

Report of the Portfolio Holder for Leisure and Health

EVENTS PROGRAMME 2024/251. Purpose of Report

To put forward proposals for the Council's Events Programme for 2024/25.

2. Recommendation

Cabinet is asked to RESOLVE that the proposed Events Programme for 2024/25 be approved.

3. Detail

The Council is proactive in celebrating cultural activities in Broxtowe, as well as utilising cultural activity as a means to improve health and wellbeing, economic growth, education outcomes and reducing anti-social behaviour. The Cultural Strategy 2023-26 outlines how the Council will organise cultural programmes to enhance the Borough, as well as how it will support the local community to do the same.

As part of the strategy, as well as managing the D.H. Lawrence Birthplace Museum and its programme of engagement and outreach work, the Council organises a programme of events each year. Historically, a number of large events have been organised by the Cultural Services Team and over 90 have been organised by other Council departments to deliver a programme of more than 100 annual events.

These range from large public events such as the Hemlock Happening, Play Days and Christmas Light Switch On events which attract up to 3,000 people, to Green Festivals, civic events like Remembrance Sunday and Holocaust Memorial Day and small community events aimed at specific groups such as housing tenants, businesses and special interest groups.

The Events Programme aims to target areas of relative deprivation, as well as be inclusive, reflecting the diversity of the population of the Borough by taking into account factors such as age, gender, ethnic background, religious beliefs, disabilities and the needs of other groups.

The annual budget for the Council's Events Programme is £100,000. 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.

Delegated authority was given to the Executive Director in consultation with the Portfolio Holder at Cabinet on 7 February 2023 to identify and provide support to cultural and community events in relation to the CCity project.

Ten events took place as part of the 2023/24 programme and highlights include:

- The Hemlock Happening attracted the largest turnout in recent years with approximately 7,500 people accessing the event.
- Friday 18 took place over ten weeks on Beeston Square and featured local musicians and songwriters. This series of music events enables culture to be celebrated, become part of everyday life and encourages prosperity as outlined in the new Cultural Strategy 2023-26.
- The successful delivery of a Playday programme that was expanded to include Beeston's Broadgate Park. Total turnout for all events was 5,600.

The Programme has been reviewed using the data captured, including factors such as turnout, feedback and costs. The analysis has informed the plans for 2024/25 to help outline a programme of popular, existing events, as well as new events which provide both good value for money and an attractive offering to residents.

The 2023/24 Event Programme analysis is contained in **APPENDIX 1**. The proposed Programme for 2024/25 is shown in **APPENDIX 2**. Further details about specific events to put the costs in context are provided in **APPENDIX 3**, with an example of other events organised by the Council shown in **APPENDIX 4**.

Alongside delivery of the events and museum service, the Communications, Cultural and Civic Services Team developed a new Cultural Strategy, which was adopted in July 2023 and which outlines the work the Council will be undertaking to enhance the Borough's cultural offer to maximise on the benefits to economic growth, education, anti-social behaviour and crime and physical and mental wellbeing.

During 2024/25 this will include completion of a cultural mapping exercise, as well as engagement with harder to reach groups and groups from different backgrounds within the community to determine how the Council can support and promote their existing events and what adjustments could be considered for future events programmes.

The team is also working with internal partners to measure the environmental impact of existing and future events. This will be achieved by creating baseline assessments of the CO₂ emissions produced for each event and the data will be utilised in an attempt to identify ways to lessen the impact for future events.

The impact will be measured using data on numbers of visitor and stall holder vehicles, distances travelled, the number and type of generators on each event site and the waste generated per event. In addition to this, single use plastics will no longer be used at Council events and an electric power source capable of being charged on site by photovoltaic panels has been purchased.

4. Key Decisions

This report contains a key decision.

5. Financial Implications

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

The current base budget for events is £100,000. The cost of the events programme for 2024/25, as presented, is £103,447. If Members are minded to support the proposed events programme in 2024/25, the base budget will be uplifted accordingly to £104,000 with the increase being funded directly from General Fund balances. The Cultural Services Team will continue to seek supplementary external funding wherever possible to enhance the events programme.

6. Legal Implications

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

There are no direct legal implications arising from this report.

7. Human Resources Implications

N/A

8. Union Comments

N/A

9. Climate Change Implications

The comments from the Climate Change Manager were as follows:

It is important to monitor and measure the carbon emissions for events in order to gain a comprehensive understanding of their environmental impact. The data collated by the Environment and Events teams will serve as a foundation for implementing strategies to mitigate and reduce emissions. This will lead to a more sustainable approach to event delivery.

10. Data Protection Compliance Implications

This report does not contain any OFFICIAL(SENSITIVE) information and there are no Data Protection issues in relation to this report.

11. Equality Impact Assessment

As this is a new event programme, an equality impact assessment is included in the **APPENDIX 5** of this report.

12. Background Papers

None.

APPENDIX 1

2023/24 Events Programme Analysis

This appendix contains the full events programme for 2023/24 and data linked to attendance and costs.

A little narrative to highlight feedback, successes, improvements on turnout on previous year etc.

Turnout is calculated as follows:

- 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.
- Where an event is an activity, such as CCity projects, turn out represents the number of people engaged through the project.

Event	Date	Corporate priority	Turnout	Cost to Council £	Cost to the Council per visitor	Generated Income (admissions and ground rent)	Partner/ Town Council Contributions	Total cost	Total Cost per visitor	Comments
Hemlock Happening	June	Health/ Environment	7500	16454	2.19	2916	3966	23,336	3.11	£2083 ex VAT additional budget approved for Coronation related activities.
Stapleford Play Day	August	Health	1500	5008	3.33	405	3000	8,413	5.60	
Eastwood Play Day	August	Health/ Environment	1200	4816	4.01	405	3875	9,096	7.58	Additional funding was received from Eastwood Town Council in order to celebrate the Coronation

Event	Date	Corporate priority	Turnout	Cost to Council £	Cost to the Council per visitor	Generated Income (admissions and ground rent)	Partner/ Town Council Contributions	Total cost	Total Cost per visitor	Comments
Chilwell Play Day	August	Health	800	6343	7.92	380	0	6,723	8.40	
Kimberley Play Day	August	Health	900	5845	6.40	405	0	6,250	6.94	
Beeston Play Day	July	Health	1200	5898	4.91	405	0	6,303	5.25	This was a new event location for 2023
Friday18 series	June-August	Business Growth, Health, Community Safety	322	1055	3.27	0	0	1,055	3.27	£1,055 total expenditure on reusable promotional banners and donations.
Stapleford Christmas Lights Switch On	November	Business Growth	2,700	6400	2.37	315	6000	12,600	4.66	Adjustments to the event in 2023/24 have removed the need for road closures, whilst still ensuring a safe and enjoyable event which has reduced costs.
Eastwood Christmas Lights Switch On	November	Business Growth	3,200	6843	2.13	500	9000	16,343	5.10	
Beeston Christmas Lights Switch On	December	Business Growth	4,500	12340	2.74	860	0	13,200	2.93	
C City Project	Ongoing	Business Growth, Health,	2,000	20,000	10.00	0	0	20,000	10.00	Activity so far has included support for an international recipe book featuring Broxtowe businesses, a children's writing competition which reached 741

Event	Date	Corporate priority	Turnout	Cost to Council £	Cost to the Council per visitor	Generated Income (admissions and ground rent)	Partner/ Town Council Contributions	Total cost	Total Cost per visitor	Comments
		Community Safety								children, support for Beeston Film, a video to showcase the different arts groups in the Borough which has been viewed 679 times, a competition to be part of an international music project and an exhibition on the history and custom of the Borough. An underspend of approximately £1,770 is anticipated for 2023/24 which will be carried forward into 2024/25 and which reduced the cost per visitor to £9.11.
Other events costs	N/A	N/A	N/A	7,500	N/A	N/A	N/A	7,500		Other costs are associated with running the events programme but cannot be attributed to specific events including the licences required to play live or recorded music at events, van hire to transport equipment to and from events etc.
TOTAL	N/A	N/A	25,822	98,502	N/A	6,591	25,841	130,934	N/A	

APPENDIX 2

Proposed 2024/25 Events Programme

This year, events organised by the D.H. Lawrence Birthplace Museum have been incorporated into the Events Programme to help provide a full picture of Council organised culture and heritage events.

Event costs have been increased in line with the current rate of inflation. Contribution from partners/Town Councils and income is estimated on the previous year's insights and there is a risk that these may not be achieved. Where this is the case, the event will be adapted to suit the total budget available.

Turn out has been calculated using the same measures as detailed in Appendix 1.

Event	Date	Corporate priority	Target Turnout	Cost to Council £	Cost to the Council per visitor	Estimated Generated Income (admissions and ground rent)	Estimated Partner/ Town Council Contributions	Total cost	Cost per visitor	Comments
Gin & Gaslight	April	Business Growth	25	150	0 (as generated income offsets cost)	360	0	0 (as generated income offsets cost)	0	Popular events that broaden the demographic of existing visitors to the Museum. The income generate enables them to be cost neutral and afford a small profit.
Hemlock Happening	June	Health/ Environment	7,600	17,523	2.30	2916	3966	24,405	3.21	Reduced financial support from partners is a possibility in 2024/25 and as a result this may impact on the size of the event. The event will include a "Green" area as part of the Green Festival approach.
D.H. Lawrence Festival	July - September	Health/ Business Growth	6,900	1,500	0.21	0	500	2,000	0.28	An expanded programme to take advantage of opportunities to engage families during the summer holidays. As in 2023/24, the festival will be co-produced with partners including the D.H. Lawrence Society, Haggs Farm Preservation Society and D.H. Lawrence Music Festival. Activities would include:

Event	Date	Corporate priority	Target Turnout	Cost to the Council £	Cost to the Council per visitor	Estimated Generated Income (admissions and ground rent)	Estimated Partner/ Town Council Contributions	Total cost	Cost per visitor	Comments
										<ul style="list-style-type: none"> • The D.H. Lawrence Music Festival • Children's writing competition awards event • Talks, lectures • Performances • Signposting to other summer events like Play Days <p>Opportunities will be sought to request partner contributions to support the event.</p>
Stapleford Play Day	August	Health	1,600	5,845	3.65	405	3000	9,250	5.78	Event historically supported by Stapleford Town Council. Any additional monies will be used to enhance the event further.
Eastwood Play Day	August	Health/ Environment	1,300	5,845	4.49	405	3875	10,125	7.78	Event historically supported by Eastwood Town Council. Any additional monies will be used to enhance the event further.
Chilwell Play Day	August	Health	900	5,845	6.49	405	0	6,250	6.94	There is no Town Council to support the event so where possible, opportunities will be sought to enhance the event through business sponsorship.
Kimberley Play Day	August	Health	1,000	5,845	5.84	405	0	6,250	6.25	Historically there has not been Town Council support for the event so where possible, opportunities will be sought to enhance the event through business sponsorship.
Beeston Play Day	July	Health	1,300	5,845	4.49	405	0	6,250	4.80	There is no Town Council to support the event so where possible, opportunities will be sought to enhance the event through business sponsorship.

Event	Date	Corporate priority	Target Turnout	Cost to the Council £	Cost to the Council per visitor	Estimated Generated Income (admissions and ground rent)	Estimated Partner/ Town Council Contributions	Total cost	Cost per visitor	Comments
Friday18 series	June-August	Business Growth, Health, Community Safety	400	1,500	3.75	0	0	1,500	3.75	The 2024/25 programme is proposed to run for 8 weeks across June, July and August. The proposed increase in budget will enable performers to be given a small donation as a thanks for performing.
Broxtowe Green Festival	September	Health/ Environment	400	Met from Environment budget	N/A	0	0	N/A	N/A	Event Management provided by the team in conjunction with the Environment Team.
Gin & Gaslight	November	Business Growth	25	150	0 (as generated income offsets cost)	360	0	0 (as generated income offsets cost)	0	Popular events that broaden the demographic of existing visitors to the Museum. The income generate enables them to be cost neutral and afford a small profit.
Stapleford Christmas Lights Switch On	November	Business Growth	2,800	6,400	2.28	350	6000	12,750	4.55	Event has not yet taken place to some figures will not be available until December 2023. To aid decision making, estimates are given based on 2022/23 and planned expenditure. Opportunities for business sponsorship will also continue to be sought.
Eastwood Christmas Lights Switch On	November	Business Growth	3,300	7,287	2.20	500	9000	16,787	5.08	Event has not yet taken place to some figures will not be available until December 2023. To aid decision making, estimates are given based on 2022/23 and planned expenditure. Opportunities for business sponsorship will also continue to be sought.
Beeston Christmas Lights Switch On	December	Business Growth	4,600	13,142	2.85	860	0	14,002	3.04	Event has not yet taken place to some figures will not be available until December 2023. To aid decision making, estimates are given based on 2022/23 and planned expenditure.

Event	Date	Corporate priority	Target Turnout	Cost to the Council £	Cost to the Council per visitor	Estimated Generated Income (admissions and ground rent)	Estimated Partner/ Town Council Contributions	Total cost	Cost per visitor	Comments
										There is no Town Council to support the event so where possible, opportunities will be sought to enhance the event through business sponsorship.
Wellbeing Walks	Ongoing	Health	300	0	0	0	0	0	0	Monthly wellbeing walks delivered in conjunction with the D.H. Lawrence Birthplace Museum and Liberty Leisure Ltd. The walks provide opportunities to improve physical and mental wellbeing, as well as connection to local history, heritage and the D.H. Lawrence legacy.
Exhibitions programme	Ongoing	Business Growth, Health	600	Met from existing museum budgets	N/A	0	0	0	N/A	A programme of five exhibitions at the D.H. Lawrence Birthplace Museum including a mixture of community and heritage-led exhibits to showcase local heritage and a culture and attract new audiences to the museum.
C City Project	Ongoing	Business Growth, Health, Community Safety	2,100	20,000	9.52	0	0	20,000	9.52	Activity will focus on the themes of: <ul style="list-style-type: none"> • Music • Sport • History and custom • Food and lifestyle • Theatre and Literature • Cinema and Film • Visual arts • Youth Parliament Planned activity includes the D.H. Lawrence Writing competition.

Event	Date	Corporate priority	Target Turnout	Cost to the Council £	Cost to the Council per visitor	Estimated Generated Income (admissions and ground rent)	Estimated Partner/ Town Council Contributions	Total cost	Cost per visitor	Comments
Other events costs	N/A	N/A	N/A	7,500		N/A	N/A	7,500	N/A	Other costs are associated with running the events programme but cannot be attributed to specific events including the licences required to play live or recorded music at events, van hire to transport equipment to and from events etc.
TOTAL	N/A	N/A	33,812	103,477	N/A	7,371	26,341	137,069	N/A	

APPENDIX 3**Specific Event Details**Play Days

As each site is unique, so is the infrastructure required to facilitate the events.

All sites require the hire of mobile public toilet facilities for the events. In addition, a low level security and stewarding presence is required to facilitate safe parking and ensure the safety of attendees.

Beeston Play Day is held on Broadgate Park and does not have any public parking. Some additional security is required to guard the pavilion that is utilised as a location for event control, employees, performers and as a welfare facility.

Eastwood Play Day is held on split levels of Coronation Park. This requires more stewards to safely manage the parking and also front gate security to control infrastructure and stall vehicular access to the event site.

Christmas Lights

As each town centre is unique, so is the infrastructure required to facilitate the events.

The large turnout for each event requires Ambulances as well as First Responder support.

The firework sites all require a security presence to ensure crowd safety and restrict access to fall out and firing zones.

The Christmas Lights Switch on event in Eastwood requires additional security to facilitate road closures along Nottingham Road.

All of the events require marquees to support the market areas at each event.

APPENDIX 4

Other annual events organised by the Council which can be promoted as part of our wider events offer.

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

- 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 stall

Economic Development

- Food and Drink events
- Beeston Night Light
- Markets