

Report of the Portfolio Holder for Leisure and Health

EVENTS PROGRAMME 2023/24**1. Purpose of Report**

To put forward proposals for the Council's Event Programme for 2023/24.

2. Recommendation

Cabinet is asked to RESOLVE that:

- 1. The proposed event programme for 2023/24 be approved.**
- 2. Delegated authority be given to the Executive Director to identify and provide support to cultural and community events in relation to the CCity project.**

3. Detail

Each year, a number of public events are organised as part of the Council's cultural offering. Historically, 12 large events have been organised by the Cultural Services Team and 90+ have been organised by other Council departments to deliver a programme of more than 100 annual events.

The annual budget for the Council's events programme is £99,500. This is supplemented with external contributions from event partners including Town and Parish Councils and County Council Divisional Funds to enhance the events. A dynamic approach to event planning is therefore required depending on any additional funds available.

2022/23 saw the first full year of events since the start of the pandemic. This programme has been reviewed using the data captured, including factors such as turnout, feedback and costs. The analysis has informed the plans for 2023/24 to help outline a programme of popular, existing events, as well as new ones which provide both good value for money and an attractive offering to residents. The 2022/23 event programme analysis is contained in appendix 1. The proposed programme for 2023/24 is shown in appendix 2, with an example of other events organised by the Council shown in appendix 3.

The Council will promote community events organised by its partners and local community groups to enhance the offer to local residents, such as Beeston Film Festival, the D.H. Lawrence Music Festival and sports events as part of the CCity Project.

It is intended that following confirmation of the events programme for 2023/24, a new Cultural Strategy will be developed including a map of the cultural richness and heritage within the Borough.

The objectives for the strategy will include:

- Promoting and enhancing existing activity in the Borough to showcase its cultural richness.

- Engaging and collaborating with community groups and other stakeholders to ensure our cultural programme reflects the varied backgrounds and experiences of local people
- Increasing the reach of our cultural activity and facilities including the D.H. Lawrence Birthplace Museum.

4. Financial Implications

The comments from the Head of Finance Services were as follows:

There are no additional financial implications for the Council with costs being contained within existing budgets. Any significant budget implications in the future, over and above virement limits, would require approval by Cabinet.

5. Legal Implications

The comments from the Monitoring Officer / Head of Legal Services were as follows:

The Landlord and Tenant Act 1985 as amended by the Housing (Fitness for Human Habitation) Act requires a property is fit for human habitation at the beginning of the tenancy and for the duration of the tenancy; and where a landlord fails to do so, the tenant has the right to take action in the courts for against the Council breach of contract on the grounds that the property is unfit for human habitation. To address this duty, the council needs to have a planned maintenance programme with periodic inspections and an effective responsive repairs service. The Council's obligations as landlord to repair and maintain Council properties are set out in the tenancy agreement. In addition, section 11 of the Landlord Tenant Act 1985 sets out statutory obligations to ensure that the structure of homes is repaired and the repairs are carried out within a reasonable time.

6. Human Resources Implications

Not applicable

7. Union Comments

Not applicable

8. Data Protection Implications

Not applicable

9. Equality Impact Assessment

As attached at appendix 4

10. Background Papers

Nil

APPENDIX 1

2022 Events Programme Analysis

This appendix contains the full events programme for 2022 and data linked to attendance and costs.

Notes:

- Where multiple events took place as part of a series e.g. Mini Reel/Reel Outdoors, turnout is the total number who attended the series not each individual event in the series.
- Turnout calculations:
 - Paid events: through ticket sales and gate/ box office check in
 - Free town centre events: Max crowd capacity is measured for the location. An estimation is made based on how full the area is at a given time, less any significant structures. Following best practice, the calculation is 1 person per 0.5m²
 - Free events on parks: As with town centre events, supported by clicker snapshots and flow of vehicles utilising parking provided on site

Event	Date	Corporate priority	Admission type	Turnout	Cost to Leisure/ the Council £	Generated income (admissions and ground rent)	Partner/ Town Council contributions £	Total cost £	Comments
Hemlock Happening	Jun	Health	Free	6,500	11,151	£2,610	£4,750	18,511	Flagship event. The event costs were higher than expected due to cost-of-living increases. The event was enhanced to incorporate Jubilee celebrations.
Stapleford Play Day	Aug	Health	Free	2,000	4,902	£420	£2,000	7,322	
Eastwood Play Day	Aug	Health	Free	2,000	5,352	£400	£4,740	10,492	Additional budget from Eastwood Town Council due to jubilee celebrations.
Chilwell Play Day	Aug	Health	Free	1,500	7,695	£400	£0	8,095	Additional, unplanned event agreed by Leisure and Health Committee.
Kimberley Play Day	Aug	Health	Free	1,000	8,002	£360	£0	8,362	Additional, unplanned event agreed by Leisure and Health Committee.
Mini Reel/Reel	Aug	Health	Admission charge	1,000	20,795	£5453	£0	26,248	12 outdoor cinema screenings. High cost and low turnout. Large number events to

Event	Date	Corporate priority	Admission type	Turnout	Cost to Leisure/ the Council £	Generated income (admissions and ground rent)	Partner/ Town Council contributions £	Total cost £	Comments
Outdoors			Mini Reel £3.50 pp Reel Outdoors £10/£8 conc.						manage in terms of staffing within a short space of time. Proposed to replace with engagement with groups to promote existing events as part of C City programme around the Borough to showcase Broxtowe's cultural richness.
Eastwood Spooktacular	Oct	Health	Admission Charge £3 adult £1 child	0	0	£0	£0	6,400	Halloween/Fireworks event. Event was cancelled as a core partner pulled out.
Stapleford Christmas Lights Switch On	Nov	Health	Free	2600	8,013	£200	£4200	11,000	Stapleford Town Council committed £4k.
Eastwood Christmas Lights Switch On	Nov	Health	Free	2200	9,236	£505	£8260	18,000	Eastwood Town Council committed an extra £2,260 due to Jubilee celebrations. Turnout impacted by World Cup fixture on same date
Beeston Christmas Lights Switch On	Dec	Health	Free	4500	11,640	£790	£0	12,500	
TOTAL				22,300	86,786	£11,138	£23,950	126,930	

APPENDIX 2

Proposed 2023 Events Programme

Members are asked to consider a proposal to replace Mini Reel/Reel Outdoors (cinema in the park) and replace it with events such as CCity and Friday18 to be accommodated within the existing events budget. If Members were minded to agree, additional time would also be spent on engaging with hard to reach groups in line with the wider of work of the Communications, Cultural and Civic Service Team.

A separate budget request has been submitted for £8,000 for activities related to the Coronation. Plans are currently being developed now that formal arrangements have been confirmed by the Palace.

Event	Date	Corporate priority	Admission type	Expected turnout	Cost to Council £	Generated Income (admissions and ground rent)	Partner/ Town Council Contributions	Total cost	Comments
Hemlock Happening	Jun	Health/ Environment	Free	4,500	11,640	3,610	3,750	19,000	Incorporate a dedicated "Green area" to replicate activities from the 2022 Green Festivals as part of an existing event.
Stapleford Play Day	Aug	Health	Free	2,000	4,950	450	2,000	7,400	
Eastwood Play Day	Aug	Health/ Environment	Free	2,000	5,550	450	2,000	8,000	Incorporate a dedicated "Green area" to replicate activities from the 2022 Green Festivals as part of an existing event.
Chilwell Play Day	Aug	Health	Free	2,000	7,050	450	0	7,500	Requires traffic management (£900).
Kimberley Play Day	Aug	Health	Free	1,500	7,850	450	0	8,300	Requires traffic management (£1k).

Event	Date	Corporate priority	Admission type	Expected turnout	Cost to Council £	Generated Income (admissions and ground rent)	Partner/ Town Council Contributions	Total cost	Comments
Beeston Play Day	Aug	Health	Free	2,000	7,050	450	0	7,050	
Stapleford Christmas Lights Switch On	Nov	Business Growth	Free	2600	6,900	150	4,200	11,250	Features two stages, firework display, Santa's Grotto, fairground rides, charity and market stalls, food concessions and street theatre acts. Is organised with support of Stapleford TC and CLSO steering group. Requires traffic management (£1.6k).
Eastwood Christmas Lights Switch On	Nov	Business Growth	Free	3,500	8,250	500	6,000	14,750	Features main stage, Santa's Grotto, firework display, fairground rides, charity and market stalls, food concessions and street theatre acts. Is organised with support of Stapleford TC and CLSO steering group. Requires traffic management (£2.7k).
Beeston Christmas Lights Switch On	Nov/ Dec	Business Growth	Free	4,500	11,640	860	0	12,500	Features main stage, Santa's Grotto, firework display, fairground rides, charity and market stalls, food concessions and street theatre acts. steering group. Requires traffic management (£1.2k).
Friday18 series	June-August	Business Growth, Health, Community Safety	Free	1,000	1,000	0	0	1,000	Live music was performed in Beeston Square for 6 weeks during summer 2022 to encourage local people into the town centre to use local businesses, in a similar way to Music in the Square which used to take place on Saturdays. Local businesses could be approached to put on offers for customers/stay open later.

Event	Date	Corporate priority	Admission type	Expected turnout	Cost to Council £	Generated Income (admissions and ground rent)	Partner/ Town Council Contributions	Total cost	Comments
C City Project	Ongoing	Business Growth, Health, Community Safety	Free	1,000	20,000	0	0	20,000	<p>As part of the C City Project and Community Committee, events happening across the Borough organised by the Council, as well as by external groups and organisations will be promoted as part of the annual events programme on offer to local people. The Community Committee will seek external funds to support activities beyond existing events.</p> <p>The project strands include:</p> <ul style="list-style-type: none"> • Food and lifestyle • History and custom • Music: rock and jazz • Music: classical • Youth Parliament • Cinema • Visual art • Theatre and literature • Sports
TOTAL				26,000	91,880	13,840	17,950	123,670	A contingency of £7,620 is required to cover other costs such as the licences required to play live or recorded music at events, van hire to transport equipment to and from events etc.

APPENDIX 3

Other annual events organised by the Council which can be promoted as part of our wider events offer.D.H. Lawrence Birthplace Museum

- D.H. Lawrence Festival - Propose to extend the period of the festival to run through the summer to include more D.H. Lawrence workshops outreach activities. Continue to publicise events organised by other groups e.g. D.H. Lawrence society as part of the festival package.
- D.H. Lawrence and social history related events including Gin & Gaslight x 8, Pumpkin Carving x 8, Wreath Making x4, Exhibitions x4
- Monthly Wellbeing Walks in partnership with LLeisure.

Civic Office

- Remembrance (Event support provided by Cultural Services)
- Holocaust Memorial Day
- Civic Service
- Freedom Parade (Event support provided by Cultural Services)
- Merchant Navy Day
- Commonwealth Flag Raising
- Armed Forces Flag Raising
- Mayor's charity events
- Mayor's community events

Environment

- Green Festivals
- Days of action: Combined Housing and Environment events
- Waste Action Days
- Clean and Green Community Litter picks
- School Engagement Events
- Local Community Talks including CAT Meetings
- Dog Fouling Prevention Events
- Bulb/Tree Planting/Play area Events
- Bramcote Crematorium Open Days and Services

Community Safety

- Cultural and community cohesion events
- Anti-social behaviour prevention and engagement events
- Partner events including health and wellbeing and dementia
- Dementia Friends Training events
- Holiday Activities and Food Programme
- White Ribbon Events

Housing

- Community Clean Up
- Older Persons Week Events
- Pop-up stalls