

Report of the Strategic Director

ONE HUNDRED EVENTS IN 20201. Purpose of report

To request approval for a budget allocation of £5,000 to meet the cost of producing and distributing an events guide to residents and businesses in the Borough.

2. Detail

As part of its commitment to providing quality events to the Borough and bringing the local community together, 100 events will take place in Broxtowe in 2020, organised by the Council, its Leisure company, LLeisure and Town and Parish Councils.

The programme will bring together existing events which regularly take place as part of the Borough's event programme such as Play Days, Remembrance Services and Christmas Lights Switch ons, as well as community information events and special events to mark the 75th anniversary of VE and VJ Day.

To help promote this initiative, it is proposed to send a leaflet to all residents and business in the Borough to supplement other communications channels such as press releases, email bulletins via the Email Me Service, social media and poster displays.

It is suggested that the leaflet would be delivered in early February.

3. Financial implications

The anticipated costs of this communication activity are £5,000 including design, printing and distribution to 52,000 homes and businesses in the Borough. There is presently no allocation for this with the 2019/20 General Fund revenue budget. The cost can be met from the Council's General Fund balances.

Recommendation

The Committee is asked to RESOLVE that a One Hundred Events in 2020 publicity programme be produced at an estimate cost of £5,000 to be funded from the Council's General Fund balances.

Background papers

Nil