

**Cultural and Economic Services Committee**

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**Date:** 7<sup>th</sup> October 2019

**Title:** Community Events Costs Report

**Purpose of the Report:** To provide a financial update on community event costs

**Contact Officer:** Ben Bodsworth, Town & Community Promotions Manager

<b>Corporate Objective/s</b>	<b>LLTC Three Year Plan –</b> <b>Aim: 2 -</b> To continue to support a vibrant town through partnership working and initiatives including management of the street market, support for local businesses, town and community promotions and town centre enhancements.	
<b>Implications</b>		
<b>Financial</b>	√	An increased cost of goods, services and entertainment has led to a reduction in the output at community events where the budget has remained constant.
<b>Human Resources</b>		
<b>Operational/Service delivery</b>	√	Safe and entertaining delivery is essential to maintain the established quality of the events.
<b>Procedural/Legal</b>		
<b>Risk/Health &amp; Safety</b>		

**1. RECOMMENDATIONS**

**Should members be minded, the proposal is:**

- 1.1 To recommend to Policy and Finance Committee an increase in the annual event budgets, to commence in financial year 2020/21, by a total of £6,175 to reflect the additional costs experienced within the sector.**

**2. Background**

- 2.1** Event budgets have remained static since 2016 with costs associated with each event increasing year on year – cost of transport, staffing, storage & maintenance etc. which are in turn passed onto the customer (Leighton-Linslade Town Council).
- 2.2** A desire to reduce the environmental impact of each of the events Leighton-Linslade Town Council hosts will also have an increased cost. Previously, all waste has been disposed of via landfill rather than through recycling where possible.
- 2.3** Recent years have seen the introduction of a professional photographer to the events programme. Used to capture the social interaction and entertainment at the events, the photographs also provide quality content for the Council's web

and social media platforms and publications and help promote the event to prospective stall holders and visitors in future years. The quality of the photographs helps reflect the quality of the event.

2.4 An ongoing review of Health & Safety at the community events will come to an end in December and it is likely that a recommendation to continue with a dedicated safety advisor at some events will be a conclusion of the overall report.

2.4 Since 2016, the rate of inflation has averaged 3.5% per year, meaning £10,000 in 2016 is equivalent to £10,700 in 2018 (2019's rate of inflation will be published in January 2020).

2.5 Earmarked reserves have been committed for the 2019–2021 events programme to enhance the Music in the Park programme and the Canal Festival, as well as expand the events to offer a live screening of a national event. However, from 2022 onwards additional finance will be required should the desire to continue these enhancements continue.

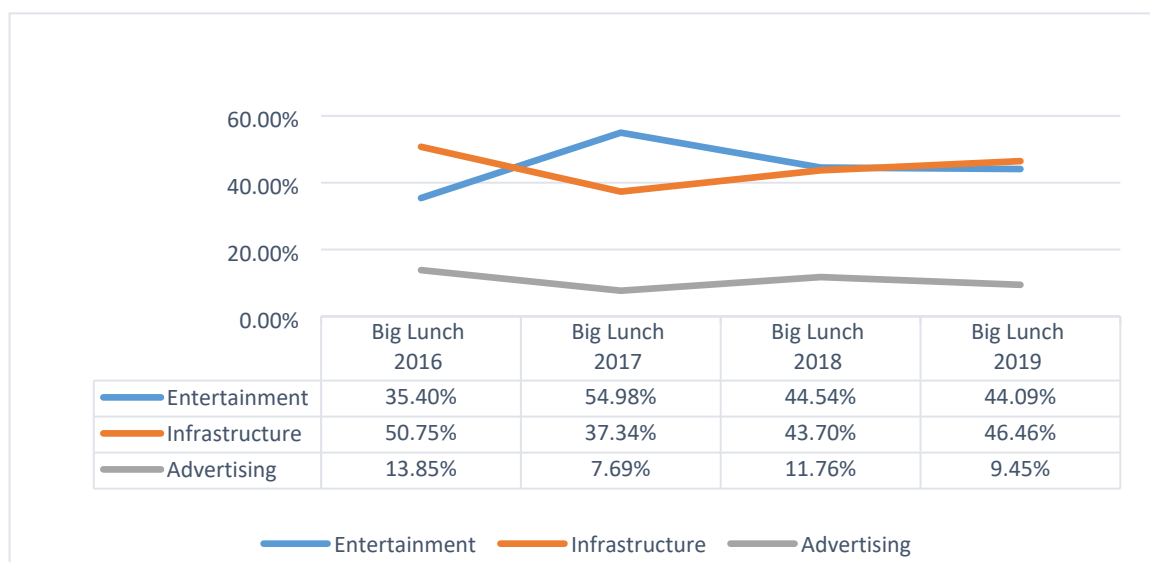
### 3. Event Budget Analysis

3.1 The event budgets can broadly be broken down into three main areas;  
 Activities & Entertainment, Infrastructure and Marketing.

Analysis (figures 1-4) shows that the percentage spend on infrastructure has shown an increasing trend since 2016 and the entertainment percentage spend has decreased. An exception can be seen within the Christmas Festival budget which can be attributed to the reduction in cost of an external production manager role for the weekend.

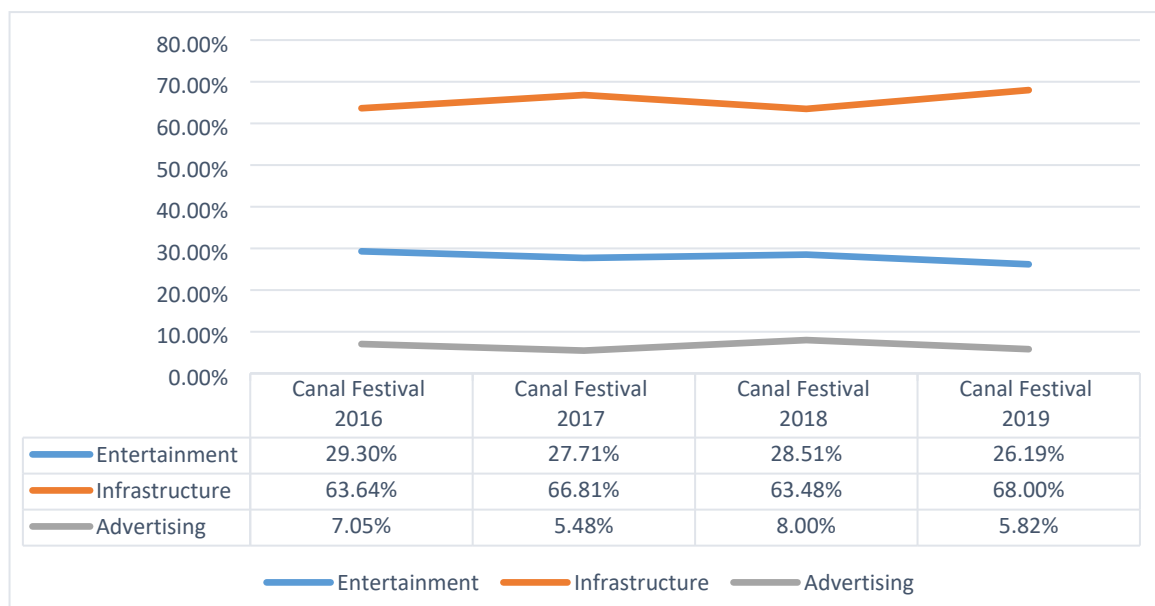
#### 3.2 Figure 1 – Big Lunch Spend 2016 – 2019

It is a concern that over time, the infrastructure costs for Big Lunch will continue to rise to ensure the safety of visitors and members of staff which will lead to a decrease in the budget available for entertainment expenditure.



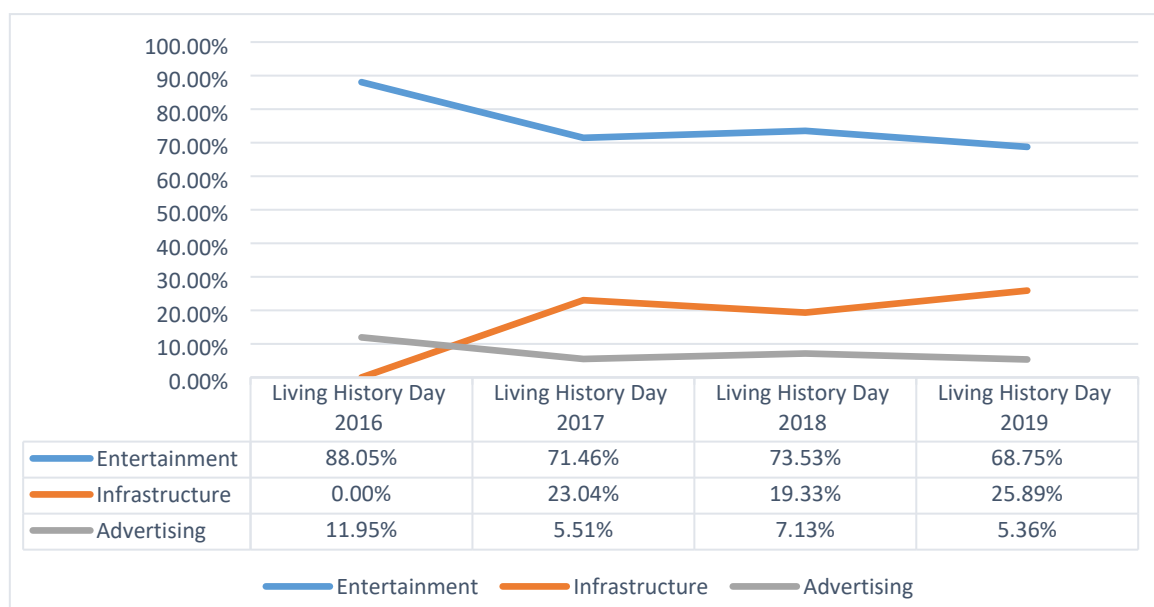
### 3.3. Figure 2 – Canal Festival Spend 2016 – 2019

Site factors within Tiddenfoot Waterside Park prevent additional stalls being added to the footprint to increase additional revenue generated at the event. Events across the UK are also seeking to be more environmentally friendly with the encouraged use of public transport, walking and cycling. A major income stream for Canal Festival is the car park which over time, it is anticipated will see less use, therefore generating less revenue for the event.



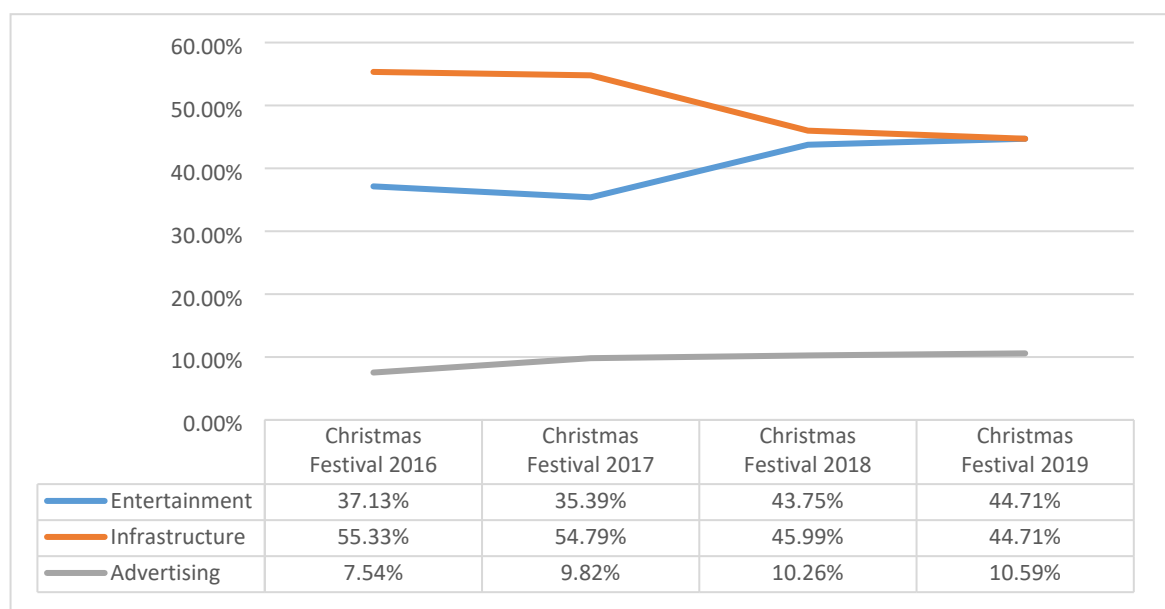
### 3.4. Figure 3 – Living History Spend 2016 – 2019

Living History has seen the greatest percentage increase in infrastructure costs since the event coincided with the charter market. Whilst the majority of the budget is spent on entertainment, the costs of infrastructure will continue to rise along with the cost of entertainment. This double increase in costs will lead to a reduction in the number of exhibits and demonstrations over time.



### 3.5. Figure 4 – Christmas Festival Spend 2016 – 2019

Christmas Festival retains a high level of entertainment investment; however, a plateau has been reached in 2018 / 2019 with the reduction in infrastructure costs slowing significantly. It is expected over time, these will rise in line with other events.



3.6 It is anticipated that the cost of waste management for environmental reasons and as part of the wider waste management contract throughout the events programme could double over the next 12 months, increasing from an average of £325 per event to £600 per event.

3.7 The cost increase is partly due to the cost of relevant road permits which will need to be obtained if the contractor is unable to deliver at specified times once road closures have been installed and collect prior to them being lifted. Additional costs will also be incurred to ensure the traceability of the waste products, rather than just utilising landfill as per the Council’s Environmental Ambitions.

#### 4. Event Budget Increases

4.1 An increase in pitch fees has been explored across all events with some reviews showing that a reduction in pitch fee created a higher level of interest from stall holders. Pitch fees continue to be reviewed on an event by event basis to maximise the revenue generated from this income stream.

4.2 To enable multi-event savings, a quoting process to supply across multiple events is undertaken annually in January. This enables suppliers to offer multi-events and multi-year discounts to the council.

4.3 To ensure the continued high level of quality entertainment and infrastructure at community events within the town, it is suggested that each of the events receives an approximate 7% increase in budget;

Event	Current	Revised	Increased	Percentage
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	<b>Budget</b>	<b>Budget</b>	<b>Amount</b>	<b>Increase</b>
<b>Big Lunch</b>	£10,000	£10,700	£700	7%
<b>Canal Festival</b>	£18,000	£19,200	£1,200	6.6%
<b>Band Concerts</b>	£6,600	£7,100	£500	7.5%
<b>Living History</b>	£10,000	£10,700	£700	7%
<b>Christmas Festival</b>	£13,000	£13,900	£900	6.9%

- 4.4 For those events which require ongoing external Health & Safety Services, it is suggested a further £725 per event is included within the event budgets annually.

<b>Event</b>	<b>Proposed Revised Budget</b>	<b>H&amp;S Contribution</b>	<b>Total Proposed Revised Budget</b>
<b>Big Lunch</b>	£10,700	£725	£11,425
<b>Canal Festival</b>	£19,200	£725	£19,925
<b>Band Concerts</b>	£7,100		£7,100
<b>Living History</b>	£10,700		£10,700
<b>Christmas Festival</b>	£13,900	£725	£14,625

## **5 CONCLUSIONS**

- 5.1 The continued development and resourcing of the events programme is necessary to ensure events are well funded, have a high level of entertainment value and continue to attract local residents to the free community events hosted by Leighton-Linslade Town Council.
- 5.2 A total cost increase of £6,175 across the event budgets will help to ensure a continued high level of entertainment at the community events for the coming years.
- 5.3 The above costs are in addition to the funds already committed from earmarked reserves for the 2019/20/21 events programme development. To continue the new format of the Canal Festival, Last Night of the Proms and Live TV Screenings from 2022 onwards, an additional investment of at least £5,535 (plus rate of inflation) will be required annually in addition to the above, i.e. £11,710 +inflation.

**END**