

## **Partnership Committee**

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**Date:** 23 October 2014

**Title:** Christmas Festival Weekend

**Purpose of the Report:** Event Update

**Contact Officer:** Gill Miller

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### **1. RECOMMENDATION**

**1.1 To note the report.**

### **2. BACKGROUND**

2.1 At the Events Sub-Committee meeting on 17 February 2014 (Minute Reference 110/E) it was recommended that the Town Council leads on the 2014 Christmas Weekend event; to take place from Friday 28 November to Sunday 30 November.

### **3. EVENT PLANS & PREPERATION**

3.1 Town Council Officers and representatives from LBFIRST are working together with the planning and preparation of this event. It was agreed that there would be no theme for this year as it often proves challenging to implement as not everyone participating wants to dress up.

3.2 A TTRO (temporary traffic regulation order) has been applied for to close the High Street, North Street and Church Square to enable the event to take place in a safe and controlled environment. This has a major impact on public bus services, deliveries and day to day access for businesses and residents. Council Officers will be handling all related correspondence to ensure that everyone affected by the road closures are aware.

2.3 The Safety Advisory Group at Central Bedfordshire Council have been informed and procedures are in place to ensure a safe event for visitors, participants and stewards.

3.4 A site visit has taken place with Council Officers, SAG and the Pyrotechnic Company to determine a suitable launch area for the Firework display. Several sites were visited but not deemed to be

suitable considering the large crowd that is expected. Subject to agreement from CBC it is hoped that the display will again take place from the multi-story car park.

#### **4. CHRISTMAS MARKET**

- 4.1 A Christmas Market will take place all day on the Friday and Sunday with the main criteria for traders to offer suitable Christmas gifts. Sixty five stalls are expected to line the High Street with thirty five pre-erected Council owned stalls and thirty spaces for traders' own stalls. Council Officers are responsible for the administrative side and ensuring all traders have the required paperwork as outlined by SAG.
- 4.2 A food court is to be located in Church Square accommodating sixteen stalls offering a variety of menus. A seating area will be provided for diners and along with decorative lighting and a Santa's Grotto is expected to once again be a very popular area.

#### **5. ENTERTAINMENT**

- 5.1 LBFIRST is responsible for arranging a full weekend's entertainment to take place on stage. A Talent Show will not take place on the Sunday and instead, an "Open Mike" session is being considered.
- 5.2 As a trial for this year, it has been agreed that the only fair ground equipment required in the High Street would be the Carousel, Big Wheel and four children's rides. Council Officers have also agreed with the operators that they could provide a few more family rides/stalls in North Street if needed.
- 5.3 Live Reindeers, donkey rides and a Birds of Prey display have been confirmed. Other street entertainment such as stilt walkers and family entertainers are being considered.

#### **6. PUBLICITY & PROGRAMME**

- 6.1 A final draft of the event poster has been designed by LBFIRST and is expected to be distributed throughout the town in various formats, from posters, leaflets, paid and free adverts, banners and web sites.
- 6.2 The event guide is on target to be distributed door to door on 3 November. With a 30,000 print run it will be distributed to homes in the town and surrounding villages. This thirty six page programme will include "What's On" guide for the weekend, other events taking place within the town, advisory notices regarding road closures and firework display and full entertainment guide.
- 6.3 The Council has been assured that the guide will be totally funded by advertising.

**7. BUDGET**

7.1 LBFIRST has confirmed that any outstanding debts will be paid.

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