

Report of the Portfolio Holder for Leisure and Health**Events Programme 2027/28****1. Purpose of Report**

To put forward proposals for the Council's Events Programme for 2027/28.

2. Recommendation

Cabinet is asked to RESOLVE that the Events Programme be approved.

3. Detail

As part of the Cultural Strategy, the Council organises an annual programme of cultural events each year to promote social cohesion, improve health and wellbeing, support economic growth, provide educational opportunities and reduce anti-social behaviour.

The event programme is designed to provide free, community events targeted at specific areas of need, for example hosting Friday18 in Stapleford to support economic growth through quieter months for local Broxtowe businesses. In Broxtowe, culture is made accessible for its residents, by offering low-cost family days out, reducing financial barriers. Culture has also been used to reduce isolation, explore local green spaces, and promote new community facilities such as Bennerley Viaduct and Stapleford Community Pavilion.

As part of its wider programme to promote and strengthen culture across Broxtowe, the Council has also continued to play an active role in the C-City Project—a partnership with Châteauroux (France), Falun (Sweden), Grudziądz (Poland) and Gütersloh (Germany). The project has supported the establishment of the Broxtowe Community Committee, bringing together cultural specialists and Council officers to enhance and expand the Borough's cultural offer.

Following a review of the Events Programme, changes were made for 2026/27 to address the rising impact of inclement weather, giving greater provision for families throughout school half terms, not just the summer holidays, and supporting businesses through quieter periods of the year.

14 events have taken place as part of the programme, with a further five to be delivered. Attendance is expected to reach 41,200 which is a 15% increase on 2025/26. The highlights include:

- Play Days being rebranded as Fun Days throughout Easter, Summer and the Autumn.
- Friday18 took place in Stapleford for the first time with five venues, attracting 195 attendees and businesses reported increased footfall during a quieter period of the year.

- The Easter Fun Day took place for the first time both indoors and outdoors, with financial support from Nuthall Parish Council and new partnership working with Nuthall Methodist Church.
- Free ticketed outdoor story telling sessions at Bennerley Viaduct, celebrating the history of the site and supporting the newly opened visitor centre and access ramp.
- Beeston Summer Fete returned for its second year with a bigger community parade through the town with over 100 participants, a 50% increase and a higher attendance than last year.
- The planned October half-term event will be a dual site event, taking place at Stapleford Community Pavillion and the new Skate Park in Stapleford, utilising and promoting two new facilities in the town.
- In feedback surveys following events, 97% of respondents said they would recommended the event to others and 86% said attending an event improved their mood. Overall, Broxtowe events have been rated 4.5 stars (out of 5).
- Two events were impacted or cancelled because of inclement weather. In comparison, during 2024/25, 30% of programmed events were impacted or cancelled by the weather conditions.
- £46,820 income is expected to have been generated by the end of the programme, which is used to enhance the events and is an increase of 26% on 2025/26.

A review of events which have taken place has been undertaken, considering attendance, feedback and operational planning. The review is detailed in **Appendix 1**.

The proposed 2027/28 programme is largely the same, including core events known and enjoyed by residents, but with some minor adjustment to keep the programme fresh and accessible to residents across the whole Borough.

The proposed 2027/28 programme is detailed in **Appendix 2**.

The annual budget for the Council's Events Programme is £117,900 to support the legal and safe organisation of the programme. This is supplemented with external contributions from event partners including Town and Parish Councils, County Council Divisional Funds and sponsorship to enhance the events.

The wider Communications, Cultural and Civic Services Team and other Council departments also organise events throughout the year which enhance the event programme and a list of these is shown in **Appendix 3**.

4. Key Decision

This report is not key decision as defined under Regulation 8 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012.

5. Updates from Scrutiny

Not applicable.

6. Financial Implications

The comments from the Deputy Chief Executive and Section 151 Officer were as follows:

The annual budget for the Events Programme is £117,900 (net) to support the legal and safe organisation of the programme. This is supplemented with external contributions from event partners including Town/Parish Councils, County Council Divisional Funds and sponsorship to enhance the events.

7. Legal Implications

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

These comments will be provided at the meeting.

8. Human Resources Implications

Not applicable.

9. Union Comments

Not applicable.

10. Climate Change Implications

Not applicable.

11. 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.

12. Equality Impact Assessment

An Equality Impact Assessment is shown in **Appendix 4**.

13. Background Papers

Nil.