



## Cultural and Economic Services Committee

**Date:** 3<sup>rd</sup> June 2019

**Title:** Community Events update report

**Purpose of the Report:** To provide a progress report on community events

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

<b>Corporate Objective/s</b>		<b>LLTC Three Year Plan – 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>	√	Big Lunch Event remains on budget. Canal Festival expenditure is within budget (with additional expenditure previously agreed) Music in the Park is on budget (with additional expenditure previously agreed) Living History remains on budget and will utilise the full budget for the 2019 event including the launch of the History Trail Christmas Festival weekend expenditure remains on budget.
<b>Human Resources</b>		
<b>Operational/Service delivery</b>		
<b>Procedural/Legal</b>		
<b>Risk/Health &amp; Safety</b>		

### 1. RECOMMENDATIONS

Should members be minded, the proposals are:

- 1.1 To note the report.
- 1.2 Approve the draw-down of £5000 (4508/101) from council reserves to support the VE Day celebrations in 2020.

### 2. BIG LUNCH FOOD FESTIVAL

(Report written prior to event taking place). The Big Lunch food festival is due to take place on Sunday 2<sup>nd</sup> June 2019 to coincide with the national Big Lunch initiative, organised by the Eden Project.

- 2.1 At this year's event, 46 food and food-related stall holders have registered to attend on the day along with cooking demonstrations,



walkabout entertainers and children's activities throughout the day. All entertainment and activities provided throughout the day by Leighton-Linslade Town Council are free for members of the public.

- 2.2 Have-a-go workshops have been commissioned to be provided by a local children's cookery school where participants will be able to make fruit kebabs for consumption on site.
- 2.3 Printed material advertising (newspapers, posters, flyers) has been reduced for the 2019 advertising campaign due to costs and limited outlets for display. A well-structured social media campaign across Facebook (Town Council's main page & Big Lunch specific event page) and Twitter aided by photographs from previous events has been a primary source of advertising.
- 2.4 Budget (101/4552) –The budget for the Big Lunch Food Festival in the financial year 2018/19 is £10,000. A further £3,000 is allocated from 101/4553 for salaries. Income for the event is generated by the sale of pitches (circa. £3,000) which is also spent on the event to enhance the activities on the day.
- 2.5 Stewarding for the event will be undertaken by a mixture of internal and external staffing to ensure the safety and security of members of the public attending the event.
- 2.6 The event will be opened by the Mayor and the Town Crier with the stage programme hosted by Leighton Buzzard Speakers Club.

### 3 LINSLADE CANAL FESTIVAL



- 3.1 Linslade Canal Festival will take place on Saturday 27<sup>th</sup> July, celebrating its 17<sup>th</sup> Birthday. Planning is well underway with 83 traders and 13 demonstrators confirmed alongside 27 canal boats currently.
- 3.2 The festival will take place in the Paddocks, Poplars and Lakeside areas of Tiddenfoot Waterside Park, alongside Peace Meadow and the Grand Union Canal. The Poplars, Lakeside, Peace Meadow and Canal areas will run from 11am – 5pm and the Paddocks area will run from 11am – 8pm.
- 3.3 A team of 40+ stewards will be required to provide suitable coverage for the event and to ensure those visiting the event have a safe and enjoyable experience. We will use a mixture of internal and external staff to cover these roles.
- 3.4 We will be utilising Cedars Upper School for some car parking for guests with disabilities this year alongside Linslade Middle School. This alleviates some of the pressures experienced by the Linslade Middle School car park and provides a better experience for our guests with disabilities. A short shuttle bus service operates to and from this car park.

- 3.5 A parking fee of £5 per car is charged, whilst a fee of £2.50 for disabled parking is being maintained.
- 3.6 The Paddocks area will feature a mixture of trade, handcraft and food stalls along with a licensed bar area and full stage programme which is due to run until 8pm for the first time, with live bands playing from 3pm onwards with more traditional styles of entertainment prior to this.
- 3.7 The Lakeside and Poplars areas of the site will incorporate demonstrations of yesteryear alongside registered charity stalls (in keeping with the event) with some food vendors and a smaller bar being present in the Poplars area.
- 3.8 The event features a fun dog show on Peace Meadow which is run in partnership with HULA, a local animal rehoming centre. Proceeds from the dog show are retained by HULA to support their work.
- 3.9 Budget (101/4515) –The budget for the Canal Festival in the financial year 2018/19 is £18,000. A further £5,000 is allocated from 101/4553 for salaries and an additional £2,775 from earmarked reserves (970/9507) used to support the additional evening activity as approved at 15<sup>th</sup> October 2018 Cultural and Economic Committee meeting.
- 3.10 Income for the event is generated by the sale of pitches, bar takings split and car parking sales. An income target of £10,000 has been placed in the budget with £500 in sponsorship, £5,000 in sold pitches already secured alongside £525 in trade boat pitches. An additional income of circa £600 is expected from the bar takings split (based on 2018 takings) along with car parking takings of £3,400 (also based on 2018 takings).

#### **4 MUSIC IN THE PARK**

- 4.1 The Music in the Park series of concerts begins on Sunday 2<sup>nd</sup> June and lasts until Sunday 8<sup>th</sup> September. There is an additional last night of the proms screening on Saturday 14<sup>th</sup> September (15 concerts in total).
- 4.2 The concerts will be begin at 3pm and last approximately 90minutes with a 15minute interval.
- 4.3 The Last Night of the Proms screening will begin at 6.30pm and feature a live band and singers until the finale of the Last Night of the Proms (BBC1 at approximately 9pm).
- 4.4 The café in the park will be providing refreshments for the Band Concerts, along with the toilets within the park being open throughout the concerts. This replaces the provision offered within the day-centre adjacent to the park.



- 4.5 Budget (101/4513) – There is an expected expenditure of £4,820 for the band performances, with an expenditure of £1,140 to support the additional live screening along with publicity materials etc. Additional expenditure of £2,760 from earmarked reserves (970/9507) was agreed to be used as approved at 15<sup>th</sup> October 2018 Cultural and Economic Committee meeting to support the development of the evening event.
- 4.6 As per previous years, during the course of this year's concerts, visitors will be asked to complete a short evaluation form.

## 5 LIVING HISTORY EVENT PREPARATION

- 5.1 Living History Day will take place on Saturday 5<sup>th</sup> October in the High Street alongside the market as per previous years.
- 5.2 Working with Historical Promotions, officers are working on a programme of activities themed around the Victorian Era. Activities will include Queen Victoria & her private secretary, a roast chestnut seller and a Victorian cavalryman accompanied by their horse. In addition to this, a few Victorian characters portraying crafts and life from the Victorian era will be present.
- 5.3 Budget (101/4516) - The budget for this year's event is £10,000 with an additional £1000 for stewarding (101/4003). It is expected that the budget for this year's event will be fully utilised with some expenditure used to enhance the launch of the history trail (working title) scheduled to take place on the same day.



## 6 CHRISTMAS FESTIVAL WEEKEND

- 6.1 Officers are beginning plans in conjunction with LB First for the 3-day festival which will take place on 29<sup>th</sup> November - 1<sup>st</sup> December.
- 6.2 The festival will feature the switching on of the Christmas Lights alongside a funfair, food court and stalls on Friday evening between 4pm and 8pm, with the switching on of the lights at 7pm. A firework display will follow the switch on.
- 6.3 The Charter Market will be embellished on Saturday with live entertainment throughout the day. It is anticipated that the Kids Out Santa Dash will take place on the Saturday morning from Church Square. Our event facilitates the Santa Dash by allowing them to utilise our road closure.
- 6.4 On Sunday, a Christmas market alongside street theatre, live music and have-a-go activities will fill the high-street between 11am and 3pm to conclude the event.



## 7 VE DAY COMMEMORATIONS 2020

7.1 Officers have received information from Bruno Peek (Pageantmaster) regarding the 75<sup>th</sup> anniversary commemorations for VE day in 2020.



7.2 The anniversary is being marked over the weekend of 8<sup>th</sup> – 10<sup>th</sup> May 2020 with a suggested outline of activities provided by Bruno Peek (**attached at Appendix A**).

7.3 Officers seek to fulfil the requirements of the VE Day commemorations by undertaking a programme of activity over the weekend partnering with local organisations to facilitate the delivery of some activity elements.

7.4 A Budget of £5000 for the weekend's programme of events is proposed which will cover activity on the Friday afternoon / evening, additional activity around the Market on Saturday and enhancement of the church services for Sunday morning.

## 8 RECOMMENDATION

8.1 Officers recommend the endorsement of section 1.2 which is to support the commemorations of VE Day 2020 with a £5000 budget drawn down from Council reserves (budget code 4508/101).

## 9 INVESTMENTS AND REVIEW

9.1 In 2018, Committee undertook a review of the events and agreed to utilise existing earmarked reserves to continue to invest and enhance some of the events, namely: Music in the Park, Linslade Canal Festival and the proposal to deliver a live screening event in the summer (the planning is yet to be confirmed).

9.2 The above is being funded by existing Committee earmarked reserves. Pending the evaluation of the above being identified as successful, it is expected that Committee will be asked to consider longer-term investment requiring small increases in event budgets in autumn during the budget setting decision process.

9.3 The success of the events has also meant that the visitor attendance has increased. Whilst there are no immediate causes for concern, Officers are actively future-proofing all events and have commissioned an independent health and safety adviser to ensure all events as they grow or become more popular, can do so in a safely managed way.

## **10 CONCLUSIONS**

- 10.1 Leighton-Linslade has a well-established programme of events which are attracting a growing audience throughout the year. The continued investments in these events is vital to their success to maintain the quality that Members have said they want.
- 10.2 Additional events programmed to commemorate national events have previously been well received within the Town and it is reasonably foreseeable that the VE Day commemorations will be equally as well supported.

**END**