

Cultural and Economic Services Committee

Date: 9 March 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		
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. BUSINESS NETWORKING EVENT

2.1 The annual Business Networking Event takes place at Leighton Buzzard Golf Club on Wednesday 22nd April.

2.2 Bedfordshire Chamber of Commerce have committed to being one of the sponsors for the event alongside existing sponsors Central Bedfordshire Council, Federation of Small Businesses, HASCAT, Bee Local and LB Connect.

2.3 Registration for the event is live, with an invitation to register scheduled to be received by those who have previously attended during w/c 24th February.

2.4 Social & printed media for the event is being finalised and will go live during early March.

2.5 A recommendation from the previous year was to secure a paying guest speaker to help ease the burden on the budget and on sponsorship income. To this end, Officers have secured a free guest speaker, thus income 'in kind'

is achieved.

3. BIG LUNCH FOOD FESTIVAL

- 3.1 Work continues in preparation for the Big Lunch Food Festival, to be held on Sunday 7th June 2020.
- 3.2 37 food vendors & stall holders currently committed to attend; with an expectation this will rise above 40 prior to the festival.
- 3.3 Street theatre acts have been booked throughout the day along with a full stage programme incorporating new groups within the town and local acts who have performed across the nation.
- 3.4 Social media for the event will begin 6-8 weeks prior to the festival and will cover Facebook, twitter and Instagram outlets.
- 3.5 The event remains within budget with the income generated through the sale of stalls being spent on the event.

4 CANAL FESTIVAL

- 4.1 Canal Festival preparation work has been undertaken alongside Big Lunch with the event taking place on Saturday 25th July 2020 with the Paddocks stage area running until 8pm again.
- 4.2 Stall holder forms have recently been sent out for Canal Festival and initial interest has been positive – over 40 have been returned so far with 16 water-based traders also committing to attend.
- 4.3 A stage line-up for the day is currently being finalised with a mixture of traditional folk style and modern music incorporated to cater for the diverse range of ages who come to the festival.
- 4.4 A number of infrastructure elements have been secured with others due to be finalised in the coming weeks.
- 4.5 Social media for the event will begin 6-8 weeks prior to the festival and will cover Facebook, twitter and Instagram outlets.
- 4.6 The event remains within budget and with a revising pricing structure, looks to hit its income target although this is dependent on the weather conditions experienced on the day.

5 BAND CONCERTS

- 5.1 A full series of Band Concerts has been programmed including Sunday 29th August (Bank Holiday) using local and regional bands to fill a total of 15 slots, including the Last Night of the Proms event.
- 5.2 We continue to work with the grounds team to support the concert programme and ensuring the band's requirements are met each week whilst on site with us.
- 5.3 A confirmed programme will be published via Leighton-Linslade Town Council social media channels once registration forms have been received from all groups.

6 VE DAY

- 6.1 VE Day celebrations within Church Square on Friday 8th May are scheduled to take place between 3pm & 7pm.
- 6.2 To coincide with national celebrations, a piper, along with the Town Crier will perform required duties prior to 3.00pm when a toast will be raised across the UK.
- 6.3 Food Stalls along with entertainment have been booked for an early evening event based in Church Square and members of the public will be encouraged to join in the celebrations by bringing their family and friends for an afternoon together.
- 6.4 An advertising campaign featuring the other events planned within the town over the weekend will begin 6 weeks prior to the event.
- 6.5 Through the Pub Watch network, local public houses have been informed of the event. It is hoped that those pubs that entering into the spirit of the celebration will join the Nation's Toast.

7 LIVING HISTORY DAY & CHRISTMAS FESTIVAL

- 7.1 Early work on both the Living History Day and Christmas Festival weekend has begun and will be reported on throughout the year in due course.

8 ENVIRONMENTAL AMBITIONS

- 8.1 At its meeting on 09/12/19, Committee received an update on how the events team is responding to the Council's ambitions including, for example, reducing paper-based trader registration forms,
- 8.2 It is a transition year for influencing and introducing more environmentally friendly practices of event traders and exhibitors. Attached at **Appendix A** is the message sent to traders which was later added to event terms and conditions. After this financial year, a stricter approach will be initiated.

