



Events

Date: 23rd August 2021

Title: Events – Allocation of Earmarked Reserves

Purpose of the Report:

To allocate the use of Earmarked Reserves to enable a Firework Display as part of Proms in the Park

Contact Officer:

Ben Bodsworth, Town & Community Promotions Manager

Corporate Objective/s	LLTC Five Year Plan – Aim: 3. Vibrancy and Vitality of Town and Town Centre
Implications:	
Financial	Yes – Allocation of Earmarked Reserves
Human Resources	
Operational/Service delivery	Yes - Delivery of the events programme in 2021
Procedural/Legal	
Risk/Health and Safety	
Environmental Aims	Yes – environmental aims incorporated within terms and conditions for attending traders

1 RECOMMENDATION

Should members be minded, the proposal is:

- 1.1 To allocate £1500 from the Canal Festival Earmarked Reserve 9058/970 towards the provision of a Firework Display at the Proms in the Park event.**

2 INFORMATION

- 2.1 When setting budgets for the events programme in 2021, uncertainty remained around the restrictions which may be placed upon the delivery of events throughout the year. Budgets and committed expenditure we're based on needing to allocate reservations and increase staffing numbers throughout the season at all events.

- 2.2 To enable the Music in the Park concerts to take place successfully during the early part of the year, a significant uplift in the business-as-usual staffing levels was undertaken to ensure the events were able to take place under stage 3 of the roadmap of lifting restrictions. This budget would have, under normal circumstances, funded the firework display at the Proms in the Park event which takes place in September.
- 2.3 Due to the changing nature and uncertainty around the of the roadmap of easing restrictions, the budget allocated for Canal Festival in a business-as-usual year was allocated to earmarked reserves and expenditure taken from there as required for the Films in the Paddock event which served as its replacement for 2021.
- 2.4 With the easing of restrictions, the staffing levels for Films in the Paddock were able to be reduced from the budget allocated into earmarked reserves. This reduction in staffing creates a budget surplus in the earmarked reserve allocated for Films in the Paddock.
- 2.5 A budget allocation of £5,000 within earmarked reserves had been given to staffing at the Films in the Paddock event with £2,628 committed to expenditure leaving £2,372 unspent within earmarked reserves.
- 2.6 A firework display lasting 3-5minutes to appropriate music for the Proms in the Park event will cost £1,500.

3 CONCLUSION

- 3.1 Through the re-allocation of earmarked reserve funds, a firework display at Proms in the Park would be able to be undertaken as has been in previous years and allow the full event to take place. By enhancing the visitor experience at the event, the popularity of the event will continue to grow ensuring audiences return to the event again in 2022.