

Cultural and Economic Services Committee

Date: 9 December 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

Corporate Objective/s	
LLTC Three Year Plan – Aim: 2 - 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.	
Implications	
Financial	√ Living History remained on budget and incurred a small underspend. Christmas Festival weekend expenditure remains on budget and will produce a small surplus through the sale of stalls.
Human Resources	
Operational/Service delivery	
Procedural/Legal	
Risk/Health & Safety	

1. RECOMMENDATION

Should members be minded, the proposal is:

1.1 To note the report.

2. LIVING HISTORY DAY

2.1 Working alongside Historical Promotions, Living History Day provided an insight into life during the Victorian era in Britain.



2.2 A good turnout was experienced throughout the day with some market traders reporting an increase in takings for the day with the event taking place alongside the Market.

2.3 Demonstrations included Queen Victoria and her Private Secretary, Victorian Soldiers and Victorian Puppet Theatre. Alongside the static demonstrations, interactive demonstrations included Victorian folk around the Market Cross area, Soldiers demonstrating drill and rifle firing in the area, a cavalryman and his horse as well as a Penny Farthing cyclist.

2.4 We were fortunate to be joined on the day by a Victorian Fire Pump provided by the Frogmore Papermill which was expertly demonstrated by Peter Hails and

a team from the museum.

- 2.5 Feedback from exhibitors and attendees was again positive, with the exhibitors yet again commenting that it was nice to come to a town where the people showed a genuine interest in their information and asked relevant and realistic questions of them.
- 2.6 Promotion for the event utilised social media alongside our traditional printed media channels. Our printed media included posters, advertising in the Leighton Buzzard Observer and listing in the 2019 What's On guide.
- 2.7 Budget (101/4516) –The budget for Living History Day in the financial year 2019/20 was £10,000.

Income	Event Budget	£10,000	
	Total income	£10,000	
Expenses	Entertainment	£6,150	
	Equipment rental	£1,489.50	
	Advertising and marketing	£338.27	
	Misc. (First aid etc.)	£1,005.70	
	Total expenditures	£8,983.47	
	Underspend	£1,016.53	

- 2.8 Due to the utilisation of the bus turning circle, it was necessary to close the High Street to all traffic which worked well again and without incident.
- 2.9 The Living History Trail was launched as part of the Living History Day event, with members of the public encouraged to download the trail and undertake it throughout the day. Several characters from the trail were portrayed around town and close to the locations where they would have lived or worked at the time of their contributions to the life of Leighton Buzzard.
- 2.10 We have received the report from our external Health & Safety Advisor which highlights no significant safety issues but does provide some pointers for future years.

3. CHRISTMAS FESTIVAL WEEKEND



- 3.1 At the time of writing, the event has yet to be delivered.
- 3.2 Friday's activities and entertainment begin at 4pm, with the highlight of the evening being the 7pm turning on of the Christmas Lights and firework display. The evening concludes with live music and shopping opportunities until 8pm.
- 3.3 Funk Odyssey alongside performers from amateur and community groups will perform on the main stage throughout Friday evening while a food court will be established in Church Square.

- 3.4 Saturday's activity focuses on the Christmas themed market, walkabout entertainment and the Kids Out Santa dash from Church Square. Acts this year include Granny Turismo, Juggling Jim and a face painter.
- 3.5 Sunday's activities encourage families into the high street with a festive craft & gift market, children's activities (face painting, balloon modelling, biscuit decorating), street theatre (Bouncing Snowmen, Nathaniel Howell and Whizzy Rascals) and live music (Eureka Jazz Band) throughout the day.
- 3.6 Stallholder recruitment has been successful with 39 stalls booked for the Friday evening, and 38 stalls booked for the Sunday. Both figures include Hot Food & Drink stalls.
- 3.7 A financial report (101/4511) will be provided to the committee at the next meeting.

4. ENVIRONMENTAL AMBITIONS

- 4.1 Officers are working towards meeting the nine objectives of the environmental policy in conjunction with traders and suppliers throughout the years' events programme.
- 4.2 Water Coolers have replaced bottled water on site and staff have been provided with re-usable drinking containers. Incineration of waste generated from events as part of wider waste management contract rather than using landfill has also been implemented.
- 4.3 Local suppliers often have a cheaper delivery / collection cost and their use is encouraged where practicable. Local suppliers also reduce CO₂ emissions by travelling less distance to site. Members of staff are encouraged to lift share / use public transport where reasonably practicable.
- 4.4 The events team have proactively reduced printed advertising in favour of social media led advertising. Where necessary, posters are included in existing publications within Leighton-Linslade rather than as stand-alone posters. Double-sided leaflets are used where possible advertising multiple events.
- 4.5 From 2020, traders will be encouraged to use recyclable packaging for their products and provide environmentally friendly cutlery & cartons from catering outlets.

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