



Events

Date: 12 December 2022

Title: Events Update Report

Purpose of the Report:

To provide a review of recent events and an update on ongoing projects

Contact Officer:

Ben Bodsworth, Town & Community Promotions Manager

Corporate Objective/s	LLTC Five Year Plan – Aim: 3. Vibrancy and Vitality of Town and Town Centre
Implications:	
Financial	Yes - Within existing budgets and use of earmarked reserves.
Human Resources	
Operational/Service delivery	Yes - Delivery of the events programme in calendar years 2022
Procedural/Legal	
Risk/Health and Safety	
Environmental Aims	

1 RECOMMENDATION

Should members be minded, the proposal is:

1.1 To note the report

2 CHRISTMAS FESTIVAL WEEKEND

2.1 The Christmas Festival Weekend was held on the weekend of 25th – 27th November with the light switch on and firework display taking place on Friday evening. 37 stall holders attended in the High Street along with 5 food vendors in Church Square. The Rotary Club of Leighton-Linslade provided Santa's sleigh in the high street whilst the funfair occupied the westerly end of the High Street.

- 2.2 The Mayor was joined on stage by representatives from LB First, Leighton-Linslade Carnival Court, the MP for South West Bedfordshire and Saracens and England international rugby player, Zoe Harrison for the switch on ceremony at 7pm.
- 2.3 Kids Out, in association with Leighton Fun Runners held the annual Santa Dash from Church Square on the morning of Saturday 26th November whilst a fully booked charter market took place within the High Street alongside the funfair. Festive entertainment including street theatre and live music was provided throughout the day to entertain and delight members of the public as they undertook shopping and socialising within the Town Centre.
- 2.4 On Sunday the festive fun continued with a further 46 stall holders attending the market. Entertainment was provided throughout the day with two street theatre performances, live music, cheeky elves, balloon modelling and a children's food workshop taking place.
- 2.5 Throughout the weekend, stalls were left erected overnight between markets to reduce set-up and pack-down times throughout the weekend. SIA security were provided throughout the non-occupied times to ensure the security of the equipment at all times.
- 2.6 The event continues to be popular with the Friday evening returning to pre-covid levels of engagement from members of the public and the footfall on Sunday looked to be higher than previous years with members of the public browsing until 3pm when the event finished.
- 2.7 Officers have received feedback from members of the public (both written and verbal) regarding the Christmas Festival Weekend and conducted a de-brief session following the feedback received.
- 2.8 The Christmas Festival Weekend continues to be popular with members of the public and trader confidence has increased since last year with high numbers of stall holders being allocated or being interested in taking a pitch.

3 LAST NIGHT OF THE PROMS & PICNIC IN THE PARK

- 3.1 Due to the death of Queen Elizabeth, the Last Night of the Proms and Picnic in the Park event was cancelled on Saturday 10th September.
- 3.2 Throughout the afternoon of 10th September, two family films were shown as planned in Parson's Close Recreation Ground each of which were attended by approximately 100 members of the public. The films were free to watch with guests bringing chairs and picnic blankets to sit on throughout the afternoon.
- 3.3 Comments were received from members of the public that they felt we had made the correct decision by cancelling the Last Night of the Proms & Picnic

in the Park event but also the correct decision had been taken to allow the family films element to continue.

4 BUSINESS NETWORK EVENT

- 4.1 Officers are continuing to liaise with venues and key suppliers in relation to the Business Network Event due to availability and the addition of a third Bank Holiday in May 2023.
- 4.2 An update on a revised date will be provided once key suppliers and venues have been confirmed.

5 2023 EVENT DATES

- 5.1 As agreed by delegated decisions following the cancellation of the September meeting:

April / May

Business Network Event (Date to be confirmed)

Sunday 4th June

Big Lunch

Sunday 4th June – Sunday 3th September

Music in the Park

Saturday 29th July

Canal Festival

Saturday 9th September

Last Night of the Proms

Friday 24th – Sunday 26th November

Christmas Lights Switch On

6 CONCLUSIONS

- 6.1 Throughout 2022 the events programme has continued to gather momentum with some hesitancy at the start of the year which has turned into confidence at the end of the year from both members of the public and traders alike.
- 6.2 It is anticipated that despite the cost of living crisis, local, free to attend events will continue to be popular in 2023 with both residents of the town and those who travel into the town to visit.

End