

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

COALVILLE SPECIAL EXPENSES WORKING PARTY – 17 DECEMBER 2013

Title of report	2013/14 EVENTS UPDATE
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Purpose of report	To update members with regards to 2013/14 events funded within the Coalville Special Expense Area.
Recommendations	IT IS RECOMMENDED THAT MEMBERS NOTE THE PROGRESS ON 2013/14 EVENTS AND PROVISIONAL PLANS FOR 2014/15 COALVILLE EVENTS

1.0 2013/14 PROPOSED EVENT PROGRAMME FOR COALVILLE

- 1.1 See below the feedback on Christmas in Coalville and provisional plans for events in Coalville for 2014/15 (Appendix 1).

23 November - Food & Drink Festival

Coalville Town Team delivered their Food and Drink Festival on Saturday 23 November. The event took place throughout the Belvoir Shopping Centre and Needhams Walk and proved to be a popular event offering a wide variety of stalls, live music and entertainment for the Children.

30 November - Christmas in Coalville

A successful and festive Christmas in Coalville Event took place on Saturday 30 November (with both Coalville and Ashby benefitting from Free Car Parking)

The event was organised outside Coalville Market (as in 2012) on the Car Park area and in front of Coalville Market. The programme included Live Reindeer and Santa, Stage and Live Music, Snow Cannon, Street Entertainment, Hunt the Christmas Characters, Face painting and Fireworks Finale. The Fairground complimented the Christmas activities and Coalville Market (stalls) and Coalville Library (crafts) also supported this initiative. The area was more effectively programmed than in 2012 (freeing up more car parking spaces) and it also appeared that more people attended the event.

Feedback on Christmas in Coalville

The Cultural Services Team conducted a short survey on the day and the feedback is summarised below

- Most people had visited the shops as part of their day out in Coalville.
- 84% rated the Christmas event Good or Excellent.
- Nearly all customers interviewed were local people who had attended previous Town Centre events during 2013 (Coalville by the Sea/Food and Drink Festival/Coalville Twenty 13).
- Free Parking was welcomed.

There is clearly potential to combine the Food & Drink and Christmas in Coalville events into one event next year and also perhaps not to clash with the Ashby Christmas event (provisionally scheduled for 29 November 2014).

Santa was visited by over 300 children (who received a small free gift). Coalville Rotary collected £262 for their charity, Sunshine Events (who supplied the Santa's Grotto, which was positioned outside Coalville Market). They stated that it was a fantastic event – one of the best they have been to!

Coalville Town Team/Local Businesses – Again generally complimentary about the event but positioning of the activities pulls customers to the Market Hall area. Trading was weaker than the same Saturday last year, but there were also 500 plus local people attending the FA Trophy match at Owen Street (so not shopping).

The feedback from **Coalville Market traders** was generally positive with many of the traders having an extremely good day trade wise coupled with welcoming new faces. The friends of Holly Hayes Community stall completely sold out of wooden reindeer. Most Market stalls stayed open until 5pm which promoted a lovely festive atmosphere in the Market Hall when people were waiting for the Fireworks.

1.2 Coalville Christmas Decorations

The annual contract with Turnock costs £10,690 which includes testing, repairs, storage, and erection/removal of current Christmas decorations.

An additional allocation of £7,810 was included in the revenue budget for 2013/14 for general maintenance/replacement/improvement to the existing lighting stock (following new pea/festoon lighting installed near library area in 2012).

These funds have provided some additional decorations for the Clock Tower, new festoon lighting outside the Council Offices (opposite Ford Garage) and a small number of decorations for lamp columns around Belvoir Road (16 Bagatelles all the same fitted with new colour scheme, red and white to give contrast against the blue and white).

The Council has received positive comments regarding the additional decorations on the Clock Tower in particular.

Appendix 1

(Draft)

COALVILLE 2014/15 EVENTS/PROJECTS

1. Snibston

Event/Project	Date/Timescale	Lead	Budget	Comments Workload L/M/H
National Science and Engineering Week	14 – 23 March	Snibston		
Retro Gaming Weekend	18/19 and 20/21 April	Snibston		
Coalville Motorfest	28 June	Coalville Town Team		Links with Coalville Town Team
WW1 Battle Dress Exhibition	June 2014 – May 2015	Snibston		NWL Heritage Forum planning to launch WW1 publications at Snibston in August
Festival of British Archaeology	12 – 27 July	Snibston		Links with NWL Heritage groups
Miners Gala	13 September	Snibston		Links with Heritage Open Days (11 – 14 September)
Fireworks	1 November	Snibston		
Christmas Fair	6/7 December	Snibston		

2. Coalville Specials

Event/Project	Date/Timescale	Lead	Budget	Comments Workload L/M/H
Coalville Twenty 14 in Coalville Park	29 June ?	Cultural Services	Coalville Specials proposed £10,000 (2013 budget £15,000)	Potential links with WW1 commemorations
Coalville by the Sea ?	8 August ?	Cultural Services	Coalville Specials £1,200	To provide a themed event for local people unable to afford a holiday
Coalville Christmas events	22 November ?	Cultural Services Coalville Town Team	Coalville Specials £5,000 (2013 budget £10,000)	Option to combine with Coalville Food and Drink Festival and not clash with ashby Christmas event (29 November)

Coalville Library

Event/Project	Date/Timescale	Lead	Budget	Comments Workload L/M/H
Stephen Booth Crime Author Talk	14 March			
Book Sale	29 March			
Easter Competitions	30 April			
Family History Taster	16 May			
Hi Five Mental Health activities	October 2014			

3. General Fund (Cultural Services)

Event/Project	Date/Timescale	Lead	Budget	Comments Workload L/M/H
Coalville Schools Orchestral Event	March 2010	Cultural Services	OL/LCC funds	Performance at De Montfort Hall 25 March
Memorial Installation in Memorial Sq	8 June ?	Cultural Services		Commemorating those from NWL who have died serving their Country since 1945
Coalville Male Voice Choir Orchestral Project	October	Cultural Services and Coalville Male Voice Choir	OL/LCC activities fund	70 th Anniversary Concert
Coalville Remembrance Parade/Service	9 November	Cultural Services	£3,500	plus 11/11 event

4. Coalville Town Team

Event/Project	Date/Timescale	Lead	Budget	Comments Workload L/M/H
Coalville Motorfest Town Trail	Sat 28th June	Coalville Town Team	Car Park Suspension TTRO ?	Various venues around Town Memorial, Needhams Walk Car Park, outside Coalville Market Links with Sribston
Coalville Food and Drink Festival	Sat 22 November	Coalville Town Team	Car Park Suspension	Possibly combine with Christmas in Coalville event