

Cultural & Economic Services Committee

Date: 15th October 2018

Title: Events Review (2019 Events)

Purpose of the Report: To consider developments to events programme for 2019

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.	
Implications:	√	Additional Events to be planned and delivered
Financial	√	Use of earmarked reserves to deliver 2019/20 Financial Year. Additional resource required for 2020/21 financial year
Human Resources	√	Time planning and management of events programme

1. RECOMMENDATION/S

Should members be minded, to adopt one of the following:

1.1 To continue with the events programme as currently planned and outlined in section 3.1.

OR

1.2 To enhance the events programme with additional time and expenditure at Canal Festival, Band Concerts & Live TV Screening in financial years 2019/20, 2020/21 & 2021/2022 utilising a proportion of Earmarked Reserves (970/9507) annually.

OR

- 1.3 To enhance the events programme with additional time and expenditure at Canal Festival, Band Concerts, Live TV Screening & Foundation Day in the 2019 calendar year from Earmarked Reserves (970/9507).

OR

- 1.4 To enhance the events programme with additional time and expenditure at Canal Festival, Band Concerts, Live TV Screening & Foundation Day in the 2019 Calendar Year from Earmarked Reserves (970/9507), provide an additional £15,000 during 2019/20 Financial year and an additional £25,000 per financial year thereafter.

OR

- 1.5 A combination of the above.

2. BACKGROUND

- 2.1 Leighton-Linslade enjoys a well-attended and well varied programme of events and obtains anecdotal feedback throughout the events calendar via survey forms and customer interaction at the events.
- 2.2 It has been suggested a number of times to make improvements / additions to our events programme by members, officers and the general public alike.
- 2.3 Officers have compiled a number of suggestions as to ways in which the events programme can be enhanced which will all require additional expenditure from the event budget.

3. CONSIDERATIONS

- 3.1 A suggested programme of events for 2019 is as follows;

3.1.1 Foundation Day (working title), Friday 29th March 2019

A new externally curated arts event in Parsons Close during darkness hours. For 2019 a theme would centre on a fire garden walk through experience between 1900hrs and 2100hrs utilising existing pathways and architecture within the park. Themes for 2020 and beyond are currently being developed and will be based on feedback gained from the 2019 event.

Budget Implication; Additional £16,000 expenditure annually.

3.1.2 Business Network Event, Wednesday 24th April 2019

To continue as previously.

3.1.3 Big Lunch, Sunday 2nd June 2019

To continue as previously.

3.1.4 Band Concerts, Sunday 2nd June – Sunday 8th September 2019

The future of the Day Centre is currently under review by Central Bedfordshire Council. With the awarding of the kiosk concession contract within Parsons Close, the need for a steward and the day centre facilities to provide refreshments & toilet to visitors is removed and therefore will not be implemented for the 2019 concert season.

Historical Data has shown a drop in attendance on the last concert of the season in previous years.

Budget Implication; Linked with Proms in the Park (3.1.5)

3.1.5 Proms in the Park, Saturday 14th September 2019

A historically popular event within the Band Concerts programme which we seek to build upon and enhance through linking with the last night of the proms national celebrations.

To run the event from 1800hrs onwards in Parsons Close with live music from 1800hrs until 2045hrs before showing live coverage of the last night of the Proms via BBC Broadcast until 2230hrs, concluding the evening with a 5minute pyrotechnic display.

Budget Implication; Including savings made from stewarding & day centre hires, an additional £3,338 required annually (£1,738 excluding pyrotechnics)

3.1.6 Canal Festival, Sunday 27th July 2019

A desire to extend the running of Canal Festival into a second day has been feedback to officers and members for a number of years by various parties within the community. Officers don't believe we have an audience for a second day of the same event, however, we can extend some sections of the event into the evening.

The main stage, Bar and catering operations within the Paddocks area can be extended until 2000hrs, with the rest of the festival running from 1100hrs until 1700hrs. Additional live music will be played in the paddocks alongside the bars and catering opportunities.

Additional resource is required to undertake the clear-up of the event site on Sunday morning following the later event finish on Saturday, along with additional resource to staff the later event finish on Saturday evening.

Budget Implication; Additional £3,762 expenditure annually

3.1.7 Young Persons Live TV Broadcast, Date TBC

Following the success of the Live Finals broadcast within Parsons Close in 2018, a suggestion has been made by officers to continue to show a live TV broadcast annually.

The current events programme doesn't cater for an 18-25 age group (unless as part of a family), therefore a live TV broadcast of a popular TV show final (e.g. Love Island) would reach this targeted demographic, showing a romantic-comedy film prior to the live broadcast.

Budget Implication; Additional £2,000 expenditure annually.

3.1.8 Living History Day, Saturday 5th October 2019

To continue as previously.

A theme of either Victorians or Tudors has been suggested by officers. It is possible that office attempt to link the event with the launch of Committee's planned History Trail.

3.1.9 Christmas Festival, 29th November – 1st December 2019

To Continue as previously.

Budget Implication; No additional expenditure required

4. RECOMMENDATIONS

- 4.1 Officers recommend the endorsement of section 1.2 which is ***To enhance the events programme with additional time and expenditure at Canal Festival, Band Concerts & Live TV Screening in financial years 2019/20, 2020/21 & 2021/2022 utilising a proportion of Earmarked Reserves (970/9507) annually*** which will provide a sustainable increase & improvement on the events programme in the coming 3 years.
- 4.2 Following the three years delivery period, a review would be required to ensure the budget is enough to continue delivery.

5. CONCLUSIONS

- 5.1 It is clear that there is a desire for the events programme to be developed further and increased to meet the needs of the changing demographic within Leighton-Linslade but to do so will require some additional investment from the town council.
- 5.2 With the above options members may choose to extend the events programme over a number of years, invest significantly in the 2019 programme or enhance the current programme of events over the next three calendar years.

End.