to perform on the main stage were schools: Belvoirdale, St Clare's and St John the Baptist and local choirs: Christ Church Community Choir and Singing for the soul, we hope that they will continue to support the event in future years.
- 1.2.5 The Christmas lights came on across the town centre at 4pm, all light were working when switched. During a check of the lights on Sunday 24 November several lights were not illuminated due to issues with the lamppost timing mechanisms. Subsequently the timer switches have been bypassed and the lights are on continuously.
- 1.2.6 Event communication comprised of press, social media releases and a BBC East Midlands television interview. Event material (posters and leaflets) were distributed in the town centre from 14 October. Further event communication is included in appendix one, this shows examples of the promotional and marketing materials.
- 1.2.7 The Best Dressed Window, Best Illuminated Window and "Where's the Elf?" trail competitions were launched on 23 November. Winners will be announced w/c 16 December. Voting is via an online and paper process and the Chairman voted for his favourite window in early December.

### 1.3 Event programme 2025/2026

- 1.3.1 The following events programme is being progressed for 2025/26. Event infrastructure (main stage and public address system) need to be booked well in advance, these have been provisionally booked for 2025 events.

Date	Event	Description	Estimated budget
28 and 29 June 2025	Music and 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
29 Nov 2025	Christmas in Coalville	A day of Christmas festivities in Coalville town centre.	£14,600
29 Nov to 4 Jan 2026	Coalville Christmas Decorations	Town centre Christmas decorations, comprising of lamp post mounted decorations (where permitted), bespoke decorations on Memorial Clock Tower, pea lights in trees (High Street and Memorial Square) and two large Christmas trees.	£30,000

#### Policies and other considerations, as appropriate

Council Priorities:	Planning and regeneration
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Policy Considerations:	None.
Safeguarding:	None.
Equalities/Diversity:	None.
Customer Impact:	The provision of events and festive lighting creating pride in our town centres.
Economic and Social Impact:	Additional expenditure generated within a defined area, as a direct consequence of staging events. Access for all to local free and affordable events.
Environment, Climate Change and Zero Carbon	Supporting the Zero Carbon agenda through the delivery of local events and renewing Christmas lighting stock to reduce energy consumption.
Consultation/Community/Tenant Engagement:	None.
Risks:	None identified.
Officer Contact	Paul Wheatley Head of Regeneration and Property Services <a href="mailto:paul.wheatley@nwleicestershire.gov.uk">paul.wheatley@nwleicestershire.gov.uk</a>

## Appendix one – event promotional materials

### Event poster

**CHRISTMAS IN COALVILLE**

A festive day of free events for all the family

**Saturday 23 November**  
**10am - 5pm**

- Food, drinks and craft fair
- Santa sleigh
- Photo globe
- Family entertainment
- Children's fun fair rides
- Free make a snow globe
- Main stage performances from 11am at Marlborough Square
- Street performers including Living Snow Globe and The National Elf service!
- Fun fair on Needhams Walk car park
- Fire show finale at 4.50pm

**NEW MARKET**  
SHELLYHAYN ROAD, COALVILLE

- Festive food and gifts
- FREE Caricature portraits

Brought to you by North West Leicestershire District Council working with the Belvoir Shopping Centre  
Programme is correct at time of printing | All elements of the event are weather dependent and could be altered at short notice

Sponsored by **everyone ACTIVE**

www.nwleics.gov.uk/christmasincoalville @thisisnwleics ThisisNWLeics

### Competitions poster

**WHERE'S THE ELF**

Can you help us find them in shops around Coalville!

There are multiple elves hidden in Coalville - you just need to find 10 of them! For a chance to win a shopping voucher, tell us where they are at [www.nwleics.gov.uk/christmas](http://www.nwleics.gov.uk/christmas) for a chance to win one of three local shopping vouchers worth £10.

**COMPETITION OPENS ON 23 NOVEMBER**

**THE VOTING OPENS ON 23 NOVEMBER**

**BEST DRESSED WINDOW COMPETITION**  
Vote for your favourite Christmas window display and be in with a chance of winning one of three shopping vouchers worth £10.

**COALVILLE ILLUMINATIONS COMPETITION**  
Vote for your favourite shop or business premises Christmas lights in Coalville and be in with a chance of winning one of three shopping vouchers worth £10.

To vote visit [www.nwleics.gov.uk/christmas](http://www.nwleics.gov.uk/christmas) or fill in a voting card at the district council Customer Centre, Coalville or scan the QR code

North West Leicestershire District Council

### Event programme

# CHRISTMAS IN COALVILLE

## Marlborough Square area - main stage

11am	Belvoirdale Primary School Choir
11.30am	Christ Church Community Choir
12 noon	St Clare's Primary School Choir
12.30pm	St John the Baptist Primary School Choir
1.30pm	Century Theatre Cinderella characters
2.30pm	Singing for the Soul Choir
3pm	Leicestershire Co-op Band
4pm	The Whiskey Chasers
4.50pm	Fire Show
5pm	The Whiskey Chasers finale - lights on!



## Walkabouts entertainers Marlborough Square

11.30am - 12 noon	The Living Snow Globe
12 noon - 12.30pm	Festive Stilt-walkers
1pm - 1.30pm	The Living Snow Globe
1.30pm - 2pm	The National Elf Service
2.30pm - 3pm	The Living Snow Globe
3pm - 3.30pm	Giant bubbles



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All information was correct at the time of printing  
[www.nwleics.gov.uk/christmasincoalville](http://www.nwleics.gov.uk/christmasincoalville)

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# CHRISTMAS IN COALVILLE

## Belvoir Shopping Centre - stage

### Belvoir Shopping Centre

10.30am	Century Theatre Academy
11am	Leicestershire Co-op Band
11.30am	John Finney - Barrel organ
12 noon	Century Theatre Cinderella characters
12.30pm	Leicestershire Co-op Band
1pm	John Finney - Barrel organ
1.30pm	Leicestershire Co-op Band
2pm	Thornley Dance Academy
3pm	Thornley Dance Academy
3.40pm	Thornley Dance Academy
4pm - 4.30pm	Music by Monterey Roadshow

## Walkabouts entertainers Belvoir Shopping Centre

11am - 11.30am	The National Elf Service
12 noon - 12.30pm	Giant Bubbles
1.15pm - 1.45pm	Festive Stilt-walkers
1.45pm - 2.15pm	Giant Bubbles
2.30pm - 3pm	Festive Stilt-walkers
3.15pm - 3.45pm	The National Elf Service



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