



Date: 12 March 2018

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 – 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:		
Financial	√	2018/19 allocated budget 101 community Projects
Human Resources	√	The level of event stewarding is improved through contracted services. Combined requirements for experienced LLTC staff for knowledge and customer service as well as additional external stewards to provide security and stewards for road closure and traffic management.
Risk/Health and Safety	√	As above – Human Resources

1. RECOMMENDATION

Should members be minded, the proposal is:

1.1 To note the report.

2. Outdoor Cinema Event

2.1 Pop-Up Events (an external event provider) are hosting an outdoor cinema event at Mentmore Playing Fields on Wednesday 11th & Thursday 12th April as an external hire of the space.

2.2 The Goonies (Wednesday 11th April) and Dirty Dancing (Thursday 12th April) will be shown at approximately 8pm.

2.3 A Wednesday / Thursday evening were the most commercially viable evening for the company around other bookings which they already had within their diary. During the Easter Holidays it will provide something for families to do one or both evenings. Booking forms have been received for the space in the correct way and a license is being applied for from Central Bedfordshire Council by the company.

2.4 The site is set up in a low-key manor; there isn't a perimeter fence line and members of the general public can come and go as they please – with those stopping to watch the film approached by a member of the Pop-Up events team and politely being asked to purchase a ticket (wristband) – if someone doesn't wish to purchase a ticket, they are reminded that although it is a public performance, others have paid to be there and might not appreciate them watching the film for free. There are a number of small food vendors

and a bar on site for the event, for which a wristband (ticket) is required to purchase from. Those without a wristband will not be able to purchase from the vendors.

- 2.5 The park remains open to members of the general public throughout with work areas being cordoned off during the set up & pack down periods only.
- 2.6 Local residents will be notified of the event taking place no less than 2 weeks prior to the event, in line with other events which take place within the town.

3. **MUSIC IN THE PARK - Sunday 3 June to Sunday 16 September**



3.1 The programme of summer band concerts continues to be finalised with several bands being unable to do initial dates committed. Final band concerts' programme will be made available to members in due course. The themed concert for this year takes place on Sunday 17th June and is World War 1 themed, as performed by the voluntary band from RAF Halton.

- 3.2 **Evening concert** – Proms in the Park will take place on the third Saturday of August (19th) and visitors will be encouraged to bring a picnic. Kidlington Concert Brass will perform the Proms event.
- 3.3 **Promotion:** To include promotion on social media, LLTC website, local publications, posters and town centre signage banners.

Budget 2017/18: 101/4513 - £6,000

4. **BIG LUNCH FOOD FESTIVAL – Sunday 3 June 2017**



4.1 In its sixth year, the Big Lunch Food Festival celebrates both local and international food and drink from cultures close to home and from around the world. Originally timed to coincide with the national Big Lunch initiative, the event is continuing to grow and again attracted over 4000 visitors last year.

- 4.2 Officers are concentrating on establishing up to fifty stalls offering a diverse selection of hot and cold food, savouries and snacks, drinks and food related products as oils, seasonings, etc. Thirty traders have registered their attendance to date with a large number of potentially “very interested” attendees still outstanding, and a number of stalls awaiting confirmation of their place with us.
- 4.3 Cookery demonstrations will offer practical culinary for both adults and children alongside a display of fruit carving and other gastronomic displays. A stage will be hired to offer a programme of live entertainment which will include TFG Cheerleading again alongside our resident band for the day, Big in Brazil.
- 4.4 The Big Lunch will also host a variety of free activities for children and families to partake in. A verbal update on these will be provided at the meeting.

- 4.5 A range of seating will be provided once again throughout the high street allowing for members of the public to dine with their friends and family throughout the event.
- 4.6 **Promotion:** To include promotion through social media, LLTC website, local publications, posters and town centre signage banners.

Stewarding: A few officers have expressed interest in working the event yet it is expected that the majority of stewards will be brought in from an external event's company.

Budget 2018/19: 101/4552 - £10,000

Salaries: 101/4553 - £3,000

5. LINSLADE CANAL FESTIVAL - Saturday 28 July



5.1 Initial preparations are in place with officers meeting with Central Bedfordshire Council again this year to discuss site access and ground management plans for Tiddenfoot Waterside Park. Linslade School has been approached again to hire the playing field for visitor car parking with a full traffic management plan being implemented as per the 2017 event.

- 5.2 Nineteen narrow boats have registered, with seventeen of these being trade boats. Registration has now opened for handcrafters, traders and demonstrators. We have invited back those demonstrations which were new for the 2017 event such as the historical sand skips, and we are hoping to have a live forge demonstration on site.
- 5.3 Our fun dog show proved extremely popular in both 2016 and 2017 and will again this year be hopefully supported by VioVet Suppliers Ltd. An approach has been made to them and we are currently waiting to hear back. Our volunteer colleagues for the day from HULA have kindly agreed to run the dog show for us again this year, freeing our officers and staff to work in other areas of the event.
- 5.4 Live stage entertainment and activities are currently being programmed as on-going work for officers, along with marketing, promotion and infrastructure procurement for the event.
- 5.5 **Promotion:** To include promotion on social media, LLTC website, local publications, associated web sites (Inland Waterways), posters, town centre banners, relevant regional publications.

Stewarding: Early indications show that only a few officers will be available to work, additional stewards for on-site and traffic management will be sought externally.

Budget 2018/19: 101/4515 - £18,000 (includes steward's salaries)

Income: 101/ 1051, £9000



6. LIVING HISTORY DAY – Saturday 6 October

- 6.1 Following the success of the one day living history event in 2017, officers plan to repeat the event within the high street and showcase life during World War 1 to commemorate the 100 years since the end of the war in 1918.
- 6.2 Although in its early planning stages, it is hoped that a centre piece attraction will be able to be secured for the bus turning circle at the bottom end of the high street and that the road will be closed to all traffic on this day.
- 6.3 **Stewarding:** it is too early to determine numbers available but it is thought that this event would require no more than five stewards which may be from internal members of staff or from an external agency.

Promotion: To include promotion through social media, LLTC website, local publications and posters.

Budget 2018/19: 101/4516 - £10,000

7. CHRISTMAS FESTIVAL – Friday 1st to Sunday 3rd December 2017



- 7.1 Planning for the Christmas festival weekend is in its very early stages, with key items of infrastructure being procured as part of a wider procurement exercise for the events programme.
- 7.2 It is anticipated that planning for the event will begin over the coming months and that councillors will be briefed as part of the planning and preparations during this time.

Stewarding: To be determined.

Promotion: To include promotion through social media, LLTC website, local publications and posters.

Budget 2018/19: 101/4511, £18,000

Salaries: 101/4408, £5,000

Income: 101/1065, £5000

At its meeting on 10/01/18, Committee resolved to endorse and recommend to the Policy and Finance Committee that £2000 be allocated from the Community Projects Earmarked Reserves to cover any shortfall in expected income for the Christmas Festival, to ensure the quality standard of the event would be maintained. (Ref: 071/CE).

End