

APPENDIX 4

COALVILLE SPECIAL EXPENSES EVENTS TASK & FINISH GROUP (SUGGESTIONS FROM CLLR WYATT)

- To re-look at the Asset Protection Funds with a view to identifying if further reductions can be made.
- To retain the Coalville by the Sea event as an important local event during the School Holidays particularly for families that do not have a summer holiday.
- To investigate the feasibility of transferring assets such as Nature Alive and Urban Forest to agencies such as the Woodland Trust or National Forest.
- To retain the Remembrance Day Events as General Fund expenditure, with at best a part contribution from the Coalville Special Expense Budget to the event.
- To incentivise local businesses to contribute financially to events in Coalville, through earmarking a figure from reserves i.e. £5,000 and for every pound contributed by local businesses the Specials budget would match from the reserves allocation with any income being ring fenced for Community Events such as Coalville Twenty 14 and Christmas Switch on Event. In return the businesses would receive recognition through various means such as event posters, event brochure adverts, website adverts etc.
- To consider branding the above initiative as 'Love Coalville' – Supporting Local Business.
- To engage a company or individual on a commission only basis to seek advertising and sponsorship for town centre hanging baskets, flower beds, park flower beds, events and any other identified opportunity. Any income generated would be ring fenced for community events to increase footfall into the town centre.