



Cultural & Economic Services Committee

Date:	15th October 2018
Title:	Events Update
Purpose of the Report:	To provide a progress report on community events
Contact Officer:	Ben Bodsworth, Town & Community Promotions Manager

Corporate Objective/s	LLTC Three Year Plan – Objective 2. To promote and develop a vibrant town through partnership working and initiatives including management of the street market, provision of town and community promotions, town centre enhancements, tourism and practical support for local businesses.
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1. RECOMMENDATION/S

Should members be minded, the proposals are:

1.1 To note the report

2. Canal Festival

2.1 Canal Festival took place on Saturday 28th July and was well attended by traders and demonstrators with over 100 traders, 20 demonstrators and 35 boats registered to attend. Due to some personal circumstances, a small number of these dropped out close to the event date at a time where it was too late in the planning process to replace them.

2.2 Visitors enjoyed a varied programme of entertainment on the stage throughout the day as well as a more laid back approach to the performances found throughout the poplars and lakeside area. Unfortunately, due to the heat experienced in the run up to the event, a decision was taken to cancel the dog show for 2018 – a difficult decision but one well received by members of the general public. An online version of the dog-show proved popular.

2.3 Parking figures for 2018 were up on previous years, however, with the i2.4 introduction of utilising Cedars Upper School for some of the car parking (blue

Badge), pressures experienced by the main car park were alleviated and a better traffic flow created. An increase in parking fee's appeared to have no detrimental effect on the visitors willingness to pay for parking.

- 2.4 The Canal Festival budget (101/4515) is £843 overspent, against an income target (101/1051) which is currently £225 above target. Therefore an over spend of £618 has been incurred by canal festival. This can be attributed to a sponsor not being able to provide support in 2018, along with the provision of a photographer at the event to capture the day.

3 Band Concerts

- 3.1 Our Band Concerts season drew to a close on Sunday 16th September with an average of 166 people attending the concerts weekly.

- 3.2 The programme of music and variety of bands who played was well received by members of the general public who indicated this on their survey feedback forms, a highlight was the Kidlington Concert Brass Band who performed for the Proms event under the newly refurbished bandstand with the additional of LED lighting.

- 3.3 Expenditure of £5,358 was committed to the Band Concerts budget (101/4513), an underspend of £642.

4 Living History Day

- 4.1 Our living history day (at the time of writing) preparation has been completed and we look forward to welcoming Historical Promotions back into the High Street on Saturday 6th October to deliver the World War 1 themed event.

- 4.2 RAF Halton will be providing us with a quartet of musicians to backdrop the demonstrations with during the morning of the event, which is followed by Fiona Harrison from midday onwards.

- 4.3 The Living History Budget (101 / 4516) has been fully spent in 2018 with £9,983 being committed to expenditure.

- 4.4 A post event report will be presented at the 10th December 2018 meeting.

5 Christmas Festival Weekend

- 5.1 Planning for our Christmas festival weekend (30th November – 2nd December) is well underway with the Friday night stage programme being fully planed along with the street theatre entertainment for Saturday & Sunday. Infrastructure procurement is ongoing.

- 5.2 Our stalls booking process has opened and is proving popular with 37 stalls registered to attend across Friday & Sunday.

5.3 In partnership with LB First & the Leighton Buzzard Observer, officers are working to find a local hero to switch on the Christmas Lights in 2018 rather than seeing a celebrity to undertake this role which should be finalised towards the end of October.

End