

Appendix 1

2026/27 Events Programme Analysis

The Programme has been reviewed using the data captured, including factors such as turnout, feedback and costs.

Event	Date	Corporate priority	Turnout	Cost to Council (event budget)	Total cost (including external income)	Comments
Friday18 Stapleford	Jan-March	Business Growth	185	£1,500	£1,500	A new event, expanding the successful Friday18 format into Stapleford at a time when footfall is typically lower post-Christmas to encourage more visitors into local businesses. The event was well supported by the businesses involved.
Museum Late	March December March	Health/Business Growth	65 to date, 200 expected	£0	£0	Common practice across the museum industry, this new event gave opportunities to attract different visitors who may not be able to attend during the museum's normal opening hours. The event was supported with talks from guest speakers such as Dr Andrew Harrison and also supported a small income generation through gift shop sales. This small cost to run this event is met through the Museum budget.
Easter Fun Day	April	Health	650	£4,250	£5,310	Part of the new "indoor/outdoor" approach to reduce the impact of inclement weather, as well as the first Easter Holiday event in some time. This year, the event took place in Nuthall and was supported by a £1,000 financial contribution from Nuthall Parish Council and free use of the Temple Centre. In a post-event survey, feedback indicated that residents liked having both indoor and outdoor space and also praised the range of activity providers. New local relationships were also forged

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						through the running of the event which will support future events across the Borough.
Hemlock Happening	Jun	Health/ Environment	8,500	£24,500	£31,250	Generated £6,750 income and an attendance of 8,500 making it the second highest attendance to date. Rain and weather warnings resulted in the cancellation of the planned BBMF Spitfire flypast the day before the event, but weather did not impact the event on the day. Ground rent income increased by 12% and financial funding from Nottinghamshire County Councillors from Divisional funds increased by 50%.
Beeston Summer Fete	July	Health	1,600	£10,500	£11,750	This event followed the same format as in 2025 with the We Love Beeston Carnival Parade. Participants in the parade increased by 50 additional participants and attendance at the event overall increased by 400. A sponsor was secured for the event for the first time with local business Fresh Asia, financial support was also secured from the Nottinghamshire County Councillor Division Fund and ground rent increased by £900.
Eastwood Summer Fun Day	Aug	Health	2,000	£6,000	£9,400	Refreshed and rebranded as part of the new series of Fun Day events taking place over the summer school holidays, the event returned to its highest attendance since 2019. £3,000 financial contribution was secured from Eastwood Town Council.
Chilwell Summer Fun Day	Aug	Health	800	£6,000	£6,600	Refreshed and rebranded as part of the new series of Fun Day events taking place over the summer school holidays. Skate Nottingham

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						joined the event for the first time to provide an offer for older children. £600 of income was generated from ground rent to further enhance the event. A short period of rain during the event slightly impacted the event attendance.
Proms In The Park, Beeston	Aug	Health	600	£4,000	£4,100	A popular event which was requested to return for 2026/27. An ice cream van and coffee van attended to further enhance the event offer and provided some ground rent. Vintage singer Jayne Darling and Nottingham Concert Band drew a large audience, attracting an older demographic and resulted in a very successful event.
Friday18 Beeston	June - August	Health/Community Safety	1,016	£2,000	£2,000	Well established and supported by a regular audience plus new visitors each week. With an Increase in artist payment rate by 50%, a two-hour finale took place again. Attendance is down slightly due to extreme heat and heat alerts in place during two of the sessions taking place.
Friday18 Kimberley	July - August	Health/Business Growth	370	£2,000	£2,000	For the second year the event followed the same format as 2025/26 with live music performances extended to 5 different venues including a new venue and 2 new performers for 2026/27. Increase in artist payment rate by 50%. Attendance increased by 145.
D.H. Lawrence Festival	August - September	Health/ Business Growth	8,514	£1,500	£2,000	The festival ran for an extended six-week period for the third year, including the D.H. Lawrence Music Festival, with a museum garden set during the afternoon. The Museum hosted more events and continued events with partners like Broxtowe Women's Project. New events included a D.H. Lawrence of

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						Nottingham guided walk with the D.H. Lawrence Society which sold out, and readings from Dr Andrew Harrison, Annette Pateman and the new collaborators from the 'The Optimist's Incomplete' exhibition. The museum launched the new Phoenix Trail offering a low-cost family activity, alongside the participatory phoenix mural that visited Broxtowe's Fun Days as part of the Museum Pop-Ups. £500 external income secured from Eastwood Town Council.
Story Telling Sessions at Bennerley Viaduct	Sept	Health	450	£3,500	£3,500	A new event for the programme this year to incorporate a cultural offering at a community asset invested in by the Council. Local theatre group Beeston Players produced a poem working with the Friends of Bennerley Viaduct to offer story telling sessions on the Viaduct. In addition, live music, street theatre and guided tours took place, as well as an event special being offered at the newly opened visitors centre. This event allowed residents to explore and learn more about our local heritage.
Green Festival	Sept	Environment	200	£0 (Event is funded through the Environment budget)	£0	Due to inclement weather of high wind speeds the event had to be cancelled to ensure the safety of all on site 20 minutes into the event starting.
Autumn Fun Day Stapleford	Oct	Health	700 expected	£4,500 expected	£9,000	New event for 2026 using indoor and outdoor space at the new Stapleford Community Pavilion offering a family event during the October half term for the first time. More engagement has taken place with Stapleford Football Club and the groups that already use the pavilion as part of the event. The new skate park will also offer sessions with Skate

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						Nottingham, offering an activity for older children.
Gin and Gaslight	Nov	Health, Business Growth	17 expected	£200 expected	£200	Attendance had reduced indicating appetite for the new Museum late programme so only one event took place this year. Attendance is limited as this is a small, intimate event due to the space available at the Museum. Admission is charged for this event, making the event cost neutral. Admission is charged for this event, making the event cost neutral.
Stapleford Christmas Lights Switch On	Nov	Business Growth	3,000 expected	£10,500 expected	£18,500 expected	Event due to take place on Saturday 21 November utilising the newly opened Pencil works. £7,000 external income has been secured to enhance the event. Plus, a further £300 is projected in ground rents making a total of £7,300 income.
Eastwood Christmas Lights Switch On	Nov	Business Growth	4,000 expected	£11,300 expected	£22,300 expected	Event due to take place on Saturday 22 November, following positive feedback about the move to a weekend last year. Remaining at the weekend following positive feedback from residents that more families could attend.
Beeston Christmas Lights Switch On	Nov	Business Growth	5,000 expected	£16,300 expected	£18,100 expected	Event is due to take place on Saturday 6 December. Beeston is allocated an increased budget due to having no Town or Parish Council to provide further financial support in comparison to the other two towns. £1,005 has been secured in sponsorship, an increase of £550 from previous year plus a projected £800 ground rent income.

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Wellbeing Walks	Ongoing	Health	29 to date, 200 expected.	£0	£0	9 wellbeing walks have taken place or are scheduled to take place by end 2026/27, including new walking routes that follow the D.H. Lawrence AR Trail. These are popular and have included an NHS Social Prescriber and their patients as part of their treatment plans. Costs to run the events are met within existing Museum budgets.
C City Project	Ongoing	Business Growth, Health, Community Safety	3,000	£20,000 (this covered by a separate budget)	£20,000	Events and projects have included: • A C-City stage at Oxjam which took place in Beeston in October, which was attended by 1,000 people. The D.H. Lawrence Children's Writing Competition which received 362 entries. • A travelling amateur art exhibition showcasing artworks from Broxtowe and each of the five C-City partner cities. • Seed funding supported a successful £27,000 Arts Council funding bid for the Parky Players, a theatre group with Parkinsons Disease, to write and perform "Voices Raised," an accessible street theatre show as part of a festival in Poland delivering their Voices Raised Project. Supported the annual C-City conference which was hosted by Broxtowe this year, supplemented with the use of other Council budgets and £25,000 from the General Reserve Fund, which was approved by Cabinet in September 2023. Accessible street theatre, a Youth Parliament and a virtual choir exchange were just some the ideas discussed by cultural experts at the conference, which is

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						designed to open up opportunities to improve the culture and heritage offer in Broxtowe further, as well as showcase the Borough's cultural assets to support tourism.
Afternoon Christmas Proms	December	Health	200 expected	£3,500 expected	£4,000	A new prom event designed to reach a more rural part of the Borough. The event will be indoor and have a Christmas theme.
Other events costs	N/A	N/A	N/A	£5,850 expected	£5,850	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/from events etc.
TOTAL	N/A	N/A	41,202 expected	£117,900 expected	£156,460 expected	